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PUBLISHER'S BINDING

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 2, 1962

Agencies will get report cards on station adherence to tv code 29

NAB delegates facing critical issues as Chicago convention opens 100

ABC-TV affiliates will get color shows in the fall 104

BBDO uses Utica tv station for testing its commercials on air 31

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IN THE PUBLIC INTEREST



WGAL-TV
Established 1949

NATIONAL ASSOCIATION OF BROADCASTERS
SEAL OF GOOD PRACTICE
TELEVISION CODE

WGAL AM FM
Established 1922

SUBSCRIBER
NAB
Radio Code of Good Practices

WGAL-TV
Channel 8 • Lancaster, Pa. • NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

TK6540
.B85

things are looking-up

IN THE JOHNSTOWN-ALTOONA MARKET

UTILITIES EXPANSION



WJAC-TV *is first where it counts! . . .*



OVER 16½ MILLION DOLLARS IN UTILITIES EXPANSION AND IMPROVEMENT is scheduled for 1962 in the Johnstown-Altoona market alone! Light and power, water, communications--and all the industry and business they affect--mean jobs . . . payrolls . . . and sales for your product when you use WJAC-TV--the station more people in Southwestern Pennsylvania watch most. Put this top salesman to work for you -- WJAC-TV is first where it counts--in favorite shows, in share of audience, in coverage domination.

SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN · CHANNEL 6

Get all the details from . . .
HARRINGTON, RIGHTER and PARSONS, INC.


the NEW Spirit of St. Louis
FRIENDSHIP 7
UNITED STATES
There's a new spirit in St. Louis today — dynamically reflected by the brilliant achievements of such great St. Louis firms as McDonnell Aircraft Corporation, known the world over for manufacturing the famed Mercury spacecraft. To communicate authoritatively with this important, progressive market, remember . . .
in St. Louis the quality buy is KTVI
KTVI
CHANNEL 2
ST. LOUIS
abc
Represented nationally by
BLAIR-TV


in Spring...
An ad man's fancy turns, too, to thoughts of Sets in Use, Homes Reached, and Ratings — leading quite naturally to KRLD-TV, Channel 4.
For the most Homes Reached* and the highest Ratings* in the Dallas-Fort Worth market, and a schedule designed for your client, see your Advertising Time Sales representative.
*NSI, Feb. 62
KRLD-TV
represented nationally by Advertising Time Sales, Inc.
THE DALLAS TIMES HERALD STATIONS
CBS
Channel 4, Dallas-Ft. Worth
Clyde W. Rembert, President
MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT®

Near hit

LeRoy Collins, NAB president, had hoped to announce, in his NAB convention speech this week, agreement by television networks to submit their programs to preview by NAB Code Authority. But he couldn't bring deal off in time, despite assistance of influential senators and FCC Chairman, Newton Minow. Networks have historically clung to position that their own program standards are at least as high as code's. But they're being squeezed between government and NAB pressures to knuckle under to Code Authority.

On one side of squeeze play are Gov. Collins and Bob Swezey, his code director, who want to beef up code by making networks obeisant to it. On other are senators like Thomas Dodd, chairman of Juvenile Delinquency Subcommittee, and John O. Pastore, chairman of Communications Subcommittee, and FCC Chairman Minow. Sen. Pastore has let it be known he thinks network cooperation with code is only alternative to legislation giving FCC power to regulate networks, and he's been holding individual meetings with network heads and with Gov. Collins and Mr. Swezey to emphasize that view. In speech last month Sen. Pastore blistered ABC-TV for flouting Code Authority in broadcasting Bus Stop *episode that Dodd committee and FCC had previously attacked.*

FCC outlook

Administration is taking its time on upcoming FCC vacancy, primarily because no crisis will be involved if term of Commissioner John S. Cross expires June 30. Under Communications Act amendment adopted last session, FCC members continue in office until successor is qualified by Senate confirmation. Prior to amendment, if commissioner's term expired, he was automatically out.

White House is getting plenty of pressure for reappointment of Commissioner Cross. In addition to Broadcast Bureau Chief Kenneth A. Cox, Seattle attorney, and General Counsel Max D. Paglin, New York, there was report last week—unconfirmed—that another New Yorker, not identified with broadcasting or communications is under consideration. He is described as "pre-convention (Los Angeles, July 1960) Kennedy supporter."

Treyz bien

Appointment of Ollie Treyz as vice president of Warner Bros. in charge of television (story page 74) came as no surprise to his former chief, Leonard H. Goldenson, AB-PT president. That's because Mr. Goldenson, according to reliable report, had recommended appointment to Jack L. Warner, president of Warner Bros, and close personal friend.

Although Mr. Goldenson has been criticized for Treyz ouster, he had voiced no personal censure of Mr. Treyz and acknowledged his contributons to building of ABC-TV network. It's even hinted that arrangement with Warner Bros. had been made before formal announcement of Mr. Treyz's severance as ABC-TV head.

Cheerio & carry-on

Honeymoon between advertisers and England's commercial television system is over. Some advertisers are asking for reductions in rates. Reason: commercial system's share of audience —which at one time was 72% to noncommercial BBC's 28%—has dwindled to about 50%.

Campaign clarification

If broadcasters are to get liberalization of political broadcasting law in time for this year's campaigning, they'll have to begin beating drums. Several bills providing various measures of relief are pending, but no hearings have been scheduled. Under present law there's no chance for broadcast debates between principal candidates for any office for which splinter candidates are running. There isn't much time for legislative action. Congress hopes to quit well before Labor Day so members can hit campaign trails.

FCC overhaul

FCC's first order of business after Chicago NAB convention will be long delayed agency reorganization. Special meeting has been scheduled next week when final version of 500-page management survey will be considered. All but dead is recommendation for executive director with super powers. Proposal has met united staff-commissioner opposition. More favored is proposed three-man staff review board but its makeup and powers are in dispute. Management survey recommended cases be delegated by categories but some want to assign on case-by-case basis "until we see how this thing works." Losing appeal is plan to split commissioners into panels of three. Some say this would not be needed if review board becomes reality.

Under the wire

Landrush of station sales applications was on March 23, last day station owners could file to sell properties held less than three years without necessity of hearing under FCC's new anti-trafficking rule (AT DEADLINE, March 26). Total of 46 sales was filed on deadline day and 41 of these stations had been held for less than three years.

Intermixture, English style

English television may be heading toward mixed system of vhf and uhf. It's expected that Pilkington Committee, government-sponsored study group, will recommend opening of four uhf channels to be added to two vhfs now in use. During transition period of perhaps 10 years, while existing receivers are replaced, BBC and commercial Independent Television Authority would broadcast simultaneously on present vhfs and on two new uhfs. After that six different services would be provided. Big problem that Parliament must settle: how many services will be BBC and how many will be commercial.

WPTR renewal

Violation of antitrust consent decree by parent company and officers has put renewal status of WPTR Albany, N. Y., in jeopardy. Hearing order was discussed but passed over by FCC last week. Station is owned by Schine theatre interests (J. Myer Schine), which were fined $73,000 in 1959 for violation of consent decree in 1940's ordering chain to dispose of certain theatres. At issue is whether contempt citation shows lack of character by licensee and also question of unauthorized transfer of control.

Avery to run

Rep. William H. Avery (R-Kans.), one of best informed men in House on broadcast legislation, this week will announce his candidacy for Republican nomination for Senate. He will seek seat of late Senator Andrew F. Schoeppel (R.), who died in January. Mr. Avery has served three successive terms in House, and was on both Interstate and Foreign Commerce Committee and Communications Subcommittee. Recent poll of Kansas broadcasters indicated 50 of 55 member stations support his candidacy.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



MISTER ROBERTS CAN'T BE SHOUTED DOWN

...is highest rated feature film ever telecast by WCKT, Miami.

A special ARB rating taken in Miami on March 5 shows that "Mister Roberts" topped all network opposition and captured a 57% share-of-audience 7:00-9:00 P.M.

	WCKT SHOWING "MR. ROBERTS"	ARB COINCIDENTAL MONDAY, MARCH 5 7:00 PM—9:00 PM	
		STATION A	STATION B
7:00—7:30	28.0	20.0	3.0
7:30—8:00	33.0	18.0	8.0
8:00—8:30	32.5	16.0	10.0
8:30—9:00	37.0	10.0	13.0
Average Rating	**32.5**	**16.0**	**8.5**
Average Share-of-audience	**57%**	**28%**	**15%**

"Mister Roberts" starring Henry Fonda, James Cagney and Jack Lemmon is one of 41 Warner Bros. "Films of the 50's" in Seven Arts' Volume 3 recently acquired by WCKT, Miami.

SEVEN ARTS' "FILMS OF THE 50's"...MONEY MAKERS OF THE 60's

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

WEEK IN BRIEF

It's convention time again. The industry has moved into Chicago for the 40th annual NAB meeting. It promises to set some records and there are two added attractions—ASCAP tv contracts and tv code monitoring. A busy week for several thousand broadcasters. See . . .

CONVENTION LEAD STORY . . . 100

ON TAP IN CHICAGO . . . 108

WHERE TO FIND IT . . . 110

Having tossed a bomb at NAB's code authority just a fortnight ago, Broadcast Advertisers Reports loosed another at the weekend—a plan to monitor tv stations and issue report cards on code adherence. See lead story . . .

CODE RATINGS FOR STATIONS . . . 29

Take a look at Newton N. Minow—one year later. The FCC's chairman explained his philosophy and plans at last year's NAB convention. Here's a review of what he promised and what has happened. See . . .

MINOW—PROMISES, RESULTS . . . 66

The tv copyright battle is back in the courts. All-Industry station committee told Judge Ryan in New York it had rejected his plan for a 17% ASCAP cut hinged on the separation of broadcasters from BMI. See . . .

MUSIC FIGHTS BACK IN COURT . . . 72

An intimate profile of broadcast managers and employes shows higher wages in tv than in radio. NAB depth study also reveals those in broadcasting in general have generally high educational standards. See . . .

PROFILE OF A BROADCASTER . . . 102

Like other businesses, advertising agencies often conform to "common beliefs," or industrial axioms. But BBDO after a series of field tests has upset some sacred notions about tv commercials. See . . .

TESTS SURPRISE BBDO . . . 31

The major networks are big and busy but they're harassed by a serious problem—the profit squeeze. Something's got to give—income or programming quality, it appears, as program costs continue to rise. See . . .

PROFIT SQUEEZE IN TV . . . 86

There's progress on Capitol Hill in the move to have manufacturers limited to all-channel tv sets. Last week the House Commerce Committee approved the bill. De-intermixture ban is still inherent in proposal. See . . .

ALL-CHANNEL BILL MOVES . . . 58

A station rep—Weed—has developed its own way of looking at markets. It's based on specific characteristics of the groups sellers want to reach rather than the usual overall market totals. See . . .

A LOOK AT MARKET DATA . . . 34

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $4.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.



New shows, new stars, opening on ABC-TV this Fall.

On stage, from left to right, top row: man name of Fess Parker plays man name of Smith in the further adventures of **Mr. Smith Goes to Washington;** Jack Lord in **Stony Burke,** the spills and thrills of life on the rodeo circuit; Gene Kelly, a dancer, plays Father O'Malley, a role created by a singer, in **Going My Way;** Robert McQueeney and William Reynolds in **The Gallant Men,** dramatized World War II saga of the 36th Infantry's march from Salerno to Rome; Stanley Holloway as **Our Man Higgins,** a Scotch import in an American Family. Bottom row: Marty Ingles, Emmaline Henry, and John Astin in **The Workers,** the roof-raising antics of 2 carpenters disguised as comedians; Rick Jason, Vic Morrow and Shecky Greene take the lead in **Combat,** the Robert-Pirosh-produced World War II series; John McIntyre rides again in **Wagon Train;** Fred (of course) Astaire hosts and plays in the new **Fred Astaire Premiere.** Should be a very entertaining season. For viewers. And viewer-minded sponsors.

Pastore sets hearing on satellite firm

Senate Commerce Committee plans to start hearings April 10 on administration's bill to create private corporation to own and operate proposed communications satellite system.

Sen. John O. Pastore (D-R. I.), chairman of Communications Subcommittee, will run hearings in place of Sen. Warren G. Magnuson (D-Wash.), chairman of parent committee.

Bill (S 2814) is expected to be reported to Senate today (Monday) by Senate Space Committee (see earlier story, page 68). Under previous agreement, bill will be automatically referred to Commerce Committee.

Meanwhile, Sen. Wayne Morse (D-Ore.), on Friday pledged all-out effort to block enactment of administration proposal. He hinted he might filibuster against bill on Senate floor.

Sen. Morse, who appeared before Senate Antitrust and Monopoly Subcommittee, is co-sponsor of legislation providing for government-owned satellite corporation (S 2890).

'Giveaway' ▪ He said American public must be made aware that administration bill amounts to "giveaway of billions of taxpayers' dollars."

He recalled that in 1954 he led filibuster against Eisenhower administration bill to permit private development of atomic power. That bill, he said, would have been "giveaway" also. But 13-day debate resulted in number of modifying amendments, he added.

He said there is "parallel" between that situation and current one. Public and congress must be informed on issues before any vote is taken, he said. President, he said, "will make a great mistake" if he presses for early vote.

Philip J. Farley, assistant to Secretary of State for atomic energy and outer space, urged speed in development of satellite corporation. He said this is important for accomplishment of national objectives.

Another Miami group will seek tv ch. 10

Group of 12 Miami businessmen have organized Civic Television Inc. to apply for ch. 10 there. Civic Tv is headed by Charles H. Crandon, former Dade County commissioner.

Other stockholders include E. N. Belcher, Belcher Oil Co.; J. N. McArthur, dairyman; Joseph Weintraub, Mercantile National Bank; Dr. A. H. Weiland, former president, Dade County Medical Assn.

This is second application to be announced for facility now being used by L. B. Wilson Inc. The first was by group of former WPST-TV Miami executives (BROADCASTING, Feb. 26).

L. B. Wilson took over ch. 10 when WPST-TV's owner, National Airlines, and two other original applicants were disqualified because of having engaged in off-record contacts with former Commissioner Richard A. Mack.

FCC in Chicago

Notice to conventioneers: If you have problem with FCC it should not be hard to find someone from agency to discuss it with this week in Chicago. Some three dozen agency officials (including all seven commissioners) will attend, reportedly largest FCC representation ever at non-Washington convention. Five from chairman's office alone will be there — including chairman. All will be traveling at government expense and on daily per diem.

ABC-TV to report on fall programming

In addition to feeding color programs on network next fall, ABC-TV was to announce to affiliates some fall programming plans at Chicago meeting preceding NAB convention opening (also see story, page 104).

Thomas W. Moore, ABC-TV's vice president in charge, was to describe network's planned 1962-63 season as one that "will have the sound of music, the excitement of a hippodrome show and will introduce distinctively different forms of dramatic action and adventure programming." Meeting was scheduled for Saturday (March 31).

Mr. Moore said network planned "a most exciting and balanced schedule for next season. He mentioned such programs as *Voice of Firestone* (see story, page 78), *Going My Way* (Gene Kelly), *Ben Casey, Fred Astaire Premiere, Our Man Higgins, My Three Sons, Leave It to Beaver, The Flintstones, Close-up* and Howard K. Smith's *News and Comment.*

In daytime, network will enlarge, diversify and strengthen, he was to note, adding that ABC-TV had passed "the long road to competitive status with the two older networks" and that it was "ready to take the next giant step."

Burnette NAB suite

Leo Burnett Co., Chicago, may hold distinction of becoming first major advertising agency to plan hospitality suite at annual NAB conventions. Burnett as of late Friday was awaiting suite assignment at Conrad Hilton.

Radio-tv agency also is planning to conduct tours of its Chicago headquarters at 10 a.m., 11 a.m. and 3 p.m. Monday, Tuesday and Wednesday for visiting broadcasters. Tours begin on eleventh floor reception room for timebuyers' division in Prudential Building.

European broadcasters plan satellite programs

European broadcasters meet in Seville, Spain, April 5-9 to plan for first live trans-Atlantic tv programs this spring when AT&T's Telestar communications satellite is launched from Cape Canaveral. Arrangements for 10 to 20 minute programs are under auspices of U. S. Information Agency, which already has had preliminary talks with U. S. tv networks.

Details to be worked out include type of program, spokesmen for interconnected nations and times of programs. Reason for limited length is because satellite will be over Atlantic in proper relay position for less than half-hour during each two-hour, 40-minute swing around earth.

Network representatives attending Seville meeting: Theodore H. Setter, ABC-TV; Fred Friendly and Ernest Leiser, CBS-TV, and Irvin Gitlin, NBC. USIA delegates will be Bob Evans, assistant to Edward R. Murrow, USIA director, and Chester Opal, deputy director, USIA tv service.

House unit schedules daytime bill hearing

House Communications Subcommittee helds hearing April 16-17 on legislation to permit daytime broadcasters to operate from 6 a.m. to 6 p.m.

Subcommittee, headed by Rep. Morgan Moulder (D-Mo.), held three days of hearings on bill last summer (BROADCASTING, July 24). FCC and broadcasters who were unable to appear at those hearings will testify.

more AT DEADLINE page 10

WEEK'S HEADLINERS

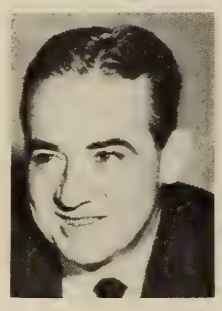


Mr. Lewine

Robert F. Lewine, vp, programs, CBS Films Inc., appointed vp, programs - Hollywood, CBS-TV. He succeeds Guy della Cioppa who is resigning (WEEK's HEADLINERS, March 26). Mr. Lewine was vp, NBC-TV programs, from 1957 to 1959. Previously, he served as ABC vp in charge of programming and talent. Mr. Lewine joined CBS Films in October 1959 in present capacity.

Oliver Treyz, who was replaced recently by Thomas W. Moore as president of ABC-TV (WEEK's HEADLINERS, March 26), elected vp and worldwide sales manager of Warner Bros.' tv division. Mr. Treyz joined ABC-TV in October 1956 as vp and was elected president two years later. He will report to Warner Bros. on May 1, signaling expansion program in tv activities at company (story, page 74).

Mims Thomason, first vp and general business manager, United Press International, elected president and general manager, effective April 6, succeeding **Frank H. Bartholomew,** who becomes board chairman. Mr. Thomason began his UPI career (then UP) as manager of Raleigh, N. C., bureau in 1934. He has served as news agency's business manager since



Mr. Thomason



Mr. Bartholomew

1955 and first vp since 1958. Mr. Bartholomew has been president and general manager since April 1955. Other executive promotions announced: **Roderick W. Beaton,** central division manager (Chicago), succeeds Mr. Thomason as general business manager; **Dale M. Johns,** New England division manager (Boston), moves to Chicago replacing Mr. Beaton as central division manager; and **H. Calvin Thornton,** central division business manager, succeeds Mr. Johns as manager of New England division.

James Conley, vp and general sales manager, ABC-TV National Station Sales, elected executive vp and general manager. He assumes responsibilities of Theodore F. Shaker, former president, who has become president of ABC owned and operated tv stations (WEEK's HEADLINERS, March 26). Mr. Conley came to ABC from WCAU Philadelphia last November. Previously, he was associated with CBS-TV Spot Sales, WISH-TV Indianapolis and The Bolling Co., Chicago.

Alvin G. Flanagan, former president of broadcast division of Nafi Corp. and general manager of KCOP (TV) Los Angeles, has been appointed vp and general manager of KBTV (TV) Denver, succeeding **Joseph Herold,** who has moved to Hawaii as general manager of The Hawaiian Broadcasting System properties (KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, KMAU-TV Wailuku and K70BW Lihue). Mr. Flanagan started in radio at U. of Florida Station WRUF Gainesville, Fla., while an undergraduate there and worked at KDKA Pittsburgh and WOR New York, KFMB-TV San Diego, KABC-TV Los Angeles and XETV (TV) Tijuana, before joining KCOP as program director in 1954.

For other personnel changes of the week see FATES & FORTUNES

Enthusiasm needed, Tooke tells educators

Broadcasting needs more young people with "sheer, unbridled enthusiasm," Rolland V. Tooke, executive vice president, Westinghouse Broadcasting Co., said yesterday (April 1).

Mr. Tooke urged educators at annual conference of Assn. for Professional Broadcasting Education in Chicago to develop school curriculum courses in "zeal, basic belief in broadcasting and job hunting."

He said need exists for liberal arts students as well as specialists. "We need them in widely assorted shapes and sizes but because of our limited ability to absorb new people, our interest must be centered on quality rather than quantity."

NAB opposes catv loans bill

Community antenna tv systems would be able to borrow government money at low interest rates under terms of bill (HR 10708) ordered reported March 30 to House after hearings before agricultural subcommittee.

Hollis Seavey, NAB government affairs manager, wrote committee objecting to language in bill that is interpreted to permit such borrowing by catv closed-circuit systems under Rural Electrification Act. Bill introduced by Rep. W. R. Poage (D-Tex.) is intended to help supply of educational tv services to rural communities.

Appreciative onlooker

TvB has scheduled its midyear board of directors meeting for Cincinnati—home of tv's biggest customer, P&G—on April 25-26. Board will be host to executives of P&G and other leading advertisers in that area at luncheon April 25. After two-day meeting number of board members will move on to the Greenbrier, White Sulphur Springs, W. Va., for April 27-28 sessions of AAAA annual meeting.

Motorola ads deceptive, FTC complaint charges

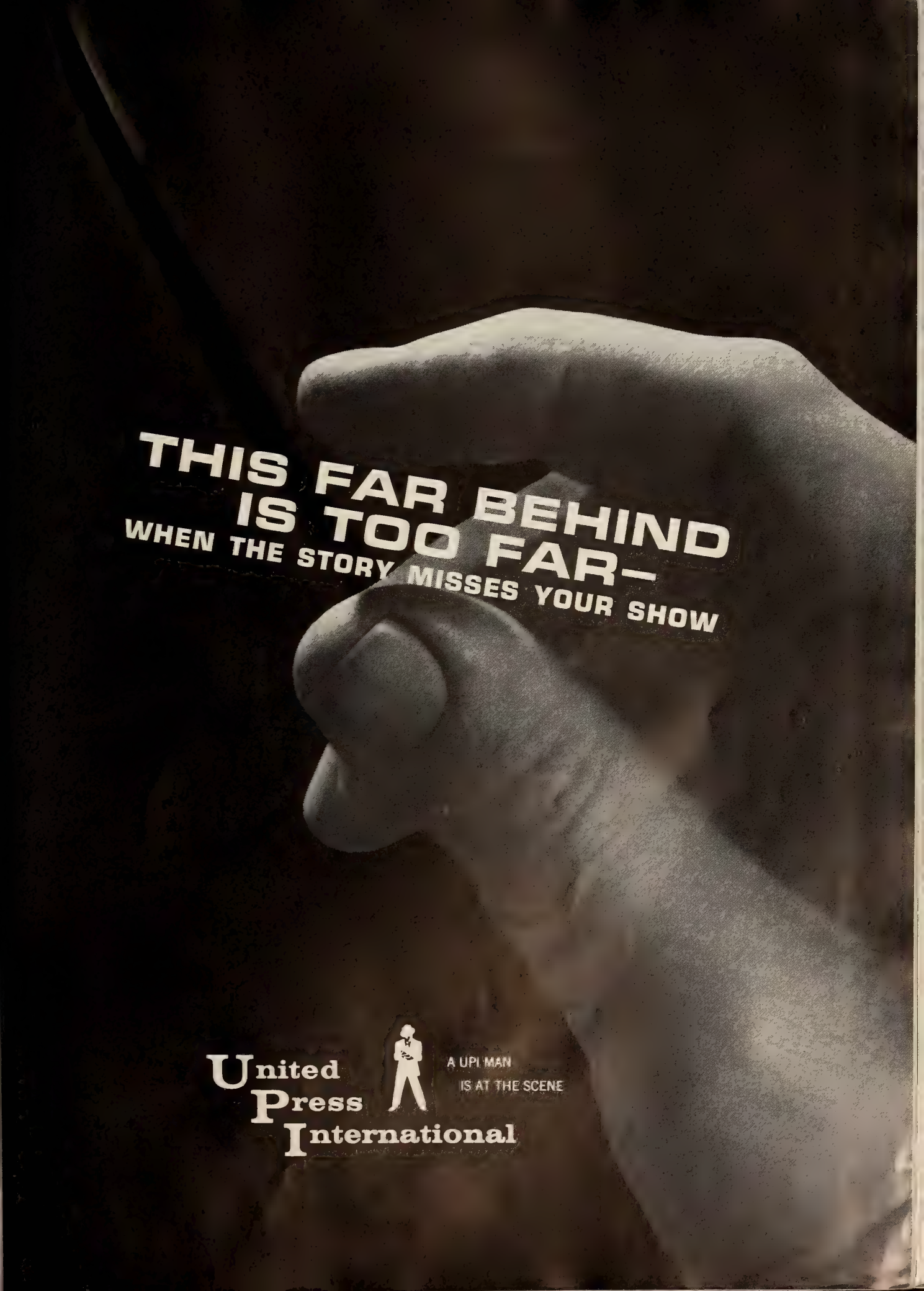
Federal Trade Commission charged Motorola Inc., Chicago, Friday with exaggerating merits of its radio and tv sets and parts and failing to disclose that some parts of radio sets were made in Japan.

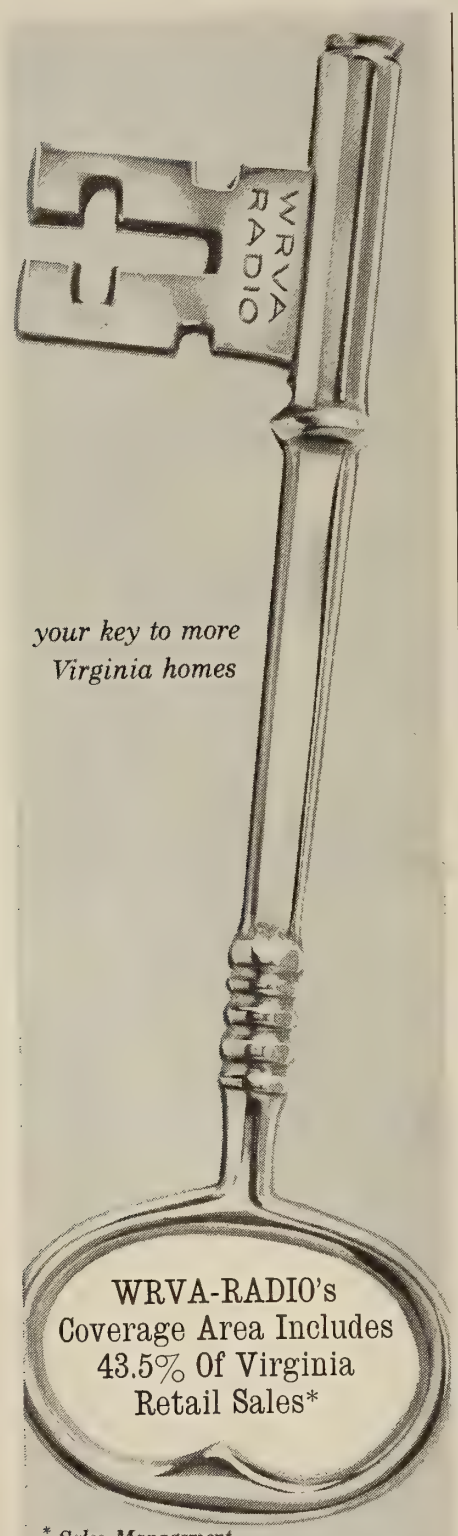
Business briefly...

Scott Paper Co. has bought participations in four NBC-TV daytime shows over 52-week period, beginning next fall. Agency: J. Walter Thompson, New York.

Kimberly-Clark Corp. has bought participations in six NBC-TV programs—three daytime and three nighttime—beginning next fall. Agency: Foote, Cone & Belding Inc., Chicago.

Electric Storage Battery Co., Cleveland, will sponsor new programs of auto racing on NBC Radio's *Monitor 62,* to be presented in two five-minute spots each weekend. Agency: Meldrum & Fewsmith Inc., Cleveland.


THIS FAR BEHIND
IS TOO FAR—
WHEN THE STORY MISSES YOUR SHOW
United
Press
International
A UPI MAN
IS AT THE SCENE



your key to more Virginia homes

WRVA-RADIO's Coverage Area Includes 43.5% Of Virginia Retail Sales*

* *Sales Management Survey of Buying Power—1961*

WRVA-RADIO

50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
Richmond, Virginia

SUBSCRIBER NAB RADIO CODE

National Representative:
PETERS, GRIFFIN, WOODWARD, INC.

DATEBOOK

A calendar of important meetings and events in the field of communications

***Indicates first or revised listing.**

APRIL

April 1-4—National Assn. of Broadcasters, annual convention. Conrad Hilton Hotel, Chicago. For full schedule of events see page 76.

April 4 — **Western States Advertising Agencies Assn.** dinner meeting at Nikabob Restaurant, Los Angeles. **Fletcher D. Richards,** chairman of executive committee, Fletcher Richards, Calkins & Holden, will be guest speaker.

*April 4—**National Laugh Foundation,** gag-writers-comedy workshop. 8 p.m., 225 W. 46th St., New York.

April 4-6—Assn. of National Advertisers, West Coast meeting. Del Monte Lodge, Pebble Beach, Calif.

April 4-6—**American Institute of Electrical Engineers** south central district meeting. Hotel Peabody, Memphis, Tenn.

April 6-7—Region 11 (southeastern) conference, **National Assn. of Educational Broadcasters. U. of Georgia,** Adult Center for Continuing Education, Athens.

April 7—**Intercollegiate Broadcasting System,** annual convention. Yale U., New Haven, Conn.

April 7-8—**National Society of Art Directors** annual meeting. Los Angeles.

April 8-11—**Assn. of Electronic Parts & Equipment Manufacturers Inc.,** manufacturers' management institute. Monticello, Ill.

April 9—**Academy of Motion Picture Arts & Sciences, 34th Oscar awards ceremony** at Civic Auditorium. Santa Monica, Calif.

April 10—**RTES,** Time Buying and Selling seminar: "Using Research." CBS Radio, 49 E. 52nd St., New York.

April 11-13—**Institute of Radio Engineers Radio & Television Assn.,** spring meeting. WNED-TV, Hotel Lafayette, Buffalo.

April 11-13—**Institute of Radio Engineers** southwest conference and electronics show. Houston, Tex.

April 12-13—**Advertising Club of Memphis,** second annual Mid-South Advertising Institute. Peabody Hotel, Memphis, Tenn. Theme: "Advertising Helps."

April 13—**Arziona Broadcasters Assn.** annual spring meeting. Speakers include Sol Taishoff, editor and publisher of BROADCASTING, and Douglas A. Anello, NAB general counsel. Hiway House Hotel, Tucson.

April 13-14—**Sigma Delta Chi Region 3** convention. Biltmore Hotel, Atlanta, Ga.

April 14—Deadline for **EMMY Awards** nominations.

April 14—**American Humane Assn.** will present its "Patsy" awards, animal counterpart of the tv "Emmy" for humans, for best animal tv performances of 1961, in ceremonies starting at 9 a.m. at Hollywood's RKO Pantages Theatre.

April 16—Deadline for comments on **FCC** proposal to charge licensing fees for applications for new stations, renewal applications, transfers of control or major facility changes, and other nonbroadcast licenses.

April 16-18 — **National Educational Television & Radio Center, spring affiliates'** meeting. Denver Hilton Hotel, Denver, Colo.

*April 17-20—**Georgia Assn. of Broadcasters** and **Georgia State Dept. of Education** sponsor radio-tv educational workshops at Athens, Moultrie and Vidalia.

April 19-20—**Atlanta Advertising Club** 13th annual advertising institute. Speakers include Sylvester L. Weaver, McCann-Erickson, and Milton Canniff, creator of Steve Canyon comic strips. Theme: "How to Succeed in Advertising by Really Trying." Dinkler Plaza Hotel, Atlanta, Ga.

April 21—**UPI Broadcasters Assn. of Connecticut,** annual convention, banquet and ball. Statler-Hilton, Hartford, Conn.

*April 22-27—**"Inside Advertising Week,"** sponsored by **Advertising Club of New York** and **Assn. of Advertising Men & Women.** Banquet April 26, Grand Ballroom, Hotel Biltmore, New York.

April 23—**Associated Press,** annual meeting of members. Waldorf-Astoria Hotel, New York.

April 23-May 5—Second International Television Festival, Montreux, Switzerland.

April 25—Assn. of Industrial Advertisers, Eastern New England chapter and Hartford chapter, all-day marketing and advertising clinic. Hotel Somerset, Boston.

April 26-27—Pennsylvania AP Broadcasters Assn. Philadelphia.

April 27-28—Oregon Broadcasting Conference. Village Green, Cottage Grove.

April 27-29—Mississippi Broadcasters Assn., annual convention. Broadwater Beach Hotel, Biloxi, Miss.

April 27-29—National Academy of Television Arts & Sciences, trustees meeting. Seattle, Wash.

April 27-29—**Sigma Delta Chi Region 8** convention. Pioneer Hotel, Lubbock, Tex.

April 28-29—**Sigma Delta Chi Region 10** convention. U. of Washington, Seattle.

April 28-29—**Sigma Delta Chi Region 5** convention, Morrison Hotel, Chicago.

April 29-May 2—Chamber of Commerce of U.S., 50th annual meeting. For information and reservations, contact the Hotel Reservation Office, 1616 K Street N.W., Washington 6, D.C. Convention will take place in the Capital.

April 29-May 4—**Society of Motion Picture & Tv Engineers,** 91st convention. Advances of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.

April 30—**American Women in Radio & Television,** board of directors meeting. Sheraton-Chicago Hotel, Chicago.

April 30-May 2—**Assn. of Canadian Ad-**

TVB sales clinics

May 2—Bond Hotel, Hartford
May 8—Sheraton-Jefferson, St. Louis
May 10—Mayo, Tulsa
May 15—Sheraton-Dallas, Dallas
May 15—Sheraton-Dallas, Dallas
May 17—Roosevelt, New Orleans
May 17—Sheraton-Gibson, Cincinnati
May 29—Hillsboro, Tampa
May 31—Dinkler Plaza, Atlanta
June 5—Statler Hilton, Buffalo
June 5—Sheraton-Belvedere, Baltimore
June 7—Sheraton-Cleveland, Cleveland
June 7—John Marshall, Richmond
June 19—Tropicana Motel, Fresno
June 21—Benson, Portland, Ore.
June 22—Vancouver, Vancouver
June 26—Writers' Manor, Denver
June 28—Sheraton-Fontenelle, Omaha



HE APPRECIATES THE *QUALITY TOUCH!*

Audience is not only "numbers" it's people — men like this one. He wants good entertainment presented in good taste because his family watches, too. We respect his intelligence, his judgment, and his responsibility as head of the household. It's this quality touch that delivers quality audience, where quality products are sold. A call to your PETRYMAN can put it to work for you!

WFAA-TV dallas

AT COMMUNICATIONS CENTER abc

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

Represented by Edward Petry & Co., Inc. *The Original Station Representative*

SCIENCE FOR CHILDREN / A GAME FOR GROWN-UPS / THE JOY OF HOPE AND LAUGHTER / THE GIFT OF

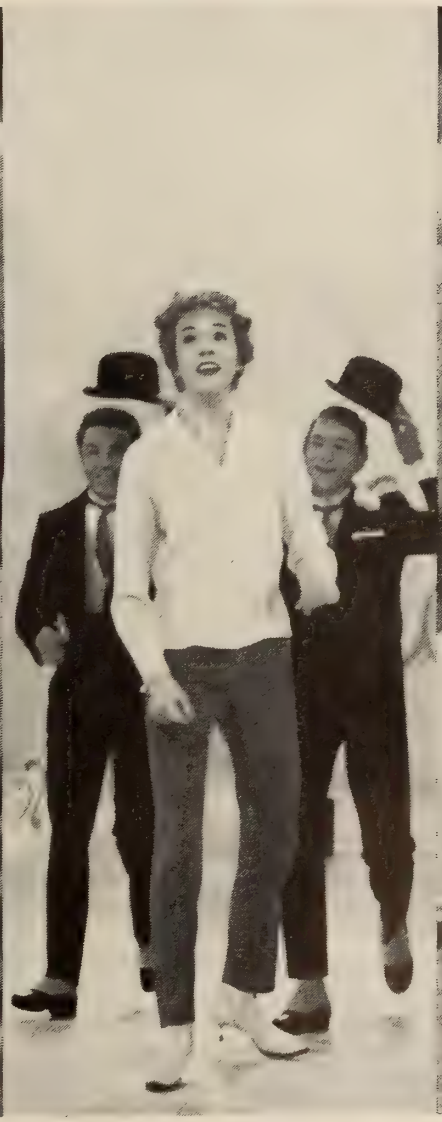


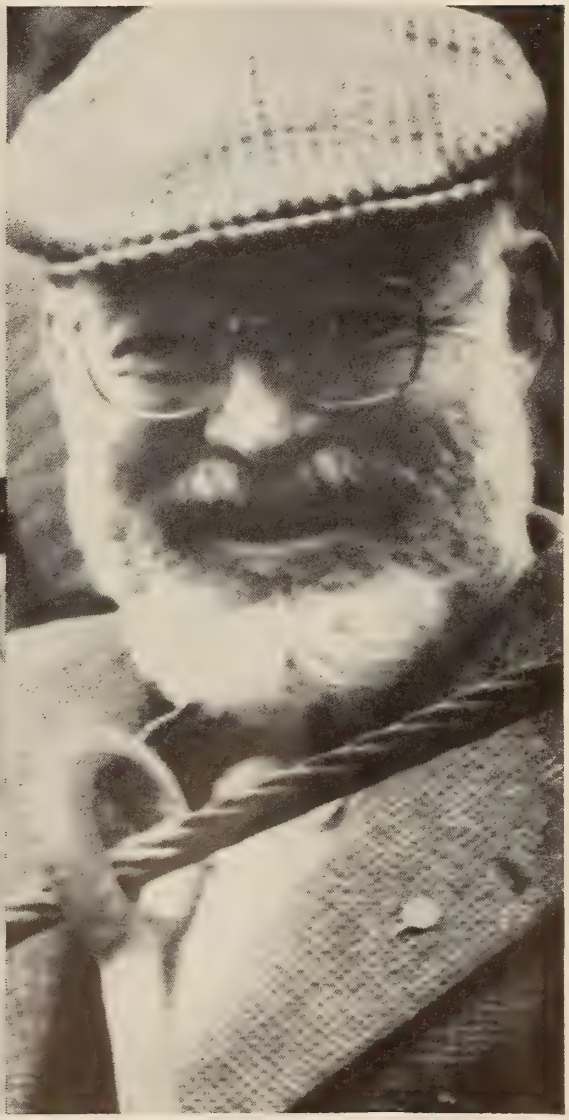
THIS IS NBC

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

WISDOM / THE BROADWAY OF LERNER AND LOEWE / AND A FOND LOOK AT A LITERARY GIANT







LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD

WPTF full range programming* has made radio the respected leader in a vital segment of the Southeastern market.



Measure of a Great Radio Station

*Example: A balanced musical fare served up by these outstanding staff personalities.



BILL JACKSON



WALLY AUSLEY



BOB FARRINGTON



CHARLES GADDY



KELLY LEE



FRANK TAYLOR

WPTF

Raleigh-Durham NBC
50,000 Watts-680 KC

DICK MASON, General Manager
GUS YOUNGSTEADT, Sales Manager
HENRY I. CHRISTAL Co., National Rep.

vertisers, convention. Royal York Hotel. Toronto.

MAY

May 2-5—Institute for Education by Radio-Television, annual convention. Deshler-Hilton Hotel, Columbus, Ohio.

May 3-5—**Montana Broadcasters Assn.** convention, Placer Hotel, Helena.

May 3-6, 1962—American Women in Radio & Tv, national convention. Sheraton-Chicago Hotel, Chicago.

May 4—Annual awards dinner, Radio-Tv Dept., **Indiana U.** Speaker will be Sol Taishoff, editor and publisher of BROADCASTING. Among awards will be two scholarships donated by Sarkes Tarzian Inc.

May 4-5—Kansas Assn. of Radio Broadcasters, annual convention. Hays, Kan.

May 5—**Sigma Delta Chi Region 11** convention, Montgomery Hotel, San Jose, Calif.

May 5—**Sigma Delta Chi Region 9** convention. La Court Hotel, Grand Junction, Colo.

May 5—**Sigma Delta Chi Region 2** convention. Chamberlin Hotel, Old Point Comfort, Va.

*May 7—**New Mexico A.P. Broadcasters Assn.** meeting, Albuquerque.

May 9-11—**Public Utilities Advertising Assn.** 40th conference. Queen Elizabeth Hotel, Montreal.

May 9-12—Western States Advertising Agencies Assn., 12th annual conference Theme of this year's conference is: "Advertising Achievements—West." Oasis Hotel, Palm Springs, Calif.

May 10 — **Station Representatives Assn.** program awards luncheon. "Silver Nail" timebuyer of the year award and "Gold Key" award will be presented. Waldorf-Astoria Hotel, New York.

May 10-12—**U. of Wisconsin** Journalism Institutes. Wisconsin Center, Madison.

May 10-12—Advertising Federation of America, fourth district meeting. Jacksonville, Fla.

May 11-12—**Sigma Delta Chi Region 1** convention. Columbia U. New York.

May 12—**California Associated Press Radio-Tv Assn.**, annual meeting. Yosemite National Park.

May 12—**UPI Broadcasters of Illinois**, spring meeting. Inman Hotel, Champaign.

May 12—**Sigma Delta Chi Region 4** convention. National awards banquet on agenda. Statler Hilton Hotel, Detroit, Mich.

May 15—Comments due in **FCC** rulemaking (Docket 14419) affecting the presunrise operation of daytime only stations. (Rescheduled from Feb. 8)

May 15-16—**Council on Medical Television**, fourth annual meeting. Speakers include Rep. John E. Fogarty, (D-R. I.) and FCC Commissioner Robert E. Lee. Clinical Center, National Institute of Health, Bethesda, Md.

May 16-17—Annual Medical-Dental Tv Workshop, sponsored by the **National Naval Medical Center.** National Naval Medical Center, Bethesda, Md.

*May 17—**Advertising Writers Club of St. Louis**, first annual awards dinner. Men's Grill, Stix, Baer & Fuller, St. Louis.

May 20-22—Assn. of National Advertisers, spring meeting. Hotel Commodore, New York.

May 21—**Southern California Broadcasters Assn.** annual Wingding, golf and dinner, at Lakeside Golf Club, Burbank.

May 21-24—25th anniversary Electronic Parts and Distributors Show and Conference. Conrad Hilton Hotel, Chicago.

May 22—**National Academy of Television Arts & Sciences**, 14th annual Emmy Awards presentation. Originating in New York, Hollywood, and Washington, D. C.

May 23-25—Electronic Industries Assn., 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.

*May 24-25—**Iowa Broadcasters Assn.**, annual meeting. Hotel Fort Des Moines, Des Moines.

May 24-26—**Institute of Radio Engineers** seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.

JUNE

June 2-3—**Oklahoma AP Radio-Tv Assn.** Tulsa.

June 11-12 — **North Carolina Assn. of Broadcasters** annual convention, Heart of Charlotte Motel, Charlotte.

June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual **Conference of Assn. of Industrial Advertisers.** Royal York Hotel, Toronto, Ontario, Canada.

June 11-15—**American Federation of Musicians** 65th annual convention. Public Auditorium and Hotel Penn-Sheraton, Chicago.

June 13-16—**Florida Assn. of Broadcasters** annual convention. International Inn, Tampa.

June 14-15 — **Western Assn. of Broadcasters**, convention. Jasper Park Lodge, Alta.

*June 16—**Georgia Assn. of Broadcasters** annual Golf Day, Athens.

June 17-22—Annual convention of the **National Community Television Assn.** Shoreham Hotel, Washington, D. C.

June 20-22—**Virginia Assn. of Broadcasters**, annual meeting. Cavalier Hotel, Virginia Beach.

June 20-22—**American Marketing Assn.**, 45th annual conference. Netherland Hilton Hotel, Cincinnati.

June 22—New deadline for reply comments on **FCC** proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets.

June 23-28—**Advertising Federation of America**, 58th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Roundup." Denver-Hilton Hotel, Denver.

June 23—**Advertising Federation of America**, ninth district meeting. Denver.

June 25-Aug. 18—**Stanford U.** 20th annual radio-tv-film institute. Stanford U., Stanford, Calif.

*June 27-July 2—**National Advertising Agency Network** national meeting. Dorado Beach Hotel, San Juan, P. R.

*June 29-30—**Texas AP Broadcasters Assn.**, 15th annual meeting. Hotel Texas, Fort Worth.

JULY

July 15-27 — **Advertising Federation of America**, Harvard Management seminar for advertising and marketing executives. Harvard U., Cambridge, Mass.

*July 25-29—First International Sound Fair, Cobo Hall, Detroit. Trade exposition and simultaneous business congress for dealers, distributors of records, phonographs and components, and radio programmers.

AUGUST

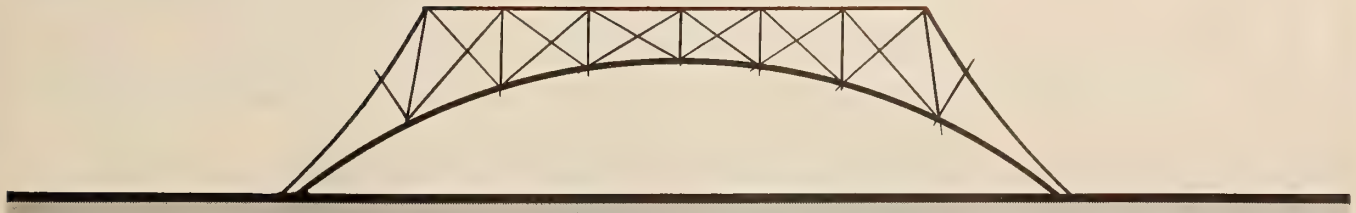
Aug. 5-7—**Georgia Assn. of Broadcasters**, annual convention. Holiday Inn, Jekyl Island, Ga.



with
this
issue
—of—
Broad-
casting,
you'll find
a special
supplement
—on the—

WLW
STATIONS

—and the—
Crosley
Broadcasting
Corporation
telling the epoch
40-year story of
its profound effect
on the entertainment
world & the technical
growth of the Radio-TV
industry from Crosley's
beginning in 1922 with
50 watts in an attic room
to 1962 and its present day
enterprise of 6 Stations reaching
9 states and over 20 million people!



The dynamic WLW stations . . .

WLW-T Television Cincinnati
WLW-A Television Atlanta
WLW-I Television Indianapolis
WLW-D Television Dayton
WLW-C Television Columbus
WLW Radio

Crosley Broadcasting Corporation

How BMI-Licensed Music is Used in Regularly Scheduled TV Network Programs and in Syndicated Film Series

51.1% or 90 out of All 176 Regular Network Productions Use BMI-Licensed Music in Every Episode

30.1% or 53 out of All 176 Regular Network Productions Use BMI-Licensed Music in Some Episodes

18.8% or 33 out of All 176 Regular Network Productions Use No BMI-Licensed Music in Any Episode

81.2% or 143 out of All 176 Regular Network Productions Use BMI-Licensed Music in either All or Some Episodes

---

58.0% or 175 out of 302 Syndicated Film Series Telecast Locally Use BMI-Licensed Music in Every Episode

18.2% or 55 out of 302 Syndicated Film Series Telecast Locally Use BMI-Licensed Music in Some Episodes

23.8% or 72 out of 302 Syndicated Film Series Telecast Locally Use No BMI-Licensed Music in Any Episode

76.2% or 230 out of 302 Syndicated Film Series Telecast Locally Use BMI-Licensed Music in either All or Some Episodes

---

11 of the top 15 Shows in the Nielsen Ratings Use BMI-Licensed Music in Every Episode

Wagon Train 35.1%—NBC
Bonanza 31.9%—NBC
✓Hazel 29.6%—NBC
✓Andy Griffith 29.3%—CBS
✓Danny Thomas 28.8%—CBS
Dennis the Menace 28.5%—CBS
Ed Sullivan 27.7%—CBS
✓Candid Camera 27.5%—CBS
✓Perry Mason 27.2%—CBS
✓Gunsmoke (10:30 PM) 27.1%—CBS
✓Garry Moore 26.6%—CBS
✓Gunsmoke (10:00 PM) 26.4%—CBS
✓Dr. Kildare 26.3%—NBC
✓Lassie 26.3%—CBS
Henry Fonda and Family (special) 26.2%—CBS

LISTED BELOW ARE ONLY THOSE REGULAR PROGRAMS WHICH USE BMI-LICENSED MUSIC IN EVERY SHOW

CBS

Andy Griffith (weekly)
Brighter Day (daily)
Calendar (daily)
Candid Camera (weekly)
Captain Kangaroo (daily)
Checkmate (weekly)
Danny Thomas (weekly)
Defenders (weekly)
Dennis the Menace (weekly)
Dick Van Dyke (weekly)
Dobie Gillis (weekly)
Father Knows Best (weekly)
Garry Moore (weekly)
Gertrude Berg Show (weekly)
Gunsmoke (weekly)
Have Gun, Will Travel (weekly)
Hennesey (weekly)
Ichabod & Me (weekly)
I Love Lucy (daily)
I've Got a Secret (weekly)
Jack Benny (weekly)
Lassie (weekly)
Magic Land (weekly)
Marshall Dillon (weekly)
Mighty Mouse (weekly)
Mr. Ed (weekly)
Perry Mason (weekly)
Pete & Gladys (weekly)
Rawhide (weekly)
Route 66 (weekly)
Tell It to Groucho
This Wonderful World of Golf (weekly)
To Tell the Truth (weekly)
What's My Line (weekly)
Window on Main Street (weekly)

ABC

Adventures in Paradise (weekly)
Alcoa Premier (weekly)
American Bandstand (daily)
Bachelor Father (weekly)
Bus Stop (weekly)
Calvin and the Colonel (weekly)
Donna Reed (weekly)
Expedition (weekly)
Fight of the Week (weekly)
Flintstones (weekly)
Follow the Sun (weekly)
Hathaways (weekly)
Jane Wyman (daily)
Leave It to Beaver (weekly)
Margie (weekly)
Matty's Funday Funnies (bi-weekly)
My Three Sons (weekly)
Naked City (weekly)
New Breed (weekly)
Ozzie and Harriet (weekly)
Real McCoys (weekly)
Straightaway (weekly)
Target: The Corruptors (weekly)
Texan (daily)
Texan (weekly)
Top Cat (weekly)
Untouchables (weekly)
Yours for a Song (daily)
Yours for a Song (weekly)

NBC

All Star Golf (weekly)
Bullwinkle Show (weekly)
Cain's Hundred (weekly)
Concentration (daily)
David Brinkley's Journal (weekly)
Dick Powell Show (weekly)
Dr. Kildare (weekly)
Fury (weekly)
Hazel (weekly)
Here's Hollywood (daily)
Joey Bishop (weekly)
Laramie (weekly)
Loretta Young Theatre (daily)
Make Room for Daddy (weekly)
Make Room for Daddy (daily)
1, 2, 3, GO (weekly)
Our Five Daughters (daily)
Outlaws (weekly)
Price Is Right (daily)
Price Is Right (weekly)
Say When (daily)
Tall Man (weekly)
Thriller (weekly)
Walt Disney's Wonderful World of Color (weekly)
Young Dr. Malone (daily)
Your First Impression (daily)

SYNDICATED FILM SERIES TELECAST LOCALLY

Adventure Tomorrow
African Patrol
Americans
Aqua Lung
Bat Masterson
Beachcomber
Behind Closed Doors
Bengal Lancers
Best of Groucho
Best of the Post
Big Story
Blue Angels
Bold Journey
Bold Venture
Border Patrol
Boston Blackie
Brave Stallion
Brothers
Buccaneers
Californians
Cameo Theatre
Case of the Dangerous Robin
Casey Jones
Charlie Chan
Cheaters
China Smith
Cimarron City
Circus Boy
Cisco Kid
City Detective
Code Three
Combat Sergeant
Commando Cody
Confidential File
Corliss Archer
Coronado 9
Count of Monte Cristo
Court of Last Resort
Cowboy G Men
Crossroads
Crunch and Des
Crusader
Dan Raven
Danger Is My Business
Danger Man
Dangerous Assignment
Davey and Goliath
Dayton Allen
Deadline
Debbie Drake
December Bride
Decoy
Deputy
Deputy Dawg
Dial 999
Dr. Christian
Duffy's Tavern
Eddie Cantor
Ellery Queen
Eve Arden
Everglades
Exclusive
Federal Men
Flight
Follow That Man
Frontier Doctor
Funny World
Gangbusters
Grand Jury
Great Gildersleeve
Greatest Headlines
Harbor Command
Hawkeye
High Road
Highway Patrol
Home Run Derby
How to Marry a Millionaire
Huckleberry Hound
Hunter
I Led Three Lives
I Search for Adventure
I Spy
International Detective
Janet Dean, RN
Jet Jackson
Jim Backus
Joe Palooka
Judge Roy Bean
Jungle Jim
Keyhole
King of Diamonds
Kingdom of the Sea
Kit Carson
Klondike
Lock Up
Mackenzie's Raiders
Man and the Challenge
Man Called X
Man From Cochise
Man Without a Gun
Man Hunt
Mark Saber
Martin Kane
Men Into Space
Men of Annapolis
Milestones of the Century
Mr. Adams and Eve
Mr. and Mrs. North
Mr. District Attorney
Navy Log
New York Confidential
Official Detective
One Step Beyond
Our Miss Brooks
Panic
Passport to Danger
Pendulum
People's Choice
Pony Express
Pride of the Family
Public Defender
Quick Draw McGraw
R C M P
Racket Squad
Ray Milland
Ripcord
Rough Riders
Science Fiction Theatre
Sea Hunt
Sergeant Preston
Seven League Boots
Shannon
Sheriff of Cochise
Silent Service
Sir Lancelot
Soldiers of Fortune
South of the Border
Squad Car
State Trooper
Stories of the Century
Supercar
Susie
Sweet Success
Tallahassee 7000
Target
Texas Rangers
This Is Alice
This Man Dawson
Tightrope
Tombstone Territory
Tracer
Trackdown
True Adventure
Tugboat Annie
Two Faces West
U.S. Marshal
Uncommon Valor
Uncovered
Unexpected
Vagabond
Vikings
Visitor
Walter Winchell File
Wanderlust
Wanted
Web
West Point
Western Marshal
Whiplash
Whirlybirds
Willy
Wyatt Earp
Yancy Derringer
Yesterday's Newsreel
Yogi Bear

BROADCAST MUSIC, INC. 589 Fifth Ave., New York 17, N.Y.

MONDAY MEMO

from JOHN W. COLPITTS, ad manager, Salada-Junket Div., Woburn, Mass.

Interesting commercials make both product, medium look good

When Salada Foods was making its plans for advertising in the 1962 fiscal year, the often-heard question arose as to how an ad program could be created for Salada Tea that would be new and different, and at the same time arouse fresh interest in tea—specifically Salada Tea. The result was Stan Freberg and spot radio for the bulk of our 1962 advertising.

The choice of Mr. Freberg, we felt, would give us a completely new approach that would reach many potential new tea customers through a humorous campaign that would employ a continuing story of sales points and which would admit for the first time that there was a certain resistance to tea in the United States—then proceed to do something about it.

Stan Freberg has had a great measure of success in producing commercials that sell, especially in radio. The presentation he made in the creative area coupled with the media plan developed by Cunningham & Walsh (Salada's agency) is a combination which is doing a real selling job for Salada.

We are not using humor for the sake of humor alone, however. The air is now so crowded with commercials that we felt the need for something which would gain maximum attention and get our sales message across to an attentive audience.

The Campaign ▪ We feel the Freberg campaign is bound to attract new tea drinkers. At the same time it will not neglect steady users of our product. Working with Mr. Freberg, we developed a four-stage campaign:

(1) Admit there is a certain apathy towards tea in the public mind, and try to inject an element of doubt as to its soundness.

(2) Give the listeners the necessary ingredients for a good cup of tea and the Salada way to make a really good one.

(3) Particularize on Salada's qualifications as an interesting product.

(4) Create excitement around these qualifications.

We believe radio is ideally suited to a campaign of this type. We wanted to choose a new medium for our campaign. Radio gives us local coverage in the big metro markets where we have distribution and allows us to entertain while we sell. This setup has been used successfully by Freberg Ltd. for the last few years on many products.

We are buying true frequency, with as many as 50 spots a week on a single station in the markets where we are advertising. This allows us to be one of the dominant advertisers on a station.

In our campaign, we have only one commercial running at one time, and each leads to the next in a continuing series. Radio is perfect for this type of selling, as listeners tend to be faithful to their favorite stations. All our commercials are one-minute spots.

Merchandising, Too ▪ Stations cooperating in our campaign have gone all-out to cooperate with Salada and our agency in a very strong merchandising program involving contests which compares most favorably with any we've ever had. We're sure this extra on-the-air promotion is helping make our campaign successful.

Most stations have worked their contests and promotions around Salada's exclusive "Tag Lines." These are friendly little sayings printed on our tea bag tags. There are now over 600 different sayings in circulation, running through a full range of subject matter:

"An unfailing mark of the blockhead is a chip on the shoulder."

"Men who say they're the boss in their own home will lie about other things, too."

"A sick man who takes a turn for the nurse is getting better."

Stations ran promotions asking listeners to write their own Tag Lines, with tea sets offered as prizes. In other areas, 10 Tag Lines submitted won for the sender free movie tickets. A New York station is promoting "Take Tea and Ski"—Salada Tea that is—along with their ski reports. These promotions tie in Salada and the campaign. They are great for radio too, as they create excitement and interest both for our company and for the stations themselves.

Mr. Freberg also believes in the promotional ability of our Tag Lines, or "Instant Fortunes" as he calls them. They will start showing up in the spot commercials themselves in later phases of the radio series.

Rotation Plan ▪ Another reason for our choice of radio as a medium is the type and size of audience it gives us through frequency buying. Every advertiser wants the largest audience possible for the dollars he invests in a medium, but the Salada frequency buys do more than reach large numbers of listeners. With the rotation plans we have purchased, one day we reach the homeward bound workers and housewives preparing dinner, the next day we reach the women getting ready to go shopping, and later on it's the teenagers who are our future customers. This revolving audience stretches the advertising dollar.

Making use of the entertainment value of our commercials for the grocery trade has been another way our radio spots have paid off. Our sales staff has been equipped with transistor tape recorders and tapes of commercials, which they take along on calls to headquarters of important grocery accounts. Key buyers are exposed to our commercials before they go on the air. The preview is a definite help in obtaining greater distribution, since buyers and salesmen are usually receptive to a new presentation technique.

When humor and music are added to the usual diet of facts and schedules, the results are nearly always satisfactory. Another aspect in our merchandising is the use of a special telephone number that either the trade or consumers can use. What they hear, of course, is the current Freberg commercial. We've used variations on this theme.

We know that radio can do a good job for Salada Tea—backed up by Stan Freberg's creativity, a varied and loyal audience in local markets astutely purchased by our agency, and the support of the stations themselves through powerful local merchandising.



Salada Tea in late 1961 switched its media reliance from newspapers to radio, arousing the curiosity of advertising and broadcasting people. This is a report on the "hows" and "whys" from John W. Colpitts, advertising manager, Salada-Junket Division of Salada Foods. He joined the company in 1934 and has been active in advertising, marketing and purchasing at Salada during that time. The greater part of his association at the company has been with the tea product.



The spectacular Gasparilla Pirate Invasion and Parade in Tampa in February was telecast by both VHF television stations during the same 2-hour time period.

A Pirate Invasion SHOWS WHICH STATION TV VIEWERS PREFER IN TAMPA - ST. PETERSBURG!

On February 12th, the two VHF television stations in Tampa-St. Petersburg devoted four half-hour periods to telecast the annual Gasparilla Pirate Invasion and Parade.

Because both stations covered the same event during the same times, *viewers had an opportunity to select the station they preferred for* quality production or just plain loyalty. Which station did viewers prefer? Look at these ARB figures!

Average ARB Ratings of Four Half-Hour Periods

WFLA-TV 19.5% share of audience
Station "B" 14.0% share of audience

Proof positive that when viewers in Tampa-St. Petersburg have a choice of channels to view the same program—they choose WFLA-TV—sales powerhouse of West Coast and Central Florida!

wfla-tv NBC
TAMPA - ST. PETERSBURG

Channel 8
NATIONAL REPRESENTATIVES, **BLAIR-TV**

TWO
Big Hits
in the
South



WCCA TV
Channel 25
Columbia, S. C.

WCCB TV
Channel 32
Montgomery, Ala.

NATIONAL REPRESENTATIVE
WEED TELEVISION CORP.

OPEN MIKE®

Video tape advantages

EDITOR: Your article, "Don't ignore video tape" [MONDAY MEMO, March 19], was an exceptionally honest and informative piece. I hope it will be read and re-read by many client and agency people who are still cheating themselves of the very best possible air picture by not using video tape for commercial production.

. . . Video tape is not the best medium for every commercial. But it certainly deserves honest consideration as the best means of producing most live-action commercials . . . —*Philip Nicolaides, Videotape Productions of New York Inc., New York.*

The Ashby papers

EDITOR: Some weeks back your magazine carried a notation to the effect that the Kaltenborn papers on communications have been lodged at Madison, Wis. Some time ago Kaltenborn wrote me about sending my papers to the same place, but I advised him that I had previously deposited the same in the library of my *alma mater,* Olivet College, Olivet, Mich.

. . . If anyone desires to review these papers they are available at the two locations mentioned, under a working agreement between Wisconsin and Olivet . . . —*A. L. Ashby, Menlo Park, Calif.*

[Judge Ashby was vice president and general counsel of NBC from its start in 1926 till his retirement Nov. 1, 1947. He participated in many landmark cases affecting broadcasting in all facets of law—regulation, contracts, talent and copyright.]

Radio in Canada

EDITOR: You report Canadian radio set sales for 1961 as being down to 612,968 [INTERNATIONAL, Feb. 26]. The figures you quote are Dominion Bureau of Statistics totals for Canadian manufacturers' sales and do not include imports.

In actual fact, 743,958 additional radio sets were imported by Canada in the first eight months of 1961 alone. This brings total Canadian sales to 1,356,926 sets, 37.1% ahead of 1960 with four months of import figures yet to be released . . . *M. L. Thomas, promotion manager, Radio Sales Bureau, Toronto.*

Overlooked opportunity

EDITOR: Could it be that Mr. Randon's complaints [MONDAY MEMO, March 5] are directed to all stations? I think not, if we are to believe representatives who cannot buy the in-the-middle survey-rated station but must go along with the sponsor's belief that the No. 1 buy is the No. 1-rated station, although the No. 3 (pushing hard at No. 2) would love to have the opportunity to fill out

BROADCASTING PUBLICATIONS INC.
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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VACATIONLAND BONUS!

1,500,000 tourists visited Minnesota in 1961, spending $110,000,000 (Minnesota State Tourist Bureau estimates).

Visitors to Minnesota constitute a huge bonus for the summer advertiser. They turn TV OFF in their home states and ON in Minnesota's hotels, motels and lake cottages (almost all rooms have a set). In fact, some of them win healthy prizes with the big fish they enter in WCCO Television's "Annual Fishing Contest". . . the only such program on Twin City television.

Add the visiting Summer Viewers to the over 2,000,000 Northwest residents who view WCCO Television weekly*, *more circulation than any other TV station in the Northwest,* and your answer is **BUY WCCO TELEVISION FIRST OF ALL . . . THE YEAR AROUND!**

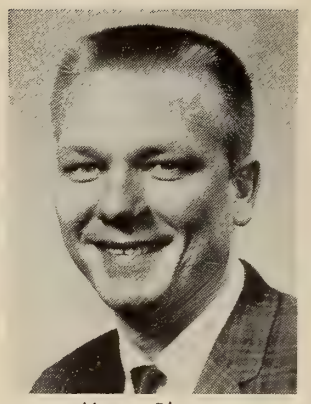
Get your share of that extra $110,000,000 by contacting WCCO Television, the dominant station in the Minneapolis-St. Paul Market, or call Peters, Griffin, Woodward, Inc.

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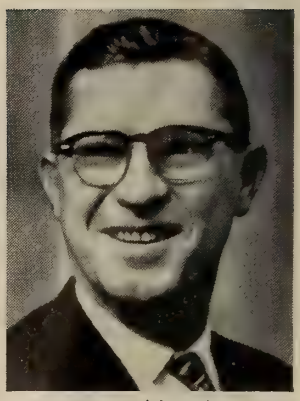
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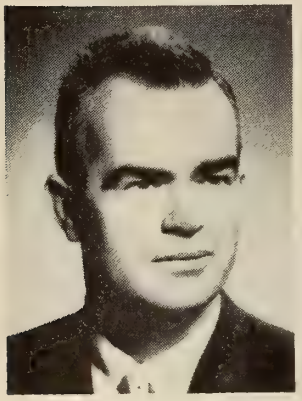
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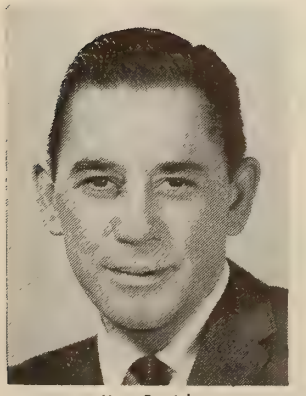

Jim Keel

Stop In and See Your

at the

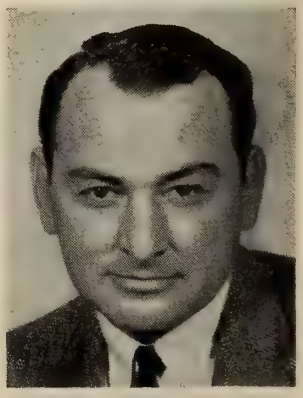

Bob Shipley

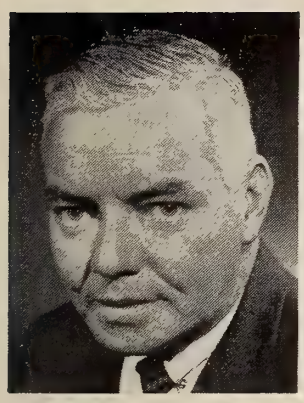
You'll find them at the


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Frank Stearns


Roy Steinfort


Tom Stuetzer



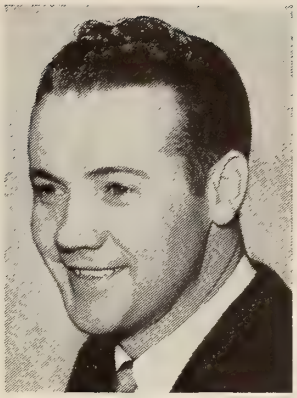
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Cy Douglass



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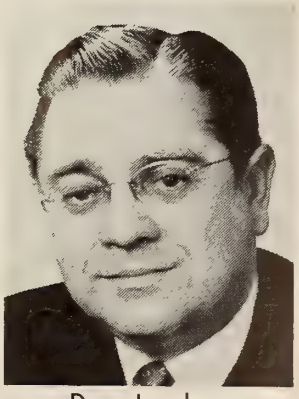


Howard Graves

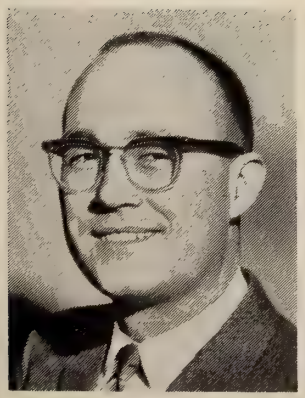
Headquarters of Associated Press Member Stations

SHERATON-BLACKSTONE HOTEL, Sheraton Room, 1st Fl., Chicago

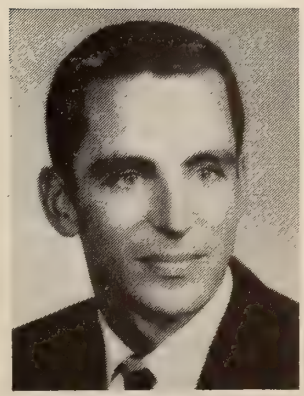
Oliver Gramling, Assistant General Manager, AP



Doug Lovelace

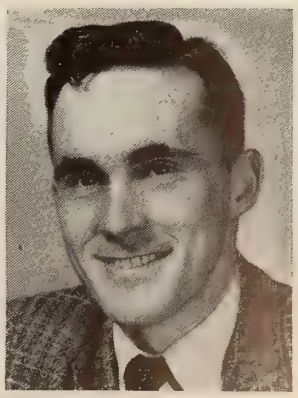


Bob Sundy



Tom Tugman



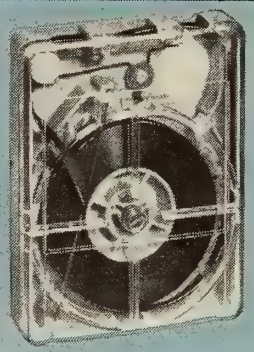


Tom Pendergast

FIDELIPAC®

Automatic Tape Cartridges by CONLEY

FIRST in Performance



The cartridge that made station automation possible . . . the proved, dependable unit that is used by more broadcasters because it so consistently delivers first-rate performance on the job.

Fidelipac Tape Cartridges are deservedly First in Sales, First in Quality and First in Acceptance because of these better features:

• easy handling • easy storage • easy replacement • minimum tape breakage • increases tape life • varying tape sizes permit programming from seconds to hours on single cartridge • automatically cued and ready for instant use • technically simple —technically perfect. • your present equipment was made to handle Fidelipac

Fidelipac Tape Cartridges work better, save money, are more profitable . . . put them to work for you! . . . for spot announcements, themes, station breaks, and delayed broadcasts.

Standard Lengths in Three Cartridge Sizes:

Model 300 —with up to 300 feet of single coated tape

Model 600 —with up to 600 feet of single coated tape

Model 1200 —with up to 1200 feet of single coated tape

Ask for

FIDELIPAC "THE STANDARD OF THE INDUSTRY"

from your regular source of supply

CONLEY

CONLEY ELECTRONICS CORPORATION

1527 Lyons Street • Evanston, Illinois

reports on the successful campaign work they have done for Aunt Hattie's motor oil. . . .

Now the No. 1 station doesn't have to be the No. 1 adult-listener station. . . . All it has to do is play the music that gets the most human beings, of any age group, to answer the phone or doorbell and say they are listening to that station. . . .

One more thing. Has anyone the right to expect complicated weekly reports on a short, short run advertising campaign . . .? It's like planning for a week to entertain for ten minutes.

The foregoing opinions are personal and not necessarily owner-management's.—*Mrs. Corean R. Smith, traffic manager, KTOO Henderson, Nev.*

Horsman's agency

EDITOR: A correction for your article, "Six toymakers buy NBC-TV Saturday time" [AT DEADLINE, March 19]: All advertising on behalf of Horsman Dolls Inc. is being handled by the firm's new agency, Manchester Organizations Inc., Washington, D. C.

Our agency has arranged one of the largest television advertising campaigns for a single item in the history of the toy industry. . . .—*Harold Gershowitz, assistant to the vice president, Manchester Organizations, Washington.*

Radio rate problems

EDITOR: . . . RAB's six point plan [LEAD STORY, March 5] brings to mind several thoughts. . . .

In regard to a "simplified, standardized rate card" . . . it would seem that one practical method would be for a national organization (NAB, RAB) to design such a card and forward it to individual stations. Each station could then insert its own dollar amounts. . . .

One of the other points . . . suggests instituting "one rate card." This may be practical for prime market stations where the preponderance of business is national, but for the secondary and smaller markets it just won't work. The local advertiser is not going to stand still for this cost increase (where a national card is used) . . . The national advertiser, on the other hand, is hard put to justify local rates with the station absorbing the extra expense involved [in] doing business with the national firm.

. . . Why not first things first; i. e., a practical solution to the above-named problems. . . ?—*Dal Gray, sales manager, WCLI Corning, N.Y.*

Licensing admen

EDITOR: You have doubtless received a draft of a proposed bill to license advertising practitioners in the state of California, a piece of legislation authored by William C. Chambliss (Rear Admiral, retired, U.S.N.R.) and endorsed by the Advertising Writers of Los Angeles [GOVERNMENT, Feb. 5].

Raising standards in any profession is not a matter for regulation. . . . The Chambliss measure can be expected to fall short in any attempt to make advertising more tasteful, more truthful, more moral.

The dubious practitioners who now deal in questionable advertising simply would wiggle through the king-size loophole left by the bill itself. . . . A deceptive advertiser could place ads through a Nevada agency, for example, or directly with the media involved. . . .

Could any commission objectively pass on the good taste of advertising with any degree of consistency? Is it not true that what is distasteful to one may be merely funny to another? Who would make the final judgment?

. . . Even if one is willing to assume that a commission such as that proposed in the Chambliss bill would be a good thing for the advertising profession, there remains the qualification element. Advertising, unlike the product of some other professions, cannot be measured and weighed by any universally accepted devices. It is always a matter of individual judgment and standards which determines whether advertising is good or bad.—*Robert L. Dellinger, vice president-general manager, Grant Advertising, Hollywood.*

'Double billing' foe

EDITOR: Congratulations for your attention to "double billing" [EDITORIALS, March 19]. We've been fighting the industry's most vicious practice 15 years and it's heartening to find some concerted effort toward cleaning house.

Too bad NAB with its Standards and RAB with its avowed interests in radio haven't at least tried to do something about it long ago. If the FCC can clean this one up, more power to them. . . . *M. J. Warner, WCEC-WFMA (FM) Rocky Mount, N. C.*

More to think about

EDITOR: Under the headline, "The Bible gets hard sell in Los Angeles" [PROGRAMMING, Nov. 7, 1960], you told the story of the highly successful "Something to Think About" spots produced by KPOL Los Angeles. . . . The response was overwhelming. . . . The first 30 spots are now in the hands of over 200 radio and tv stations.

Over 150 such public service announcements are now available on five reels of tape and we are now able to supply them at $3.50 per tape, which includes new tape, dubbing, handling and mailing. . . .—*Hugh Murchison, president, KPOL Los Angeles.*

WELCOME TO TEXAS...



MISS TEXAS . . . LINDA LOFTIS

From the blue waters of the Gulf of Mexico to the crested mountains West and the green pines to the East, the Lone Star State is a glittering array of color.

In Dallas-Fort Worth, Station WBAP-TV NBC is entering its ninth year of color-casting the attractions of the Big State and the colorful products sold therein.

Texans respond eagerly to the excitement of color. WBAP-TV, first in Texas, first in color, offers you a golden opportunity to move merchandise faster on the propulsion of color.

WBAP-TV NBC 5

The Color Station in Dallas-Fort Worth

Peters-Griffin-Woodward, Inc.

DRAGNET

STARRING

JACK WEBB

NOW AVAILABLE TO LOCAL STATIONS FOR THE FIRST TIME UNDER ITS ORIGINAL TITLE



BY STATION DEMAND

* Philadelphia WFIL-TV
Atlanta WSB-TV
Miami WCKT
Cleveland WJW-TV
Detroit WXYZ-TV
Las Vegas KSHO-TV
Tacoma-Seattle KTNT-TV
Lancaster WGAL-TV
Portland, Me. WGAN-TV
Wilkes-Barre WBRE-TV
Bay City-Saginaw WNEM-TV
Charleston, W. Va., WCHS-TV
Phoenix KOOL-TV
Oklahoma City WKY-TV

* FIRST ARB RATING tops all competition!
260% more adults than previous program in time period.

mca TV FILM SYNDICATION

598 Madison Ave., New York 22, N. Y.
PLaza 9-7500 and principal cities everywhere

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 2, 1962, Vol. 62, No. 14

CODE REPORT CARDS FOR STATIONS

■ 35 major agencies will get 'grades' for each outlet from BAR

■ Adherence to commercial standards will also be part of list

■ Move to publicize violations comes after break with NAB

An effort to enforce compliance with NAB's television code by turning a spotlight on violators will be launched this month by Broadcast Advertisers Reports, tv's leading monitoring service.

BAR officials said code violators will be singled out and their offenses documented in monthly bulletins to the people responsible for the biggest part of station revenues—leading tv advertising agencies. In addition, stations will be "graded" on the extent of their code compliance.

The monthly "report cards" also will go beyond the question of code adherence by pointing up violations of commercial standards which are set by agencies in addition to those laid down by the code.

Widely Circulated ▪ Copies of the monthly reports will be circulated "in depth" by BAR to the approximately 35 major television agencies that subscribe to its regular services, as well as to BAR's station clients. BAR officials said "in depth" meant that all media personnel and all timebuyers at its client agencies will receive the monthly bulletins.

They estimated that the 35 client agencies handle 85% of all national television billings.

The certification plan was regarded as the most realistic attempt yet made to put teeth into the NAB code. BAR officials said its agency clients clearly want this sort of information—as evidenced by the fact that many have been paying for special studies to assemble it—for use both in buying time and in policing performance after contracts have been signed.

Phil Edwards, BAR chairman, and Robert W. Morris, president, are announcing the plan today (April 2). Both the timing and the issues involved promise to make it a dominant conversation piece at this week's NAB convention—and perhaps lead to a rethinking of NAB's own approach to code enforcement.

NAB's involvement was further emphasized by disclosure that BAR many months ago offered—and NAB officials shelved—a proposal to give NAB access to a $315,000 annual monitoring program which, by BAR's estimates, would not only have paid its own way but given NAB a profit. This would have been accomplished in part by diverting some $150,000 to $200,000 of BAR's station income to the NAB. (An NAB code official declined to comment on the BAR report without an opportunity to study a full description of the plan.)

NAB Not Interested? ▪ Last week's disclosures followed by two weeks BAR's announcement that it was breaking off a five-year association because, in BAR's view, the code authority is not really interested in enforcing self-regulation (BROADCASTING, March 19). BAR had been supplying code officials with code - compliance information based on its monitoring but said it finally became convinced that an industry association could never divulge violations in the form agencies want to know them: By call letters and with the nature and frequency of violations specified.

BAR's new certification bulletins, according to Messrs. Edwards and Morris, will show the commercial practices of 240 tv stations in the nation's 77 leading tv markets—all those now monitored regularly by BAR—whether the stations are BAR clients or not and whether they are code subscribers or not.

By next spring (1963) BAR expects the reports to cover all 500-plus commercial tv stations in the U.S., officials



THE NAB IN CHICAGO

40th annual convention opens in troubled times

THE MAIN EVENTS: A year ago, at the 39th convention, a new FCC chairman called television a wasteland, and a new NAB president issued a cry for self-improvement. Can they top those performances this year? .....page 100

WHAT GOES ON: Complete list of all agenda and non-agenda meetings, with times and places. page 108

WHERE TO FIND IT: Complete list of locations of exhibitors, reps, networks and all other elements in attendance at Chicago.....page 110

CODE REPORT CARDS FOR STATIONS continued

said. This increase would be accomplished by an expansion plan conceived two years ago as part of a BAR proposal for expanding the code authority's own inspection program.

BAR's first "report card" on stations' commercial performance will include monitoring done in April and will be published next month. Although the exact form has not been fixed, officials said it would be in two parts: one dealing with code compliance and the other dealing with compliance with agency-set standards other than those set out in the code.

Number and Type ▪ The plan is to list all 240 BAR-monitored stations alphabetically and to show for each the number and type of violations it committed, if any, during the most recent week it was monitored. BAR monitors all 240 stations for at least one week in each calendar quarter.

The reports also will "grade" each station according to the extent of its compliance or non-compliance with the code. These figures are not definitely set, but BAR officials suggested that a station with fewer than five code violations might be marked "B" and those with more than 15, "C".

For the assistance of agency subscribers, these grades will be reported both alongside each station in the alphabetical list and in a separate listing where stations will be grouped by markets. This will enable agency buyers to check the markets they're interested in and compare the code deportment of the various stations there.

The section dealing with code compliance will show such violations as triple-spotting in station breaks; "clipping" of network programs to make room for local announcements; non-program material exceeding four minutes per nighttime half-hour or six minutes per daytime half-hour, etc.

By counting "non-program material" rather than commercials alone, the report will also serve to indicate to what extent advertisers—especially members of the broadcast committee of the Assn. of National Advertisers—are right in their contention that the amount of true programming is being severely limited by excessive promotional material, over-long credits and other so-called "clutter."

Agency Standards ▪ The section on compliance with commercial standards set by agencies will cover such non-code matters as providing a minimum of 15 minutes' separation between commercials for competing products; in-program triple-spotting exceeding the 60-10-60 variety (most agencies, according to BAR, do not object to two one-minute and one 10-second commercial consecutively but draw the line at anything more than that), etc.

BAR's "report cards," like all its services, will be based on monitoring. BAR keeps its tapes for at least 90 days in case its reports are challenged.

The report cards will not deal with code matters other than those governing quantitative commercial practices. Most of the material they will contain already is available in BAR's regular services but in the past BAR has assembled it only on special order from clients and has never "graded" stations.

BAR President Morris summarized the new service this way:

"Our certification plan for stations will immediately provide agency, advertiser and station subscribers with an independent, impartial audit of television commercial activities. It will fill a vacuum in the industry by creating a standard means of evaluating station commercial performance.

"Stations which conduct their commercial affairs with integrity will no longer be bunched together in an industry group with those who are less responsible. This is the chief reason why broadcasting has been so maligned in recent years. Now, through BAR certification, all stations we monitor can stand up and be counted.

"We anticipate that the publication of such information, once a month, will greatly reduce undesirable commercial practices in television, create a business climate conducive to an even more rapid growth of television, and in the long run give the industry a means to defend itself more positively against its critics."

Station Clients Too ▪ Mr. Morris said the new service was desired not only by agencies but by many of BAR's station subscribers—notably those trying to comply with code standards but competing with stations that do not.

He said he was confident that station clients using the reports as sales tools would continue to subscribe but that this is not crucial and that the service would continue in any event.

BAR's decision to offer the service could have important effects on NAB's own code program. Code Director Robert D. Swezey said two weeks ago, when BAR fired its first blast, that the code authority intended to get monitoring reports from another source and, in fact, already had an "outside" firm making test runs.

Whether NAB will want to pursue an independent monitoring project, now that BAR plans to assemble and "publish" this material as part of its regular service, appeared to raise economic questions. Monitoring on a national scale is not inexpensive; BAR estimates that its national, from which the commercial compliance information will be drawn, costs approximately $750,000 a year.

The cost was one of the factors involved in the split between NAB and BAR a fortnight ago, according to NAB. NAB had been paying BAR $12,500 a year but Mr. Swezey said the chief proposal advanced by BAR for an expanded program would hike this cost to $33,500 in the first year of the new plan's operation, to $82,700 in the second year and to $182,600 each year after that.

(BAR contends that under its proposal this escalation in price would have been accompanied by a comparable escalation in the volume of monitoring supplied to NAB.)

Mr. Swezey also pointed out that NAB's operational budget limits the amount it can spend for monitoring. He did not say what the limit is.

BAR Proposals To NAB ▪ BAR, it was learned last week, has made a number of proposals to NAB—including some that suggested methods by which NAB could raise the money to pay the bill.

One, renewed by BAR President Morris in a confidential memorandum to NAB President LeRoy Collins last May 18, proposed to funnel all of BAR's station reports through NAB and let NAB get the approximately $200,000 a year that BAR has been receiving

Toymakers discover ABC-TV's 'Discovery'

Toy advertisers for ABC-TV's planned children's series, *Discovery*, have reached the saturation point with combined sponsorship of more than one-half of the new show on the network.

Edward Bleier, ABC vice president in charge of tv daytime sales, last week said the program which doesn't go on the air until Oct. 1 (Mon.-Fri. 4:30-5 p.m.), is virtually sold out as far as toy-type sponsorship is concerned. He said the amount of toy participations each week will be limited "to give sponsors a better commercial climate in line with the higher quality of the series."

Sponsors signed for the show are Binny & Smith Inc., through Chirurg & Cairns, for crayons; Mattel Inc., through Carson-Roberts, for games; Kenner Toys, through Leonard M. Sive & Assoc., for construction sets, and Transogram Co., through Mogul Williams & Saylor, for toys.

directly from station subscribers to these reports.

BAR also had offered to revise its method of operation to help make the reports a tool by which NAB could get additional code subscribers. This would have been accomplished by eliminating from its agency service all reports on the monitoring of non-code stations. In his May 1961 letter to Gov. Collins Mr. Morris explained:

"Our [agency] subscribers assure us that the inability to examine station performance would directly affect the agency's timebuying decisions. Given the opportunity, these 30 (now 35) agencies—which represent 85% of all television advertising—will demonstrate their preference for NAB-BAR-certified stations."

Risky Business ▪ Rather than risk losing agency business, he said, many stations would subscribe to the code solely to get themselves back on the list of reports delivered to agencies.

"Of the 240 stations in the 75 monitored markets," Mr. Morris' 1961 letter continued, "about half of them subscribe to BAR for station sales purposes. These subscriptions amount to about $200,000 in yearly revenue to BAR. If BAR reports were made available to stations as a part of code membership, most of the above income could be steered immediately into the NAB.

"This would be the financial starter for a major self-regulatory offensive by the industry—through the NAB. As all code stations in all markets become participants the figure could rise to $750,000.

"The cost of such a program could be shared by NAB stations in each market. Thus, when new stations joined the code, the cost to original code members in the particular market involved would be reduced."

BAR's 1961 letter to Gov. Collins did not estimate the probable total cost of an NAB monitoring program. But a March 1960 version of it said BAR would provide "a complete nationwide monitoring program covering all NAB member television markets at the gross annual rate of $315,000."

This version estimated that NAB could get back $150,000 from station payments then going to BAR and in addition could probaby get $140,000 more out of funds that other stations were spending for non-BAR monitoring reports. On top of that, BAR estimated, NAB probably could get $60,000 from stations in markets which were not then (but would become) monitored by BAR.

Profit for NAB? ▪ Thus by BAR estimates NAB would receive $350,000 a year for a project costing $315,000—and would have money left over to spend in other ways or to return to its members in the form of dues reductions.

In his May 1961 memo to Gov. Collins the BAR president said that NAB, "as the conscience of the industry," would "seem certain" to achieve increased stature through such a program, while stations would get four principal benefits which he described as follows:

"1. An effective self-inspection system that would preclude government regulation in the one area where such action is most possible. Program control or censorship would be resisted most vigorously—in and out of government. But how many voices would be heard countering an FCC proposal to limit tv commercial practices?

"2. Those who put up the money for commercial television—the advertisers and agencies—would be able to make a real choice between stations. No pressure would force them to do business with a station that did not participate in honest industry self-regulation.

"3. With an equitable arrangement to share the cost, NAB stations would be paying their own way rather than allowing the buyers of time to do the job alone. Proof-of-performance data and implementation of industry self-regulation are clearly the sellers' responsibilities. Broadcasting's agency relations would be aided importantly if real industry support in this respect resulted in a meaningful reduction of BAR agency rates.

"4. Code membership would become basic to the economics of successful station operation. As it should, superior quality would then pay. Certainly, compliance to the NAB code should not cause a station to suffer competitively, as is often the case at present."

Mr. Morris said Gov. Collins replied to this memo the next day, saying in a May 19 letter that he would be glad to discuss the proposal further but suggesting that it wait until late June (1961) since he was then busy preparing for an NAB board meeting.

In a meeting in late June, Mr. Morris said, the NAB president said BAR's proposal would be the first order of business for the new code authority director. Mr. Morris said that after Mr. Swezey's appointment to that post several discussions were held but that Mr. Swezey's reactions were noncommittal and BAR finally decided it would be fruitless to continue pushing the idea.

Live commercial tests surprise agency

BBDO REVISES OLD THEORIES AS RESULTS COME IN FROM WKTV STUDY

BBDO appears on the verge of altering some former notions about television commercial effectiveness.

The agency, a major in tv billing, rates as one of the world's largest companies in the advertising business. Its decisions are influential in the field in addition to the recommendations it makes to its formidable client list.

BBDO's surprising findings are among the first to come out of its on-the-air testing (WKTV [TV] Utica, N. Y.) of commercials. The tentative conclusions will be formed after more testing.

Some "conclusions" already reached in the studies as reported to BROADCASTING:

▪ Common belief: Two commercials placed back-to-back and advertising products which are related (example—lipstick, face powder) tend to reduce the effectiveness of both. BBDO finding: After placing two 30-second commercials back-to-back for related products and then airing two unrelated product commercials, the responses were found to correspond. Tentative conclusion: It makes no difference whether or not the products are related.

▪ Common belief: Regardless of the product relationship the back-to-back airing of commercials can make a difference (in effectiveness or awareness) as to which commercial is shown before or after the other. BBDO finding and tentative conclusion: It's of no importance in which "position" the commercial is placed.

▪ Common belief: Since a 30-second tv commercial is half the length of the 60-second commercial, it's logical to assume the 30 has a performance value that is 50% of the minute announcement. BBDO finding: A series of tests on a shorter version of a 60-second spot failed to show the 50% relationship. Tentative conclusion: the 30-second tv commercial has a performance value of "two-thirds the 60-second commercial."

▪ Common belief: The 30-second commercial run alone most likely would have a different level of performance value contrasted to its being run back-to-back with another commercial. BBDO finding and tentative conclusion: To the contrary, it appears that a 30-second commercial run by itself maintains about the same response level as when run back-to-back with another of the same length.

BBDO since last June 9 had been

LIVE COMMERCIAL TESTS SURPRISE AGENCY continued

quietly—until the first focus of public attention last week—dissecting the tv audience and extracting its "responses" to all sorts of tv commercial, on-air problems. Earlier, in attempting to fulfill this need, BBDO researchers sought a condition that would approximate the "ideal" and in fishing about came up with a simple (though expensive for most agencies) approach: On-the-air tests using the facilities of a commercial station in a "test-market" city and on a continuous basis. The project reportedly falls somewhere in the $75,000-$125,000 range.

Specifically, the agency created a "laboratory" of a regular, weekly time period on WKTV (ch. 2, a primary NBC-TV and secondary ABC-TV affiliate). According to BBDO researchers, the only other acceptable tv signal in the test market area is ch. 8 from Syracuse (WHEN-TV). The market, according to BBDO's researchers, has a standard metropolitan area of "over 330,000" people. (The station, BBDO claims, has a "tv viewing audience" of 225,000 and the "same 90% ratio of tv sets to homeowners as the nation.")



A BBDO-engaged squad of interviewers gets final instructions in Utica before placing phone calls to viewers. Teams such as this one call as many as 1,000 homes in about a two-and-a-half-hour period following the regularly scheduled weekly 7:30-8 p.m. program series BBDO has used for nearly a year on WKTV (TV) in its continuing laboratory on-air testing of tv commercials.

At the beginning of the testing, BBDO had purchased a 13-week half-hour show on Fridays, 8-8:30 p.m. This series—an anthology with different authors and casts for each episode—ran from mid-June to mid-September (1961). BBDO then picked up with a second and third and is now about three weeks into its fourth 13-week cycle. The program now sponsored by BBDO (since the second cycle) is *The Beachcomber*, an adventure-action series that's syndicated by Independent Television Corp. (produced originally by Filmaster) and is in the Tuesday, 7:30-8 p.m. period on the station.

In the laboratory test (called by a project name of *Channel One*) BBDO has had the usual three commercial minutes within the half hour at its disposal. The typical procedure has been for the agency to run three commercials, then a telephone squad interviews respondents in the Utica area immediately after the close of the show and up to 10:30 that night.

The basic sampling plan: 50 (or more) interviewers each phone as many homes as possible during the period set aside for that purpose. They complete 800-1,000 contacts and with a rating of 20 or higher they usually interview about 180-220 viewers of the night's show.

The sample involves a systematic choosing of pages spread through the phone book in Utica, common survey procedure.

Major Areas ▪ The *Channel One* project was developed to look into five major areas: (1) Develop tv commercial testing methods. (2) Assess differences in effect between 60-second commercials and messages of shorter length. (3) Probe effects of combining less-than-minute commercials for different products in order to determine the "optimum split" of a commercial minute when advertising more than one product and of determining the compatibility of various combinations of products. (4) Offer new "avenues" of pre-testing "in order to save advertisers time and money in the making of finished commercials." (5) Explore new methods of solving several basic problems facing tv advertisers.

The agency apparently has been moving along this path for some time. BBDO noted it has been working up to the *Channel One* point for the past two years in which time it conducted several studies to develop better tv commercial testing methods. One of the main results of this: BBDO, it's learned, discovered commercials can be air-tested with "some" advantage over theatre tested using an "audience jury." The advantage: Viewing of the commercials is under at-home conditions and not forced viewing, and the telephone samples are more representative of the "real world" than the samples from a central special theatre-viewing location.

Cited is a constant inquisitiveness at the agency among account and creative people, and clients, too, as to "basic questions" in the use of tv. A need, described as "urgent," is more knowledge of commercial pre-testing before committing final production budgets. Another is more data about the combining of commercials for two or more products into the one commercial time allocated, a recent marked trend.

Not Limited ▪ BBDO, however, doesn't expect to limit itself to one technique, but will continue to use its mobile unit, outside (including in-theatre) companies as well as the on-the-air laboratory. The on-air research project is directed by Dr. Clark Wilson, BBDO's director of research, and by Christopher Weir, radio-tv research group manager.

On the basis of interviews with researchers closely associated with BBDO's project, BROADCASTING learned of a host of matters that will possibly be explored, many of them now subject of doubt among advertising practitioners.

Some examples:

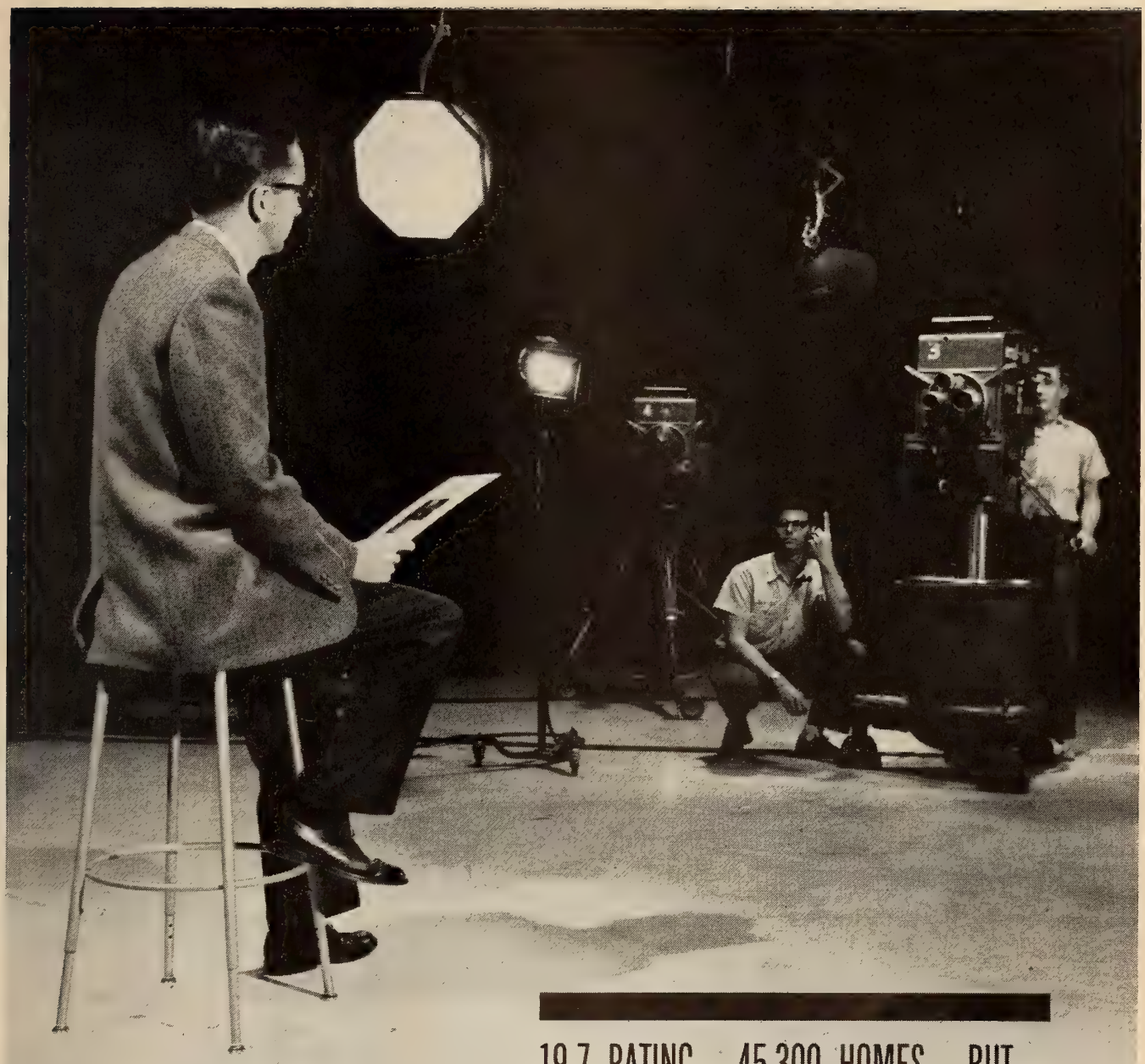
▪ The area of triple-spotting. The research unit may get into this as it proceeds into the study of 20-second commercials, and ID's. The unit feels it can simulate billboards and promos and station breaks as well as other commercial combination uses long subject to mixed opinion.

▪ The agency expects to get into the 10- and 20-second commercial, studying their relationship to each other and to still other commercial lengths in the pattern of the 30- and 60-second commercial studies already underway.

▪ Another possible matter the *Channel One* laboratory may consider is what effects positioning of a commercial within a program or even within a schedule may have, running tests on audience awareness and copy-point effectiveness.

▪ The frequency of a commercial. When does its ability to make the viewer aware of its copy and sales points wear thin?

Because BBDO has many package goods clients, many of their commercials were used in their testing, but heavier goods, such as automobiles, also were included. In addition some experimentation in corporate advertis-



19.7 RATING...45,300 HOMES...BUT...

IT'S NOT FOR SALE

Beyond those lights, an estimated 95,000 ADULTS are watching this man. Not the least bit casually, either. His name is Jesse Helms and his provocative "WRAL-TV Viewpoint" commands attention in the Raleigh-Durham market. ■ Such mature, responsible programming as this typifies the television day at WRAL-TV. ■ No, this show is not for sale . . . but the adjacencies are. For details, avails and a sample "Viewpoint" script, contact your H-R man.

NBC TELEVISION

WRAL-TV

CHANNEL 5

Raleigh-Durham, N. C.

Represented Nationally by H-R

(Data based on March 1961 NSI)

ing has been touched upon lightly but there'll be more.

The agency conducted a special "pantry test" (that is an actual home sample on a before-and-after basis in an effort to determine how—if at all—particular commercials increased the appearance in the home of the product advertised).

Another area also brushed lightly for now is the factor of irritability in commercials. It is of course on the agenda for future study.

Pre-testing ▪ A rather dramatic approach has been that of pre-testing in Utica through the use of "pre-finished" commercials. This actually is one phase of the two-pronged study conducted thus far: One is an evaluation of the current performance of a commercial, the other is a search for a workable technique that can help a copywriter develop the most effective commercial.

It's obvious to BBDO that perfection of copywriter aids can eventually save an advertiser money. If faults can be squeezed out of a commercial approach before the commercial is finished, the agency can avoid the pitfall of having to suddenly discard the commercial after it's made.

The pre-finished commercial in the Utica testing in some instances is a live commercial. A finding in this context: The agency could determine copy theme differences by noting which one among a few registered the higher response.

There's a specific case wherein the testing unit was assigned to a client problem. Outside testing had indicated confusion for the advertiser in the midst of a network run over what message his commercial was trying to get through to the viewer. The commercial was "put through" a test in the Utica laboratory. Researchers obtained a low playback on certain points which were changed until subsequent study showed what the valid or correct sales points should be. In this instance, *Channel One* was responsible for increasing some awareness points by 30% but others as high as 50%.

In the pre-finished area, 35-mm slide storyboards, film inserts in storyboard as well as film-slides, rough cuts and live action have been used.

This technique, BBDO feels, can be substituted and tested in nearly all cases in which finished commercials are normally used except:

▪ Where a commercial is dependent on a star personality, on appetite appeal of the product or where motion or demonstration is the key to the commercial message.

The agency found the pre-finished commercial does just as well and its performance is about the same as that of the finished commercial. In some cases, it even catches the eye because it is so different. But researchers do not recommend their general use because they believe once the novelty factor fades, the pre-finished commercial's effectiveness will be reduced.

BBDO also is the agency that has strongly advocated a linear programming system using computers in its media planning. Some key BBDO officials talk of *Channel One* as rivalling in importance the linear programming development, particularly as applied to television. There's cross-pollination also. Various data from Utica have been put to use in the linear programming system for a qualitative line on media values. In substance, BBDO media planners feel the *Channel One* data can help them obtain a "better fix" on the actual scope of the audience.

Bruskin forms European arm

R. H. Bruskin Assoc., New Brunswick, N. J., market research firm, last week announced the establishment of European research facilities to service American clients with European interests. Bruskin International is under the joint directorship of Richard H. Bruskin, president of the firm, and Dr. A. Melvin Gold, vice president. R. H. Haentjens has been retained as consultant to supervise the project in Europe. Operations have begun in Germany, France, Italy, Holland and England.

Market rankings: an even closer look

WEED'S LISTS BREAK DOWN MANY OF THE POPULATION SUB-GROUPS

A new approach to market rankings, designed to help agencies and advertisers buy more efficiently and stations to sell more effectively, is undertaken by Weed Radio and Television Corps., station representatives, in a special study being released this week.

The report shows the extent to which market rankings vary when judged on the basis of specific characteristics instead of the usual basis of total population or retail sales, etc. A market that ranks relatively low in terms of total population, for example, may rank much higher when judged on the basis of its Negro population or infants or "senior citizens" or other population sub-groups which are the real sales targets of many advertisers.

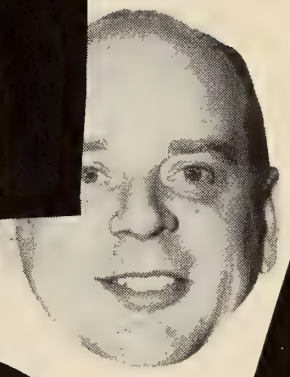
Copies of the report are being distributed by Weed at its NAB convention suite in the Sherman Hotel in Chicago this week.

Using 1960 U. S. Census figures, the study ranks the nation's 212 standard metropolitan areas not only by total



Details of Weed Radio & Television Corps.' newest market study are examined by (l to r) Weed Vice President Edwin J. Fitzsimmons; Miss Wini Schaefer, director of sales promotion; President Joseph J. Weed, and Marvin D. Melnikoff, director of marketing and research.

46%





...That's WSB-TV's average share of Atlanta audience for January!

Monday through Sunday, 9 AM till midnight, the latest ARB (Jan. 4-Jan. 31) reports WSB-TV extended its dominance of Atlanta television. This makes 51 consecutive months that Atlantans have shown a decided preference for WSB-TV over the two other television stations in this million plus market. This loyalty makes WSB-TV the top sales-producing station in Atlanta. Let it move your products, too!

CHANNEL 2
wsb-tv
ATLANTA

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

population but also by each of the following characteristics: Men, women, white population, white men, white women, Negro population, Negro men, Negro women, total infants, children, sub-teens, teens, adults, and "senior citizens."

Often Misleading ▪ Joseph J. Weed, head of the station rep firms, said in releasing the study that the usual methods of ranking markets are often misleading and unfair because, as the report's introduction stresses, "too frequently [national buying lists] are the result of a traditional devotion to a 'Top 100' ranking based on the rudimentary standard of total population."

Mr. Weed—and the report—single out several examples of the variations that occur when markets are ranked according to specific characteristics having special advertiser appeals:

"Consider . . . an account whose advertising strategy includes reaching the Negro market. By the simple standard of total population, Durham, N. C., is the 178th market in the nation. For the advertiser looking for the Negro consumer it ranks 70th!

"Take the advertiser with a milk or baby-food product. Surely a logical yardstick would be the number of infants in a market. If such an advertiser bought the Top 100 markets on the basis of population, he would eliminate Charleston, S. C. Charleston, however, ranks 88th in number of children under one year of age.

"Advertisers, possibly those with pharmaceutical products, might be interested in reaching older people. Undoubtedly such an advertiser would buy Tampa-St. Petersburg, a Top 100 market by any standard. He might not realize, however, that Scranton, Pa., is also a Top 100 market for 'senior citizens.'

Positions Change ▪ "Although we have been referring to the 'Top 100,' we do not mean to imply that this should be a buying standard even when considered on a detailed population breakdown. Rather we point to national rankings merely to indicate that markets change position—often drastically—when viewed by various criteria. One man's 'Top 100' is not necessarily another's."

The report was prepared under the direction of Marvin D. Melnikoff, Weed's director of marketing and research, and Miss Wini Schaefer, director of sales promotion. They compiled the rankings on the basis of 1960 U.S. Census figures. The Census lists 215 standard metropolitan areas. The report covers all of them but the three Puerto Rican markets of Mayaguez, Ponce and San Juan.

The report is titled "Metropolitan Area Directory: A Weed Report, Volume I, Characteristics of Population." Weed officials expect it to be the first of a series, subsequent volumes of which will deal with such subjects as the economic complexion of the markets and their retail sales potentials.

Portions of Vol. I are reproduced in the adjoining columns. These excerpts list the 212 markets alphabetically and rank them in terms of (1) total population, (2) Negro population, (3) number of infants, (4) number of teen-agers and (5) number of "senior citizens."

Following is how Weed ranks the markets:

	Total Population (00)	Rank	Total Negro Population (00)	Rank	Infants (under 1 yr.) (00)	Rank	Teen 15-19 yrs.) (00)	Rank	Senior Citizens (65 yrs. & over)	Rank
Abilene, Tex.	120.4	174	5.7	149	3.2	159	10.2	154	9.0	178
Akron, Ohio	513.6	49	41.2	64	11.8	54	32.7	54	42.2	50
Albany, Ga.	75.7	204	26.0	85	2.4	190	5.7	202	3.6	210
Albany-Schenectady-Troy, N.Y.	657.5	38	16.6	105	13.9	45	45.1	41	72.9	29
Albuquerque, N.M.	262.2	97	4.6	162	8.1	70	19.4	99	12.3	148
Allentown-Bethlehem-Easton, Pa.	492.2	54	3.8	168	9.5	61	34.3	50	51.3	41
Altoona, Pa.	137.3	160	1.1	188	2.6	180	9.8	163	16.6	114
Amarillo, Tex.	149.5	149	7.8	135	3.8	141	14.4	124	8.1	187
Ann Arbor, Mich.	172.4	133	11.7	120	4.3	133	16.3	116	11.8	155
Asheville, N.C.	130.1	166	14.1	112	2.5	185	10.0	160	13.1	142
Atlanta, Ga.	1,017.2	24	231.5	13	24.7	23	72.2	22	66.4	31
Atlantic City, N.J.	160.9	140	28.3	80	3.0	167	9.6	165	22.5	95
Augusta, Ga.	216.6	116	63.8	43	5.4	110	19.6	95	13.0	144
Austin, Tex.	212.1	119	26.9	83	5.1	115	19.6	95	16.1	116
Bakersfield, Calif.	292.0	83	16.7	104	7.2	79	23.4	75	18.5	105
Baltimore, Md.	1,727.0	12	378.5	7	40.2	11	121.9	11	131.9	14
Baton Rouge, La.	230.1	109	72.9	38	6.4	88	19.7	93	11.9	153
Bay City, Mich.	107.0	185	.6	198	2.8	172	8.2	184	8.7	181
Beaumont-Port Arthur, Tex.	306.0	81	63.2	44	7.5	77	22.3	79	17.7	111
Billings, Mont.	79.0	203	.2	204	2.0	199	5.8	201	5.8	203
Binghamton, N.Y.	212.7	118	1.3	185	4.9	123	13.8	131	21.0	97
Birmingham, Ala.	634.9	40	219.5	16	14.8	42	47.1	37	48.1	42
Boston, Mass.	2,589.3	7	77.8	34	55.9	7	184.0	6	281.8	5
Bridgeport, Conn.	334.6	72	17.4	102	7.2	79	22.0	81	31.2	67
Brockton, Mass.	149.5	149	1.8	180	3.6	149	10.1	158	16.7	113
Brownsville-Harlingen-San Benito, Tex.	151.1	146	.9	193	4.9	123	12.5	140	8.1	187
Buffalo, N.Y.	1,307.0	15	82.9	31	30.5	16	87.3	16	117.9	16
Canton, Ohio	340.3	71	18.3	101	7.6	73	23.6	74	32.3	63
Cedar Rapids, Iowa	136.9	161	1.2	186	3.5	152	9.4	168	13.5	138
Champaign-Urbana, Ill.	132.4	162	6.8	144	3.6	149	16.0	118	8.7	181
Charleston, S.C.	216.4	117	78.5	33	6.4	88	19.3	101	10.4	169
Charleston, W. Va.	252.9	100	14.5	110	5.6	108	19.5	97	17.7	111
Charlotte, N.C.	272.1	92	66.7	40	6.9	83	19.7	93	15.6	120
Chattanooga, Tenn.	283.2	85	49.7	55	6.3	93	21.1	85	21.9	96
Chicago, Ill.	6,220.9	3	890.1	2	147.3	3	405.1	3	535.0	3
†Chicago-Northwestern Indiana, Ill.-Ind.	6,756.4		977.3		162.7		445.7		570.5	
Cincinnati, Ohio	1,071.6	21	128.1	21	26.1	19	70.0	23	103.1	20
Cleveland, Ohio	1,796.6	11	257.3	10	40.2	11	113.5	12	159.4	10
Colorado Sorings, Colo.	143.7	153	5.1	155	3.7	146	11.2	149	10.8	164
Columbia, S.C.	260.8	98	75.3	36	6.0	97	28.0	64	15.5	122
Columbus, Ga.	218.0	114	63.1	46	6.0	97	19.0	102	10.7	166
Columbus, Ohio	683.0	36	80.2	32	17.7	31	47.6	36	53.7	38
Corpus Christi, Tex.	221.6	112	10.1	128	6.3	93	17.7	111	10.2	170
Dallas, Tex.	1,083.6	20	155.5	18	26.8	18	74.4	19	76.6	27
Davenport-Rock Island-Moline, Iowa-Ill.	270.1	93	6.1	146	6.4	88	18.6	106	26.8	83
Dayton, Ohio	694.6	34	69.8	39	16.4	35	46.9	38	51.6	39
Decature, Ill.	118.3	176	6.0	147	2.7	176	8.0	187	11.8	155
Denver, Colo.	929.4	26	31.5	73	23.2	25	64.8	24	76.4	26
Des Moines, Iowa	266.3	95	10.5	124	6.4	88	18.9	103	25.8	82
Detroit, Mich.	3,762.4	5	558.9	4	91.2	5	246.9	5	269.3	6
Dubuque, Iowa	80.0	202		NR	2.2	193	6.6	195	8.3	185
Duluth-Superior, Minn.-Wis.	276.6	90	.7	196	6.4	88	20.4	89	31.4	66
Durham, N.C.	112.0	178	35.9	70	2.4	190	10.2	154	7.6	194
El Paso, Tex.	314.1	79	8.6	132	10.3	57	24.2	73	14.2	133
Erie, Pa.	250.7	101	7.0	143	5.8	104	18.5	107	23.5	89
Eugene, Ore.	162.9	139	.3	203	3.7	146	13.6	136	12.7	146
Evansville, Ind.	199.3	123	12.9	114	4.5	131	13.8	131	20.3	100
Fall River, Mass.	138.2	159	.4	201	2.7	176	10.2	154	15.1	125
Fargo-Moorhead, N.D.-Minn.	106.0	187		NR	2.9	170	9.2	174	8.9	180
Fitchburg-Leominster, Mass.	82.5	201	1.0	190	1.9	203	6.0	199	8.5	184
Flint, Mich.	374.3	63	36.6	69	10.2	60	22.8	77	23.3	91
Fort Lauderdale-Hollywood, Fla.	333.9	73	54.9	50	7.1	82	19.4	99	38.2	56
Fort Smith, Ark.	66.7	209	4.5	164	1.4	210	5.2	208	7.2	197
Fort Wayne, Ind.	232.2	108	11.7	120	5.9	101	15.6	121	19.5	104



These are not the only steps in Baltimore!

There are all kinds of steps in the vast Baltimore metropolitan area . . . steps into brand new apartment houses and huge redevelopment projects in the city . . . steps into homes of all income levels from city row houses to magnificent "valley" country estates.

The people who walk these steps have a consuming interest in the activities of Baltimore—and Maryland. WMAR-TV caters to this interest! Programs in production include: "Medicine at Maryland", a pictorial presentation of the 150-year old University of Maryland Medical School; "Wherever You Go", the inside story of the Baltimore USO; "The Negro Intellectual", a study in this border city; "She'll Walk With Pride", personally narrated by a 12 year old girl victim of rickets; "The Face of Tomorrow", a look at peaceful and military pure research from the U. S. Army Chemical Center, Edgewood, Md.; "A Visit to Morgan College", another hour study of a major Baltimore area educational institution.

Ever since WMAR-TV went on the air as Baltimore's first TV station, Baltimoreans—and Marylanders—have always looked to WMAR-TV for informative programming, a tradition of service established by its parent organization, The A. S. Abell Company, for 125 years publisher of the Sunpapers of Baltimore.

This public service programming—*for* Baltimoreans *by* Baltimoreans—will continue when WMAR-TV moves into its new facilities.

No Wonder — In Maryland Most People Watch

WMAR-TV CBS

Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

'Close-Up' on WPRO-TV, Providence



IN ITS 'CLOSE-UP' SERIES, Station WPRO-TV presented "A Day in the Life of a Congressman." Between scenes shot at Washington, WPRO-TV newscaster Virginia Stuart and general manager Joseph P. Dougherty visit with President Kennedy and John E. Fogarty (left) Congressman from Rhode Island.

Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

THE REAL TEST

"We believe the true test of public service telecasts is this: Does the public watch? and react? So at WPRO-TV public-service programming gets the same meticulous production, promotion and prime-time placement that are accorded our other top-flight programs. Our regularly-scheduled 'Close Up' is a typical example. Inherent dramatic and informational values provide the basic reason why it is fully sponsored. The same research that measures network programs also evaluates audiences for public service telecasts. In our area, we feel the resultant score fully justifies our standards of production."

JOSEPH P. DOUGHERTY
Vice Pres. & Gen. Mgr. WPRO-TV

Making 'Public Service' Hold Public Attention

In the studios of WPRO-TV, 'public service' is never a synonym for dullness. To make public service hold public attention, the station-staff has been persistent in its pursuit and presentation of informational subjects that closely affect the interests and welfare of Rhode Island.

Not content with frequent presidential visits to the WPRO-TV area (Eisenhower at Newport; Kennedy at Hyannisport) active coverage is frequently extended to the national capital. Among such expeditions was "A Day in the Life of a Congressman" a step-by-step televised saga of Rhode Island's John E. Fogarty.

The WPRO-TV news staff is equally mobile. While following the straight trail of factual reporting, it ranges far . . . Mort Blender to Israel, covering the Eichmann Trial . . . Chris Clark across the nation with the NIT Champs, Providence College, and to Arizona with the Boston Red Sox . . . Virginia Stuart to Washington on special assignments.

To Blair-TV, penetrating community-interest programming by great stations like WPRO-TV is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

Our Special Projects division devotes full time to the presentation and sale of Special Events and Public Affairs Programs created by our stations. A call or letter will bring complete information on important programs currently available.

BLAIR-TV

Televisions's first exclusive national representative, serving:

W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WKBW-TV—Buffalo
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
KOA-TV—Denver
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

	Total Population (00)	Rank	Total Negro Population (00)	Rank	Infants (under 1 yr.) (00)	Rank	Teen 15-19 yrs.) (00)	Rank	Senior Citizens (65 yrs. & over)	Rank
Fort Worth, Tex.	573.2	45	60.7	48	15.5	40	39.4	47	41.7	51
Fresno, Calif.	365.9	66	17.4	102	8.7	68	29.1	63	29.5	72
Gadsden, Ala.	97.0	191	14.9	107	2.1	195	7.9	189	7.2	197
Galveston-Texas City, Tex.	140.4	158	29.9	77	3.3	157	9.9	162	9.0	178
Gary-Hammond-East Chicago, Ind.	535.5	47	87.2	29	15.4	41	40.6	45	35.5	58
Grand Rapids, Mich.	363.2	67	14.6	109	9.3	62	26.2	66	33.5	61
Great Falls, Mont.	73.4	206	.5	200	2.1	195	5.0	209	5.7	204
Green Bay, Wis.	125.1	170	.1	208	3.5	152	9.5	166	10.2	170
Greensboro-High Point, N.C.	246.5	103	51.2	53	5.8	104	20.1	90	15.0	126
Greenville, S.C.	209.8	120	36.7	68	5.1	115	17.1	114	13.1	142
Hamilton-Middletown, Ohio	199.1	124	10.3	126	4.9	123	16.0	118	14.1	135
Harrisburg, Pa.	345.1	69	23.0	92	7.2	79	24.7	69	18.2	108
Hartford, Conn.	525.2	48	28.7	79	11.9	52	33.5	52	47.8	43
Honolulu, Hawaii	500.4	53	4.9	156	14.0	44	43.3	43	19.6	102
Houston, Tex.	1,243.2	16	246.4	11	32.0	15	83.3	17	66.7	30
Huntington-Ashland, W. Va.-Ky.	254.8	99	7.5	138	5.2	112	20.8	87	23.8	88
Huntsville, Ala.	117.3	177	21.9	94	3.4	154	9.2	174	6.4	200
Indianapolis, Ind.	697.6	33	99.9	26	17.3	32	45.5	40	59.2	36
Jackson, Mich.	132.0	163	7.4	139	3.1	163	9.3	170	11.9	153
Jackson, Miss.	187.0	130	74.8	37	5.1	115	14.9	123	12.0	151
Jacksonville, Fla.	455.4	58	105.6	24	11.9	52	33.7	51	28.2	77
Jersey City, N.J.	610.7	42	41.4	63	12.0	51	39.9	46	63.1	33
Johnstown, Pa.	280.7	87	3.6	169	5.7	106	21.8	82	29.0	74
Kalamazoo, Mich.	169.7	134	5.7	149	4.1	134	13.9	129	14.1	135
Kansas City, Mo.-Kan.	1,039.5	22	116.6	22	25.3	20	63.7	25	95.6	21
Kenosha, Wis.	100.6	190	1.0	190	2.6	180	7.2	192	9.2	177
Knoxville, Tenn.	368.1	64	27.4	82	7.9	71	30.4	58	27.4	80
Lake Charles, La.	145.5	152	30.3	76	4.7	127	11.1	150	6.6	199
Lancaster, Pa.	278.4	88	3.5	170	6.3	93	21.0	86	28.1	78
Lansing, Mich.	298.9	82	7.6	136	7.6	73	25.8	67	23.4	90
Laredo, Tex.	64.8	210	.2	204	2.1	195	5.6	204	4.2	208
Las Vegas, Nev.	121.0	172	11.0	123	3.3	157	8.1	186	5.7	204
Lawrence-Haverhill, Mass.	187.6	129	.7	196	3.8	141	12.3	141	24.0	87
Lawton, Okla.	90.8	196	7.6	136	2.7	176	8.9	180	4.2	208
Lewiston-Auburn, Me.	70.3	207	.1	208	1.4	210	5.3	207	7.6	194
Lexington, Ky.	131.9	164	20.0	98	3.1	163	10.0	160	11.5	157
Lima, Ohio	103.7	188	7.3	141	2.5	185	7.3	191	9.9	172
Lincoln, Nebr.	155.3	145	2.6	174	4.1	134	12.2	142	15.5	122
Little Rock-North Little Rock, Ark.	243.0	104	51.9	52	5.9	101	17.2	113	21.0	97
Lorain-Elyria, Ohio	217.5	115	12.2	119	5.7	106	15.0	122	15.8	118
Los Angeles-Long Beach, Calif.	6,742.7	2	464.7	6	148.6	2	435.1	2	599.7	2
Louisville, Ky.	725.1	32	83.2	30	18.1	30	48.4	34	60.3	35
Lowell, Mass.	158.0	142	.6	198	4.0	137	10.3	153	16.1	116
Lubbock, Tex.	156.3	144	12.3	116	4.7	127	13.7	135	7.8	191
Lynchburg, Va.	110.7	180	23.3	90	2.4	190	9.2	174	9.9	172
Macon, Ga.	180.4	131	55.9	49	4.7	127	13.9	129	11.1	160
Madison, Wis.	222.1	113	1.6	183	6.0	97	18.5	107	18.3	106
Manchester, N.H.	95.5	193	.2	204	2.0	199	6.6	195	10.8	164
Memphis, Tenn.	627.0	41	227.4	14	15.8	38	48.2	35	45.9	46
Meriden, Conn.	51.9	212	.9	193	1.1	212	3.3	212	5.6	207
Miami, Fla.	935.0	25	137.3	20	18.8	28	56.2	30	94.0	22
Midland, Tex.	67.7	208	6.2	145	1.9	203	4.2	211	1.9	212
Milwaukee, Wis.	1,194.3	17	63.2	44	29.7	17	77.7	18	105.3	18
Minneapolis-St. Paul, Minn.	1,482.0	14	20.7	95	39.5	13	101.4	14	136.0	12
Mobile, Ala.	314.3	78	100.9	25	8.7	68	24.6	70	18.1	109
Monroe, La.	101.7	189	32.7	72	2.8	172	8.0	187	7.7	192
Montgomery, Ala.	169.2	135	64.5	41	4.6	130	13.0	138	12.0	151
Muncie, Ind.	110.9	179	5.7	149	2.5	185	9.3	170	9.4	176
Muskegon-Muskegon Heights, Mich.	149.9	148	12.6	115	3.9	140	11.5	147	11.0	161
Nashville, Tenn.	399.7	61	76.5	35	9.3	62	29.8	60	31.7	65
New Bedford, Mass.	143.2	154	3.9	167	2.7	176	9.4	168	18.3	106
New Britain, Conn.	129.4	168	2.8	173	2.9	170	8.7	182	12.3	148
New Haven, Conn.	311.7	80	24.0	89	6.5	86	21.6	83	32.1	64
New London-Groton-Norwich, Conn.	156.9	143	4.3	165	4.0	137	12.1	143	14.6	131
New Orleans, La.	868.5	27	267.4	9	22.3	26	60.5	26	63.7	32
New York, N.Y.	10,694.6	1	1,227.6	1	208.8	1	666.0	1	1,037.6	1
†New York-North-Eastern New Jersey	14,759.4		1,557.0		292.6		923.0		1,402.3	
Newark, N.J.	1,689.4	13	224.1	15	34.5	14	107.6	13	158.5	11
Newport News-Hampton, Va.	224.5	111	62.2	47	6.0	97	17.8	110	10.9	163
Norfolk-Portsmouth, Va.	578.5	44	150.2	19	15.6	39	50.2	32	30.6	68
Norwalk, Conn.	96.8	192	5.6	152	2.0	199	6.0	199	8.2	186
Odessa, Tex.	91.0	195	4.8	159	2.6	180	6.3	197	2.2	211
Ogden, Utah	110.7	180	1.7	181	3.0	167	9.1	177	7.6	194
Oklahoma City, Okla.	511.8	50	41.1	65	12.2	49	37.1	49	40.4	53

	Total Population (00)	Rank	Total Negro Population (00)	Rank	Infants (under 1 yr.) (00)	Rank	Teen 15-19 yrs.) (00)	Rank	Senior Citizens (65 yrs. & over)	Rank
Omaha, Neb.	457.9	56	26.3	84	12.1	50	30.6	57	41.1	52
Orlando, Fla.	318.5	77	52.6	51	7.9	71	21.2	84	29.3	73
Paterson-Clifton-Passaic, N.J.	1,186.9	18	43.1	61	23.6	24	73.6	20	103.4	19
Pensacola, Fla.	203.4	122	37.8	67	5.9	101	17.0	115	10.6	168
Peoria, Ill.	288.8	84	10.2	127	6.8	84	19.5	97	26.2	84
Philadelphia, Pa.	4,342.9	4	671.3	3	95.0	4	297.6	4	397.2	4
Phoenix, Ariz.	663.5	37	25.2	86	16.6	34	49.2	33	47.5	44
Pittsburgh, Pa.	2,405.4	8	161.5	17	50.6	8	161.6	8	228.2	8
Pittsfield, Mass.	73.8	205	1.0	190	1.6	208	4.5	210	8.0	189
Portland, Me.	120.7	173	.4	201	2.6	180	9.0	179	14.8	128
Portland, Ore.	821.9	28	16.6	105	16.2	37	56.0	31	93.1	23
Providence-Pawtucket, R.I.	816.1	29	14.4	111	17.3	32	56.4	29	87.2	24
Provo-Orem, Utah	107.0	185		NR	3.1	163	11.4	148	6.2	202
Pueblo, Colo.	118.7	175	2.2	179	2.8	172	8.4	183	11.2	159
Racine, Wis.	141.8	155	5.2	154	3.6	149	9.3	170	13.0	144
Raleigh, N.C.	169.1	136	43.9	60	3.8	141	14.4	124	11.0	161
Reading, Pa.	275.4	91	4.7	161	5.0	122	17.7	111	30.9	69
Reno, Nev.	84.7	200	1.6	183	2.0	199	5.4	206	6.4	200
Richmond, Va.	408.5	60	107.4	23	8.9	66	27.5	65	33.5	61
Roanoke, Va.	158.8	141	20.2	97	3.2	159	11.1	150	14.2	133
Rochester, N.Y.	586.4	43	24.2	87	13.1	47	37.5	48	63.1	33
Rockford, Ill.	209.8	120	8.6	132	5.3	111	14.1	128	17.8	110
Sacramento, Calif.	502.8	52	19.8	99	12.5	48	32.7	54	34.6	60
Saginaw, Mich.	190.8	125	18.7	100	5.2	112	13.8	131	15.0	126
St. Joseph, Mo.	90.6	197	2.5	176	1.9	203	5.7	202	13.2	140
St. Louis, Mo.	2,060.1	9	294.9	8	49.9	9	129.9	10	191.0	9
Salt Lake City, Utah	383.0	62	1.7	181	10.9	56	30.4	58	27.0	81
San Angelo, Tex.	64.6	211	3.1	171	1.5	209	5.6	204	5.7	204
San Antonio, Tex.	687.2	35	45.3	58	18.3	29	60.2	27	46.9	45
San Bernardino-Riverside-Ontario, Calif.	809.8	30	29.7	78	19.5	27	58.1	28	78.1	25
San Diego, Calif.	1,033.0	23	39.4	66	25.2	21	97.1	15	75.4	28
San Francisco-Oakland, Calif.	2,783.4	6	238.8	12	59.0	6	179.1	7	250.4	7
San Jose, Calif.	642.3	39	4.2	166	16.4	35	45.1	41	44.7	49
Santa Barbara, Calif.	169.0	137	2.6	174	4.0	137	12.6	139	15.6	120
Savannah, Ga.	188.3	128	63.9	42	5.1	115	14.2	127	12.3	148
Scranton, Pa.	234.5	107	.8	195	4.1	134	16.0	118	27.8	79
Seattle, Wash.	1,107.2	19	28.2	81	25.1	22	73.3	21	105.7	17
Shreveport, La.	281.5	86	95.8	27	7.6	73	19.9	91	20.9	99
Sioux City, Iowa	107.8	184	1.2	186	2.5	185	7.7	190	12.4	147
Sioux Falls, S.D.	86.6	198	.2	204	2.2	193	6.2	198	7.9	190
South Bend, Ind.	238.6	105	14.0	113	5.1	115	18.3	109	20.0	101
Spokane, Wash.	278.3	89	3.0	172	6.2	96	19.9	91	30.1	71
Springfield, Ill.	146.5	151	5.9	148	3.1	163	9.5	166	16.6	114
Sprinfield, Mo.	126.3	169	2.3	178	2.6	180	10.2	154	14.8	128
Springfield, Ohio	131.4	165	12.3	116	2.8	172	9.3	170	13.2	140
Springfield-Chicopee-Holyoke, Mass.	478.6	55	14.8	108	10.3	57	32.4	56	51.4	40
Stamford, Conn.	178.4	132			3.4	154	11.6	146	15.8	118
Steubenville-Weirton, Ohio-W. Va.	167.8	138	7.2	142	3.8	141	12.0	144	14.4	132
Stockton, Calif.	250.0	102			5.1	115	18.8	104	24.1	86
Syracuse, N.Y.	563.8	46	12.3	116	13.7	46	40.9	44	55.0	37
Tacoma, Wash.	321.6	76	10.5	124	7.5	77	24.3	72	30.2	70
Tampa-St. Petersburg, Fla.	772.5	31	88.5	28	14.6	43	46.3	39	132.3	13
Terre Haute, Ind.	108.5	183	4.8	159	2.1	195	8.2	184	13.4	139
Texarkana, Tex.-Ark.	91.7	194	22.4	93	1.8	207	7.2	192	9.6	174
Toledo, Ohio	456.9	57	42.9	62	10.3	57	29.8	60	45.0	48
Topeka, Kan.	141.3	157	9.5	129	3.8	141	9.1	177	13.9	137
Trenton, N.J.	266.4	94	33.7	71	5.2	112	18.8	104	24.7	85
Tucson, Ariz.	265.7	96	8.1	134	6.7	85	20.7	88	19.6	102
Tulsa, Okla.	419.0	59	30.6	75	9.1	65	29.2	62	34.9	59
Tuscaloosa, Ala.	109.0	182	31.3	74	2.5	185	10.1	158	8.6	183
Tyler, Tex.	86.4	199	23.3	90	1.9	203	6.8	194	7.7	192
Utica-Rome, N.Y.	330.8	74	4.9	156	7.6	73	22.1	80	37.3	57
Waco, Tex.	150.1	147	24.1	88	3.4	154	11.1	150	14.8	128
Washington, D.C.	2,001.9	10	487.2	5	48.4	10	133.8	9	124.7	15
Waterbury, Conn.	141.6	156	7.4	139	3.0	167	9.7	164	15.3	124
Waterloo, Iowa	122.5	171	4.9	158	3.2	159	8.9	180	10.7	166
West Palm Beach, Fla.	228.1	110	51.0	54	4.8	126	13.8	131	28.9	75
Wheeling, W. Va.	190.3	126	4.6	162	3.7	146	13.2	137	23.2	92
Wichita, Kans.	343.2	70	20.4	96	9.2	64	22.8	77	23.0	94
Wichita-Falls, Tex.	129.6	167	8.8	131	3.2	159	11.8	145	9.6	174
Wilkes-Barre-Hazelton, Pa.	347.0	68	1.1	188	5.6	108	24.5	71	38.6	54
Wilmington, Del.	366.2	65	44.9	59	8.8	67	24.9	68	28.3	76
Winston-Salem, N.C.	189.4	127	45.7	57	4.5	131	14.4	124	11.7	158
Worcester, Mass.	323.3	75	2.4	177	6.5	86	23.0	76	38.4	55
York, Pa.	238.3	106	5.3	153	5.1	115	16.2	117	23.1	93
Youngstown-Warren, Ohio	509.0	51	46.7	56	11.5	55	33.4	53	45.2	47

† Standard Consolidated Area # Less Than 100 NR—Not Ranked

Braves, Miller sign to telecast 15 games

The Milwaukee Braves, the last major league team to hold out against the use of television, ended speculation (BROADCASTING, March 5) that they would succumb and signed with Miller Brewing Co. to telecast 15 of their games in 1962.

Beset by growing financial problems during the past few seasons, and by a sharp dip in attendance from the early days (1953-58) when they were the darlings of Milwaukee, the Braves were virtually forced into television.

Club President John McHale announced that WTMJ-TV Milwaukee would be the key outlet of a four-station network consisting of WKOW-TV Madison, WSAU-TV Wausau and WFRV-TV Green Bay, all Wisconsin.

Rights to the 15 road games were purchased by the Miller Brewing Co., Milwaukee. Miller will share sponsorship of the games with Tareyton cigarettes and the Wisconsin Rambler Dealers Assn.

Tentative plans call for televising nine Saturday, five Sunday and one mid-week game.

Tests show video tape favored in commercials

A series of audience reaction tests conducted by MGM Telestudios, New York, is said to indicate that videotaped commercials can create a stronger desire to buy an advertised product than filmed versions.

The tests, given to an audience selected through random telephone calls, were held on Nov. 28-29, 1961 and Jan. 17-18 and 24, 1962. MGM Telestudios, owned by major film studio MGM, announced the results March 20.

Viewers made their determinations after watching, on two sets placed side by side, identical commercials on tape and film of three products—a nationally advertised chocolate cake mix, angel food cake mix and cottage cheese.

The commercials shown at the end of three MGM-TV pilot films (*The Paradise Kid, Harry's Girl* and *You're Only Young Once*) were viewed simultaneously on the two sets.

In replying to questionnaires and after completion of the shows, a majority of the viewers expressed preference for the taped commercials over the filmed commercials in each of the three commercial categories in the following manner: cottage cheese, 59.4% to 31.5%; chocolate cake mix, 55.6% to 41.3%; and angel food cake mix 56.5% to 33.9%.

The tests were conducted by Ronald Carroll, director of MGM research development.

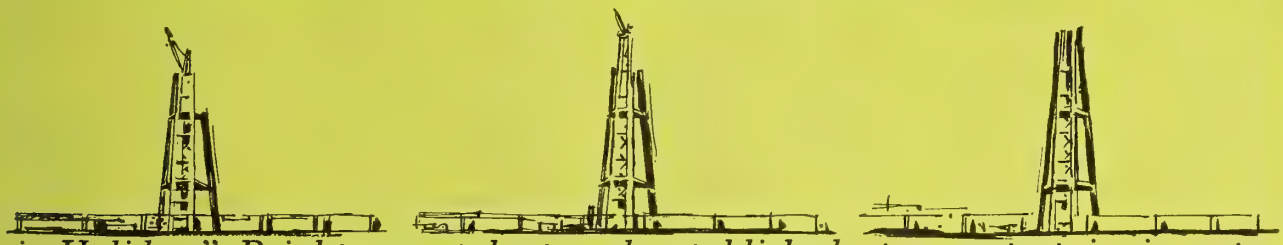
Fairs are Fun...



from the first pour to finished floor . . . from a steel ballet to the first full-scale telecast at the top of the Space Needle!



Every week Seattle's fabulous Space Age World's Fair is "starred" on KOMO-TV. Gaiety, excitement and wonders of the future are captured on 'World's



Fair Holiday." Bright new talent and established stars entertain in actual settings on the Century 21 site—as KOMO-TV cameras trace the development of each spectacular addition to the Fair. It's rewarding to be a part of a



community's confident reach for new horizons . . . and it's fun to build toward tomorrow with flair and imagination!



"See You in Seattle . . . at the Fair!"

KOMO-TV

abc

Represented Nationally by Katz

Radio's saturation over 47.6 million

NIELSEN REPORT FROM 1960 CENSUS SHOWS MEDIUM'S 'CIRCULATION'

One way on another, radio reaches 47,637,380 U. S. homes each week. It reaches 38,717,560 every day during the daytime and 24,442,570 every evening.

These figures on radio's circulation, reflecting both automobile and other out-of-home as well as in-home listening, are contained in a new report prepared by A. C. Nielsen Co. Copies of the report, including figures on radio ownership and usage by state and region (see table) and also by county, are being distributed by the Nielsen company this week at the NAB convention in Chicago (Suite 1000, Conrad Hilton Hotel).

Like newspaper and magazine circulation data, the figures do not attempt to show how much time is spent with the medium. They go further in showing actual media usage than print circulation figures do, however, because some listening was required before a home was counted as part of radio's circulation. In print circulation, some reader-

AREA STATE	RADIO OWNERSHIP TOTAL HOMES	RADIO HOMES	%	WEEKLY DAY OR NIGHT HOMES	%	TOTAL RADIO CIRCULATION (USE) DAYTIME WEEKLY HOMES	%	DAILY HOMES	%	NIGHTTIME WEEKLY HOMES	%	DAILY HOMES	%
NORTHEAST	13,675,500	12,908,730		12,625,530		12,456,680		10,416,340		10,081,380		7,142,360	
NEW ENGLAND	3,162,900	2,980,440		2,907,930		2,872,600		2,401,270		2,254,130		1,582,270	
Connecticut	775,000	736,190	95	719,570	98	713,350	97	596,950	84	550,110	75	384,090	52
Maine	281,600	251,510	89	240,740	96	237,770	95	189,790	84	179,880	72	116,930	46
Massachusetts	1,554,900	1,476,310	95	1,444,540	98	1,426,300	97	1,196,810	84	1,142,880	77	815,140	55
New Hampshire	181,900	168,210	92	164,070	98	160,900	96	133,460	84	123,940	74	85,720	51
Rhode Island	258,500	245,220	95	239,490	98	236,710	97	202,860	84	184,510	75	130,900	53
Vermont	111,000	103,000	93	99,520	97	97,570	95	81,400	84	72,810	71	49,490	48
MIDDLE ATLANTIC	10,512,600	9,928,290		9,717,600		9,584,080		8,015,070		7,827,250		5,560,090	
New Jersey	1,836,800	1,733,990	94	1,703,480	98	1,683,530	97	1,419,950	84	1,338,970	77	973,160	56
New York	5,286,200	5,012,360	95	4,928,700	98	4,865,550	97	4,091,180	84	4,012,670	80	2,919,550	58
Pennsylvania	3,389,600	3,181,940	94	3,085,420	97	3,035,000	95	2,503,940	84	2,475,610	78	1,667,380	52
NORTH CENTRAL	15,637,300	14,563,970		14,214,980		14,085,380		11,730,110		10,626,610		7,076,390	
EAST NORTH CENTRAL	10,917,400	10,160,890		9,901,530		9,811,470		8,140,060		7,580,160		5,071,720	
Illinois	3,130,900	2,912,930	93	2,842,800	98	2,819,920	97	2,365,230	84	2,166,470	74	1,496,220	51
Indiana	1,406,800	1,255,560	89	1,205,800	96	1,189,520	95	970,240	84	868,190	69	565,840	45
Michigan	2,298,700	2,152,150	94	2,097,950	97	2,076,870	97	1,708,940	84	1,616,670	75	1,071,550	50
Ohio	2,920,400	2,729,740	93	2,665,640	98	2,642,140	97	2,189,070	84	2,111,160	77	1,409,120	52
Wisconsin	1,160,600	1,110,510	96	1,089,340	98	1,083,020	98	906,580	84	817,670	74	528,990	48
WEST NORTH CENTRAL	4,719,900	4,403,080		4,313,450		4,273,910		3,590,050		3,046,450		2,004,670	
Iowa	846,000	800,170	95	784,940	98	778,460	97	668,100	84	541,570	68	365,900	46
Kansas	680,500	627,770	92	613,030	98	604,000	96	502,240	84	435,850	69	284,880	45
Minnesota	1,007,600	956,970	95	938,740	98	927,130	97	772,030	84	697,240	73	464,440	49
Missouri	1,378,500	1,259,430	91	1,232,620	98	1,225,240	97	1,023,030	84	855,080	68	550,730	44
Nebraska	437,000	409,270	94	399,940	98	397,560	97	332,730	84	263,940	64	172,050	42
North Dakota	174,400	164,840	95	162,380	99	160,870	98	138,080	84	120,930	73	81,150	49
South Dakota	195,900	184,630	94	181,800	98	180,650	98	153,840	84	131,840	71	85,520	46
SOUTH	15,709,700	13,652,780		13,120,770		12,953,880		10,533,720		9,701,790		6,371,600	
SOUTH ATLANTIC	7,398,700	6,409,810		6,127,070		6,050,510		4,928,010		4,581,240		3,046,210	
Delaware	132,200	123,550	93	121,990	99	118,820	96	99,880	84	93,670	76	69,690	56
District of Columbia	250,300	225,770	90	214,480	95	209,960	93	173,840	84	173,840	77	124,170	55
Florida	1,612,300	1,377,860	85	1,270,640	92	1,245,080	90	978,820	84	938,780	68	609,070	44
Georgia	1,087,800	948,010	87	920,020	97	912,870	96	757,660	84	676,860	71	452,770	48
Maryland	879,500	827,590	94	799,300	97	791,530	96	664,290	84	622,280	75	420,800	51
North Carolina	1,216,600	1,020,300	84	989,470	97	980,620	96	801,010	84	735,710	72	489,600	48
South Carolina	608,700	506,740	83	492,620	97	488,450	96	400,010	84	350,050	69	229,020	45
Virginia	1,092,200	928,300	85	896,190	97	886,250	95	727,260	84	657,020	71	437,090	47
West Virginia	519,100	451,690	87	422,360	94	416,930	92	325,240	84	333,030	74	214,000	47
EAST SOUTH CENTRAL	3,320,900	2,894,270		2,802,430		2,764,350		2,243,230		2,059,830		1,318,370	
Alabama	888,800	775,380	87	750,640	97	744,660	96	608,950	84	530,630	68	333,560	43
Kentucky	853,900	755,950	89	729,280	96	718,280	95	579,600	84	535,880	71	350,280	46
Mississippi	567,800	477,260	84	464,370	97	457,150	96	370,520	84	345,810	72	217,180	46
Tennessee	1,010,400	885,680	88	858,140	97	844,260	95	684,160	84	647,510	73	417,350	47
WEST SOUTH CENTRAL	4,990,100	4,348,700		4,191,270		4,139,020		3,362,480		3,060,720		2,007,020	
Arkansas	522,000	440,870	84	424,810	96	421,020	95	346,310	84	280,350	64	179,130	41
Louisiana	905,300	775,060	86	746,030	96	735,920	95	575,830	84	556,050	72	357,640	46
Oklahoma	736,600	641,370	87	612,930	96	602,370	94	479,600	84	424,650	66	269,380	42
Texas	2,826,200	2,491,400	88	2,407,500	97	2,379,710	96	1,960,740	84	1,799,670	72	1,200,870	48
WEST	8,606,200	7,941,050		7,676,100		7,533,010		6,037,390		5,771,270		3,852,220	
MOUNTAIN	2,017,800	1,853,530		1,788,980		1,758,840		1,423,900		1,335,310		882,760	
Arizona	378,600	336,360	89	323,480	96	315,490	94	255,160	84	246,970	73	174,600	52
Colorado	540,600	508,050	94	491,930	97	486,900	96	402,710	84	366,540	72	238,990	47
Idaho	196,100	184,710	94	178,420	97	175,800	95	143,430	84	129,260	70	82,770	45
Montana	204,200	191,070	94	185,970	97	184,880	97	152,160	84	130,490	68	83,370	44
Nevada	95,100	85,110	89	82,410	97	79,780	94	60,790	84	62,060	73	42,470	50
New Mexico	257,200	227,660	89	220,370	97	217,160	95	175,100	84	162,170	71	109,270	48
Utah	246,000	227,280	92	215,820	95	209,260	92	161,710	84	172,540	76	110,850	49
Wyoming	100,000	93,290	93	90,580	97	89,570	96	72,840	84	65,280	70	40,440	43
PACIFIC	6,588,400	6,087,520		5,887,120		5,774,170		4,613,490		4,435,960		2,969,460	
California	5,115,900	4,707,070	92	4,559,100	97	4,465,010	95	3,556,700	84	3,505,630	74	2,355,810	50
Oregon	564,900	530,080	94	507,360	96	501,250	95	404,830	84	352,480	66	233,850	44
Washington	907,600	850,370	94	820,660	97	807,910	95	651,960	84	577,850	68	379,800	45

PRINCIPALS AND PUBLIC SERVICE

Here is what some of the country's principal leaders have said about just *one* Public Service endeavor undertaken by ABC Radio, its affiliated and O & O stations:



"The purpose of the Edward P. Morgan Essay Contest, designed to intensify American youth's awareness of its national and international responsibilities, has my strong support.

"I believe that such worthy efforts to change the thinking of the youth of today will result in a better tomorrow for America in its effort to lead the free world into a more peaceful, unified solution of all differences."

Vice President LYNDON B. JOHNSON



"I wish to acknowledge my recognition of this highly unusual public service by a network. I want, further, to call the nation's attention to a prime example of the radio-television industry's finest efforts as a constructive social force.

"This effort certainly reflects all that is best in the public service philosophies of the broadcasting medium."

Senator WARREN G. MAGNUSON



"American youth is to be encouraged to recognize and accept its responsibilities in a turbulent and crisis-ridden world. . . . In this regard the American Broadcasting Company Radio Network has supplied vital leadership in sponsoring the national collegiate Edward P. Morgan Essay Contest."

Senator JACOB K. JAVITS



"I consider the Edward P. Morgan Contest of great importance. . . . I want to commend those who have arranged the contest, as well as its sponsor, for challenging the young people in our great institutions and for the contribution which I know will be made toward resolving the problems today and, even more important, tomorrow."

Hon. OREN HARRIS, Chairman, Committee on Interstate and Foreign Commerce, House of Representatives



"I commend the American Broadcasting Company Radio Network for sponsoring the Edward P. Morgan Essay Contest. I share the goal of Mr. Morgan and ABC Radio to encourage broader interests and understanding of foreign policy by our younger citizens. This is a worthy project."

Senator HUBERT H. HUMPHREY



"The American Broadcasting Company and Edward P. Morgan are to be congratulated upon sponsorship of this annual contest. The best tradition of public service is served by focusing the vision of bright and open minds upon the promises and problems of our future."

Hon. ABRAHAM A. RIBICOFF, Secretary of Health, Education and Welfare



"In encouraging young people to think through the role of youth in foreign policy, you are performing a fine public service. May I express the hope that the Edward P. Morgan Essay Contest will help to bring to the fore a freshness of approach which we associate with youth, to the end that a useful contribution will be made to the conduct of the nation's foreign relations."

Senator MIKE MANSFIELD



"I would like to congratulate Mr. Morgan and the American Broadcasting Company Radio Network for making this essay contest available to the youth of America."

LeROY COLLINS, President, National Association of Broadcasters



"Evoking interest from youth by contests such as this is an activity that all of us support and encourage. I heartily commend the Edward P. Morgan Contest, 'Youth's Role in U.S. Foreign Policy.' "

EDWARD R. MURROW, Director, United States Information Agency

The Edward P. Morgan Essay Contest

We believe this is the first time in broadcasting history that a network's stations have contributed money to establish *two graduate school scholarships,* for the young man and woman winners. Additionally, these young authors were awarded a trip to the nation's capital, where they met and talked with government leaders, including President Kennedy. They also earned, along with eight semi-finalists, complete sets of the 1962 Encyclopedia Brittanica.

We believe no finer tribute could be paid to a network's stations and a program's sponsor, the AFL-CIO, than the statements above.

And we also believe that those statements would never have been made were public service not an important principle in practice at

ABC RADIO

Eastern enlarges its 'Flite Facts' spot schedule

Eastern Air Lines is using more radio to rev up its servicing of customers. The nub of Eastern's expansion: it's jumping in one month from four to 10 stations, all in major cities along the airline's flight path, and is using 19 spot announcements every day in the week which are broadcast every hour on the hour 6 a.m.-midnight. Rough computations place the Eastern expenditure on radio well over $500,000, and it could go as high as $700,000.

The airline said last week its four-station campaign (WHN New York, WNAC Boston, WMAL Washington and WCKR Miami) that started March 1 was a test for its new "Flite Facts" minute-announcements idea. In the initial campaign, 12 reports per day during "waking hours" were used. The airline found the service brought a favorable response in those cities and reduced pressure on its busy reservations phones. The expanded campaign was to start yesterday (April 1) and is to continue for at least 13 weeks.



Malcolm A. MacIntyre (r), president of Eastern, shakes hands with John Moler (l), manager of WHN New York, one of the stations carrying the airline's expanded schedule of "Flite Fact" announcements.

Each announcement reports to the public on flying conditions and on how flights are running—precisely the same information available to the telephone caller. To insure that the "Flite Facts" information is current, special phone lines link the airline's meteorological dispatch center at Idlewild with other local airports and with the stations.

The stations are: WSB Atlanta, WBT Charlotte, WLS Chicago, KTRH Houston, WDSU New Orleans and WFLA Tampa, in addition to WNAC, WCKR, WMAL and WHN.

Just where the radio funds are coming from—that is, whether they are in addition to or in place of ad expenditures in other media (Eastern uses newspapers, for example) —could not be ascertained. But it's known that much of Eastern's newspaper advertising will now back up the radio campaign, noting the fact that information can be received on Station X in that city.

Fletcher Richards, Calkins & Holden, New York, is the agency.

ship may be assumed but is not a condition of "circulation."

The report, described by Neilsen authorities as probably the most detailed showing of actual radio usage ever issued, indicates that 88.9% of all U. S. homes are reached by radio—either in the home or elsewhere— every week; that 72.3% are reached every morning or afternoon and that 45.5% are reached every night.

The data was compiled from three basic sources: (1) *Sales Management* estimates of total households as of April 1961; (2) radio ownership percentages taken from the 1960 U. S. Census, and (3) special tabulations and projections from some 175,000 radio ballots received by the Neilsen firm in October-December 1960 in its NCS '61 study.

The key question in the radio ballot was: "About how often does any member of your family (including yourself) listen to the radio, in home or out of home, at this time of year?"

Total radio homes are estimated at 49,066,530 out of 53,628,700 U. S. homes. In reaching this figure Nielsen relied on the U. S. Census Bureau's report that, as of 1960, 91% of all U. S. homes were radio-equipped. This census figure has been widely challenged as underestimating the extent of radio saturation; other less official studies have put the percentage in the high 90s.

The report does not distinguish between in-home and out-of-home listening. It includes a note, however, which says that the Nielsen Radio Index national report for a typical week in March 1960 showed that 82.3% of the homes tuned in to one or more am radio broadcasts on a plug-in, in-home receiver. "This," the note adds, "is exclusive of auto radios, portables and battery sets or fm reception—all of which are included in the NCS activity levels."

RAB's 'helping hand' for department stores

PLAN TO START THEM IN RADIO ADVERTISING UNVEILED

Radio Advertising Bureau is announcing today (April 2) the details of its plan to take department stores by the hand and guide them step-by-step through the first six months of a radio advertising campaign. According to RAB President Kevin B. Sweeney, the "Department Store Radio Advertising Campaign" will be provided at no expense to the stores.

Stores will be guided "over the entire radio route," from the decision to purchase radio advertising on a regular basis, through budgeting and selection of merchandise to be advertised, to measurement of results and copy and jingle counseling. RAB and its member stations will pay the campaign costs.

In what Mr. Sweeney says will be "a limited number of situations," RAB will do the following:

- With aid of local member stations, a top RAB executive will give a complete presentation to the 4 to 12 executives of a store who make the advertising decisions. The presentation will include a specific budget for a six-month radio campaign.
- If the budget is accepted, complete copy, planning and research will be offered.
- RAB will plan the items to be advertised with the store's divisional merchandise managers;
- Write copy for the initial months;
- Measure dollar results of radio vs. newspaper ads;
- Give progress reports to store decision makers.

One of the main reasons for RAB's decision to institute DSRAC is its concern that the 15% commissions offered agencies give them little incentive to handle the huge amount of detail work involved in department store campaigns. Mr. Sweeney says the new plan will take many time-consuming functions out of agency hands without cutting into their commissions.

In 1961, the bureau's Radio Advertising Seminar brought more than 20 department stores into radio on a "significant" basis, RAB reported.

BIG BAND BIT!

This original THEMATIC series by the fabulous QUINCY JONES is *the* masterpiece that will revolutionize the Musical Jingle Industry!

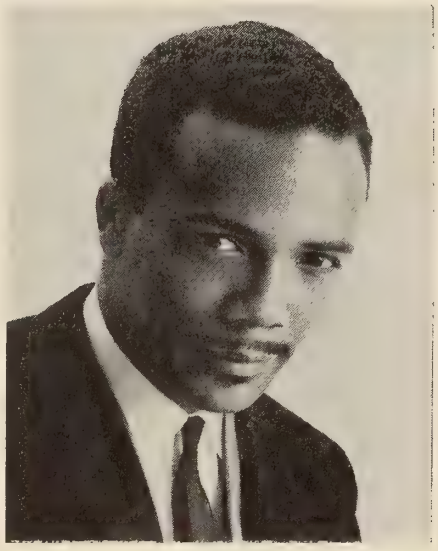
Created by **QUINCY JONES**



Arranged by **QUINCY JONES**



Conducted by **QUINCY JONES**



Brightly created, excitingly arranged and masterfully conducted by the foremost creative man in the Big Band field; CRC's "BIG BAND BIT" includes:

TWENTY, 20-sec. THEMATIC VOCALS
THIRTY, 20-sec. THEMATIC INSTRUMENTALS

The "BIG BAND BIT" is coming *your* way; recorded in New York by 18 of the swingingest "BIG BAND" musicians in the country, and produced by CRC, the standard of quality in the Musical Jingle World since 1957! Better get with the BIG BAND BIT . . . TODAY! For a slight sample of the fantastic Quincy Jones touch listen to Capitol Album No. T-1671 . . . then WIRE, WRITE, OR CALL DIRECT:

COMMERCIAL RECORDING CORPORATION

3104 Maple Ave. • P.O. Box 6726 • Dallas 19, Texas • Phone: RI 8-8004

To all NAB CONVENTIONEERS: First hand information on "BIG BAND BIT" available in CRC Hospitality Suite 1634-A, Conrad Hilton Hotel, Chicago

Foods, toiletries top '61 network tv

TWO CLASSES BILLED $265 MILLION OR THIRD OF TOTAL, SAYS TVB

Two product classifications— food and food products and toiletries and toilet goods—accounted for over one-third of 1961's network tv gross time billings, Television Bureau of Advertising is reporting today (April 2).

The two leading network-client types totaled more than $265 million of the $748.8 million network billings for 1961 (BROADCASTING, March 19). Food and food products billed $138.2 million, up 20.5% from $114.7 million in 1960. Toiletries and toilet goods used $126.9 million worth of network time, up 14 % from 1960's $111 million.

The biggest percentage gains were registered by building materials (up 110.1% to $4.6 million) and sporting goods and toys (up 79.4% to $5.7 million).

Leading network advertisers in the fourth quarter of 1961 were Procter & Gamble Co., American Home Products Corp. and General Motors Corp.

TOP 25 NETWORK BRAND ADVERTISERS
Source: TvB/LNA-BAR

FOURTH QUARTER 1961

1.	Anacin tables	$3,080,794
2.	Camel cigarettes	2,381,310
3.	Chevrolet passenger cars	2,349,045
4.	Bufferin	2,236,626
5.	Winston cigarettes	2,196,002
6.	Mercury & Comet passenger cars	2,161,432
7.	Mobilgas gasoline	1,861,981
8.	Ford passenger cars	1,848,464
9.	Salem cigaretts	1,696,307
10.	Dristan tablets	1,576,980
11.	Kent cigarettes	1,521,188
12.	Viceroy cigarettes	1,412,776
13.	Polaroid Land Camera	1,400,860
14.	Crest tooth paste	1,388,125
15.	Campbell soups	1,373,518
16.	Colgate Dental Cream	1,342,214
17.	Swan Liquid Detergent	1,313,854
18.	L & M cigarettes	1,283,299
19.	Chesterfield cigarettes	1,248,584
20.	Alka Seltzer	1,231,430
21.	Pall Mall cigarettes	1,221,488
22.	Geritol	1,216,466
23.	Tide	1,210,759
24.	Johnson's Pledge	1,201,304
25.	Metrecal	1,185,409

TOP 25 NETWORK COMPANY ADVERTISERS
Source: TvB/LNA-BAR

FOURTH QUARTER 1961

1.	Procter & Gamble	$11,764,295
2.	American Home Products	9,188,927
3.	General Motors	7,667,543
4.	R. J. Reynolds Tobacco	6,355,619
5.	General Foods	6,016,937
6.	Colgate-Palmolive	5,977,553
7.	Lever Bros.	5,769,616
8.	Ford Motor	4,996,739
9.	Bristol-Myers	4,686,697
10.	General Mills	4,201,227
11.	Gillette	4,008,839
12.	Miles Labs	3,427,860
13.	J. B. Williams Inc.	3,306,129
14.	Brown & Williamson Tobacco	3,004,622
15.	Sterling Drug	2,961,135
16.	P. Lorillard	2,939,582
17.	Philip Morris	2,829,519
18.	Alberto-Culver Co.	2,823,982
19.	S. C. Johnson & Son	2,822,191
20.	Kellogg	2,747,883
21.	Liggett & Myers	2,654,037
22.	American Tobacco Co.	2,597,408
23.	Campbell Soup	2,412,657
24.	National Biscuit Co.	2,381,195
25.	Corn Products Co.	2,149,904

ESTIMATED GROSS TIME EXPENDITURES OF
NETWORK TELEVISION ADVERTISERS
BY PRODUCT CLASSIFICATION
Source: TvB/LNA-BAR

	Jan.-Dec. 1961	Jan.-Dec. 1960	% Change
Agriculture & farming	$ 1,821,084	$ 1,957,972	— 7.0%
Apparel, footwear & accessories	10,021,459	9,322,623	+ 7.5
Automotive, automotive accessories & equipment	48,587,646	55,117,617	— 11.8
Beer, wine	6,315,653	8,147,196	— 22.5
Building materials, equipment & fixtures	4,605,961	2,192,297	+110.1
Confectionery & soft drinks	19,180,596	14,901,505	+ 28.7
Consumer services	5,853,749	3,863,817	+ 51.5
Drugs & remedies	94,964,996	84,706,199	+ 12.1
Entertainment & amusement	1,193,575	914,103	+ 30.6
Food & food products	138,297,845	114,745,780	+ 20.5
Freight, industrial & agricultural development	270,010	403,740	— 33.1
Gasoline, lubricants & other fuels	18,616,658	15,584,878	+ 19.5
Horticulture	179,857	371,250	— 51.6
Household equipment & supplies	29,766,868	30,742,512	— 3.2
Household furnishings	3,960,891	5,796,304	— 31.7
Industrial materials	19,842,097	22,889,140	— 13.3
Insurance	11,204,099	12,381,622	— 9.5
Jewelry, optical goods & cameras	13,799,783	13,904,040	— .8
Office equipment, stationery & writing supplies	4,063,223	3,917,436	+ 3.7
Political	.....	2,501,857	....
Publishing & media	1,892,339	2,242,022	— 15.6
Radio, tv sets, phonographs, musical instruments, accessories	2,726,821	5,340,214	— 48.9
Retail or direct by mail	145,164	124,126	+ 16.9
Smoking materials	84,679,415	76,902,164	+10.1
Soaps, cleansers & polishes	84,900,708	69,493,945	+ 22.2
Sporting goods & toys	5,756,104	3,208,980	+ 79.4
Toiletries & toilet goods	126,963,586	111,096,951	+ 14.3
Travel, hotels & resorts	465,299	765,173	— 39.2
Miscellaneous	8,798,002	8,835,606	— .4
TOTAL	$748,873,488	$682,371,069	+ 9.7

KABC-TV card abolishes pre-emptible spot

SIMPLIFIED PLAN OFFERS PRE-EMPTION PROTECTION

In February 1956, WABC-TV New York, ABC-owned station in one of the country's two seven-station tv markets, introduced the pre-emptible spot to television as a means of getting buyers for less desirable spot announcement positions.

Since then, the pre-emptible spot plan has been adopted in one form or another by more than a third of all U.S. commercial tv stations and by a large majority of the stations in the top 50 markets. Last month KABC-TV Los Angeles, ABC-owned station in the other seven-station tv market, brought out a new rate card that completely eliminates pre-emptible spots from both prime time and fringe time periods.

Richard A. O'Leary, KABC-TV general sales manager, said last week as the new plan was being introduced to advertisers and agencies: "You'll remember, of course, that television stations were managed in the beginning mainly by radio executives and they simply applied the radio rate card formula to their tv cards. The radio card was based on programming and tune-in being the same day-to-day in any horizontal time segment, i.e., morning and afternoon traffic hour newscasts, 10:00 p.m. newscasts, etc.

"Thus the classification of these strips into A, B, C and D time, etc., was the most appropriate method of applying rates. It is a system still applicable to daytime and fringe television where programming is done on a strip basis either with the same or similar shows in the same time periods daily.

"The problem for tv stations since the advent of three strong networks, has



It's easy to find the leader in Washington! ARB and NSI agree....WRC-TV is first in total homes sign-on to sign-off (Jan. '62)*. And, ARB reports WRC-TV's 74,600 homes per average quarter hour, 9 A.M. to midnight, highest in Washington TV history! These down-to-earth figures become increasingly important when you consider that the big-spending families served by WRC-TV earn more per-household than those of any other in the country. If you're campaigning for greater sales in Washington (and you should be—it's America's No. 10 market) hitch on to the leadership station...

*Average quarter-hour.

WRC-TV NBC

IN WASHINGTON CHANNEL 4 NBC OWNED

REPRESENTED BY NBC SPOT SALES


NIELSEN SUITE
1000
CONRAD HILTON HOTEL
NSI
NCS
NIELSEN COVERAGE SERVICE
1961
COVERAGE
NEW for '62
Complete up-to-date measurements of
STATION COVERAGE
plus
STATION AUDIENCES
All details available at
NAB Convention, Chicago
April 1 to 4, 1962
Make Nielsen Suite 1000 at the Conrad Hilton
your headquarters for facts . . . food . . . or fresh-up.

NEW

For station coverage...

(each county)

... let us show you how Nielsen Coverage Service '61 supplies answers about radio and tv station coverage and circulation ... up-to-date authoritative facts, county-by-county, on total homes ... tv homes ... radio homes ... all based on latest U.S. Census. And station coverages (daily, weekly; daytime, nighttime) as percentage levels and circulations of all reportable stations in the 50 States.

plus



NEW

For station audiences...

(each station)

... let us tell you about the new Nielsen Station Index *seasonal* measurements just released ... reporting Metro-Area ratings, Station Totals, detailed composition of time-period audiences ... for all measured tv and radio stations. Ask for the details and see for yourself why NSI is the accepted standard of station audience measurement.

Nielsen Coverage Service
Nielsen Station Index

Services of the A. C. Nielsen Company
2101 Howard Street • Chicago 45, Illinois

NCS and NSI are Registered Service Marks of A.C. Nielsen Company

been how to appropriately price the prime-time announcements when there might be a great variance in audience one night versus another within the same horizontal classification. The pre-emptible rate was an ingenious solution to the problem. By the simple process of installing two prices for each station break, one on a fixed-position basis and the other on a reduced but recapturable rate, the multi-market stations had found an equitable method of maintaining reasonable efficiency for all announcements, not just the 'hot spots.'

"But over the year, some pretty sizable disadvantages in the pre-emptible card have become all too apparent. Most important is the inordinate amount of time spent by buyer and salesman working out the pre-emptions and make-goods all during the schedule."

KABC-TV has brought out not only a new rate card but a new kind of tv rate card, arrived at by a new approach to the prime time pricing problem. Gone are the Class A and AA and AAA time categories which classified all breaks in the 8-10 p.m. time period as AAA, for example. Instead, all prime time breaks are divided into five groups. (Prime time breaks are defined as those occurring Monday thru Friday at 7:29-10:31 p.m., Saturday at 6-10:31 p.m. and Sunday at 6:29-10:31 p.m.). The five groups are: Prime 1 spots, priced at $1,200 for 20 seconds; Prime 2 20-second spots, priced at $1,000, Prime 3 at $800, Prime 4 at $600 and Prime 5 at $400, the 10-second spots in each group being half the price of the 20-second spots.

"Nothing is perfect," Mr. O'Leary concluded, "and I'm sure that there will be problems with this new plan as there have always been in the past, although we've done our best to keep them out of it, but, regardless of anything else, this plan does have one great advantage: it provides the advertiser with a chance to buy spot in a fixed position and know he has it at the same time and in or adjacent to the same program for the duration of his contract, without fear of pre-emption. If the audience changes appreciably, there may be a price change, up or down, but in either instance the advertiser will be getting the spot for the same cost-per-thousand viewers that he originally paid."

MW&S gets Griffin shoe-polish account

Mogul, Williams & Saylor Inc., New York, which three months ago lost its last piece of Revlon business with the departure of the $2-million Esquire shoe-polish account, will shortly have the competitive Griffin shoe-polish line in the house.

The effective date has not been announced, but MW&S last week confirmed reports that the Boyle-Midway Div. of American Home Products will shift the Griffin account from Tatham-Laird Inc. Billings are estimated at $1 million, predominantly in spot tv.

The move marks MW&S' first share of American Home Products' billings, and there is trade conjecture that it could lead to more. Observers consider any loss of Revlon business as irretrievable, and it's the agency's feeling that an alignment with American Home Products has far greater potential since it's understood that several new products will be brought out in the near future.

Another indication that MW&S is recovering from the Revlon setback was the announcement on March 26 that a new company, Maradel Inc., New York, has named MW&S for three products—Lashbrite eye makeup, Pup Corn dog food and an unnamed skin cream. Maradel, which bought the three companies producing these products, was started by former executives of both Revlon Inc. and American Home Products. One of the Maradel backers is Martin Revson, brother of Revlon President Charles Revson, and former executive vice president of Revlon.

An MW&S spokesman said late last week the agency expects to announce three new clients within the next month. Only the contracts remain to be signed.

TvB holds Harrisburg 'tryout' for 1962 sales clinics series

What New Haven, Conn., is to the Broadway theatre, Harrisburg, Pa., was to Television Bureau of Advertising as it previewed its 1962 Sales Clinics before more than 225 advertisers in Harrisburg last week. The "tryout" was sponsored by four tv stations in the area: WGAL-TV Lancaster, WHP-TV Harrisburg, WLYH-TV Lebanon and WSBA-TV York. (At present, only WGAL-TV and WLYH-TV are TvB members.)

The presentation, "Advertising and Your Business," uses slides and films of tv commercials of local advertisers from around the country to contrast their tv and print advertising.

Also featured is a film by the Assn. of National Advertisers, "This Is Advertising." The ANA film emphasizes the effectiveness of television advertising as a selling medium and the important effect of advertising on the general economy (produces more jobs, makes goods available to the consumer at lower cost through mass production, etc.). The TvB presentation stresses that the film was made by manufacturers for use by manufacturers, and not by or for the advertising business itself.



Pictured above discussing the preview are (l to r) Cecil Sansbury, general manager, WHP-TV; Lou Sirota, TvB director of retail sales; George Huntington, TvB vice president and general manager; Howard Abrahams, TvB vice president in charge of local sales; Leroy Strine, regional sales manager, WGAL-TV; Joe Zimmermann, general manager, WLYH-TV; Bob Stough, general manager, WSBA-TV.

After its Harrisburg tryout, "Advertising and Your Business" goes on the road beginning May 2 in Hartford, Conn. It will visit 17 cities in a two-month period (see DATEBOOK, page 12).



IT HAPPENED AT 8,000 FEET. In the meantime, other pilots continue the dawn and evening traffic patrols in KMPC's two Airwatch helicopters. Their direct reports guide the Metropolitan Area's 3½ million automobiles over some 25 thousand miles of streets, the biggest traffic tizzy in the world. This service (offered by KMPC alone) is still another reason why KMPC reaches the **greatest** number of Los Angeles homes and autos every day, every week (Pulse Cumulative Audience). Incidentally, Captain Max Schumacher (above) will rise again . . . sobered by the knowledge that KMPC's helicopters are safer than mountainside toboggan runs.

KMPC
LOS ANGELES

KSFO *SAN FRANCISCO-OAKLAND* KVI *SEATTLE-TACOMA* *GOLDEN WEST BROADCASTERS* GWB *REPRESENTED BY AM RADIO SALES COMPANY*

ANA WEST COAST AGENDA ALL SET

Sessions to analyze ad planning, effectiveness, cost

The planning and effectiveness of advertising and its increasing cost will be analyzed at the annual West Coast meeting of the Assn. of National Advertisers, to be held Thursday-Friday (April 5-6) at the Del Monte Lodge, Pebble Beach, Calif.

The ANA members will also consider the opportunities and headaches presented by the European Common Market and the governmental threats to domestic advertising. Such problems as improving advertiser-agency relations, creating effective tv commercials and selling a company's advertising to its own people will also be covered in a series of discussion clinics.

Program Chairman Bill Hoard, advertising and promotion manager for the Cling Peach Advisory Board, has lined up Arthur B. Langlie, former governor of Washington, now chairman of the McCall Corp. and Charles H. Brower, BBDO president, as feature speakers.

The opening session starts at 9:15 a.m. Thursday. Leslie Bruce, director of advertising of Purex Corp., presiding, will present a four-step program to sound advertising planning and evaluation. John Veckly, director of U. S. Steel Corp. and ANA board chairman, will speak on "Defining a Company's Immediate and Long Range Objectives"; Kenneth Skillin, marketing director, Armour & Co., "Setting Goals and Implementing the Marketing Plan"; Paul Gerhold, vice president and director of media and research at Foote, Cone & Belding, "Start Now to Measure the Effectiveness of Next Year's Advertising"; a practical sample of a goal-directed advertising program will be presented by a speaker to be announced.

Five concurrent case history and discussion clinics on Thursday afternoon will give the advertising executives a chance to participate as well as listen. Ray Lyon, advertising manager, Allstate Insurance Companies, is general coordinator of the clinics, which will deal with the following subjects:

"How to Improve the Effectiveness of the Client-Agency Working Partnership," Roland Saysette, assistant advertising director, California Packing Corp., session chairman, and Lawrence Nolte, account executive at BBDO, participating speaker.

"How to Create and Produce Effective Tv Commercials," W. B. Bryan, advertising manager, 20 Mule Team Products, session chairman, and David Boffey, McCann-Erickson vice president and western region creative director, and Gerald J. Schnitzer, head of his own tv commercial production company, participating speakers.

"How to Merchandise Advertising Within the Company and Sales Organization," Dan P. Thornton, assistant advertising manager, J. A. Folger & Co., chairman, and Gene Robertson, products advertising manager, Kaiser Aluminum & Chemical Corp., participating speaker.

"How to Carry Out Good Recruitment Advertising," James Beam, advertising manager, Hughes Aircraft Co., session chairman.

Global Ads ▪ Friday morning's meeting on global advertising will have Lawrence G. Hoover, associate corporate director for public relation and advertising, Thompson Ramo Wooldridge, as its chairman; Kenneth Kramer, managing editor, *Business Week*, will speak on "Opportunities for Business in the World and European Common Markets"; Fred Breer, vice president of McCulloch International Corp., will discuss "How to Organize for Effective Overseas Marketing and Advertising."

ANA President Peter Allport and Vice President William F. Heimlich will report on governmental proposals to restrict advertising and what ANA is doing

ONE OF A SERIES

WHBF PLUS FACTOR

Ethical standards receive attention, not lip service, and WHBF advertisers benefit...

The WHBF stations are subscribers to the NAB codes, and are meticulous in adherence to their provisions. Offensive advertising and programming, fly-by-night operators, bait and switch type business are not accepted by the WHBF stations.

WHBF quality on the air is accepted and respected in the Quad-Cities. WHBF quality provides the atmosphere for effective communication of your sales message.

This WHBF plus factor — community respect for WHBF standards and practices — is a benefit local advertisers know and appreciate. Your Quad-Cities communications can benefit at WHBF, too.

Contact Avery-Knodel for details and availabilities.

YOUR BEST BUY IN THE QUAD-CITIES

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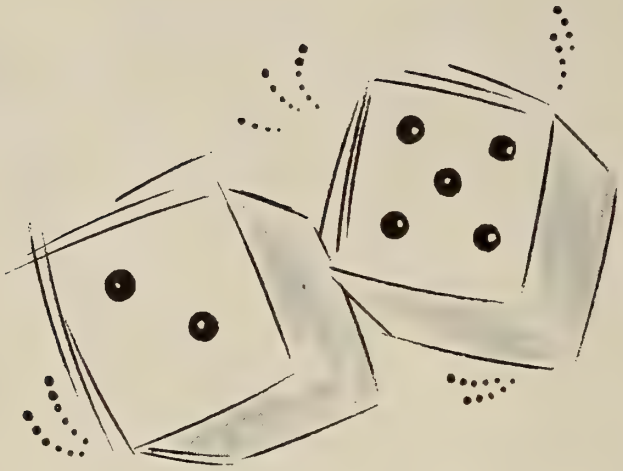


(Each of the 6 ABC Owned Radio Stations helps you net more sales in its own way)

In the Spring, among other things, an advertiser's fancy will turn to thoughts of cost per thousand. It's a time of year to take a fresh look—at almost everything. Is your combination of media producing? Are they cross-pollinating? If you have any doubts, discover the audience-catching ability of the ABC Owned Radio Stations. Successful advertisers have. They know that radio is their most efficient medium. And they've found this particularly so with the 6 ABC Owned Radio Stations. Each station "nets" the audience in its own way. We call it the Flexibility Factor. Each is proving its power—week after week—in 6 of the 8 largest markets. Like to net higher audience interest and more selling power—for less? Call John Blair and Company for WABC, WLS, WXYZ and KGO. Adam Young, Inc. for KQV. The Katz Agency for KABC.

ABC OWNED RADIO STATIONS

WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES



ON CHANNEL 10 IN ROCHESTER, N.Y. THE ODDS ARE ALL IN YOUR FAVOR!

No need to tell *you* that market selection and time-buying are an uncertain, tricky business. But in Rochester (New York) you have these good facts working for you, reducing the risks to a minimum:

1. The *highest* per capita income in Up-State New York; and the second highest in the entire state.
2. The *lowest* unemployment index in the entire state.
3. The *highest* percentage of home ownership in the state, and 15% above the national average.
4. Economic stability free of violent up and down cycles.

And when you select WHEC-TV as your TV vehicle, you're assured: (1) A full dollar's worth on the dollar invested. No "cheating" on time. No triple spotting. Clean production, guaranteed, or your money back. (2) Audience respect, earned by WHEC-TV through careful, skillful station devotion to local as well as network programming.

Buy Rochester—buy WHEC-TV—and rest assured your client's money is soundly invested at a minimum risk.

WHEC-TV

HR Television, Inc.

1

CBS ROCHESTER N.Y.

about them and will advise the members what they can do on their own. The new ANA film, "This Is Advertising," will receive its first west coast showing at this Friday morning session, at which Everett M. Runyon, director of advertising and promotion, California Packing Corp. and ANA west coast director (pro tem), will preside.

Friday afternoon will open with a session on the upward spiral of advertising costs with S. Champion Titus, advertising manager of Ampex Corp., as chairman. James Roddy, account supervisor at McCann-Erickson, San Francisco, will speak on "What's Happening to Print and Broadcast Media Costs." Lee Smith, production manager, Johnson & Lewis, San Francisco, will discuss advertising production cost trends. R. W. Dailey, executive vice president for western operations, Cunningham & Walsh, San Francisco, will talk about agency costs and profit problems.

Three speakers will discuss the problem of minimizing the effects of higher costs in the second part of the Friday afternoon session. A speaker to be announced will deal with the question: "Are Advertising Costs in Line with General Business Cost Trends?" Charles G. Trundle, director of advertising, Dole Corp., will discuss "Containing Costs through More Effective Administrative Control Procedures" James Lewis director of corporate public relations and advertising, Thompson Ramo Wooldridge, will report on the "Concept of Currency in Marketing"

Others to speak at the meeting include Robert Mott and Larry Aldenhoevel, of Carnation Co.; A. H. de Grassi, Kaiser Aluminum & Chemical Corp., and Russ Nagle, of FC&B.

New billing firm signs first agency client

Officials of Broadcast Billing Co., one of three firms currently opening up the spot clearing-house field, reported last week they had put their service into operation on Feb. 1 for their first client, an agency which wishes temporarily to remain anonymous. They said they are "phasing in" this agency's spot tv paper-work gradually, and in addition have signed two other agencies and have verbal commitments from four others.

This report from Broadcast Billing, a subsidiary of SRDS Data Inc., was prompted by BROADCASTING's report that Broadcast Clearing House, a competitor, expected this week to become "the first" to announce a date for commencement of service and hoped to announce at the same time or shortly thereafter the identities of some clients already signed (CLOSED CIRCUIT, March 26). The third company competing for clients in the clearing-house field is Central Media Bureau.

Gardner overhaul reported complete

The reorganization of media and research departments into combination media-research groups at Gardner Advertising, St. Louis, is now completed and in effect, President Charles E. Claggett said last Thursday. The marketing reorganization innovation was disclosed late last year (AT DEADLINE, Dec. 4, 1961).

Mr. Claggett, Frank Heaston, marketing director (New York-St. Louis), and Fred Gerlach, associate marketing director (St. Louis), met Thursday with 300 media, research and marketing representatives for a tour of St. Louis headquarters. The meeting was repeated Friday with another 100 industry representatives.

Personnel appointments announced last week:

Warren Wiethaupt, Stanley Matz and Don Osten, assistant marketing directors; Ralph Neugebauer, Robert Faust and Pat Schinzing, media supervisors; Don Willenburg, Larry Zeman, Mary Howard, Peter Van Steeden, Claude Bruner and Kelly O'Neill, assistant media supervisors; Ralph Franklin, Jean Drewett and Norman Peskind, research supervisors; Martin Berutti and John Hussey, senior analysts.

Sol Israel has been named marketing services supervisor. Charles Brodersen becomes chief estimator. Mary Alice Tayon becomes administrative assistant, marketing services, and Mark Munn is advertising research supervisor.

Most of those named have been with Gardner in other capacities. Mr. Matz previously was research director of North Advertising, Chicago. Mr. Munn formerly was manager of research at WGN-AM-TV Chicago. Mr. Israel had been with N. W. Ayer & Son; Mr. Van Steeden formerly was with Leo Burnett Co., and Mr. O'Neill was previously chief timebuyer with Potts-Woodbury, Kansas City.

Business briefly...

Tidewater Oil Co., Los Angeles, ordered sponsorship of four *CBS Reports* on CBS-TV (Thur. 10-11 p.m. EST). Dates have not been set, but the programs will be during April, June, July and October. Agency: Foote, Cone & Belding, Los Angeles.

Roma Wine Co., New York, will use radio-tv spots this spring in a campaign featuring companion food dishes for each Roma wine. The campaign will cover 32 markets via tv and 29 markets with radio. Agency: Norman, Craig & Kummel, New York.

Colgate-Palmolive Co., New York, will



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TAPE CARTRIDGE
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FREQUENCY RESPONSE

- SCA exclusive design provides a constant tension pressure pad assembly, which maintains proper tape pressure and increases frequency response. Coil spring tension reduces read head wear and insures uniform high quality reproduction regardless of the number of cartridge insertions.
- SCA superior engineering gives virtually FRICTION FREE tape reel rotation on a self lubricating bearing surface.
- SCA Model L offers a simplified tape reel lock, holds tape in proper position and PREVENTS JAMMING during handling. The reel lock automatically releases when the pressure pad assembly contacts the read heads.
- SCA offers a complete line of cartridges with capacity from a few seconds up to 4 hours. Available empty or pre-loaded at tape lengths up to 1500 feet. SCA cartridges are compatible with most playback equipment.
- SCA manufactures a complete line of continuous tape handling devices including high speed forward and multiple cartridge handling equipment.
- Contact our Sales Office or Broadcast Sales Representative for price information.

SCA
SOUND CORPORATION OF AMERICA
9162 Brookville Road
Silver Spring, Maryland
PHONE: 588-5200 301 area code

sponsor the "Jacqueline Kennedy Journey," presented on NBC-TV April 1 (6:30-7:30 p.m. EST). Agency: Ted Bates & Co., New York.

Block Drug Co., Jersey City, has purchased participations in 10 NBC-TV nighttime programs, beginning June 25. The company bought time in *87th Precinct, Thriller, Laramie, Cain's Hundred, David Brinkley's Journal, Outlaws, International Showtime, Chet Huntley Reporting, The Tall Man* and *Saturday Night at the Movies.* Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

General Foods Corp., New York, has bought repeats of *Zane Grey Theatre,* which will be broadcast weekly on CBS-TV starting Thursday, April 12 (9:30-10 p.m. EST). Agency: Young & Rubicam Inc., New York.

Transogram Inc., New York, has bought *Top Cat,* ABC-TV program which will occupy Saturday, 11:30-12 noon slot next fall. Agency: Mogul, Williams & Saylor, New York.

General Electric Co., New York, has followed up introduction of its G-E Automatic Toothbrush in the Midwest, New England and California with the start of a one-month tv campaign in the New York market. The campaign, which started March 18, includes cutins on *G-E College Bowl* on WCBS-TV and more than a dozen nighttime spots a week over other tv stations. Consumer advertising was previously used only in Chicago, and as a result of that experience, the New York program incorporates increased emphasis on tv spots. Agency: N. W. Ayer & Son, Philadelphia.

S. C. Johnson & Son, Racine, Wis., has purchased two ABC Radio news programs for promotion of its Johnson's Wax line of auto care products this spring. Beginning today (April 2), the advertiser will sponsor for three months the 10-minute *Alex Dreier and the News* and the five-minute *John Cameron Swayze and the News* shows, both Monday through Friday. The line of eight car care products also will be heavily boosted throughout the spring and summer on Johnson's regularly sponsored CBS-TV programs, which include *Garry Moore, Gunsmoke* and *Red Skelton.*

Green Giant Co., Le Sueur, Minn., has bought participations in five ABC-TV nighttime shows—*Maverick, Follow the Sun, Hollywood Special, The Hathaways* and *Adventures of Ozzie & Harriet.* Agency: Leo Burnett Co., Chicago.

Scripto Inc., New York, will fully sponsor ABC Radio's coverage of Oscar Awards of the Academy of Motion Picture Arts & Sciences, which will be broadcast April 9 beginning at 10:30 p.m. EST. Agency: McCann-Marschalk Inc., New York.

Caesar on ABC-TV for Dutch Masters

Dutch Masters Cigar Corp., comedian Sid Caesar and ABC-TV last week concluded arrangements for Mr. Caesar to star in nine special half-hour broadcasts on the network, beginning in the fall.

Dutch Masters, which had a similar series on ABC-TV this season, featuring the late Ernie Kovacs, reported last week that a "sustantial portion" of its $2.5 million advertising budget will be invested in the new series.

The Sid Caesar Show, to be shown once a month, October through June, is tentatively scheduled in ABC-TV's Tuesday, 10:30-11 p.m. time slot, but the advertiser reportedly hopes to be able to have at least some of the shows scattered at various evening hours on various days of the week. The series, to be taped before live audiences, will be produced by Mr. Caesar's Shellrick Productions.

Agency for Dutch Masters is Papert, Koenig, Lois Inc., New York.

Agency appointments...

▪ *Show magazine* appoints Fletcher Richards, Calkins & Holden Inc., New York, as its agency. Media strategy will include both tv and radio.

▪ Rival Packing Co., division of Associated Products Inc., appoints Doyle Dane Bernbach Inc., New York, to handle its advertising. Appointment becomes effective June 16.

▪ Maradel Inc., New York, appoints Mogul Williams & Saylor Inc., New York, to handle national advertising for three products: Lashbrite eye makeup line, a new unnamed anti-wrinkle skin cream and Pup Corn dog treat food. Marketing plans and media strategy will be announced shortly.

▪ TelePrompTer Corp., New York, appoints Wexton Adv., that city, as its agency.

▪ California Avacado Advisory Board has appointed McCann-Erickson, Los Angeles, to handle its more than $300,000 account. David Hopkins, vp and manager of the Los Angeles office of McCann-Erickson, will act as account supervisor.

▪ Milwaukee Life insurance Co., Milwaukee, has appointed James Jeffords Adv., that city, as its advertising agency. Jeffords also will handle all market research and public relations for the insurance company.

▪ Swift & Co., Chicago, names McCann-Erickson, there and in Toronto, to handle its $1 million Pard dog food account, to be withdrawn from Dancer-Fitzgerald-Sample when that agency closes its Chicago office. Another D-F-S Chicago account, F. E. Compton & Co., picture encyclopedia publisher, moves to Post & Morr, Chicago.

▪ Carl Buddig & Co. (smoked sliced meat products), Chicago, switches its national account from MacFarland Aveyard & Co. to Henri, Hurst & McDonald there. Buddig is a radio user and plans a budget increase.

▪ Dairy Queen National Development Co., St. Louis, has appointed Krupnick & Assoc., that city, to handle its national advertising. The drive-in ice cream firm, with 150 franchisers serving 3,500 individual drive-ins in 50 states, has announced plans for a heavy spot radio and television program for 1962.

▪ American Savings & Loan Assn., Whittier, Calif., has appointed Anderson-McConnell Adv., Hollywood, as its advertising agency, effective April 1.

Red, White & Blue will nip Gray Flannel—Rubel

Advertising agencies and similar purveyors of intangible services may have rough going with the tax collector if pending legislation in Congress is adopted, management consultant Ira W. Rubel told the Chicago Federated Advertising Club last Wednesday. He said the adman's public image won't help him much at tax time, either.

Whether or not the revised tax structures become law, agencies will probably have tougher times simply because the tax collector's mind doesn't understand the advertising mind and auditing of tax returns is becoming more strict, Mr. Rubel said. Conflicts will center chiefly on deductions for entertainment of clients or prospects, club dues, travel and similar expenses. His advice: keep careful records.

"The advertising man is singled out and becomes sort of a special tax target," Mr. Rubel said, "because so much is written and said about the huckster that the internal revenue agent smacks his lips in glee when he is handed an advertising man's tax return to audit."

Mr. Rubel said the agency man faces more acute tax problems than some others because agencies are comparatively small businesses. "The nature of a personal service business requires more than average freedom of activity," he explained.

THE GROWTH OF QUALITY MUSIC IN AMERICA

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The American Society of Composers, Authors and Publishers is an organization of creators, owned by its members and operated for its members. It is the only membership-owned, unincorporated, co-operative performing rights organization in the United States. ■ Its sole purpose is to advance and protect the rights of its members, among whom are the great composers and lyric writers of the past, the present and the future.

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS 575 Madison Avenue, New York 22, N.Y.

House committee okays all-channel sets

REPORT TO FLOOR SPECIFIES FCC MORATORIUM ON DEINTERMIXTURE

The all-channel tv receiver bill sought by the FCC as the major asset in its campaign to make uhf channels more attractive to commercial broadcasters has successfully passed the first stage in intensified efforts to get it through Congress this year.

The House Commerce Committee last week, by a voice vote, reported the bill (HR 8031) to the floor essentially in the form the commission had requested, minus any provision forbidding the agency to institute deintermixture proceedings. But the report accompanying the bill will make it clear Congress expects the FCC to refrain from deintermixture until the effect of all-channel sets on the development of uhf can be determined.

The commission has said it would declare a moratorium on deintermixture—which the agency regards as a stop-gap answer to the problem of uhf development—in return for congressional approval of a bill requiring sets sold in interstate commerce to be capable of receiving all 82 channels. It contends such legislation would constitute a long-range solution (AT DEADLINE, March 19). This offer, which blunted a drive to include an anti-deintermixture provision in the receiver legislation, will be included in the report.

Although the offer contained no time limit, Rep. Oren Harris (D-Ark.), chairman of the Commerce Committee, said last week it should last up to seven years.

Expects Success ▪ Another committee member, Rep. Abner Sibal (R-Conn.), said the committee expects the all-channel set to have the desired effect on uhf broadcasting, and that "this will preclude the need for deintermixture."



Rep. Harris

Rep. Harris said, "The implications of the bill go far beyond its simple provisions. They will have a long-range effect on the utilization of all uhf channels as well as vhf channels." As a result, he said, "we contemplate the adoption of a policy we expect to be carried out—that there be a moratorium on deintermixture of five to seven years."

He said the moratorium will apply to the eight markets in which the commission last summer proposed to substitute uhf for existing vhf channels—a move that brought a formidable congressional drive for anti-deintermixture legislation. The eight markets are Madison, Champaign, Montgomery, Columbia, S. C., Hartford, Binghamton, Erie and Rockford.

So far as four previous deintermixture cases are concerned, however, the issue is uncertain. Rep. Harris said the committee would expect the commission to carry out the moratorium policy "as it applies" to the four. But the commission, in its letter, had said a moratorium would not be applicable to those cases

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KVOO 2 TV

Tulsa, Oklahoma

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

Another important plus . . .

Recognition of WGN Radio's Performance



Here is tangible proof that quality programming is recognized and rewarded. More important than the awards is the excellence of performance and service to the communities and people in the vast area served by WGN Radio's clear channel signal. Performance and service that deliver and keep building loyal audiences day after day, year after year.

A. *Alfred P. Sloan Award—1958-59-60* **B.** *American College of Radio Arts, Crafts and Sciences Awards—1961* **C.** *Four Chaplains Award—1961* **D.** *Broadcast Pioneers 2nd Annual "Mike Award" —1962* **E.** *Freedoms Foundation Medal—1958*

WGN is Chicago

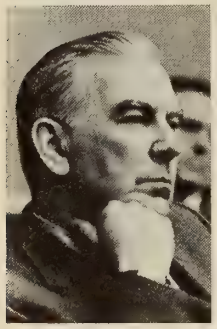
Quality · Integrity · Responsibility · Performance

which involve Springfield, Ill., Evansville, Ind., Peoria, Ill., and Bakersfield, Calif.

The all-channel bill's chances of enactment in this session now appear good. It has already received endorsement by President Kennedy (BROADCASTING, March 19), and Sen. John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, has said he thinks it will pass the Senate if it gets through the House (BROADCASTING, March 26).

Big Question Answered ▪ The big question mark had been the House Commerce Committee, where there was strong sentiment for an anti-deintermixture provision. Several committee members represent districts affected by the current deintermixture proceedings.

But Sen. Pastore's willingness to accept the all-channel bill essentially as requested apparently had its effect on the House committee. Rep. William Springer (R-Ill.), second-ranking Republican on the committee, who had been insisting on a deintermixture ban, said the bill as approved by the committee "was the best we could get." He said "we were notified by the Senate that's all that will be considered."



Rep. Springer

He expects the bill to pass the House.

In approving the bill, the committee narrowed the authority to be given the FCC on tv set standards. As now written, it specifies that the commission's authority over receivers shipped in interstate commerce is limited to requiring that they be equipped to receive both uhf and vhf signals.

Originally, the bill authorized the commission to "prescribe minimum performance capabilities" for television receivers. Opponents of this provision said the language would give the commission far more authority over set design than required for the bill's objectives. The commission has already concurred in the modification.

A Year's Wait ▪ Although congressional approval of the bill is now expected in this session, the FCC would not be expected to exercise its authority for a year or more. The commission would first have to institute rule-making to determine the uhf specifications to be set and the date by which manufacturers could tool up for all-channel-receiver production.

After that, it could take up to five years before the effect of all-channel sets on uhf were felt.



News directors honor JFK

President John F. Kennedy was presented with the Radio-Television News Directors Paul White award last week by William J. Small, news director of WHAS-TV Louisville and RTNDA executive secretary.

The award, voted the President last year for his participation in the presidential campaign broadcast debates, was presented at the close of a two-day foreign policy briefing the State Dept. held for some 800 broadcast and print newsmen.

Mr. Small (shown in picture with the President) said the briefing session—the fourth to be held for newsmen by the State Dept.—was an "appropriate" setting for the presentation. "We greatly appreciate these conferences," he said.

During the two days of background talks, the newsmen heard from almost a score of top government officials, including President Kennedy, Secretary of Defense Robert McNamara, Under Secretary of State George W. Ball, Chester Bowles, special Presidential representative and advisor, U.S. Information Agency director Edward R. Murrow, and Gen. Lauris Norstad, commander of NATO.

Rep. Kearns cites two papers as monopoly

Rep. Carroll D. Kearns (R-Pa.) last week called on the House to investigate an alleged newspaper monopoly in Erie, Pa. He introduced a resolution (H Res 580) which would direct the Commerce Committee to probe conditions "under which the *Erie Morning News* and the *Erie Daily Times* are denying full and honest coverage to the people of Erie. . . ."

The congressman said that he testified before the Commerce Committee against plans to deintermix Erie by deleting the single vhf there (BROADCASTING, March 12) and "because I spoke out in the public interest, I have been put on their blacklist." George J. Mead, publisher of the *News* and *Times*, also is president and 16.6% stockholder of WSEE (TV) (ch. 35) Erie.

"Their [the newspapers'] Washington correspondent has been forbidden to call my office or to file stories concerning my activities in Congress," Rep. Kearns charged. "My name rarely, if ever, appears in their papers." He said that "the owners of WSEE and the newspapers would have profited from the FCC rule reducing WICU (TV) (ch. 12) to uhf status."

Rep. Kearns represents Pennsylvania's 24th District, which includes Erie. Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee, has announced that his body will hold hearings on newspaper monopolies.

Senate confirms Stewart

The Senate last week confirmed Dr. Irvin Stewart, former FCC commissioner and former president of the U. of West Virginia, to be assistant director of the Office of Emergency Planning. With this confirmation, Dr. Stewart will be named by President Kennedy as director of telecommunications management with authority to oversee assignments of frequencies among government users of the radio spectrum and to help formulate national policy in the telecommunications field. Dr. Stewart was nominated for the $20,000 a year position in February and was reported favorably by the Senate Commerce Committee two weeks ago (BROADCASTING, March 26).

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Reinsch heads group, Novik given JFK post

J. Leonard Reinsch, executive director of the Cox stations and White House radio-tv advisor, will be elevated to chairman of the U. S. Advisory Commission on Information, President Kennedy, has announced. He has been on the commission since June and will replace Mark A. May as chairman.

Scheduled for appointment to the commission are Morris S. Novik, radio-tv consultant to the AFL-CIO, and Clark Mollenhoff, Washington correspondent for the Cowles newspapers.



Mr. Reinsch



Mr. Novik

Mr. Novik was president of WOV New York from 1955-58 and before that was with WNYC, WEVD and WLIB, all New York. (CLOSED CIRCUIT, Feb. 12, 1962).

The new appointees will replace Mr. May and Lewis W. Douglas, who are leaving the advisory commission. Both appointments, subject to Senate confirmation, would run to Jan. 27, 1965.

Tv translators to have 3-year license periods

The mushrooming of tv translators—some 1,200 now operate, two-thirds of which are vhf—has presented the FCC with an administrative problem it moved to deal with last week.

The commission extended the license period of tv translator stations from one to three years, on a staggered basis according to 18 geographical areas. It also required them to file for license renewal 90 days prior to expiration instead of 60 days as now.

JFK says he's willing to debate again on tv

President Kennedy, for the third time, has indicated he's ready to debate before the tv cameras in the 1964 campaign. In answer to a question at his news conference last week pointing out that in his book, Richard Nixon said he thought he won three of the four 1960 debates and whether the President felt it was advisable in future campaigns, Mr. Kennedy said: "I would think it would be part of the 1964 campaign. I would be glad to debate, even if I did, as the Vice President suggested, lose three out of the four."

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Housed in this modern, remodeled building are WROC's completely new enlarged studios, control rooms and technical facilities. The main studio, 40′ x 80′, is the largest in the area for local telecasts . . . large enough to telecast one show and videotape another at the same time. More than $450,000 has been spent in the Channel 5-WROC-Radio modernization program. Veterans Broadcasting Company can now bring Rochester area homes unsurpassed broadcasting techniques.

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Appeals court backs FCC on program stand

HOLDS APPLICANT CAN BE REQUIRED TO STUDY AREA

If the FCC wants to require a broadcast applicant to make a study of the community for which he is applying and show how his programming will meet the area's needs, that's all right. So said the U. S. Court of Appeals last week in a unanimous decision upholding the FCC's denial last year of an application by Suburban Broadcasters for an fm station in Elizabeth, N.J. (BROADCASTING, July 3, 1961).

The three-judge decision was described by some members of the commission as a victory for their contention that the FCC does have the right to consider programming, particularly as treated in the commission's 1960 program policy statement. Others thought it a partial victory for that position (which held that the FCC may look at programming to ensure balance and service to the local community).

The fm case came up last year when the FCC, reversing an examiner, denied the Suburban application because the applicant had made no study of Elizabeth. The commission majority held that the applicant's proposed programming was prepared without knowledge of the area Suburban proposed to serve. It was the FCC's first denial of an application on this ground. The vote was 4-2, Commissioners Rosel H. Hyde and John S. Cross dissenting. Commissioner Frederick W. Ford did not participate.

Illegality Charged ▪ In its appeal to the District of Columbia appeals court, the applicant contended that the FCC has no statutory authority to require applicants to determine the needs of the community to be served or to pass judgment on the adequacy of the proposed programs. It also charged that in so doing the commission is violating the First Amendment.

Circuit Judge David L. Bazelon, writing for himself and Judges Walter M. Bastian and Warren E. Burger, held that the right of the commission to require "an earnest interest in serving a local community by evidencing a familiarity with its particular needs and an effort to meet them" was settled in the 1943 chain broadcasting case. In this suit, brought by NBC to overturn the FCC's network regulation rules, the U.S. Supreme Court ruled, according to Judge Bazelon, "that the commission may impose reasonable restrictions upon the grant of licenses to assure programming designed to meet the needs of the local community."

To the argument that the commission must make a grant when the applicant is found legally, financially and technically qualified, Judge Bazelon demurred. "This view," he said, "reflects an arbitrarily narrow understanding of the statutory words 'public convenience, interest and necessity.' "

This contention and the free-speech and no-censorship issues, Judge Bazelon said, "are beside the narrow point at issue upon this record."

Endorsement Seen ▪ Two FCC commissioners and top legal staff expressed satisfaction with the ruling. "I think it's great," said one commissioner. Another said he feels the decision "is legal vindication of the 1960 policy statement."

Another commissioner thought the ruling a half-victory. "It is a recognition, I think, that the FCC has the right to force an applicant to affirmatively state a case; that the commission is not required to accept a standardized type of presentation."

This was a reference to a key element of the case: that the applicant had used the same program proposals in the Elizabeth application that it used in applications for Alameda, Calif., and Berwyn, Ill. The Suburban group (Patrick Henry, David Larsen, Stewart B. Kett and James B. Glenn Jr.) received a grant for Alameda, but dismissed the Berwyn application.

JFK likes off-cuff sessions—Schlesinger

President Kennedy is satisfied with his off-the-cuff news conferences although he doesn't regard the format as sacred.

So said Arthur Schlesinger Jr., special assistant to the President, last Thursday while pinch-hitting for White House News Secretary Pierre Salinger on a panel before the Women's National Press Club, Washington.

Dr. Schlesinger disagreed with Newbold Noyes Jr., executive editor of the *Washington Star* (WMAL-AM-TV), who thought the present format dangerous and urged a return to questions submitted in advance. Mr. Noyes had said this would give the President an opportunity to consult with his experts and provide thoughtful answers.

Although disagreeing with Mr. Noyes, Dr. Schlesinger said some other arrangement might be made, such as dividing the half-hour conference between written and oral questions. He denied there has been any White House effort to conduct the conferences for precisely a half-hour to fit television requirements.

Richard Salant, president of CBS News, in agreeing with the Schlesinger view, added that conferences are not conducted for the press but for the people. He said he is against interposition of the President's staff between the press and the people.

Louis Nizer, New York attorney and author, in a discussion of libel and slander laws, said the press (including radio and tv) has no immunity against libelous statements emanating from Presidential news conferences. The President, however, because of his office, has immunity at all times. Freedom of the press does not cover freedom to defame, he said, asserting that libel law is vastly more complex than criminal law.

KWK, Broadcast Bureau differ on revocation

Radio contests conducted by KWK St. Louis were not on the up-and-up, the station and the Broadcast Bureau have agreed. The bureau thinks there was willful fraud and that KWK's license should be revoked; the station says the contests were solely the work of a general manager who was fired when the owners learned of the fraud and that revocation is not warranted.

Both parties commented in proposed findings from a hearing held in September 1961 and January 1962.

KWK said its owners cooperated with the FCC throughout the hearing, even calling attention to false statements made by the former KWK manager, William L. Jones Jr.

The Broadcast Bureau said that even if KWK President Andrew M. Spheeris didn't know the contests were fraudulent, as the station claims, he "demonstrates a woeful lack of the responsibility which the commission is entitled to expect of a broadcast licensee." But the bureau maintained Mr. Spheeris knew the nature of the contest.

KLRA gets reprieve as petition pends

KRLA Pasadena-Los Angeles last week was granted the reprieve it sought from the FCC—a stay of the date it must leave the air to 30 days after the commission has acted on KRLA's petition for reconsideration (BROADCASTING, March 26).

The FCC lifted the station's license and ordered it to leave the air by April 16 on a finding that owner Donald Cooke neglected his responsibility and attempted to deceive the commission.

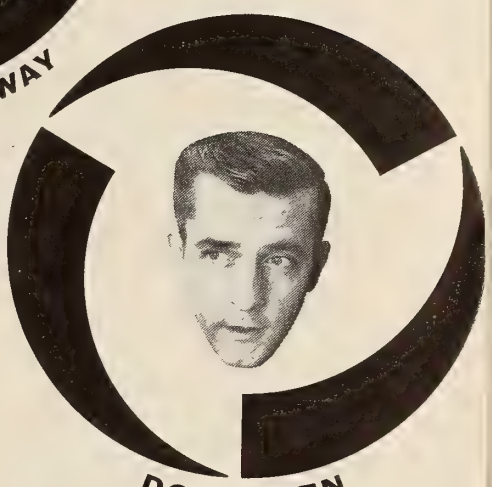
Under provisions of the law, the FCC has no choice but to grant KRLA the stay it requested.



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Promise vs performance, one year later

HOW MANY GOALS HAS CHAIRMAN MINOW BEEN ABLE TO ATTAIN?

Newton N. Minow's philosophy of broadcast regulation, expounded May 9, 1961, at the NAB convention made that the most explosive and memorable one in two decades.

During that speech, and since, Mr. Minow has threatened, promised, pleaded, cajoled, suggested, recommended, encouraged and — many claim—censored.

Since his broad indictment of broadcasting a year ago, the chairman has fared better than might be expected in moving toward accomplishing some of his more important "promises." He has, in many instances, been faced by a sharply divided commission.

Following is a partial tabulation of Chairman Minow's record:

▪ Television programming is a "vast wasteland." The FCC can help improve programming by suggestion "and I intend to continue to make suggestions. . . . (and) refuse to let the cry of censorship smokescreen our mutual efforts to improve broadcasting."

Results—The chairman has made suggestion after suggestion on the improvement of tv programming. He points out that although there are more quality shows in prime time today than a year ago he wants still more. Whether this improvement can be attributed to the pressures of the chairman is debatable. He suggested the three networks get together to offer a top children's show each day. The idea was discussed and rejected.

▪ "I intend to take the job of chairman of the FCC very seriously."

Results—Nobody doubts that Mr. Minow has taken his job "seriously." Six- and seven-day weeks and 12- to 14-hour days are commonplace.

▪ "I say to you now: Renewal will not be pro forma in the future. Simply matching promises and performances is not enough. I intend to do more. I intend to find out whether the community which each broadcaster serves believes he has been serving the public interest. . . . I intend to hold a well-advertised public hearing right in the community you have promised to serve. . . ."

Results—Hardly a station owner today files a renewal application without some feeling of trepidation. And applications which are not set for hearing (most are in this category) are scrutinized as never before. While the policy of local hearings was instituted before Chairman Minow joined the FCC, the practice has been emphasized of late. The current Chicago tv hearing is a recent example.

▪ "Gentlemen, your trust accounting with your beneficiaries is overdue. The people own the air. I intend to see that your debt is paid with service."

Results — WIOS East Tawas, Mich., revocation; KLFT Golden Meadow, La., revocation; refusal to renew KRLA Pasadena-Los Angeles;

KTVR ASKS TO CONDUCT PAY TV TEST

Denver station would use Teleglobe wired-audio system

The second application for FCC permission to try out broadcast pay tv was submitted March 30 by KTVR (TV) Denver. (CLOSED CIRCUIT, Feb. 19).

KTVR, on ch. 2, is owned by J. Elroy McCaw but is being sold to Bill Daniels, Denver community antenna entrepreneur. KTVR said it would begin telecasting for pay in conjunction with Teleglobe-Denver Corp. Teleglobe-Denver it two-thirds owned by Macfadden-Bartell, New York, and one-third by Teleglobe Pay Tv System Inc., also of New York. The application for FCC authority to begin the three-year tests said subscription tv operations would commence as soon as 2,000 subscribers sign up for the service.

RKO General Inc. received the first FCC grant for pay tv in Hartford, Conn. It plans to use the Zenith-developed Phonevision system on ch. 18 WHCT in Hartford. Although this authority was challenged by a group of Connecticut theatre owners, the District of Columbia Court of Appeals last month upheld the FCC's action (BROADCASTING, March 12).

The Teleglobe system of fee tv is one of the simplest proposed for this type of service. A tv station broadcasts the video as usual, but the aural portion of the program is routed to a subscriber's home through telephone lines. Teleglobe was developed by Solomon Sagall, president of the company. Mr. Sagall was one of the founders of Scophony Ltd., an English firm which pioneered in large screen tv.

Teleglobe-Denver has a 49-year franchise from Teleglobe Pay Tv, it was announced at a news conference in New York Friday. Macfadden-Bartell has committed itself to spend $350,000 on the Denver project, it was reported.

Gerald Bartell, president of Macfadden-Bartell and chief of the Bartell group of radio stations, said he picked Denver after studying other communities which meet the FCC's criterion for this type of pay tv test. Denver, he said, has four stations and is many miles from any other major tv center.

Sale Pends ▪ KTVR has been sold to Bill Daniels, Denver, for $2 million (BROADCASTING, Feb. 5). Mr. Daniels owns a group of community antenna systems and is president of Daniels & Co., catv broker which also engages in catv management. Mr. Daniels has agreed to honor the commitment to continue the pay tv project for the FCC limit of three years if Teleglobe-Denver desires this, it was reported.

Neither Mr. Bartell nor Mr. Sagall would discuss specific program plans beyond stating that they have been in touch with entertainment leaders and are assured they would have wholehearted cooperation if the Denver proposal is permitted by the FCC.

In describing the Teleglobe system, Mr. Sagall emphasized that payment would be made by a monthly bill. When a subscriber turned on the Teleglobe loudspeaker, it would be registered at a central meter. The only connection would be from the local telephone company trunk line to the subscriber, which would cost about $10, Mr. Sagall said, and would be shared with the telephone company. Teleglobe franchisers will furnish the loudspeaker for the audio, Mr. Sagall noted, thus obviating the necessity of any connection with the tv receiver. Programs, mostly first run movies and running the gamut from current Broadway stage productions to sports, would cost 25 cents to $3.50, most in the $1-$2 class, Mr. Sagall said.

Mr. Sagall expressed a conviction that pay tv will not affect regular broadcasting. Even with the greatest success, he said, pay tv will occupy only a limited amount of air time. He also predicted that pay tv could not be successful unless it offered selected programs to ap-

some 30 short term licenses; fines; at least one renewal hearing order considered nearly every week, often on programming issues. Many of these cases were started before the chairman joined the commission but he was in on the kill in each case.

▪ "We will find a way to use all the channels available to tv, particularly the 70 uhf channels. . . . We will put this sleeping giant to use.

Results—Finalized deintermixture in the Bakersfield-Fresno area in California; rulemaking to make eight additional cities all uhf by deleting existing vhfs (a moratorium has since been declared to permit Congress to act on all-channel legislation); rulemaking to foster the development of uhf; a declaration by the chairman that all-channel legislation is the top legislative goal of the FCC.

▪ "I will do all I can to help educational television."

Results — Rulemaking in New York and Los Angeles looking toward making a vhf available in those two cities for etv. This resulted in the sale of ch. 13 WNTA-TV New York to educators.

The commission is considering rulemaking to reserve blocks of uhf channels for etv in Florida, Kentucky and Georgia.

▪ "I intend to press this (network programming hearing) to a speedy conclusion . . . I am deeply concerned with concentration of power in the hands of the networks."

Results—The hearing phase of the network inquiry has been concluded and the FCC is awaiting a report from its staff.

Soon after Chairman Minow took office the FCC successfully asked the court to return a commission decision reducing option time from three to 2½ hours per time segment and it is still being reconsidered.

▪ "I am unalterably opposed to government censorship."

Results—Some disagree. A series of debates has been held on whether the actions of the chairman and the FCC majority may constitute censorship. These debates undoubtedly will continue—and split decisions may be expected from the FCC—for years to come. The chairman himself submitted a lengthy legal memorandum in support of his views at the Northwestern seminar last August.

"I personally intend to stick to my guns," the chairman said Dec. 22 in San Francisco.

In several controversial areas of broadcast regulation, the chairman has expressed his views but to date none of them has been made official by either Congress or the FCC. These include: (1) new rules to permit etv stations to obtain revenue; (2) required free time for political candidates; (3) network regulation; (4) ruling against newspaper-owned stations in non-competitive situations; (5) restricting networks to three owned tv stations.

Chairman Minow also was the prime mover behind current FCC rule making which would charge fees for the filing of applications with the commission. The newly-adopted FCC rules which make a hearing mandatory on the sale of stations held less than three years were initiated before Mr. Minow joined the FCC but have had his support.

During Mr. Minow's year as chairman, one tv station (WPST-TV Miami ch. 10) was taken off the air (in a decision made before he joined the commission) and two others—WLWI (TV) Indianapolis and WCKT (TV) Miami—have been revoked, but are still operating pending review.

peal to "the substantial minority who have lost the tuning habit." There will be "coexistence at all times between pay tv and regular broadcasting," he said.

Bartell stations are WOKY Milwaukee, KCBQ San Diego, WADO New York and KYA San Francisco. The Bartell group last year took control of Macfadden Publications (*True Story, True Romance, True Love* and *True Experience* magazines).

Supreme Court Bound ▪ The Connecticut theatre group opposing the Hartford Phonevision program is readying its request to the U. S. Supreme Court asking a review of last month's appeals court decision upholding the FCC's right to grant the test authority. The petition asking the Supreme Court to take the case is expected to be filed in another month.

In Hartford, WHCT on ch. 18 is preparing to commence the Phonevision program on July 1. There are some decoders in employes' homes, it's understood, and scrambled test pictures have been broadcast from the encoding equipment already installed at the station. Associated with RKO General in the Hartford test is Zenith Radio Corp., developer of the Phonevision system, and Teco, largely owned by Zenith stockholders, which holds the pay tv license from the manufacturer.

Two more stations faced with FCC fines

WNOE FOR RIGGED CONTEST, KOLS FOR EARLY SIGN-ON

WNOE New Orleans was notified by the FCC last week that it is liable to a fine of $10,000 for conducting a fraudulent promotion contest which was "reprehensible and fell far short of broadcasting in the public interest."

The citation was made unanimously after the commissioners had vetoed, on a 4-3 vote, a hearing on WNOE's renewal application. Among issues in the proposed hearing order would have been the possibility of a fine, in addition to whether the station's license should be renewed. Voting for the hearing were Chairman Newton N. Minow and Commissioners Frederick W. Ford and Robert T. Bartley.

Also last week, the FCC informed daytimer KOLS Pryor, Okla., that it is liable to a $1,000 fine for operating before local sunrise.

WNOE is owned by former Louisiana Gov. James A. Noe, who, the FCC said, appeared to be "genuinely shocked" when he was informed of the controlled contest. During 1960 and 1961, WNOE conducted a "sweepstakes" contest in which holders of lucky ticket numbers were promised money ranging from $1 to $1,060. The contest was rigged so that no person could win over $100, the FCC said, by assigning the lucky numbers for prizes over that amount to tickets which the station had not issued to the public.

This, the FCC said, was in violation of the Communications Act, which forbids stations to "engage in an artifice or scheme for the purpose of prearranging or predetermining in whole or in part the outcome of a purportedly *bona fide* contest. . . ." The above portion of the act is Sec. 509 (a) (3), which was added by Congress in September 1960



Mr. Noe

as a result of the tv quiz scandal.

Noe Didn't Know ▪ The commission order said that Mr. Noe did not know that the sweepstakes contest was rigged until the FCC instituted its investigation and that he ordered all station personnel to cooperate fully "with the result that the facts as to the controls were conclusively established and conceded." This lack of knowledge, however, does not absolve the licensee of responsibility, the FCC said. In this case, the agency said, Mr. Noe should have known of the controls because WNOE had budgeted only $650 monthly for the sweepstakes and several other station promotions run simultaneously, even though "substantial amounts of money" could have been awarded daily if the contest had been legitimate.

Mr. Noe also owns KNOE-AM-TV Monroe, La.

KOLS, which operates on a Mexican clear channel (1750 kc), was found guilty of signing on 30 minutes before local sunrise on the date of an FCC inspection last January. Additionally, the FCC said, the station's pending renewal application shows an early sign-on was a "regular practice" in winter.

The FCC pointed out that in December 1957 KOLS had requested permission to sign-on prior to local sunrise and that it was told at that time that this was "specifically prohibited" under terms of NARBA. In view of the 1957 warning, the FCC said KOLS's explanation of the unlawful operation does not constitute a valid excuse.

WNOE's fine was the first levied by the FCC for a strictly programming violation, although KDAY Santa Monica, Calif., is facing a $5,000 fine for airing "teaser" spots (BROADCASTING, Dec. 18, 1961). Both WNOE and KOLS have 30 days within which to appeal the fine.

Minow honors

Last week was a time for awards for FCC Chairman Newton N. Minow, who received three national honors. The chairman was named:

- Speaker of the year for 1961 in educational, scientific and cultural activities by the Tau Kappa Alpha Forensic Honor Society. A plaque will be presented him April 19 in Terre Haute, Ind.
- Recipient of the Page-One Award for 1962 from the Newspaper Guild "for making television more aware of its responsibilities." He will receive the award April 27 in New York.
- A member of the U. S. Commission on UNESCO by Secretary of State Dean Rusk. The appointment runs until 1964.

SENATE GROUP OKAYS SATELLITE BILL

New draft contents White House, Kefauver hearing told

The administration's proposal to create a communications satellite corporation with broad private ownership emerged from the Senate Space Committee last week framed in new language but, in the view of administration spokesmen, with its principles intact.

The day after the Space Committee unanimously approved the amended administration bill, the Senate Antitrust Subcommittee began its own hearing on the question. The subcommittee has no bill before it but is considering the antitrust aspects of the various communications satellite bills that have been introduced.

At the start of the subcommittee hearing, Dr. Edward C. Welsh, executive secretary of the National Aeronautics and Space Council, and Nicholas deB. Katzenbach, assistant attorney general, insisted that the administration had given away nothing vital in the compromise bill (S 2814).

Dr. Welsh, in fact, refused to call it a compromise. "It's the administration bill with some modifications that are relatively slight," he said.

The space committee's plan blends features of the original administration bill, which had run into serious congressional opposition, and those proposed in a bill (S 2650) offered by Space Committee Chairman Robert S. Kerr (D-Okla.)

Broad Ownership Intact ▪ But it retains the principal of broad public participation, insisted upon by the administration. It would have one class of stock, to be allocated on a 50-50 basis between the public and common carriers, and to sell for $100 a share.

The administration bill provided for two classes of stock—Class A voting stock, to be sold to anyone, and Class B, non-voting stock, sold only to carriers who could include the investment cost in their rate base. Shares would be offered at $1,000. The Kerr bill would have limited the ownership to common carriers.

The amended bill permits both the corporation and carriers to own ground stations, and reduces the role the State Dept. would have in negotiations with foreign communications interests.

The administration bill had provided only for corporation-owned ground stations, but officials have indicated they would not object to carriers owning ground stations also. Dr. Welsh said Thursday the reduced State Dept. role does not weaken the government's hand in the corporation's foreign dealings. He cited new language giving the President authority to supervise the corporation's relations with foreign interests.

Board of Directors ▪ The committee bill also creates a 15-man board of directors, six to be elected by the public owners and six by the carriers. Three would be appointed by the President to represent the government's interest. No more than three of the carriers' directors could represent one company.

A provision picked up from the administration's bill would authorize the FCC to require a carrier-owner to sell a portion of its stock to another carrier applying for ownership in the corporation. Such a forced sale would develop in the event the carriers' half of the corporation stock were sold out.

In the past, Dr. Welsh and Mr. Katzenbach had been required to defend the administration bill before other committees which felt it would allow too much government regulation over the proposed private corporation. But last week, they had to defend the bill against charges it is a "giveway."

Sen. Estes Kefauver (D-Tenn.), chairman of the antitrust subcommittee, is the author of a bill (S 2890) that would create a government-owned monopoly to operate the system that will relay telephone and telegraph messages and, eventually, television signals around the world.

He said taxpayers have paid up to 99% of the cost of developing a communications satellite system. To give that system to a private monopoly, he said, "would be comparable to the government having given the Panama Canal to a private company which had supplied the locks for the gates."

The hearing got off to a rough start when Sen. Everett McK. Dirksen (R-Ill.), ranking minority member on the subcommittee, challenged the group's authority to hold the inquiry at all. He said that since none of the several communications bills had been referred to the antitrust subcommittee, it is not authorized to submit a report on the subject to the Senate.

Sen. Kefauver, however, insisted that the subcommittee is the expert body to consider antitrust matters, and that it can properly submit its views on the Senate floor when the legislation comes up for a vote.

The hearings continue this week. FCC Chairman Newton N. Minow is scheduled to testify Wednesday. Others to testify are Assistant Attorney Gen. Lee Loevinger, in charge of the Justice Dept's antitrust division; and Dallas Smythe, formerly chief economist for the FCC and now professor of communications research at the U. of Illinois.

HOW TO ADD 550 CORRESPONDENTS TO YOUR NEWSTAFF

The expert news-gathering staffs of *four great magazines* are now available to radio stations through the TIME-LIFE Broadcast News Service. Spanning the entire world, more than 500 correspondents and 31 full-time news bureaus provide on-the-scene information about the people and events that shape our world. That information, presented in the form of **Topic A** and **Capsule,** is available for subscription on an exclusive basis in *your* market area. To find out how **Topic A** and **Capsule** meet your requirements, stop in and see us while you're at the NAB Convention, Suite 604 at the Sheraton Blackstone, or write: Ole G. Morby, TIME-LIFE BROADCAST NEWS SERVICE, Time & Life Bldg., Rockefeller Center, N.Y. or phone LL 6-3355.



The Bell

THIS is a growing business.

It is a business based on continuous technical progress, which last year put a record $2.7 billion in construction.

To help keep it growing, $1.4 billion in new capital was raised in 1961. Our net income for the year amounted to $5.52 a share on the nearly 233 million average shares of stock outstanding—much less than the $8.18 a share paid in taxes.

Into space and under seas

Discoveries and developments made at Bell Telephone Laboratories—including transistors, solar cells that convert sunlight into electricity and long-lived "traveling wave" electron tubes—will make possible the "Telstar," an experimental communications satellite to be launched this spring, at our expense, by the National Aeronautics and Space Administration.

Late this year, our new cable ship, "Long Lines," will start laying a new type of underseas cable with three times the capacity of the first cables laid only six years ago.

System reports to the people it serves

We have just mailed our 1961 Annual Report to more than two million share owners. But that doesn't finish the job. Many of the other millions of people we serve may be interested in what's happening. Here are some of the highlights.

With all our concern for the importance of outer space and ocean floor, the BIG job, as always, is personal attention to every customer's every need.

In 1961, we made check after check of how we perform *from the viewpoint of the people we serve.*

As a result, we sincerely believe that more people than ever before are getting better, faster, more convenient service. But improvements are always needed *and we'll keep making them.*

Some of the year's advances

These are a few of the advances made in 1961:

We put many more public phones on city streets and public highways for your convenience and protection.

Direct Distance Dialing was expanded and is now available to nearly two-thirds of our customers.

To suit our customers' convenience, as suburbs continued to grow, many local calling areas were enlarged. The result was that, with modest rate adjustments, more than 27 million more calls could be made without toll charges. This trend to larger local calling areas will continue.

Improved communications systems became available for the use of our business customers—to help them cut costs and improve profits.

Installations of DATA-PHONE service, which enables business machines to "talk" to each other over regular telephone lines, nearly doubled in 1961.

Looking ahead, two new "optical masers" lead us to think we'll learn to communicate on beams of pure light—with capacities enormously greater than any conductor today.

All these service improvements come sooner and at less cost to users because Bell Laboratories, Western Electric and the Bell operating companies work together, closely and constantly, as members of the same organization and toward the same goals.

Serving America's defenses

During 1961, Bell System people continued to design and build for the military services defense communications facilities that range from the Aleutian Islands to Iceland . . . others that link U. S. bases around the world.

Nike Zeus anti-missile systems, for which we designed and developed tracking and guidance systems, passed several tests successfully. An important outgrowth of this work is the "command guidance" system used for launching Titan 1 ICBM's and guiding satellites into orbit. This has worked without failure on 70 shots.

It all depends on people

We believe the performance of Bell System people was never better than in 1961. And they try to be not just telephone men and women but good citizens, active in community affairs.

Altogether, 1961 was a year which brought us closer to the goal expressed at the 50th Anniversary of the Telephone Pioneers last September:

"We shall build a greater communications system in keeping with the needs of a new era in man's history—and a service organization unparalleled anywhere in the world."



FREDERICK R. KAPPEL, CHAIRMAN OF THE BOARD
AMERICAN TELEPHONE AND TELEGRAPH COMPANY

Owned by more than two million Americans

Tv-ASCAP negotiations back as before

ORIGINAL LICENSE PLAN TO BE ARGUED; PROPOSAL'S REFUSAL ACCEPTED

The All-Industry Television Station Music License Committee's fight for more favorable terms for the use of ASCAP music was back last week where it stood before a proposed truce threatened to start an all-industry war.

Committee Chairman Hamilton Shea of WSVA-TV Harrisonburg, Va., broke his committee's self-imposed silence and confirmed that the committee had rejected the settlement proposal (BROADCASTING, March 26). Under the terms of the proposal, ASCAP's principal competitor—BMI—would have been divested of its broadcast ownership and tv stations would get a 17% reduction in ASCAP rates (BROADCASTING, March 12, *et seq.*).

Shortly after Mr. Shea's announcement the committee's lawyers broke the news to Chief Judge Sylvester J. Ryan of the U. S. Southern District Court in New York, who is presiding over the committee's rate-making suit against ASCAP. Judge Ryan had recommended acceptance of the settlement plan.

Advised of the committee's negative decision in a session in his chambers on Tuesday, Judge Ryan reportedly took the news "gracefully" and gave committee lawyers until April 10 to submit additional papers supporting their contention that he has the right to grant the sort of ASCAP license that the committee asked for in the first place.

At-the-Source-Rights ▪ This is a license in which tv performing rights to ASCAP music used in future syndicated films and motion pictures would be acquired at the source by the producers of these programs. Thus tv stations would not have to pay ASCAP directly for the music used in such programs. One of the reasons cited for rejecting the settlement proposal was that the committee felt stations are "entitled to more than offered," especially source clearance.

But Judge Ryan has indicated that he does not think the consent decree governing ASCAP's operations will permit him to authorize source clearance —and he reportedly restated this belief last week.

The next step, according to legal sources, will depend on the nature of Judge Ryan's ruling on this question. If his decision flatly and finally denies that he can authorize source clearance, they say, an appeal may be taken immediately to the U. S. Supreme Court. But if he defers a final decision on the question, perhaps ruling that he can grant some alternative form of new license, it may be necessary to proceed with the hearing before an appeal is taken—if either side wants to take an appeal from whatever decision might then result.

Even if Judge Ryan should rule now that he has a right to grant at-the-source clearance—which apparently nobody expects him to do—a hearing would still have to be held to determine whether he *should* exercise this right, according to attorneys.

News Leaked ▪ Committee Chairman Shea's confirmation that his group had in fact rejected the proposed settlement was issued last Monday "in view of the information that leaked out of the (committee's) meeting" at which the rejection occurred. This was an obvious reference to BROADCASTING'S story reporting that the committee had turned down the proposal but wanted to tell the judge about it before making an announcement.

Mr. Shea's statement said there were three reasons for the committee's rejection of the plan:

"1. That there could be no complete stock divestiture (of BMI) because much of the stock was owned by radio broadcasters and others not connected with the All-Industry Committee.

"2. The committee felt they were entitled to more than offered, particularly in the area of obtaining clearance for licensing at the source, which has been one of their major aims.

"3. The committee felt in all fairness to BMI that, if any change was to be brought in the BMI set-up, it should be completely divorced from any connection with the all-industry committee and should be worked out solely on an independent basis and that BMI should have 'its own day in court with its own defense.' "

Mr. Shea's statement said the committee "had extremely important reasons, legal and strategic, for maintaining silence on its activities."

New Members ▪ It denied that the committee "had lost a number of members since the New York meetings" and said that, in fact, "rather than losing members (the committee) had gained a net of three additional paid-up station members since March 5." This was a reference to BROADCASTING stories which said that "some" of the committee's 369 station subscribers had resigned since the controversial settlement plan was developed on March 5.

Mr. Shea also stressed that the com-

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV:

April 2-6, 9-11 (6-6:30 a.m.) **Continental Classroom,** probability and statistics.

April 2-6, 9-11 (6:30-7 a.m.) **Continental Classroom,** American government.

April 2-6, 9-11 (10:30-11 a.m.) **Play Your Hunch,** part.

April 2-6, 9-11 (11-11:30 a.m.) **The Price Is Right,** part.

April 2-6, 9-11 (12-12:30 p.m.) **Your First Impression,** part.

April 2-6, 9-11 (11:15 p.m.-1 a.m.) **Tonight,** part.

April 2, 9 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

April 3, 10 (7:30-8:30 p.m.) **Laramie,** part.

April 4, 11 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

April 4, 11 (10-10:30 p.m.) **Bob Newhart Show,** Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

April 4, 11 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood Assn. through Cunningham & Walsh; Mead-Johnson through Kenyon & Eckhardt.

April 5 (10-11 p.m.) **Sing Along With Mitch,** Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

April 7 (5-6 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

April 7 (7:30-8:30 p.m.) **Tales of Wells Fargo,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

April 7 (9:30-10 a.m.) **Pip the Piper** General Mills through Dancer-Fitzgerald-Sample.

April 7 (10-10:30 a.m.) **Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

April 7 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

April 8 (4:30-5 p.m.) **Patterns in Music.**

April 8 (6-6:30 p.m.) **Meet the Press,** co-op.

April 8 7-7:30 p.m.) **Bullwinkle,** part.

April 8 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** RCA and Eastman Kodak through J. Walter Thompson.

April 8 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

April 8 (10-11 p.m.) **Theatre '62,** sust.

BIS *presents another special program in the* BRITISH CALENDAR TELEVISION SERIES





MONTE CARLO RALLY

BRITISH CALENDAR focuses on the excitement and drama of this year's Monte Carlo Rally — three hundred and forty nine cars competing from eight starting points in Europe to test both cars and drivers to the limit in their journey to the Mediterranean.

From Oslo, Glasgow and Paris we see the drivers set out on their gruelling course. The Rally is not a test of speed, but of endurance and skill; we see the cars going through the snow and ice of the Alps and then heading down towards the sun of Monte Carlo.

At Monte Carlo Prince Rainier, with Princess Grace looking on, presents the prizes to the outright winner, Swedish Erik Carlsson, the team award to a British team and the Coupe des Dames to Pat Moss and Ann Wisdom.

16 mm | 13.12 minutes | Black and White | Sound on film

AVAILABLE FOR BOOKING NOW.

BRITISH CALENDAR, a series of up-to-date quarter-hour films featuring a variety of events in the news in Britain and the Commonwealth, is available every two weeks on a continuous basis. The series is also available for programming on a weekly basis using 13 or 26 issues.

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Will it be a 'couple of years' before ASCAP rates are set?

If tv stations' rate proceeding against ASCAP (see page 72) is carried to the Supreme Court it probably will be "a couple of years" before new licenses and rates for their use of ASCAP music will be finally determined.

This estimate was offered by Herman Finkelstein, ASCAP general counsel, in a report to the ASCAP membership at its annual meeting in New York last Thursday.

Mr. Finkelstein's report was a brief and calm review of events in the case to date. But the calm was soon broken by one of the so-called "dissidents" in ASCAP's membership, Redd Evans of the music company bearing his name, who accused ASCAP's management of abdicating the field of "today's music" to BMI, ASCAP's chief rival.

Attacks on ASCAP management are traditional at the ASCAP membership meeting, and Mr. Evans made a blistering one. He criticized ASCAP management for giving up $800,000 in revenues in the radio licenses negotiated two years ago and for agreeing to settle the current tv case by granting a 17% rate reduction if broadcasters would give up their ownership of BMI. The broadcasters made a mistake in turning down that deal, he said, because it "would not have hurt BMI" and stations would have got the rate cut.

Mr. Evans quoted at length from a BROADCASTING story which, based on BMI figures, showed BMI rivaling ASCAP as a total music source and exceeding ASCAP in some fields (BROADCASTING, March 19). He charged that ASCAP management is trying to return to the "golden days" before 1950 and doing little or nothing to make itself prominent in the kind of music that is played today.

"You cowardly sit there and see this happen," he told the ASCAP members. "I charged that you were dying. I was wrong. You are already dead."

Barney Young of Life Music, who has attacked BMI in many forums, proposed that radio-tv usage of ASCAP music be determined by a "100% survey" instead of the present sampling method and that this be written into future ASCAP-broadcaster licenses so that ASCAP members will be paid "every time their music is played."

President Stanley Adams said this proposal would be relayed to the proper authorities for consideration.

Mr. Finkelstein's report came during what observers have called "the orderly part" of ASCAP membership meetings—the opening part when ASCAP officials make their reports, before the session opened to discussion from the floor, the "dissidents" are heard and answered, and bickering and wrangling set in.

Mr. Finkelstein briefly summarized developments in the television rate proceeding and did not attempt to anticipate future developments.

He noted that presiding Judge Sylvester J. Ryan of the U. S. Southern District Court in New York, who is hearing the case, has said he doesn't think he has a right to grant the All-Industry Tv Committee's bid for at-the-source clearance of rights to music played in future syndicated programs and feature films.

Even if the judge rules to that effect, he continued, the broadcasters can appeal the ruling to the U. S. Supreme Court. It was in this context that Mr. Finkelstein offered his estimate of the time that might be involved in an appeal.

While the case is in litigation, the licenses that expired last Dec. 31 remain in effect.

Mr. Finkelstein renewed ASCAP's contentions that at-the-source clearance would enable broadcasters to shirk their legal responsibilities for their programming and also enable them to promote the use of BMI music at ASCAP's expense. Moreover, he said, source clearance would pose a threat to ASCAP revenues because tv film production is "a very hazardous business" and producers often are not financially able to clear music performing rights themselves.

He touched only briefly on the now-defunct plan for settling the case, noting primarily that it had been turned down by the All-Industry Committee and that therefore no settlement proposal is pending. Under the plan, ASCAP would have granted a 17% cut in the rates tv stations pay for ASCAP music, if among other things broadcasters had agreed to give up their ownership of BMI.

mittee has "no intention of changing its organizational status" and will "continue to operate as it has to date."

The committee's rejection of the settlement plan, followed by Mr. Shea's explanation of the decision, appeared to have banked the controversy which at one point threatened to enflame this week's NAB convention. Mr. Shea is still slated to report to the convention at a general session Tuesday morning.

Pros and Cons ▪ The chief argument advanced in favor of the proposal was that it would assure tv stations of a 17% reduction in their ASCAP rates. The chief argument against it was that it would "emasculate" if not destroy BMI, ASCAP's only major competitor; that the divestiture of BMI was not a proper subject for the All-Industry Committee even though its subscribers collectively own a majority of BMI stock, and that it ignored the interests of radio broadcasters who also are substantial owners of BMI stock.

The settlement plan was recommended to the All-Industry Committee by its counsel, the New York law firm of Donovan, Leisure, Newton & Irvine, but sources said last week it was wrong to interpret the counsel's recommendation as meaning that counsel "agreed" to the plan. Rather, it was said, counsel felt that in the circumstances it had no choice but to make the recommendation.

ASCAP's board of directors approved the settlement shortly after it was offered—but conditioned approval on acceptance by broadcasters too.

TREYZ GETS POST AT WARNER BROS.

Appointed vp, world sales manager of firm's tv division

Oliver Treyz, ousted late last month as president of ABC-TV after more than five years in charge of the network's operations (BROADCASTING, March 26), is not leaving the tv arena. Last week Jack L. Warner, president of Warner Brothers Pictures, announced that Mr. Treyz had been appointed vice president and world-wide sales manager of Warner's television division. He will assume his new post May 1, and will report directly to Mr. Warner.

In title, at least, Mr. Treyz enters the movie studio organization on a par with William T. Orr, vice president in charge of tv production. Mr. Orr has directed Warner's tv activities since 1955. On March 1, 1961, he took over supervision of the studio's theatrical motion pictures as well as its tv films, but he recently dropped those extra duties to concentrate on what was an-

1922
1962

40

40 years ago..... April 13, 1922 ..... a new sound came to State Street from atop the roof of The Fair Store . . . a sound which was destined to become one of the Nation's most powerful radio voices . . . WMAQ, 50,000 watts strong and clear . . . now celebrating 40 years of service to Chicago and the Middle West.

The 100-watt signal of 40 years ago, heralding the birth of Chicago's pioneer radio station, also marked the start of a fantastic new era in communications, entertainment and service. In the following decades, WMAQ led the way in the development of radio from a fad in the "Roaring Twenties" to the world-spanning communications giant of today.

WMAQ is proud of a distinguished record of broadcasting firsts, including . . .

First broadcast of a series of educational programs . . . in cooperation with the University of Chicago.

First broadcast of a musical appreciation program.

First and only Chicago broadcast of the Presidential nominating conventions in 1924.

First to broadcast a regular daily schedule of major league baseball . . . the Chicago Cubs.

First to broadcast an intercollegiate football game . . . University of Chicago vs. University of Kentucky.

First to broadcast a two-way trans-Atlantic telephone conversation . . . between Chicago and London.

For four decades, Chicago and all Mid-America have tuned to WMAQ for imaginative, rewarding Quality Radio constantly alert to the tastes and desires of the entire area the station is privileged to serve.

And, WMAQ Quality Radio has never been better than today's SOUND OF THE SIXTIES, a total broadcast service providing an ideal balance between entertainment, news, information and public affairs features designed to serve the needs and interests of the vast Mid-America audience. The most modern broadcast equipment, including Chicago's newest transmitter, provides the finest possible reception.

Long-established favorite personalities such as Henry Cooke, John Holtman, Phil Bowman, Jim Conway, John Doremus, Len O'Connor and Jack Eigen, supplemented by the unsurpassed news and informational programming of the NBC Radio Network, set the pace in Chicago radio. WMAQ enters its next 40 years rededicated to maintaining and expanding the highest standard of service demanded by the astronaut age with its boundless new broadcast frontiers.

40 Years of WMAQ . . . Good Listening Anytime... But Never Better Than NOW!

WMAQ

NBC Owned

Represented by NBC Spot Sales

DIAL 670

NBC



Henry Cooke
6:00-9:55 a.m.
Monday thru Friday
Saturday too
6:00-9:00 a.m.



John Holtman
10:05-11:55 a.m.
Monday
thru
Friday



Phil Bowman
12:05-1:55 p.m.
Monday
thru
Saturday



Jim Conway
2:05-3:55 p.m.
Monday
thru
Friday



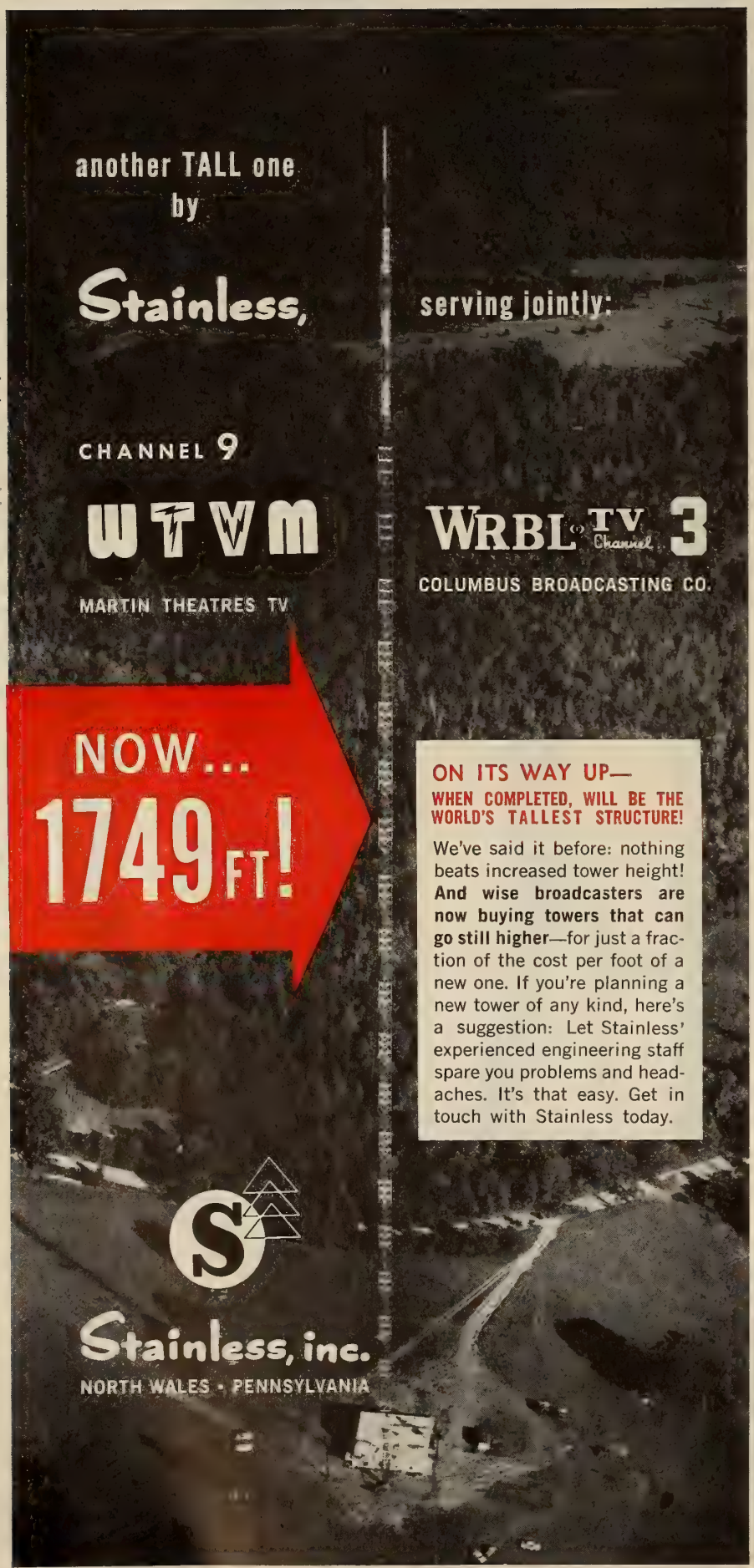
John Doremus
4:05-5:55 p.m.
Monday thru Saturday
7:05-10:30 p.m.
weekdays



Len O'Connor
6:45 p.m.
Monday
thru
Friday



Jack Eigen
11:15 p.m.-1:30 a.m.
Monday
thru
Saturday



nounced as an expanding program of tv activities at the studio (BROADCASTING, March 12).

Although Mr. Treyz has not previously been a member of the Warner Bros. organization, he and Mr. Orr have for long had a close association. Up to now, every Warner tv series to get on the air has been on ABC-TV. The studio is currently providing ABC-TV with eight weekly series: *Maverick, Lawman, Cheyenne, Surfside Six, Hawaiian Eye, 77 Sunset Strip, Room for One More* and *The New Breed.* Three pilots of series projected for the 1962-63 season have been completed: *The Dakotas, Lone Sierra* and *Battle Zone,* as well as a 90-minute special, "FBI Code 98."


Mr. Treyz

Outlook Not Bright ▪ But the outlook is not as rosy as the current production schedule would indicate. Of the programs now on ABC-TV, only one, *Cheyenne,* is definitely set to go on into the new season, although others may be before it gets under way in the fall. It is probable that *77 Sunset Strip* will be back on ABC-TV for 1962-63, and possible that a couple more of this season's list may also be included in next season's roster, but informed opinion believes that most of the current crop of Warner Bros. tv output will wind up their ABC-TV runs at the end of this season.

This melancholy view of Warner's tv activities is contradicted by the studio's optimistic news relases about "vast expansion plans," but is backed up by two recent moves. One is that for the first time Warner Bros. is making its studio facilities available to independent producers and tv program packagers, who have been invited to bring their production into the studio under the general supervision of Mr. Warner himself. Another is the quiet dropping of some 25% of the studio's staff employes, including 10 members of the publicity department—publicists, secretaries and clerical workers.

Mr. Treyz, who will make his headquarters at Warner's home offices in New York, will operate in two spheres, Mr. Warner said in announcing the appointment. On the domestic front, he will "serve to strengthen ties between Warner Bros. and all networks, advertising agencies and sponsors by keeping the studio production staff immediately abreast of the broadcasters' program needs," the announcement states. He will also spearhead a greatly accelerated sales drive for Warner products in tv-served areas abroad.



more evidence that

Milwaukee reacts to WTMJ-TV

This happy group is about to toast — with you know what — the 13th consecutive year for Butter-Nut coffee on WTMJ-TV's 10 P.M. weather program. Left to right: Bill Carlsen, WTMJ-TV weatherman; Charles Harding II, Butter-Nut Marketing Manager; George Comte, WTMJ-TV General Manager; Robert D. Cords, Butter-Nut Advertising Manager.

Since 1950, Butter-Nut coffee has been advertised in Milwaukee primarily on WTMJ-TV. Results? A jump from 9.1% to 22.2% of the Milwaukee market! (Butter-Nut *instant* coffee — introduced here just four years ago — has already captured 22.8% of its market).*

One big reason for WTMJ-TV's sales-winning power is its large percentage of *adult* viewers. A recent ARB study verifies WTMJ-TV domination of adult Milwaukee . . . and adult viewers are *buying* viewers.

Find out *all* the reasons why WTMJ-TV is still the number one station in Milwaukee . . . for both viewers and advertisers. Ask us to send you the WTMJ-TV "TOTAL IMAGE" STORY

*The Milwaukee Journal 1962 Consumer Analysis

WTMJ-TV

THE MILWAUKEE
JOURNAL STATION
WTMJ-AM-FM

NBC in Milwaukee

Represented by: **HARRINGTON, RIGHTER & PARSONS** — NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, BOSTON, DETROIT, LOS ANGELES

MORE MOVIES FOR ABC-TV

30 new post-'55s, return of 'Firestone' planned by network to pep up its Sunday evening schedule

ABC-TV last week completed a dramatic face-lifting of its Sunday night schedule for next season.

The moves were the first announced after the assumption of network leadership by Vice President Thomas W. Moore, who a week before replaced Oliver Treyz as the executive in charge (BROADCASTING, March 26).

The new programming decisions:

▪ Motion pictures—a package of 30 in all—have been purchased from United Artists Corp. for use in the 8-10 p.m. period. The transaction reportedly involved more than $6 million and features which are relatively new (certainly to tv) in that they are all post-'55 releases.

▪ A return to television of *The Voice of Firestone,* which went off ABC-TV in 1959 to the regret of the sponsor and many champions of the program. The new show will run from 10-10:30 p.m., after the movies. This series reportedly represents a billing of more than $4 million on a 52-week basis.

The motion picture deal is known to have been in the making before Mr. Moore's takeover but the network pinned the *Firestone* arrangement to Mr. Moore personally, announcing that negotiations started the day his elevation was announced.

ABC-TV has had Sunday night program troubles in the current season, and these presaged a drastic change in the lineup. In a bolstering attempt, the network initially purchased a United Artists package to run from early spring through the summer and to the start of the fall period. Advertiser interest, and NBC-TV's successful experience with 20th Century-Fox pictures in a two-hour Saturday evening block, apparently helped ABC-TV decide on its 1962-63 plans.

The network already has scheduled Howard K. Smith's news analysis for 10:30-11 p.m. (Nationwide Insurance is the sponsor), thus the bulk of the Sunday evening programming is complete.

Moore's Move ▪ Mr. Moore was quoted as saying he telephoned Firestone Tire & Rubber's advertising manager, Charles (Chuck) Ryan, in Akron on the day (March 20) he took charge of ABC-TV and proposed the series' return. It was made final a week later (March 27) at a board meeting in Akron. As a result of this sale, the half-hour *Mr. Smith Goes to Washington,* a half of which already has been sold to R. J. Reynolds Tobacco, will move to another place on the schedule.

The Firestone buy, placed through Sweeney & James, Cleveland, is for 52 weeks, starting Sept. 30.

The program announcement last week said the format would be changed and it's presumed the budget will be increased. But *The Voice of Firestone* will again be primarily a tv concert featuring music from popular operas and operettas. It will engage solo instrumentalists and singers as well as dancers in ballet and contemporary dances.

In the post-*Voice* period, Firestone has sponsored informational programs (particularly the early *Eyewitness to History* documentaries on CBS-TV).

Apparently the new series will have no permanent conductor, although Howard Barlow, long associated with the program, is expected to be a frequent guest on the podium.

The *Firestone* deal, however, is not expected to have the long-haul significance of ABC's pursuit of larger audiences and billings by using motion pictures in the sagging Sunday schedule. ABC-TV reportedly was negotiating with advertisers well in advance of the formal announcement of the feature-film deal.

The arrangement with UA will bring to the tv screen such recent and well-known features as "Vera Cruz" with Gary Cooper, Burt Lancaster and Ernest Borgnine; "The Hoodlum Priest" starring Don Murray; "The Naked Maja" with Ava Gardner and Anthony Franciosa; "Inherit the Wind" with Spencer Tracy, Frederic March and Gene Kelley; "The Horse Soldiers," starring John Wayne and William Holden, and "The Devil's Disciple," featuring Burt Lancaster, Kirk Douglas and Laurence Olivier.

It's reported that "On the Beach" (a motion picture dealing with the final days before life on earth comes to an end after nuclear warfare) also is in the package.

Not one of the 30 films selected by ABC-TV for showing next season is more than seven years old and many were released to theatres only a few years ago.

WXYZ-TV, KGO-TV buy 375 feature films

The purchase of more than 375 feature films by WXYZ-TV Detroit and KGO-TV San Francisco, ABC-TV owned outlets, was announced last week by Robert Seidelman, vice president in charge of syndication for Screen Gems Inc. The buys, in each case amounting to "close to $1 million," were described as "the largest" ever made by the stations.

Each station has bought 210 post-1948 Columbia features, 65 Universal pre-1948 films and more than 100 other features from various sources. WXYZ-TV will begin carrying the films in May and KGO-TV plans to schedule them in the early fall.



The once-familiar "Voice of Firestone," for years a prestige program to television viewers (and to radio studio audiences before tv), is coming back on ABC-TV next fall. Howard Barlow, who is pictured here with his orchestra, probably will appear on the new series from time to time.



DIVIDE—and PROSPER

WMAL-TV sales manager Neal Edwards took a winter vacation in Florida this year and decided to try his hand at a little property speculation while he was on the spot.*

One rainy (Florida Chamber of Commerce, please pardon the expression) day, he drove to a booming retirement community and bought an attractive piece of beach front land for $243. He divided it into a number of small equal parcels and, before his vacation was over, sold them all at the very low price of $18 each.

His gross profit on the deal was exactly equal to the original cost of 6 units. Into how many parcels had he divided the piece of land?

Work this one out on the back of a timetable while you're waiting for the next plane to Florida. Some neat symbolic embodiment of the Sunshine State will be your reward.

** While* we're *on the spot, we'd like to point out that there's no speculation involved in buying spots on WMAL-TV. There's a sure profit to be had from minute participations on one of WMAL-TV's 4 daily half-hour news programs: 1:30 p.m., 6:00 p.m., 7:00 p.m. and 11:00 p.m. Ask the man who's bought them. Better still, put in a call to your H-R television representative.*

Puzzle adaptation courtesy Dover Publications, N. Y. 14, N. Y.

wmal-tv abc
Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

GIANT STEPS FOR

Now in syndication on an exclusive, one-to-a-market basis, these great new Programatic features give your station audience-building, sponsor-attracting individuality and a full range of entertainment available nowhere else.



"That's Entertainment"

STARRING

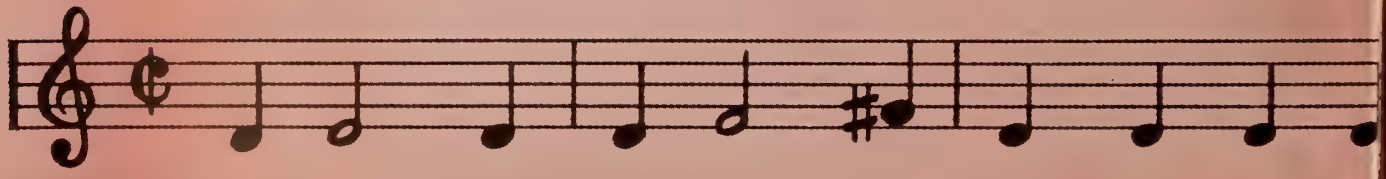
SAMMY DAVIS, Jr.

The Star

SAMMY DAVIS, JR.—dynamic entertainer, star of radio, television, stage, screen and night clubs, one of the most original and inventive talents of show business today, now available for **one full hour,** five times a week, exclusively in your market.

The Program

Sammy Davis takes your audience backstage at his club dates, in the recording studios and sound stages of Hollywood to meet many of his legion of friends. It's fast-paced, spontaneous and song-filled. Here's a sure-fire audience-builder. This program can be yours, **exclusively** in your market.



AUDIENCE-BUILDERS FROM THE NEW-

FM PROGRAMMING



O—VATION music

AUTOMATED FOR FM
WORLD'S FINEST ADULT MUSIC
NEWLY RECORDED IN FULL FIDELITY

O-Vation Music—sparkling new tunes plus personalized new format represents the finest automated radio service available. Geared to today's mature audiences and to FM programming needs, each 8-hour O-Vation Music tape plays exciting new instrumental and vocal arrangements drawn from the great talent of the world. It's the economical way for a broadcaster to separate FM from AM programming. Played on the superb Programatic equipment you are assured of beautiful music reproduced with true tonal qualities.

O-Vation's flexibility allows the insertion of any number of local broadcasts, news breaks, commercials and public service programs.

Only Programatic equipment is specially designed to play O-Vation Music to maximum advantage. Programatic starts and stops O-Vation tapes automatically. It pre-selects other broadcast material, including desirable public service programs, and automatically injects them at times **you** select. From the small local broadcaster to big city giants, FM **or** AM this means great savings in manpower and operating costs. O-Vation Music is available to only **one** station per market. Make it yours and open new horizons of audience potential and profit potential.

SEE PROGRAMATIC IN ACTION! VISIT THE PROGRAMATIC EXHIBIT AT BOOTH 8E, N.A.B. CONVENTION. FOR RELAXATION AND A CHANCE TO GET TOGETHER DROP IN TO PROGRAMATIC, SUITE 605 AT THE CONRAD HILTON.

Programatic's syndicated shows originate at KRHM, Los Angeles
Harry Maizlish Station for Southern California

Programatic®

an International Affiliate of Wrather Corporation

For complete details and audition tapes, send in this coupon, today.

Programatic Broadcasting Service
Exclusive Sales Representatives
Dept. D
229 Park Avenue South, New York 3, N.Y.

I am interested in the Sammy Davis, Jr. program and other Programatic exclusives for my market. Send me full details.

NAME_____

STATION_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

Film sales...

Keyhole (Ziv-UA): Sold to WOR-TV New York; WDSU-TV New Orleans, and WRAL-TV Raleigh, N. C. Now in 46 markets.

Lockup (Economee Programs): Reruns of 78 episodes of Ziv-UA series are now being offered. Sold to WNEW-TV New York. Now in one market.

Great Music From Chicago (WGN-TV Chicago): Sold to stations in Argentina and Uruguay as well as CBUT-TV Vancouver, B. C. South American sales made through Tele-Organizacion Americana, New York. Series features Chicago Symphony Orchestra under Fritz Reiner and guest conductors. Now in 15 U. S. markets.

Dragnet (MCA-TV): Sold to KRLD-TV Dallas; KTSM-TV El Paso; WEHT (TV) Evansville, Ind., and WATE-TV Knoxville. Now in 40 markets.

Frontier Circus (MCA-TV): Sold to WXYZ-TV Detroit. Now in 11 markets.

Pioneers (Peter M. Robeck & Co.): *Death Valley Days* reruns sold to WNEM-TV Saginaw-Bay City, Mich.; KFSA-TV Fort Smith, Ark.; WEAU-TV Eau Claire, Wis.; WLWC (TV) Columbus, Ohio; WBIR-TV Knoxville, Tenn.; WTOC-TV Savannah, Ga.; KTVO (TV) Ottumwa, Iowa; WCBI-TV Columbus, Miss.; WLBZ-TV Bangor, Me., and KWHT-TV Goodland, Kan. Now in 133 markets in U.S. and Canada.

Milestones of the Century (Cinema-Vue Corp.): Pathe News-produced series sold to WABC-TV New York. Now in over 50 U.S. markets.

CBS-TV buys 'Rin Tin Tin'

CBS-TV has purchased Screen Gems' *The Adventures of Rin Tin Tin* for network showing Saturdays, 11-11:30 a.m. beginning in September. The network has contracted for 164 episodes for 52 weeks, which are expected to be made available to participating advertisers.

The Adventures of Rin Tin Tin made its network debut on ABC-TV in 1954 under the sponsorship of the National Biscuit Co., and continued there until the fall of last year.

KRCA producing space series

Focusing on latest space developments, KRCA (TV) Los Angeles has launched a new monthly series, *Survey in Space,* featuring Roy Neal, NBC news correspondent and space authority. Series started Saturday (March 31) at 7-7:30 p.m., with "Kitty Hawk to Canaveral," which traced the history of aviation. Future programs will have space experts and scientists as guests. Series is produced by KRCA in cooperation with Douglas Aircraft Corp. Roy Neal is executive producer; Don Davis, KRCA staff director, is director-producer; George Van Volkenburg, independent writer on aviation, is doing the scripts. The same team worked together on *Space Log,* former KRCA series which *Survey in Space* pre-empts. NBC tv stations in New York, Boston and Philadelphia have been broadcasting *Space Log* on a delayed basis, using recordings made at KRCA, and the new series may also be syndicated in like fashion.



This woman will help spend $40,000,000 for groceries this year!

She is one of the quarter-million people who live in the Hattiesburg-Laurel television market. As a group, these people spend $188,000,000 in annual retail sales, $40,000,000 of which crosses the grocery counter.

According to the 1961 Nielsen Coverage Study, these same people view **WDAM-TV** more often than any other television station. They are influenced by **WDAM-TV**. They buy **WDAM-TV** advertised products.

Who is watching your commercial in Southern Mississippi tonight?

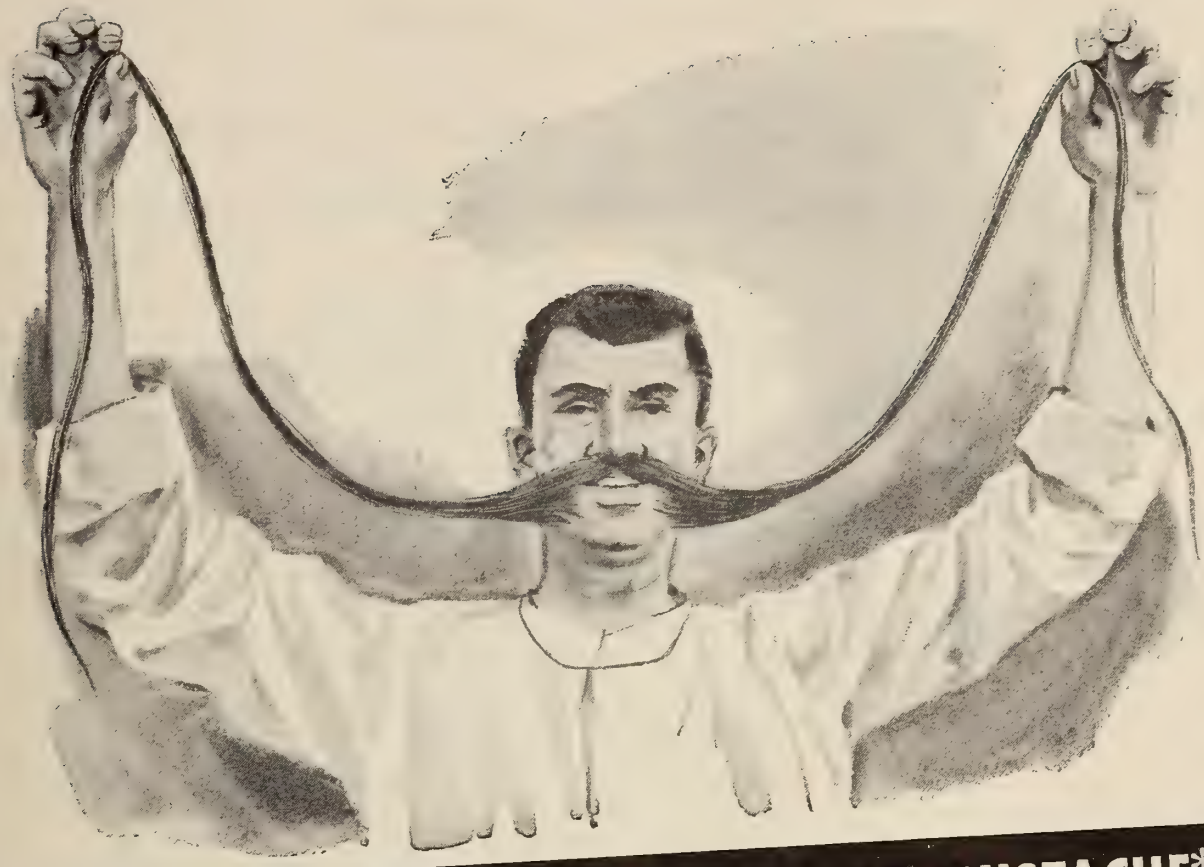
WDAM-TV Channel 7 NBC - ABC

HATTIESBURG-LAUREL, MISSISSIPPI

Represented nationally by Weed Television Corporation

the single most important call you can make at the convention

Radio Concepts Inc., Suite 1135A Conrad Hilton Hotel



YOU MAY NEVER GROW THE LONGEST MUSTACHE*—

BUT... With WKZO Radio You'll Cover The Face Of Greater Western Michigan!

In *every one* of 360 quarter-hours between 6 a.m.-Midnight, Mon. thru Fri., WKZO outpulls all competitors in Kalamazoo-Battle Creek and Greater Western Michigan. (Pulse, Sept., 1961.)

The 1961 NCS Advance Listing credits WKZO with reaching 40.4% more homes *than all other Kalamazoo stations combined.*

Greater Western Michigan is a fast-growing market. Kalamazoo alone is expected to outgrow all other U.S. cities in personal income and retail sales between 1960 and 1965. (Sales Management Survey, June 10, 1960.)

Ask your Avery-Knodel man for all the facts!

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA — SEPTEMBER, 1961
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	18	7
12 NOON - 6 P.M.	24	16	9
6 P.M. - 12 MIDNIGHT	34	13	13

**The mustache of Masudiya Din of India measures 8½ feet from tip to tip and is still growing.*

AM-TV-FM

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

IRE hears Sarnoff global science plan

70,000 RADIO ENGINEERS ATTEND 50TH ANNIVERSARY CONVENTION

Brig. Gen. David Sarnoff, RCA board chairman, outlined his proposal for a "Free World Community of Science," a mobilization of the research skills of the noncommunist nations for "a scientific victory for peace," last Wednesday (March 28).



Gen. Sarnoff

In an address at the 50th anniversary banquet of the Institute of Radio Engineers in New York, attended by some 1,300 radio pioneers and engineering specialists from five continents, the RCA chairman said that communist claims of scientific superiority are false, and asked for a demonstration of "the qualitative and quantitative superiority of free science across the board."

He said the U. S. "might properly take the lead" in establishing such an organization, which initially could embrace Western Europe, North and South America, Australia and Japan, but any country which permits free scientific inquiry would be "welcomed."

Gen. Sarnoff suggested five broad categories for research: genetics and heredity; communications and space, looking toward a new cosmic satellite communications system transmitting sight and sound anywhere on earth or in space; conversion of salt water to fresh; new sources of food to be harvested from the oceans, and new sources of energy leading to practical use of nuclear fusion.

For support of the "Community of Science" plan, Gen. Sarnoff, a former officer of IRE, said organizations such as IRE can play a vital role in its development; "first by proclaiming their support of it and then by counseling on organizational problems during the formative phase. It would also be within their province to propose suitable projects, to recommend the most qualified scientists and engineers, to help evaluate progress, and to suggest promising avenues of exploration."

The RCA chairman's speech was heard by a relatively small segment of the nearly 70,000 engineers and scientists who attended the IRE's international convention and radio engineering show last week. Some 850 companies exhibited an estimated $15 million worth of the latest electronic equipment at the New York Coliseum, and a program of 240 papers were given in 54 sessions at either the Waldorf-Astoria Hotel or the Coliseum. The theme throughout the four-day convention was "The Golden Age of Electronics," a satute to the founding of IRE 50 years ago.

Satellite Tv 'Waste' ▪ One of the IRE talks on satellite communications discounted the need for and the feasibility of direct intercontinental tv broadcasts to conventional home receivers from an orbiting satellite. Richard G. Gould of the Stanford Research Institute in Menlo Park, Calif., indicated that a project of this magnitude would represent a "waste" of millions of dollars. Although the purpose of satellite tv would be for "instantaneous broadcast," this is not needed "and we don't have it in the U. S. today—everything's on tape," he said.

Mr. Gould said the preparation of a good educational tv program takes about six months and the efforts would be wasted when the time and language differences of the potential audiences via satellite broadcasts are considered. The present national tv networks are satisfactory and in many areas it would be better just to present a film of the program, he said. He said there are frequency allocation problems as well as inadequate transmitter power. He said the required power has been calculated for several coverage situations on both a vhf and a uhf channel and these powers are significantly above the capability of even the proposed 60-kw nuclear reactor except for coverage of limited areas on the ground.

Double by 1972 ▪ Patrick E. Haggerty, IRE president, and president and director of Texas Instruments Inc., Dallas, last week offered a forecast of the electronic industry's growth in the next decade. He estimated that by 1972 the total market volume will almost double that of 1961 which was $11.7 billion, or 2.2% of the gross national product. "In today's dollars the 1972 volume should be over $20 billion and an appreciably larger percentage of the GNP," he said.

Separating the industry into three different markets, Mr. Haggerty said the present consumer market of $2 billion should increase to $3.4 billion. Government (military, space and other) should increase from $6.9 billion in 1961 to $10 billion by 1972 and the consumer market will grow from 1961's $1.9 billion to $5.4 billion.

Among the awards for scientific achievements presented by IRE for 1962 was the medal of honor, which is the highest annual technical award in the field of electronics, to Edward V. Appleton, principal and vice chancellor of the U. of Edinburgh, Scotland, for pioneer work in investigating the ionosphere by means of radio waves.

IRE-AIEE Merger ▪ Officials of the IRE and the American Institute of Electrical Engineers met last Monday for an open symposium to answer questions members of either society might have on the proposed consolidation of the two organizations. The merger is now in the hands of the members.

The constitution of the new organization (tentatively called the Institute of Electrical and Electronics Engineers), the principles of consolidation, the agreement to merge and proxy ballots will be sent to both memberships by May 4. Their decisions may be announced by June 18. The constitution cannot be completed until Jan. 1, 1963, and until that time either society may withdraw from the merger.

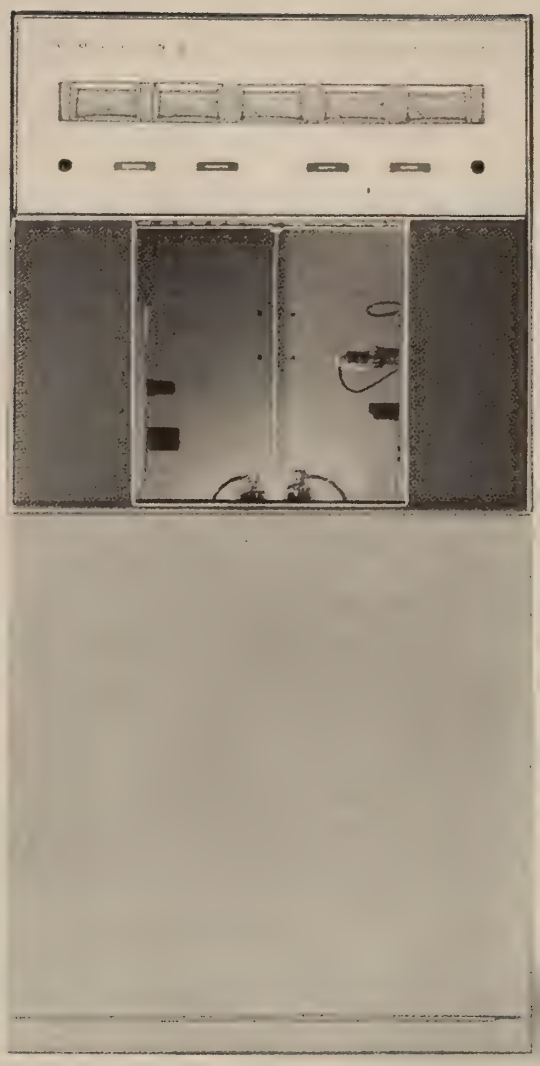
TWO FIRMS POOL BROADCAST PRODUCTS

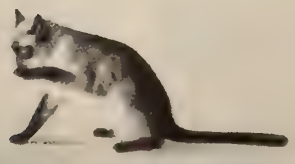
ITA, EMI Ltd. join to offer 'complete' radio-tv line

Two equipment manufacturers last week announced a plan to sell and service each other's broadcast products. The pooling of product lines by EMI/US Ltd., Los Angeles, and ITA Electronics Corp., Lansdowne, Pa., is effective immediately, according to A. Bruce Rozet, vice president and general manager of EMI/US, and Bernard Wise, president of ITA Electronics.

The arrangement, it was said, offers the broadcast industry a complete am-fm-tv product line. Spokesmen said the combined space of the two companies at the NAB exhibit this week in Chicago will form the largest broadcast equipment display at the convention, and a number of new products will be introduced.

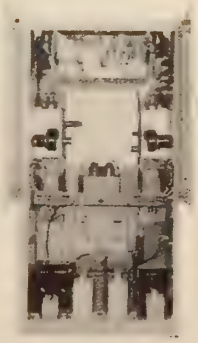
ITA will start marketing the following EMI/US equipment: tv cameras, color and black-and-white; image orthi-





Why is the handsomest,* best-built transmitter in town also the loneliest ?

Because transmitters get fussed over only when they break down, and Collins transmitters have a proven record of less down time than any others. ■ The Collins 20V-3 1,000/500/250-watt AM Transmitter incorporates the time-proven circuitry of the 20V-2, with which you may be better acquainted. And, like all Collins transmitters, it's completely tested on your frequency *before* delivery. ■ Write us today for complete information.



COLLINS RADIO COMPANY • CEDAR RAPIDS • DALLAS • BURBANK • NEW YORK

* Collins' transmitter design won the Award of Excellence at the 1961 Western Electronic Show & Convention.

COLLINS

See the 20V-3 and the rest of Collins' complete line at the N.A.B. Convention April 1-4 in Chicago

con and vidicon; all-solid-state switching systems, transistorized video monitors, sync generators, transistorized audio consoles, microwave equipment, transistorized portable tape recorders, transistorized console tape recorders, camera tubes, video recording tape and audio tape. EMI/US under the new arrangement will market ITA's am-fm-tv transmitters and fm and tv antennas.

EMI/US, a wholly owned electronics subsidiary of Capitol Records Inc., is the major U. S. supplier of electronic components and systems manufactured by EMI Electronics Ltd. of England. A substantial interest in ITA is held by Triangle Publications Inc., which owns a number of national magazines, newspapers and radio-tv stations. Both equipment organizations maintain sales offices across the country.

Technical topics...

Name change ▪ Continental Manufacturing Co., Omaha, Neb., has changed its name to McMartin Industries Inc. The firm, which manufactures fm broadcast monitors, fm multiplex receivers and transistorized audio/PA amplifiers, will continue to be located at 1612 California St., that city. Earlier (BROADCASTING, March 12), the name change inadvertently was reversed.

For closed circuit ▪ Blonder-Tongue Labs., Newark, N. J., has developed a new, portable tv console for closed circuit systems. The console, which can be wheeled from room to room, is called the Porta-Studio, model ST-1 and lists at $5,950. Designed as a miniature studio for schools and industry, the unit contains a transistorized camera and microphone for picking up audio and video reception. Blonder-Tongue also introduced model ST-2, listing at $6,500. It features inputs for two cameras.

Tape cleaner ▪ Rapid cleaning of both blank and recorded tape is accomplished by the Model E Magnetic-tape Cleaner, a new product manufactured by Cybetronics Inc., Waltham, Mass. In a single pass, the unit removes lint, dirt, loose oxide or mylar particles from both sides of the tape. The cleaning process is entirely dry. The unit also functions as a tape rewinder. Its dimensions are 19x14x8 inches and can be operated either rack mounted or as a portable table model.

Fair year ▪ Dynamics Corp. of America, New York, reports moderate gains in earnings for the fiscal year ended Dec. 31, 1961, on sales just short of 1960's record levels. Sales of the diversified electronics company were $47,517,284 for 1961, compared with the all-time high of $48,676,897 in 1960. Net earnings after taxes were $1,922,714.

Receiver production rose during 1961

Tv and radio set production dropped in January of this year compared to December of 1961, but both totals were higher than January 1961 figures.

Announced by Electronic Industries Assn. last month, were these figures for tv and radio production:

Period	Tv	Radio
Jan. 1962	488,869*	1,350,630**
Jan. 1961	367,935	1,090,073

*Includes 39,609 tv receivers with uhf tuners compared to 25,270 in January 1961.
**Includes 530,589 auto radios and 76,510 fm sets compared with 387,136 auto radios and 50,421 fm radios in January 1961.

THE MEDIA

Now, about those dwindling tv profits

CBS-TV TELLS AFFILIATES HOW PROGRAM COSTS CUT NETWORKS' TAKE

The profit squeeze on all three tv networks was defined in dollar terms last week in a letter from CBS-TV to its affiliates.

The stations were told that unless some solution is found—which obviously means that unless stations are willing to carry more of the financial load—the pinch will either get worse or network programming will suffer. This is the alternate, it was made clear, because programming is the networks' biggest expense item and almost certainly will continue to become more costly if maintained at its present levels.

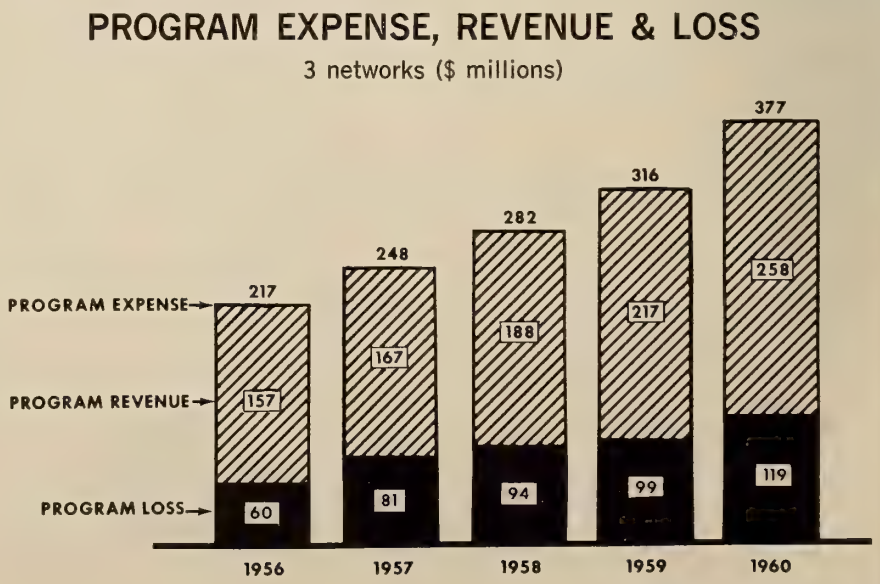
"In 1960," the letter noted, "the networks made 61% of the total program expenditures and received only 14% of the total profits." Moreover, it was pointed out, the networks' share of the profits has declined steadily while their part of the program costs has been going up.

The letter, signed by William B. Lodge, vice president for affiliate relations and engineering, said CBS-TV has no solution to propose at this time but that one must be found soon.

"This imbalance," Mr. Lodge wrote, "creates a problem which will have to be faced before too long because network program costs almost certainly will continue to rise if television programming is not to suffer.

"It is just as important to the network's affiliates as it is to the network itself that there be no decrease in program effort. We can bewail the cost of talent, expenditures on program development, the price of NFL or NCAA football, the expense of worldwide news coverage or the million dollars we spent in covering Col. Glenn's space flight. But we can't avoid such costs and maintain leadership."

A Solution ▪ Mr. Lodge said that if CBS-TV finds a potential solution that "looks fair and workable" it will discuss the idea with the CBS-TV affiliates board. He told the affiliates that CBS-



PROGRAM EXPENSE, REVENUE & LOSS
3 networks ($ millions)



Look who has the harem now...!

(DEC., 1961 PULSE FARGO-MOORHEAD)

KXGO has more wimmin in ten of twelve hours measured!

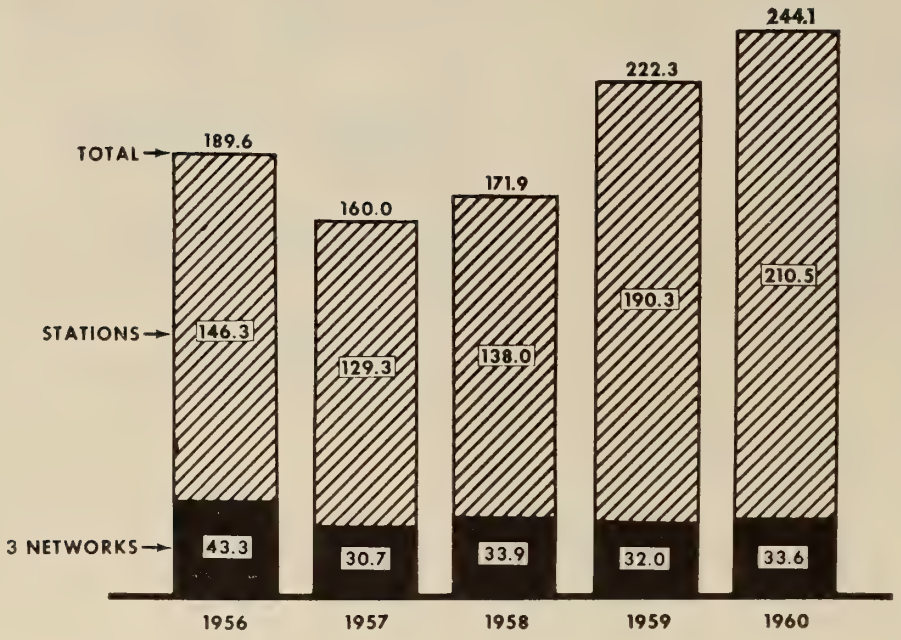
- KXGO has more adults in eight of twelve hours measured.
- KXGO has more listeners in ten of twelve hours measured.
- KXGO wins eleven of twelve hours measured in average quarter hour ratings.

THE NEW FARGO-MOORHEAD PULSE (DEC., 1961) PUTS KXGO IN FIRST PLACE OVER 83% OF THE TIME BETWEEN 6:00 A.M. AND 6:00 P.M.

KXGO RADIO

NORTH DAKOTA BROADCASTING CO., INC.
BOX 1231, FARGO, NO. DAKOTA

Represented nationally by Gill-Perna. In Minneapolis, Wm. L. Hurley, 1100 Roanoke Bldg.



TV "would, of course, welcome any suggestions or comments you may have."

The overall problem is almost sure to be the center of much discussion at the annual convention of CBS-TV affiliates, to be held May 3-4 at the Waldorf-Astoria in New York. CBS-TV authorities have said they do not know whether they will have any specific proposal to make by that time.

With Mr. Lodge's letter affiliates received three charts prepared from FCC figures tracing (1) networks' program exenses, revenues and losses, and (2) the pre-tax profits of networks and stations, both for the five-year period from 1956 through 1960, and (3) a breakdown of "where the 1960 revenue dollars went" in terms of networks as compared to stations (tables are reproduced on this page).

The problem treated in the letter and tables is one that has been worrying all three tv networks for some time (BROADCASTING, Dec. 11, 1961). The "profit squeeze" as it's related to CBS-TV was a substantial factor in that network's presentations to its affiliates at their convention a year ago.

All three networks have been expected to come up at almost anytime with some plan to equalize the so-called "economic imbalance" by adjusting current systems of station compensation.

Mr. Lodge noted that, according to the FCC's figures, the three-network program expenses rose from $217 million in 1956 to $377 million in 1960—"an increase of $160 million or about 75%"—while the networks' program losses "practically doubled, jumping from $60 million in 1956 to $119 million in 1960."

Mr. Lodge said that although individual network figures are kept confidential, "I can state that the growth in CBS-TV network's unrecovered program cost parallels that described. I should add that the moderate growth in time sales in recent years has not offset the more rapid growth of the network's unrecovered program costs."

Costs Up, Profits Down ▪ Meanwhile, he continued, the three networks' combined profits slid from $43.3 million to $36.6 million between 1956 and 1960 while stations' combined profits rose from $146.3 million to $210.5 million (see chart above).

Mr. Lodge said that in these computations network-owned stations were counted with independently owned stations, not as part of the network totals, because "their network rates, station compensation and other financial dealings with the networks are handled in the same manner as those of other stations." He also stressed that the changes in profit position "cannot be accounted for by added stations, since the number [of stations] reported increased by only 56 during the period."

Programming cost the networks $377 million and the stations $239 million. Network payments to stations amounted to $162 million. "Other expenses" included technical, administrative, selling, commissions and similar costs and amounted to $154 million for the networks and $448 million for the stations.

Mr. Lodge's letter said the material it contained, including the charts, is the same information presented by the network to members of the affiliates advisory board at a meeting on March 15. It was being distributed to all affiliates at the suggestion of the advisory board, he said, "because these matters will require constructive and informed consultation at some future occasion" to solve "a serious economic problem now facing television broadcasting."

Kaiser to enter uhf on mainland

Kaiser Industries, currently operating KHVH-AM-TV Honolulu and KHJK (TV) Hilo, both Hawaii, is planning to invade continental U. S. television in the uhf field. Applications are now being prepared for channels in five major markets, Richard C. Block, vice president of Kaiser Hawaiian Village Television, Kaiser's tv subsidiary, said last week.

"We believe that the future of television lies in the uhf field," Mr. Block said. "We've been making market studies and engineering surveys in five major markets where we are now settling on transmitter sites and preparing applications, which we expect to file with the FCC within the next few weeks."

The decision to pioneer in major market uhf, a field largely neglected to date after early uhf operations had found themselves unable to compete with vhf stations in the same markets, was reached well before the current drive for legislation to require all-channel tv sets, Mr. Block said. He admitted he feels such a law would be a real help to uhf. He emphasized that the Kaiser move into uhf does not mean any dissatisfaction with vhf or any feeling that this part of the tv spectrum is going to be abandoned. "It's just that we feel that the trend toward uhf is here and we want to get in on it." He said he hopes Kaiser's move into uhf would encourage others to join.

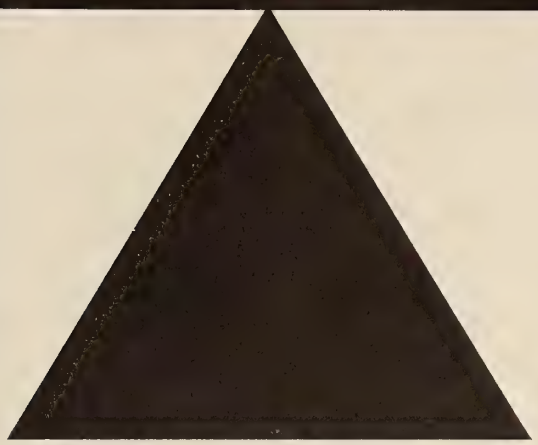
Mr. Block said Kaiser is also looking at vhf properties and am radio stations, for possible acquisitions in the continental U. S.

Petry tv clients gave $33 million in time

The 32 television stations represented by Edward Petry & Co. donated more than $33 million in time and talent for public service broadcasts during 1961, according to a survey released yesterday (April 1) by the Petry organization. In comparison with a similar study made in 1959, Petry-represented tv stations were said to have increased their contributions 81% in 1961.

A breakdown by Petry shows that

BALANCED PROGRAMMING



Successful broadcasters know it calls for talent, planning and a musical repertory of variety and distinction.

During the NAB Convention, hear these sales-packed, easy-to-use albums at the SESAC Hospitality Suite 1206, Conrad Hilton Hotel.

THE "DRUMMERS"*
MONEY-MAKING MUSICAL PROGRAM AIDS, POP — COUNTRY & WESTERN

SESAC RECORDINGS*
ALL-NEW LP ALBUMS, DESIGNED TO GIVE YOUR STATION THE BEST IN MODERN HI-FI SOUND

"JUST A MINUTE!"
SIXTY-SECOND SHOWSTOPPERS FOR THOSE HARD-TO-FILL PROGRAMMING SLOTS

"REPERTORY RECORDINGS"
WIDELY ACCLAIMED 45 RPM ALBUMS

SPECIAL PACKAGES
INTRODUCING "MOOD MAGIC," A 1962 NAB CONVENTION FIRST. ALSO "INSTANT SPORTS MUSIC," "A GOSPEL SING" AND "CHRISTMAS SONGS AND SYMBOLS"

SESAC INC.
10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.

THE BEST MUSIC SESAC IN AMERICA

*trademarks

the civic-groups category was the leader in the stations' spending, amounting to $4,976,100. Other categories were: education, $4,689,394; religion, $4,055,116; medical and mental health, $3,720,290; Advertising Council projects, $3,045,301; Community Chest, $2,792,065; news specials, $2,383,241; documentary and special information, $2,200,936, and miscellaneous, $4,154,276.

The survey says that 26% of the public-service programming donated by the Petry-represented outlets in 1961 was in areas which had received no mention in the earlier survey.

'Sportscaster of Year' is Nelson—again

Lindsey Nelson of NBC, now the voice of the New York Mets baseball team, has been named Sportscaster of the Year by the National Sportscasters & Sportswriters Awards, Salisbury, N.C.

Mr. Nelson, winner of the award for the third consecutive year (its entire existence), will be honored at the third annual Nation Sportscasters & Sportswriters Award banquet at Catawba College, Salisbury, N.C., April 3. He was selected for the honor over 50 state winners.

The state winners were selected by ballots mailed out to sportscasters by the committee last November. Each sportscaster was to vote for one colleague in his own state and for the man he felt had done the most for the profession on the national level.

The 50 state winners and their affiliates:

Alabama—Buddy Rutledge, WAPI Birmingham; Alaska—Ed Stevens, Anchorage; Arizona—Bob Vache, KTAR Phoenix; Arkansas—Bud Campbell, KARK-TV Little Rock; California—Vin Scully, KFI Los Angeles; Colorado—Jack Finlayson, KVOR Colorado Springs; Connecticut—Bob Steele, WTIC Hartford; Delaware—Bob Kelley, WDEL Wilmington; Washington, D. C.—Bill McColgan, WTOP-TV; Florida—Walt Dunbar, WFGA-TV Jacksonville.

Also, Georgia—Ed Thilenius, WAGA-TV Atlanta; Hawaii—Frank Valenti, KGMB Honolulu; Idaho — Doyle Cain, KFXD Nampa; Illinois—Jack Quinlan, WGN Chicago; Indiana—Hilliard Gates, WKJG, Ft. Wayne; Iowa—Gene Claussen, KXIC Iowa City; Kansas—Tom Hedrick, Kansas U. Sports Network; Kentucky—Claude Sullivan, WVLK Lexington; Louisiana—Mel Leavitt, WDSU-TV New Orleans; Maine—Don MacWilliams, WCHS-TV Portland; Maryland — Chuck Thompson, National Brewing Co., Baltimore.

Also, Massachusetts—Curt Gowdy, WHDH Boston; Michigan—Van Patrick, WKMH Dearborn; Minnesota—Ray Scott, Minnesota Twins, Minneapolis-St. Paul; Mississippi—Jack Cristil, WELO Tupelo; Missouri—Joe Garagiola, KMOX St. Louis; Montana—Jerry Johnson, KOOK Billings; Nebraska—Bob Zenner, KOLN-TV Lincoln; Nevada—Chuck Hill, KORK and KLRS-TV Las Vegas; New Hampshire—Donn Tibbetts, WGIR Manchester; New Jersey — Ted Webbe, WNTA Newark; New Mexico—Connie Alexander, KOB Albuquerque; New York—Chris Schenkel, ABC and CBS; North Carolina—Bill Synder, WSOC Charlotte; North Dakota—E. J. Anderson, KFYR Bismarck.

Also, Ohio—Ken Coleman, WDOK Cleveland; Oklahoma—Bill Platt, KSPI Stillwater; Oregon—Bob Blackburn, KPOJ Portland; Pennsylvania — Bill Campbell, WCAU Philadelphia; Rhode Island, Chris Clark, WPRO Providence; South Carolina—Bob Fulton, WCOS Columbia; South Dakota—Danny Olson, KSOO-TV Sioux Falls; Tennessee—George Mooney, WKGN Knoxville; Texas—Kern Tips, Humble Network, Houston; Utah—Paul James, KCPX Salt Lake City; Vermont—Tony Adams, WCAX-TV Burlington.

Also, Virginia—Frank Messer, WRVA Richmond; Washington—Rod Belcher, KING Seattle; West Virginia—Jim Thacker, WSAZ Huntington; Wisconsin — Mike Walden, WTMJ Milwaukee; Wyoming—Leo Morris, KVWO Cheyenne.

Pioneers offer facility to tape reminiscences

The Broadcast Pioneers' Oral History Project will have facilities at the NAB convention Tuesday afternoon and all day Wednesday (April 3-4) for qualified pioneers in broadcasting and allied fields to tape their reminiscences. According to Carl Haverlin, chairman of the project, WGN-AM-TV Chicago is contributing the personnel and equipment for the taping sessions.

All material gathered will be processed by Dr. Lewis Starr, director of oral history research, Columbia U., New York, and will be preserved in Columbia's archives for use by writers and historians.

All pioneers who have a story to tell will find the project in private dining room 10 of the Conrad Hilton Hotel.

Changing hands

ANNOUNCED ▪ *The following sale of station interest was reported last week subject to FCC approval:*

▪ WVUE-TV New Orleans, La.: 40% interest sold by estate of late Chester Owens to WSTV Inc. for $850.000. WSTV Inc., owned by United Printers & Publishers, owns WSTV-AM-FM-TV Steubenville, Ohio; WBOY - AM - TV Clarksburg, W. Va.; WRGP-TV Chattanooga, Tenn.; WPIT-AM-FM Pittsburgh, Pa.; WSOL Tampa, Fla., and WRDW-TV Augusta, Ga. The group is selling its KODE-AM-TV Joplin, Mo., to James S. Gilmore of Kalamazoo, Mich., for $1.85 million (AT DEADLINE, March 26). WVUE-TV, founded in 1959, is operating temporarily on ch. 13 (from Biloxi, Miss.). Majority

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WFIL-TV documentary

Roger W. Clipp (l) vice president, broadcast division of Triangle Publications Inc., presents a copy of a color documentary film, "Battleground: North Atlantic," produced by WFIL-TV Philadelphia, to Admiral Robert L. Dennison of NATO's Supreme Allied Command, Atlantic (SACLANT).

The film, which won a special SACLANT award for the station, is available to other U. S. television stations free through Television Affiliates Corp. Triangle Stations: WFIL-AM-FM-TV Philadelphia; WFBG-AM-FM-TV Altoona, WLYH-TV Lebanon, both Pennsylvania, WNBF-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn.; KFRE-AM-TV and KRFM (FM) San Diego.

stockholder of WVUE-TV is Joseph A. Paretti and associates.

APPROVED ▪ *The following transfer of stations interest was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 128).

▪ KPIG Cedar Rapids, Iowa: Sold by John C. Kelly and group to Black Hawk Broadcasting Co. for $195,000 and agreement not to compete. Black Hawk owns KWWL-AM-TV Waterloo, Iowa, and KAUS-KMMT-TV Austin, Minn. Chairman Newton N. Minow and Commissioners Robert T. Bartley and Frederick W. Ford dissented.

Tice opens new sales office

J. Olin Tice Jr., president of Olin Tice Stations, last week announced the opening of a national sales office to be known as Tico Enterprises Inc., 3504 Time-Life Building, New York 20. Joe Morris, national sales manager for the Tice stations, will be in charge of the new office.

Tice stations: WBAZ Kingston, N. Y.; WKEN Dover, Del.; WKTC Charlotte, N. C.; WCAY Columbia, S. C.

CBS stations to repeat foreign tv exchange

CBS-owned tv stations and several overseas organizations will conduct a second International Program Exchange this summer.

The stations' contribution to the exchange will be a full-hour musical program with Eugene Ormandy and the Philadelphia Orchestra, produced by WCAU-TV Philadelphia.

Seven overseas broadcasters will contribute musical programs, each of which will be seen in all the participating countries. In America, the programs will be presented on *The International Hour,* a weekly series scheduled to begin in early May on the five CBS-owned stations: WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago WCAU-TV Philadelphia and KMOX-TV St. Louis.

Broadcasters participating in the exchange are: PROARTEL of Argentina, Australian Broadcasting Commission, Canadian Broadcasting Corp., Independent Television for South Wales & West England (TWW), Radiotelevisione Italiana (RAI), Tokyo Broadcasting System and Telesistema Mexico.

WABH goes on the air

WABH Deerfield, Va., a daytime station owned by Deerfield Broadcasting Co., went on the air early in March. The station operates with 1 kw on 1150 kc.

Its format consists of country and gospel music and farm features. It has no network affiliation. The personnel includes David G. Hendricks, general manager; Ralph Hamilton, station manager, and J. L. McFarland, chief engineer.

Real robbers for real cops

New York City's Police Dept. is experimenting with television as a training aid.

Twenty 23-inch receivers have been loaned to it by WNYC New York to be used for in-service training films and telecasts of police line-ups and other special programs from WUHF (TV) New York. The police line-ups will be telecast "scrambled" by WUHF. Six of the sets are equipped with decoders to receive the scrambled telecasts.

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U. S. TV A RATINGS SLAVE?

BBC's Greene makes charge at duPont awards event; KING-TV, KPFK(FM), Agronsky receive top honors

American broadcasters who claim to be seeking freedom are subjecting themselves to the tyranny of ratings, H. Carleton Greene, director-general of the British Broadcasting Corp., said at the Alfred I. duPont Awards Foundation Dinner in Washington, D. C., last week.

This year's duPont winners for excellence of broadcasting in the public interest were KING-TV Seattle, Wash.; KPFK (FM) Los Angeles, and NBC's Martin Agronsky (BROADCASTING, March 19). Commendations also went to WHAS Louisville, WCAU-TV Philadelphia, and WTHI-TV Terre Haute, Ind.

Ratings tell broadcasters only how many people viewed a program, not why they watched or how much they enjoyed the program, the BBC head said; these are "vital pieces of information in the planning of a responsible broadcasting service." The public is composed of individuals with many interests, Mr. Greene emphasized, and a program which means a lot to several million viewers should not be considered a failure because many other millions watched another program at the same time.

Mr. Greene quoted Lord Reith, the first director-general of the BBC: "He who prides himself on giving what he thinks the people want is often creating a fictitious demand for lower standards which he will then satisfy."

BBC Raised Tastes ▪ The BBC in some 25 years of television developed programs of classical music, Shakespeare and archeology for which there was no manifest "popular demand" at the time and gradually educated viewers to an appreciation and appetite for these subjects, Mr. Greene said.

The filmed westerns and action-adventure shows America is exporting to tv stations throughout the world is undoing much of the good done by United States foreign aid programs, Mr. Greene claimed. Countries with emerging tv systems and limited facilities are inclined to use this product because the programs are cheap and inexhaustible in supply, Mr. Greene said. "The result is that night after night around the world people are huddled around television sets . . . to watch westerns and crime and adventure series, and not always the best of their kind."

The BBC officer praised U.S. tv documentaries—"models of fairness, honest outspokenness and, when called for, self-criticism,"—but warned that idealistic young people in Asia, Africa and Latin America would prefer such programs to the plethora of westerns because they "want more from television than the ideals of Tombstone and Dead Man's Gulch."

In accepting his award, Mr. Agronsky said, "All of us in the news business ought to remember that our primary responsibility is to the man who buys his newspaper or turns on his radio expecting us to give it to him."

Too Late ▪ "I can't remember a single report I thought was really important, which after I had made it, satisfied my own standards of 'whole truth'. . . . I could have provided a better prospective. And times without number, at almost the very moment the announcer signed off, there has flashed through my mind . . . the word or phrase I had groped for just before air time."

Mr. Agronsky said objectivity can become an 'intellectually debilitating fetish' which can be carried to a point where it can exclude judgment or opinion. He said it is a function of the commentator to comment and that freedom of opinion must be encouraged, not throttled.



At the duPont awards dinner last Monday night (l to r): Fred Cole, president, Washington & Lee U.; Martin Agronsky, NBC; H. Carleton Greene, director-general, British Broadcasting Corp.; Stimson Bullitt, president, KING-TV Seattle, and Trevor Thomas, manager of KPFK (FM) Los Angeles.

BROTHERHOOD AWARDS

Special honor conferred on WNEW for 'News Closeup'

Awards for "outstanding contributions to good human relations" were made to mass communications media by the National Conference of Christians & Jews last week.

A special brotherhood award for "outstanding achievements over a period of years" was given to WNEW New York for its *News Closeup* program.

Broadcast winners are:

Network tv: National Council of Catholic Men and NBC-TV, for a four-part series, *Prejudice, U.S.A.;* ABC-TV —for "The Awesome Servant" one-hour documentary on the *Bell & Howell Close-Up!* series covering automation.

Local tv: KOMO-TV Seattle, Wash., its *Challenge* program.

Radio: WEEI Boston, for its programs in human relations.

Brotherhood certificates were presented to five broadcasting groups:

Network radio: NBC Radio for the episode "This Time the Italians—Next Time You" on the *Family Living '61* series.

Local radio: WBBM Chicago for its panel series *Spectrum.*

Network tv: CBS News for "Crossroads Africa—Pilot for a Peace Corps" on *CBS Reports.*

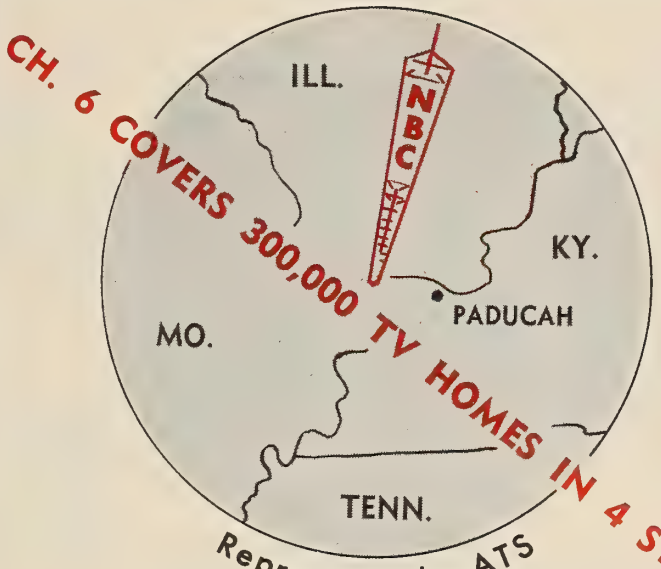
Local tv: WCAU-TV Philadelphia for "Demons in the Streets."

Special radio category: Friendly World Broadcasting, Wallingford, Pa., "for a unique service to radio stations throughout the country." (Friendly World is a self-supported voluntary citizens' organization which provides discussion programs without charge to about 350 radio stations.)



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Market size should determine pay—NAB

Varying salary tests based on size of market were recommended to the Wage-Hour Div. of the Labor Dept. March 27 by James H. Hulbert, NAB manager of broadcast personnel and economics. In a statement filed with the division, NAB said salary standards should be set at minimum levels in determining overtime exemption for executives and administrative and professional employes.

The division is holding hearings to determine whether present salary test figures should be increased as a result of the recent increase in minimum wages. Salary tests of $80 weekly for executives and $95 weekly for administrative and professional employes are part of the exemption requirements.

Commenting on the basic validity of salary tests, Mr. Hulbert said, "It is our opinion that tests should be based only on the duties of the employes involved. If an employe is, in fact, a supervisor, the valid exemption should not be defeated by salary tests. But if such tests are to be applied, they should be imposed (1) at minimum levels with (2) a recognition of the differences caused by size of market."

Salary tests are unrealistic for small stations in small markets, the division was told. "In television, the typical staff announcer working in a station in a market of 1 million or more earns $200 a week, while a staff announcer doing almost precisely the same work in a market of 100,000 or less earns about $110 a week," Mr. Hulbert said. "In radio, the larger-market announcer earns an average of $161 a week. An announcer working for a station located in a market of 100,000 population or less, doing the same work, earns an average of $73 a week."

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WSB and WKY-TV win history program contest

WSB Atlanta and WKY-TV Oklahoma City are the 1962 winners of the radio-tv history contest co-sponsored by the American Assn. for State & Local History and Broadcast Music Inc. The latter organization will present them each with $500 cash awards during ceremonies today (April 2) at the Chicago Historical Society.

WSB's prize-winning program, *Henry W. Grady*, was produced in cooperation with the Atlanta Historical Society. WKY-TV's program, "The Run," part of the *Oklahoma Heritage* series which ran on that station through 1961, was produced in cooperation with the Oklahoma U. Archives and the Oklahoma Historical Society. BMI also awarded a total of $1,000 to the cooperating societies.

Finalists in the competition included KUT-FM Austin, Tex. (*Ranch and Range*); WTIC Hartford, Conn. (*New Haven — Last Stop?*); WUSN - TV Charleston, S. C. (*The Kingdom, the Power, and the Glory*); KCRA-TV Sacramento, Calif. (*The River*); WNWC Arlington Heights, Ill. (*Pioneers in Progress*), and WBZ Boston (*A Sound Beginning*).

J. Leonard Reinsch, executive director of WSB, and Norman P. Bagwell, vice president and general manager of WKY-TV, will accept the awards from Clement M. Silvestro, director of AASLH, and Carl Haverlin, BMI president.

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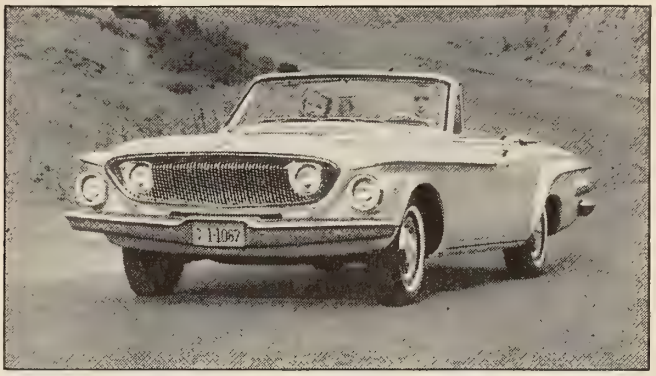
LANCER—Lancer cruises comfortably at turnpike speeds, but it uses gas sparingly, as a compact should. Exclusive Torsion-Aire Ride irons out bumps for a "big car" ride.



IMPERIAL—If you have a taste for fine things and an income to match, Imperial is for you. This is the most luxurious car we make —it is truly America's most carefully built car.



PLYMOUTH—This full-size wagon is full of surprises for 1962. Acceleration is up as much as 10%, gas mileage as much as 7%. That's why you get *a lot more action on a lot less gas.*



DODGE—Dodge Dart is now priced with Ford and Chevrolet, and it's hard to find more car for your dollar. Every pound is *live weight*—it's easier to park, easier to whip through traffic.



CHRYSLER—It's the big, fast, powerful car that makes it easy to move up to the luxury class. The Newport gives you Chrysler-size performance on regular gasoline.

Here are the facts behind the action cars

Chrysler Corporation engineers have achieved a rare thing in these 1962 cars—they have increased performance and economy at the same time. Acceleration is up as much as 10%, gas mileage as much as 7%.

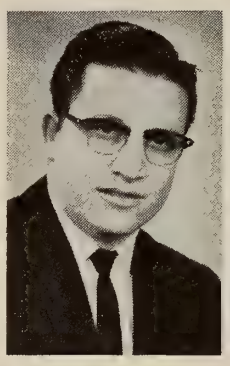
And only Chrysler Corporation cars offer you all these advancements right now: Torsion-Aire Ride • Unibody Construction • Alternator • Seven-Soak Rustproofing.

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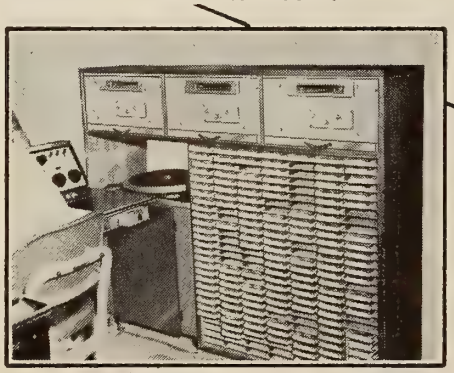
We are thoroughly satisfied with MaCarTa in every respect. The reliability of stopping and starting on cue is absolute. We have no overlap or gap problems - even with very tight programming - as we have had with other kinds of tape cartridge equipment.

The recording process is very fast. We get more production done per hour than with cumbersome (and much more expensive) disc equipment. Now, anyone can operate the recorder because it's simple, straightforward, and it works! What's more, the quality of tapes produced on our MaCarTa equipment is much higher than discs so the technical standard of KIOA has been automatically raised.

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Very truly yours,
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Leonard Ballard

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Small urges pool of election coverage

Pool coverage of election returns by all networks, in the interest of economy and journalistic stability, was recommended to the Radio-Tv News Directors Assn. board Saturday by William J. Small, news director of WHAS-AM-TV Louisville, Ky.

The advantages are obvious, Mr. Small said. The returns are honest and are available to all at the same time. This permits each network to concentrate on "clarity of presentation, interpretation of various state returns, commentary on significance, etc."

Mr. Small commented: "The superb network coverage of Cape Canaveral during the astronauts' shots is full evidence that they can work together magnificently in pooled coverage and still retain individuality in the way they handle and supplement pooled material."

The "numbers race" can be a pitfall that jeopardizes journalistic integrity, Mr. Small said. "Each network claims it reports honest figures, that the others project. No network dares fall very much behind in figures. With this as a philosophical base to the numbers race, it seems certain that unless something is done, the network will spend more and more to gather numbers and will gain less and less from their separate compilations. The temptation to 'improve' on the data is inescapable."

Mr. Small called on RTNDA to urge the networks to pool coverage of the raw data of election returns in concert with AP and UPI.

U. S. critics malign tv abroad–Sarnoff

NBC Board Chairman Robert W. Sarnoff warns that domestic critics' depiction of American television may be giving a false impression abroad by ignoring its virtues and magnifiying its faults.

Mr. Sarnoff says that during his recent trip abroad he found much fear of television based on "misconceptions and distortions" about the medium in the U. S. He notes in a letter to tv editors released today (April 2) that "as a broadcaster" he is disturbed by the degree of misunderstanding and the consequent reflection upon this country.

American tv, he finds, "is falsely depicted as degrading public taste and culture with an unrelieved onslaught of gunslingers and horses and private eyes." But, he says, "the image visible to the casual foreigner scarcely reflects the merest wisp of a suggestion of the enormous commitment television is making to news and informational programming."

OVEREATING HAS BECOME A MAJOR HEALTH MENACE

Americans Are Stuffing Themselves Past The Danger Point

Although it may be true that few people have *literally* eaten themselves to death, most American health authorities today are quick to agree a good many of us are eating our way to illness and, in many cases, earlier than necessary death. Obesity may not be listed as the "cause of death," but there is no doubt that overweight has become one of the most pressing American health problems.

It is certainly one of the paradoxes of our age that many millions of Americans of all ages are suffering malnutrition from excessive intake of food while in other areas of the world many more millions of people suffer from starvation. The overweight American may be a symbol of our opulence, but he, or she, is also the unhappy evidence that we are not doing a very good job of learning how to build and to maintain a physically fit populace.

Each year, through taxes or donations, we provide hundreds of millions of dollars to treat and to find preventatives for various types of diseases, especially those which afflict our children. Yet none of these diseases for which we have special foundations and fund raising campaigns will ever cause as much suffering, both physical and mental, as obesity. We too often leave this disease of overeating to the wide open field of faddism and quackery rather than to approach it on a logical basis as one of our most serious health problems.

WE OVERSTRESS THE "FUN" PART OF EATING

We Americans put so much emphasis on the "fun" of eating that for many of us the pursuit of happiness seems to be endless stuffing of our stomachs. Most of us establish our basic eating patterns in early childhood, and it is apparent that we are not doing a very good job of teaching our young how to eat for good health. The basic purpose of eating is not to provide an excuse for social intercourse. It is, rather, to provide the essential nutrients which our bodies need for growth and maintenance. It should be as easy to learn healthful eating habits as poor ones.

If we allow infants to overstuff themselves with food and if we permit our children to become obese without making serious efforts to correct their eating habits, we are laying the foundation for obese and unhappy adults. There is no evidence to support the idea that a fat baby or a fat child is more healthy—or happy—than a thin one. On the contrary, the lean child is much more likely to become a lean and healthy adult.

The obese adult must spend many difficult hours trying to unlearn the poor eating habits which have contributed to his or her undesirable excess weight. Many studies indicate that only a small percentage of the obese are ever able to correct this health problem on a permanent basis. We will be a much healthier, and far more physically fit, nation if we insist upon developing sound programs to teach our children good health habits—including sensible eating patterns, proper respect for physical exercise and rest.

Nutrition scientists have learned much about the kinds and quantities of foods we need for good health. All of us, young and old alike, need daily servings of foods from the four major food groups—milk and milk products; meat, poultry, and fish; vegetables and fruits; and grain and cereals. Selecting from each of these food groups, in the quantities recommended for various age and activity levels, provides the variety of essential food nutrients which we need to keep our bodies properly nourished. This food pattern also provides enough variety to avoid monotony in meals.

WEIGHT REDUCTION DIETS NEED CAREFUL PLANNING

The overweight person who seriously desires to shed excess pounds will find that fad diets designed to take off weight fast and furiously seldom accomplish the goal of keeping the person at the desired weight over the long pull. On the other hand, developing sensible new eating habits—with foods selected from the four major food groups—and regulating calorie intake to effect weight loss offers a weight reduction plan which the obese person can learn to enjoy and stay with to keep this excess weight problem from recurring.

Obesity is a national health problem which deserves far more organized attention on the part of all of us. In addition to developing much sounder approaches to weight reduction for those who are suffering from this disease, we should look to the prevention of obesity by making certain our children are learning sensible eating and exercise habits.

Health education in schools should certainly be a part of our program, but we should also keep in mind that many of the child's habits, including many of his eating and exercise habits, are developed in the home before he enters school. Health education is not something that can be postponed until the child enters school. It is a parental responsibility that begins the moment the parents assume the task of feeding and training the infant.



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Chicago 6, Illinois

WLW helps FBI catch one of '10 most wanted'

The FBI's apprehension of Lyndal Ray Smith, one of its 10 most wanted fugitives, has been credited to radio tapes provided by WLW Cincinnati.



Mr. Mason

The station came to the aid of the law enforcement agency when the FBI's machine broke down and threatened to delay preparation of radio tapes on the wanted man. WLW not only lent a machine to the FBI, but also cut the tapes and sent an engineer to repair the broken machine at no cost.

WLW for some time has broadcast the weekly series *Your FBI*, narrated by Edmund D. Mason, special agent in charge of the bureau's Cincinnati office. The show provides information and clues which might lead to the arrest of wanted criminals.

J. Edgar Hoover, director of the FBI, praised WLW in a telegram to Robert E. Dunville, president of Crosley Broadcasting Corp., saying:

"I want you to know how valuable your cooperation has been in providing hundreds of one minute radio spots narrated by Mr. Edmund D. Mason.

Please accept my thanks for this important public service."

(A full report on public services activity of WLW and other Crosley station is contained in PART II of this issue of BROADCASTING.)

Georgia AP group cites 14 stations, staffs

The Georgia Associated Press Broadcasters Assn. has honored 14 radio and television stations and 50 indivduals for outstanding news contributions in 1961.

WGST Atlanta and staffers Jack Hurst and Harlan Skarpelezos received a special award for superior public service for a documentary program about eye cataracts. The program, recorded while Mr. Hurst was undergoing surgery for removal of a cataract, featured comments from Mr. Hurst and the operating physician during the operation.

Another special award went to WBML Macon for outstanding work in the cooperative exchange of news between the Associated Press and its member stations.

The award winners:

General: superior—Dewey Stone, WDEC Americus; Jim Axel, Bill Foster, Aubrey Morris, WSB Atlanta; Bernard Brown, WGST Atlanta. Excellent—Charles C. Smith, WDEC Americus; Bob Parker, Bob Culler, Jim Martin, Gary Cooper, WDUN Gainesville; H. Randolph Holder, WGAU Athens; Duane A. Hatch, Gerald B. White, WSGA Savannah. Meritorious — Johnny Smolka, WKEU Griffin; Ralph G. Penza, Burl Womack, Ted Dragin, WSAV Savannah.

Sports: superior—Dewey Stone, WDEC Americus; Bobby Chappell, WKEU Griffin; Paul Reidy, WBBQ Augusta; Don McClellan, WSB-TV Atlanta. Excellent—Horace Crowe, WBIE Marietta; Frank Stiteler, WSB Atlanta. Meritorious—Al Ciraldo, Jack Hurst, Lou Morton, John Van Horn, WGST Atlanta.

Editorial-interpretation: superior—Charles C. Smith, WDEC Americus; H. Randolph Holder, WGAU Athens; Duane A. Hatch, Ray Moore, Joe Fain, WSB-TV Atlanta. Excellent—Ross Shackelford, WPLK Rockmart; Jack Verner, WBIE Marietta; Aubrey Morris, WSB Atlanta. Meritorious—Bobby Chappell, WKEU Griffin; Ralph G. Penza, Ted Dragin, WSAV Savannah.

Farm: superior—Charles C. Smith, WDEC Americus; Jimmy Dunaway, WSB Atlanta. Excellent—Jack Collins, WGST Atlanta.

Specials: superior—Nelle Reagan, WPLK Rockmart; Kathryn Dozier Bankston, WGAU Athens; Bob Van Camp, Tommy Thompson, WSB Atlanta; Ralph G. Penza, WSAV-TV Savannah; George Page, John Palmer, Joe Fain, Fred Briggs, WSB-TV Atlanta. Excellent—John Johnson, WCEH Hawkinsville; Jack Verner, Ted Wilhite, James M. Wilder, WBIE Marietta; DeWitt Simonton, Bobby Chappell, WKEU Griffin; Bernard Brown, WGST Atlanta; Ray Moore, WSB-TV Atlanta; Jerry Vandenventer, Jack Scott, King Elliott, Bill Foster, WSB Atlanta. Meritorious —Sue M. Smith, Mary Crawford, WDEC Americus; Dick Payne, WGAU Athens; Bernard Brown, Jack Collins, Pete Thomas, WGST Atlanta.

Time Inc.'s net income was $8.7 million in '61

Broadcasting contributed about 4% of the gross revenue earned by Time Inc. in 1961, the company reported in a registration statement filed at the Securities & Exchange Commission.

Revenue for Time Inc. (including its wholly owned subsidiary Time-Life Broadcast Inc.) was $301,553,966 for the year ended Dec. 31, 1961. Net income for this period was $8,704,928. In the comparable period of 1960, revenues were $287,121,136 and income $9,302,-537.

Henry R. Luce, editor-in-chief, owns 17.45% of Time's stock, the largest single holding. Weston C. Pullen Jr., a vice president of the company, heads its broadcasting operations.

Time-Life stations are KLZ-AM-FM-TV Denver, WTCN-AM-FM-TV Minneapolis, WFBM-AM-FM-TV Indianapolis, WOOD-AM-FM-TV Grand Rapids and KOGO-AM-FM-TV San Diego (KOGO's purchase for $6.125 million was approved by the FCC two weeks ago).

The statement was filed in order to register 251,650 shares of common stock to be offered to key employes pursuant to the company's restricted stock option plan.

Scripps-Howard stock offered to public

Scripps-Howard Broadcasting Co., which owns four vhf tv stations, three am stations and two fm stations, has filed with the Securities & Exchange Commission to make its first public stock offering.

The company filed to register 375,000 shares of its common stock, about 15% of the outstanding shares. The First Boston Corp. was named managing underwriter.

Shares will be sold by the E. W. Scripps Co., which now owns 71.48% of the 2,588,750 shares outstanding and will hold 66.89% after the offering, and by vice presidents of the company, James C. Hanrahan, M. C. Watters and R. B. Westergaard, who are selling 51,250 shares each of an aggregate of 312,500 shares owned. President Jack R. Howard is selling 102,500 of his 225,000 shares.

S-H stations are WEWS (TV) Cleveland, WCPO-AM-TV Cincinnati, WNOX Knoxville, WMC, WMCF (FM) and WMCT (TV) Memphis, and WPTV (TV) West Palm Beach, Fla. (recently purchased for $2 million). E. W. Scripps Co. owns, directly or indirectly, minority non-voting stock interest in WWJ-AM-FM-TV Detroit and in WFMJ-TV Youngstown, Ohio. If the two last-named interests prevent acquisition of additional stations, "it is expected" they would be sold, the registration statement said.

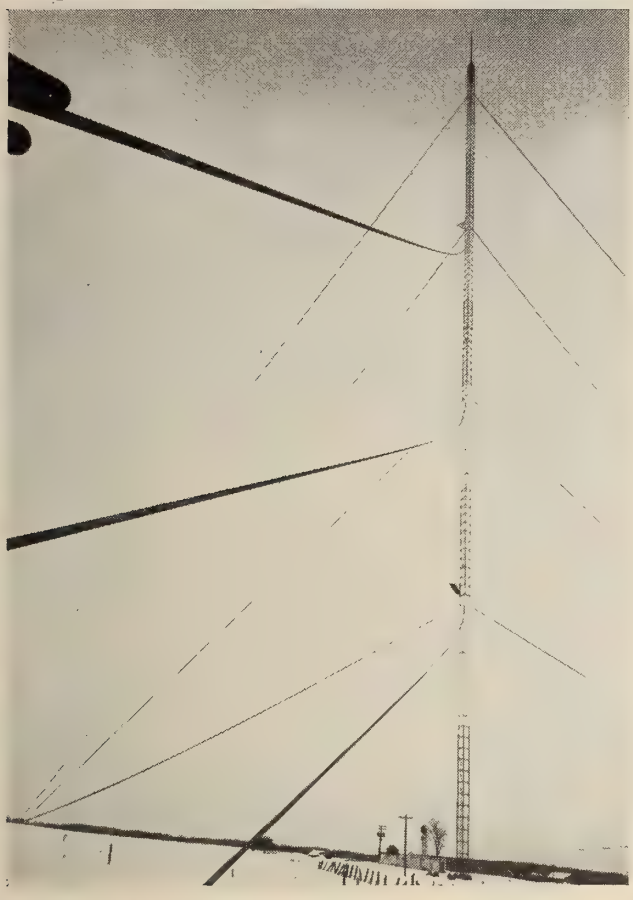
For the year ended Dec. 31, 1961, the company had net operating revenues of $12,171,790 against $11,739,119 the previous year. Net income was $2,822,-227 for 1961 or $1.09 per share of common stock compared with net income in 1960 of $1,696,260 ($1.04).

S-H has paid quarterly cash dividends on its common stock since 1951. The most recent quarterly dividend was 17½ cents per share payable March 9 to stockholders of record March 7.

The statement included a breakdown of sources of revenue for both tv and radio operations. In television, network advertising accounts for 22%, national spot for 47%, local advertising for 20% and special services for 11%. All S-H tv stations are network affiliates. In radio, local advertising contributed 50% of revenues, national spot 39%, network 2% and other sources 9%.

Karl A. Bickel is board chairman of the company and Jack R. Howard is president. James C. Hauraleau, manager of WEWS (salary $48,818), M. C. Watters, manager of the Cincinnati stations (salary $51,600), Henry W. Slavick, manager of the Memphis stations, Joseph P. Epperson, chief engineer ,and R. B. Westergaard, general manager of WNOX, are company vice presidents.

WLUK-TV Tower at De Pere, near Green Bay, Wisconsin. Designed for an eventual height of 1700 ft, now at 1160 ft.



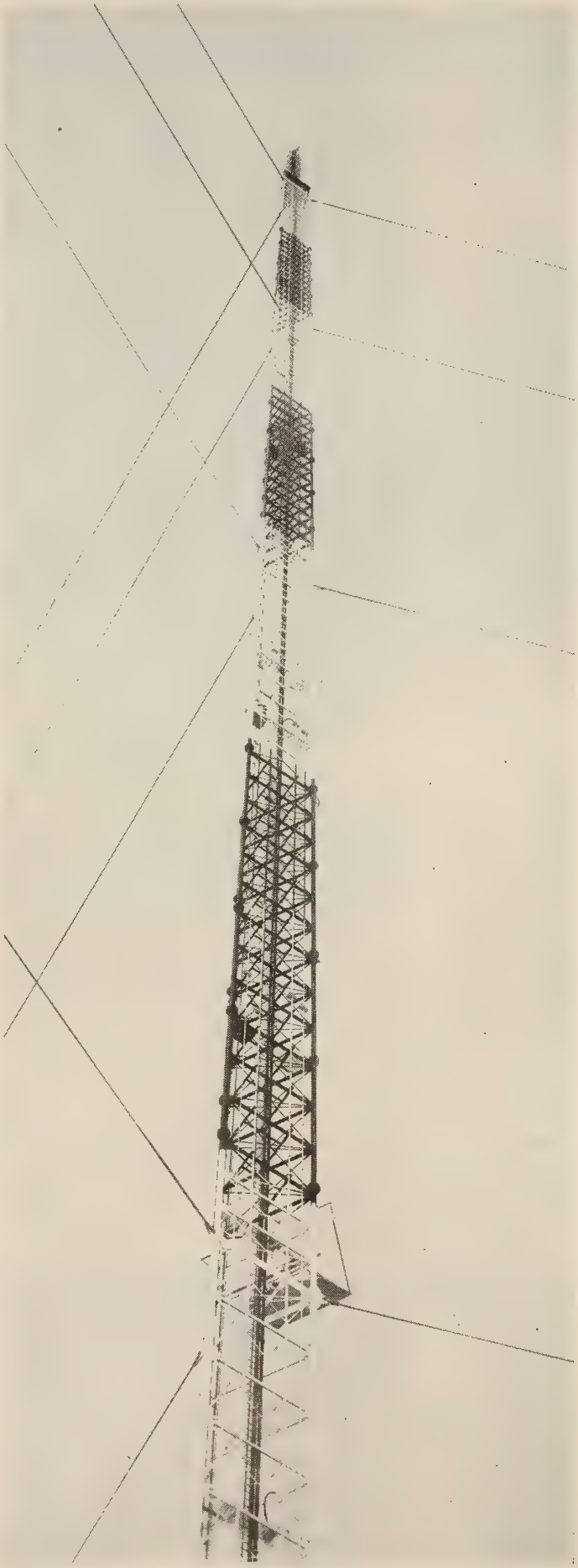
KIMCO® comes to Roebling for good guys...

Because guys made of Roebling Prestretched Galvanized Bridge Strands are backed by field-proven product quality...unwavering performance...complete dependability. Naturally, Kline Iron & Steel Company, Columbia, S. C., comes to Roebling to complement their own reputation for efficient service, as well as their record for designing and erecting many of the finest and tallest towers—KIMCO—for the broadcasting industry.

Roebling's skill and knowledge in the production of high-strength steel strand, coupled with 121 years of experience in design and erection of suspension systems of all types, are unmatched anywhere. Planning a project using guys? Or pressed for the solution to a difficult guying problem? Write, wire or call Roebling's Bridge Division, Trenton 2, New Jersey.

ROEBLING

Branch Offices in Principal Cities
John A. Roebling's Sons Division
The Colorado Fuel and Iron Corporation



WBAY-TV Tower, also at De Pere, is 1149 ft above ground but is designed to be extended to 1700 ft later.

Key issues face 40th NAB convention

CHICAGO MEETING TO APPRAISE RECORD SINCE WHIPPING IN D. C.

The 40th annual NAB convention promises to go beyond the boundaries laid out in the formal program, so far beyond that it could develop into a week of surprises reminiscent of the 1961 meeting in Washington.

That was the time FCC Chairman Newton N. Minow looked out over several thousand broadcasters and rocked them in their chairs with his private appraisal of television programming—"a vast wasteland."

And it was the time NAB's new president, LeRoy Collins, made his industry-wide debut in one of the toughest spots of all time—the anticlimax that followed a speech by President Kennedy and a friendly greeting from Comdr. Alan B. Shepard Jr., first American astronaut.

But Gov. Collins proved that he, too, is a trouper by drawing appreciative praise for his laudatory comments on broadcasting and unhappy groans for his frank criticism of broadcast problems.

Forty years have passed in NAB history. Only one year has elapsed since the Washington convention, but it has been a year of important developments (see story page 66 evaluating results of Chairman Minow's administration).

Both Gov. Collins and Chairman Minow will again take starring roles this week in Chicago. Gov. Collins will make his annual report to the membership at the Monday convention luncheon. Chairman Minow will be the Tuesday luncheon speaker. This time he's expected to focus his attention on radio —the 42nd year of radio broadcasting history.

Record Attendance Expected ▪ A normal broadcasting trend seems to be continuing this year—the interest in exhibits will surpass all previous years. And it's safe to predict that attendance



Award winner Murrow

at management meetings and the separate engineering conference will set all-time records (see listing of convention events page 108 and "Where to Find It" page 110).

Two unscheduled issues of wide industry interest arose prior to the convention. First, the All-Industry Television Station Music License Committee has run headon into an exciting affray as a result of a court proposal that tv stations swap a 17% ASCAP rate cut for separation of Broadcast Music Inc. from broadcaster ownership (BROADCASTING, March 12 *et seq*).

The committee, headed by Hamilton Shea, WSVA-TV Harrisonburg, Va., has rejected this idea. Mr. Shea will report to the tv assembly Tuesday morning and then answer questions.

Second non-agenda issue centers around the proposal of Broadcast Advertisers Reports to submit to its clients regular evaluation reports on the way tv stations adhere to the NAB television code (see story page 29). BAR stirred the industry a fortnight ago by criticizing the NAB code authority for its monitoring procedure and failure to renew its BAR monitoring contract (BROADCASTING, March 19).

The BAR proposal came as a weekend surprise. It sharply rebuked NAB for its tv code monitoring setup and laid out a system of "report cards" that would evaluate the way tv stations adhere to tv code provisions.

Comforming to the times, the missile age has a role in this convention. James E. Webb, administrator of the National Aeronautics & Space Administration, will be the Wednesday luncheon speaker. Special interest in his talk centers around plans for space vehicles designed to permit international television communications via space relays.

Improved Facilities ▪ This is the first of three consecutive conventions to be held in the hotel best-equipped for a major industry meeting. A new hall complete with 300 loudspeakers has been added since NAB last met at the Conrad Hilton in 1960. It's called the International Ballroom and is located at the site of the old Eighth St. Theatre, location of many meetings important in NAB history.

The Sheraton-Blackstone across the street to the north (up the lake) and Essex Motor Inn, to the south, will be new to NAB conventions. Executive House and other Chicago hotels will house hospitality suites operated by station reps, syndicators and other service firms (see list of suites and exhibit booths).

The formal equipment exhibits are located on the lower level of the Conrad Hilton (BROADCASTING, March 26). In addition equipment firms will have hospitality suites around the upper levels of the hotel. The mezzanine floor houses the older Grand Ballroom. Other meeting rooms and NAB offices are located on the floors immediately above. Registration is in the lower lobby.

Principal convention issues will emerge Sunday (April 1) during Fm Day proceedings and at private sessions around the city. More will develop as the formal opening takes place Monday morning when Edward R. Murrow, director of U. S. Information Agency, will deliver an address after he receives NAB's highest honor, the Distinguished Service Award.

Convention week for NAB as usual will be important more for its assembly of much of the broadcasting industry in a single city than for the formal speeches and the exchanges of remarks



Chmn. Minow



Gov. Collins



Mr. Webb

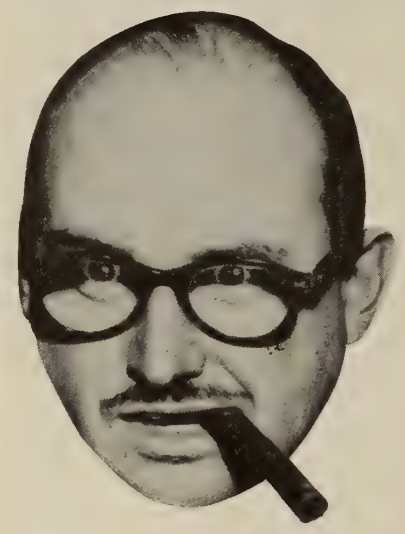


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PRIORITY AIR EXPRESS DIVISION R E A EXPRESS AIR EXPRESS

Your commercials go from studio to station . . . fastest and safest when you specify "via AIR EXPRESS." Door-to-door delivery overnight to 23,000 communities in the U.S., Puerto Rico and Canada, at rates that are lower than you think. For example, 2 lbs. fly 2,400 miles for only $3.51. So always be sure to insist on AIR EXPRESS for your shipments, whether you're shipping or receiving. It's the only air shipping service with priority on all 36 scheduled U.S. air lines—served by 13,000 R E A Express Trucks that are always as near as your telephone.

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I'M JOE FLOYD...

I CONSIDER MYSELF A HELLUVA SALESMAN!

That's the way I threw my hat in the ring with KELO-tv just eight years ago. I didn't dream there were so many like-minded merchandisers and media buyers. The way they latched on to KELO-tv was terrific. And we gave 'em a run for their money from the start! Like the way we pushed back the walls, not just of the studio but of the whole market, to give advertisers the fantastic KELO-LAND community—103 counties in 73,496 square miles of five states. Today no advertising campaign is a national campaign without KELO-LAND TV.

CBS • ABC

Joe Floyd

KELOLAND

KELO-tv SIOUX FALLS; and interconnected KDLO-tv and KPLO-tv

JOE FLOYD, President

Evans Nord, Executive Vice Pres. & Gen. Mgr.

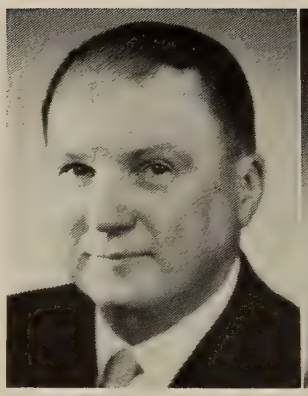
Larry Bentson, Vice-Pres.

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MIDCO

Midcontinent Broadcasting Group

KELO-LAND/tv and radio Sioux Falls, S.D.; WLOL/am, fm Minneapolis-St. Paul; WKOW/am & tv Madison, Wis.; KSO radio Des Moines



Mr. McCollough
Chmn., Joint Boards



Mr. Martin
Chmn., Tv Board



Mr. Hatch
Chmn., Radio Board

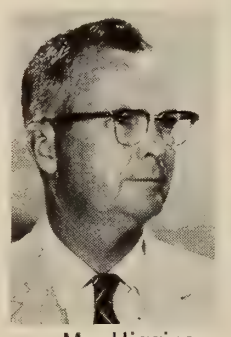
during panel meetings. Millions of dollars of equipment will be sold; incalculable volumes of business will be negotiated or instigated in hospitality suites, at network events and in countless lounges and rooms around the city.

(A complete listing of convention events along with descriptions of exhibits and listings of hospitality suites was published in the March 26 BROADCASTING. Information made available since that time concerning convention delegations and facilities will be found starting page 114).

The People Who Did It ▪ In charge of convention arrangements is NAB's secretary-treasurer, Everett E. Revercomb.

Howard H. Bell, NAB industry affairs vice president, is in charge of the convention program. George Bartlett, engineering manager, is directing the separate technical convention (complete summaries of papers and program in the March 26 BROADCASTING). Jack Petrik, KETV (TV) Omaha, Neb., is chairman of the engineering conference committee.

Joseph M. Higgins, WIBC-AM-TV Indianapolis, and William B. Quarton, WMT-TV Cedar Rapids, Ia., are co-chairmen of the management convention committee.



Mr. Higgins



Mr. Quarton

Serving on the convention committee besides co-chairmen Higgins and Quarton are Henry B. Clay, KTHV (TV) Little Rock, Ark.; George T. Frechette, WFHR Wisconsin Rapids. Wis.; Simon Goldman, WJTN Jamestown, N. Y.; Robert T. Mason. WMRN Marion, Ohio; Odin Ramsland, KDAL Duluth, Minn.; James D. Russell, KKTV (TV) Colorado Springs. Colo.; Joseph S. Sinclair, WJAR-TV Providence, R. I., and Robert F. Wright, WTOK-TV Meridian, Miss.

A compilation of other NAB headquarters personnel and their locations at the convention is given on page 113.

RADIO-TV PAY GOOD

Television manager's average pay nearly twice radio's

The typical tv station manager earns $20,000 a year compared to $12,500 for his radio counterpart. Furthermore, their educational standards are high and its a good industry in which to work.

The findings and many others came out of a 96-page report by James H. Hulbert, NAB manager of economics and personnel, after a questionnaire survey which covered 2,345 industry executives and employes.

The results were disclosed by Mr. Hulbert at the weekend convention of the Assn. for Professional Broadcasting Education, meeting in conjunction with the annual NAB sessions at the Conrad Hilton Hotel, Chicago.

The typical tv employe earns about $8,700 a year compared to $6,500 for the radio employe, the survey showed. In both radio and tv about a third of the general managers moved into their

see the first visual radio station breaks

Get to the Radio Concepts Inc. Suite First! 1135A Conrad Hilton Hotel.



Performance-proved Sylvania Gold Brand Tubes

"CUT MAINTENANCE TIME BY 75%"

DONALD B. PATTON, CHIEF ENGINEER, WKRG, MOBILE, ALA., SAYS...

"I bought a small supply of Sylvania Gold Brand Tubes and found them to be 100% interchangeable in pulse as well as video circuits. I was so impressed I bought an additional twenty... found them to be 100% interchangeable with each other.

"Sylvania Gold Brand Tubes in our sync generators have cut our required maintenance time by 75%... no longer have to hunt for matched pairs. We are also using Sylvania Gold Brand Tubes in our camera circuits that are critical... almost impossible to detect any change in operation from the crucial first 100-hour period... reasons enough for me to specify Sylvania Gold Brand where reliability and quality are of prime importance."

Available from your Sylvania Industrial Tube Distributor!

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GENERAL TELEPHONE & ELECTRONICS

GENERAL SYSTEM

ABC-TV promises affiliates color feeds next fall

Prompted by what it considers a growing interest by viewers in color television, ABC-TV plans to begin color telecasts next fall over its five owned stations.

Since the programs will be fed over the ABC-TV network lines, affiliates that install color facilities may transmit the programs in color.

The move makes ABC-TV the second network to transmit programs in color on a regular basis. NBC-TV has been colorcasting for several years, and CBS-TV only on an occasional basis.

Announcement of ABC-TV's color broadcasting was to be made last Saturday (March 31) by Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, at the annual ABC-TV affiliates meeting in Chicago. During the 1962-63 season, he said, the programs to be carried in color will include *The Flintstones, Matty's Funnies with Beany and Cecil* and those feature films in color which are in the *Hollywood Special* Sunday night series (story, page 78). Mr. Goldenson said that ABC-TV is "looking forward to an expansion of color telecasting on the network in the 1963-64 season."

"The public's interest in color tv has grown to a point where our stations have decided to start broadcasting in color and thereby further increase ABC's range of services to the television stations."

The ABC-TV owned stations are WABC-TV New York, WBKB (TV) Chicago, KABC-TV Los Angeles, KGO-TV San Francisco and WXYZ-TV Detroit.

The affiliates meeting was to be attended by executives of AB-PT and ABC-TV. AB-PT officials included Mr. Goldenson and Simon B. Siegel, executive vice president, and Everett H. Erlick, general counsel.

ABC executives at the meeting were to be Thomas W. Moore, vice president in charge of the tv network; Julius Barnathan, vice president and general manager, Alfred Beckman, vice president in charge of the Washington office; Bert Briller, vice president for tv affiliate communications; Giraud Chester, vice president in charge of tv daytime programming; Robert L. Coe, vice president in charge of tv station relations; Theodore H. Fetter, vice president and program director; Michael J. Foster, vice president in charge of press information; James C. Hagerty, vice president in charge of news, special events and public affairs; Frank Marx, vice president in charge of engineering; Alfred Schneider, vice president in charge of tv administration; Edgar J. Scherick, vice president in charge of tv network sales; Donald Shaw, director of tv station clearances, and Harry Levinson, manager of tv sales development.

present jobs from a sales manager's position and about 20% moved up from program manager.

In its study of industry employment NAB found the average radio station manager is three years younger than tv managers—41 years compared to 44. Radio and tv employes average about 35 years of age.

Happy About It ▪ The survey indicated both managers and employes are "overwhelmingly happy with their decision to go into broadcasting as a career." According to the survey about 99% of radio and tv managers regarded it as a good decision; 93% of employes regarded their decision as a good one.

A high educational level was found for broadcasting personnel. About 94% of managers graduated from high school; half graduated from college and another third attended college but did not graduate. About 15% of managers attended graduate school; between 15% and 20% attended vocational school.

"The great majority of radio and tv managers finished in the first or second quarter of their classes at all schools attended," according to Mr. Hulbert. "About 94% of all employes graduated from high school and about a third graduated from college. The employes also showed high scholastic standings, the great majority placing in the first or second quarter."

Management reported in the survey that the principal employment problem was finding qualified people, particularly good salesmen. "Newsmen and continuity writers of high calibre are also difficult to locate," the survey showed, Mr. Hulbert continued.

Affirmation ▪ He added, "In general broadcasting was given a vote of confidence by the people who work in it." The questions about the quality of management and immediate supervisors drew "quite affirmative" answers from employes, he said.

Bruce Linton, U. of Kansas, president of APBE, said the survey findings "will be extremely valuable in assisting educators in the teaching of broadcasting courses." Mr. Hulbert recalled that when the survey was first considered there was a question of whether candid comments by both managers and employes might be predominantly critical.

"This has not proved to be the case," he said. "Instead, the results constitute a positive endorsement of the broadcasting industry as a challenging place to work. The criticisms will provide guidance on the vocational areas of broadcasting which need improvement."

ABC RADIO PLANS CO-OP MUSIC SHOWS

Other plans disclosed at pre-convention session

ABC Radio intends to introduce a programming change this month, under which all network music programs will be offered to stations on a co-operative basis.

The move was to be disclosed yesterday (Sunday) during a pre-NAB meeting of ABC Radio affiliates by William Rafael, ABC vice president in charge of radio programming. He explained that ABC Radio will deliver on its lines national programs of appeal to regional advertisers, claiming there is "a real need for this type of programming."

Mr. Rafael added that the network will make its announcers available for local commercials at a nominal cost and announced plans to offer affiliates other co-op programs, including an anti-communism special, a mental health program and a business show.

In another talk, James Duffy, vice president in charge of sales, reported that total segmented program sales for the first quarter of 1962 were 46% higher than for the corresponding period of 1961. He cited growing sponsor acceptance of the *Flair* segments, weekend news, weekend sports and the *Breakfast Club* as factors in the gross sales increases.

Earl Mullin, national director of the stations department, told the meeting that the network has gained 71 station affiliates in the last year. It now has 412 affiliates covering 98.2% of the U.S., he said.

Robert R. Pauley, president of ABC Radio, conducted the meeting. He re-

THE NATIONALLY SYNDICATED HIT SERVICE SHOW

The top rated exercise program that builds sales for sponsors and good community relations for stations



ED ALLEN TIME

This popular service program ties in with the administration's stress on physical fitness. Ed Allen emphasizes intensified and specialized routines for maximum results in helping his many women viewers to look and feel better. An instructor thoroughly schooled in anatomy, Ed Allen makes exercises fun in the home and builds large and loyal audiences.

"Our client, Foremost Dairies, is very happy with the sales results of the Ed Allen Time in Hawaii. The audience reaction was tremendous right from the start and the latest ARB rating shows why. The show was on at KHVH-TV at 8 a.m. at the time of the rating period and showed an 11 rating . . . the highest rating of all daytime shows in this market up to 4 p.m."

RAY MILICI, Pres.
Milici Advertising Agency, Honolulu

IMAGINE GETTING THESE RATINGS IN THE MORNING!

7.6 Grand Rapids	**7.0** Saginaw Bay City
8.7 Toledo	**6.0** Albany
11.0 Honolulu	**15.2** Detroit
5.0 Denver	**7.0** Milwaukee

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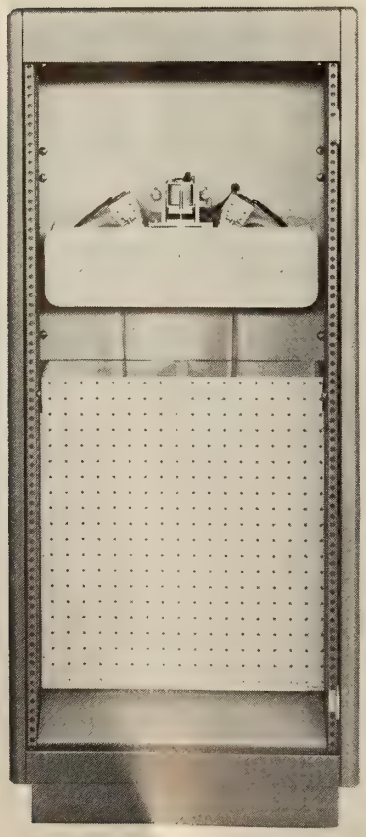
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At the touch of a finger the AP 64 Automatic Programmer plays back your choice from 64 pre-recorded audio tracks on 1-4" tape. No need to pre-stack discs or tape cartridges . . . the AP 64 provides random selection flexibility up to the moment the spot goes on the air — without delay or "wow." Microphone, turntable and tape inputs through the control panel allow easy recording up to 15 seconds before on-the-air use. Once recorded, the track is available for playback until you re-record it.

Control panel (10 x 15") is easily mounted in existing console facilities. Rack mounted tape equipment can be remoted to save studio space, or for use from two or more studios. Developed by experienced broadcast engineers, the AP 64 makes order out of the usual radio chaos for combo men and engineers. It represents a cost saving in program make-up and operation for management. **And,** it's the first component you'll need for total automatic programming.

SEE THE AP 64 IN ACTION AT BOOTH 65W AT THE NAB CONVENTION; OR, FOR COMPLETE INFORMATION, WRITE:

AUTOMATED ELECTRONICS, INC.

3022 Southland Center • Dallas 1, Texas

ported that the network will continue its policy of holding a radio-only meeting prior to next year's NAB convention, and indicated network executives will meet more frequently with station officials to discuss plans and progress reports.

Officials who were to attend the meeting included Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres Inc.; Simon B. Siegel, AB-PT executive vice president; James C. Hagerty, vice president in charge of news, special events and public affairs; James G. Riddell, vice president in charge of the western division; Alfred R. Beckman, vice president in charge of the Washington office, and Michael J. Foster, vice president in charge of press information.

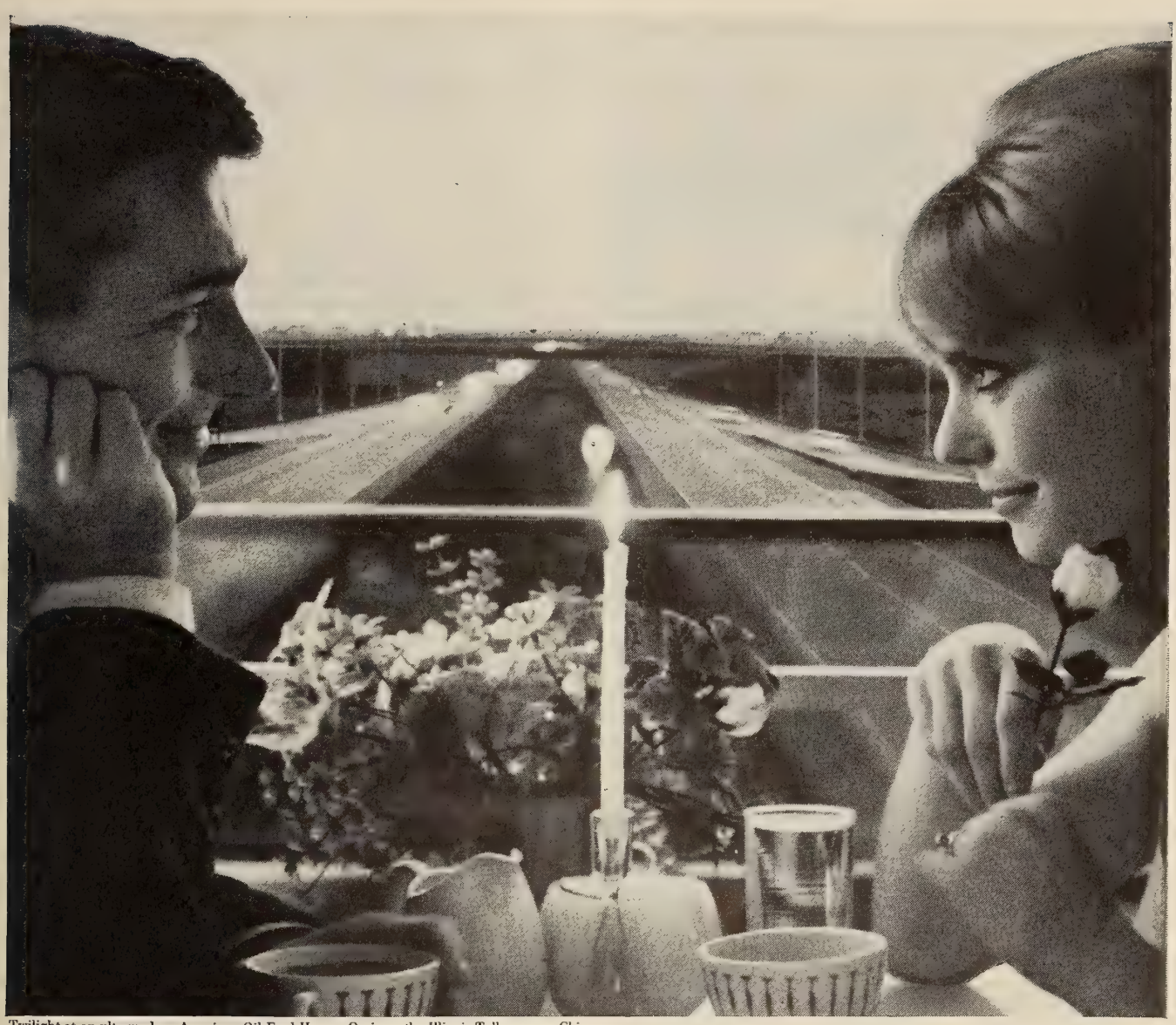
Other ABC Radio executives who were to attend were Stephen Riddleberger, president, owned and operated stations; Jack Mann, director of ABC Pacific and ABC Radio West; Robert Holmgren, director of sales services and business administration; Don Schlosser, advertising co-ordinator and manager of sales development; Ted Douglas, eastern sales manager; William MacCallum, midwest program director; Frank Atkinson, manager, stations department; Edward G. Bischoff, director of sales, central division; William Cochran, western representative, stations department; Jack Mahoney, Richard Gahm and Richard Brahm, account executives, Chicago.

Associated Press starts self-improvement study

The Associated Press announced last week that the continuing study committee of the AP Radio-Television Assn. has launched a five-month fact-finding program to improve the content of the organization's broadcast wire.

The program was outlined at an all-day meeting of the committee on March 23 in New York. The committee said the fact-finding project will seek to determine the achievements and shortcomings of various AP state associations during the past year; institute news awards programs and seminars and workshops, and increase exchanges of information between the respective associations. The committee will make a report on its program to APRTA in September.

Committee members who attended meeting were Edward F. Ryan, chairman and general manager of news, WTOP Washington; Don Becker, WTRY Troy, N. Y.; Harry Boyes, WION Ionia, Mich.; Roy Eaton, KXOL Fort Worth, and Bruce Miller, KALL Salt Lake City. AP executives at the meeting were Oliver Gramling, assistant general manager and APRTA secretary; John Aspinwall, radio-television news editor and others.



Twilight at an ultramodern American Oil-Fred Harvey Oasis on the Illinois Tollway near Chicago.

THE
NEW
AMERICAN

WORLD'S TALLEST TRAVELER!

His car sets the quickening tempo of his life. And he calls the tune.

He vaults clear over cities on soaring expressways. Zips halfway across the country without a second thought. And when he and his car need refreshing, he can stop at an inviting oasis that makes him glad he went by car.

The new American travels on broader, safer roads in cars that are more pleasurable and practical than ever. And we at American Oil make it our business to see that he has the very best petroleum products and services to go with them.

Right now, for example, our scientists and engineers are testing fuels and lubricants by "driving" cars under the most severe conditions—without ever taking them outdoors! It's all done in one of the industry's newest and most advanced chassis dynamometer rooms.

You expect more from American—and you get it!

AMERICAN OIL COMPANY

AMERICAN



Registration ▪ Sunday, April 1, 7 a.m.-7 p.m.; Monday, 7 a.m.-7 p.m.; Tuesday, 9 a.m.-5 p.m.; Wednesday, 9 a.m.-5 p.m. Lower Lobby.
Exhibits ▪ Sunday, April 1, 12 noon-7 p.m.; Monday, 9 a.m.-9 p.m.; Tuesday, 9 a.m.-7 p.m.; Wednesday, 9 a.m.-6 p.m. East and West Exhibit Halls, Lower Lobby.

SUNDAY, April 1

8 a.m.-12:30 p.m. **Assn. of Maximum Service Telecasters,** membership meeting. Beverly Room.

9:30 a.m. Waldorf Room. **National Assn. of Fm Broadcasters** (continued from March 31). Introduction of NAFMB president-elect. Presentation of 1962 NAFMB F-EMMY award to Bill Tomberlin, KMLA (FM) Los Angeles. Canadian fm report, Jack R. Kennedy, CFRB-FM Toronto, Ont.; promotion through program guides, Stan Hamilton, WMAL-FM Washington. Selling Fm: Presiding, T. Mitchell Hastings Jr., Concert Network. Participating: Joe M. Leonard Jr., KGAF-AM-FM Gainesville, Tex.; L. N. Bentson, WLOL-AM-FM Minneapolis; Fred Rabell, KITT (FM) San Diego.

NOTE: Delegates to the NAB Convention are invited to attend the program of the National Assn. of Fm Broadcasters.

9:30 a.m. **APBE,** board of directors meeting. Room 12.

10:30 a.m. **ABC Radio Affiliates,** meeting. Williford B Room.

On tap at the convention

All events are at the Conrad Hilton unless otherwise indicated.

10:30 a.m. **Broadcast Music Inc.,** board of directors meeting and luncheon. Rooms 13 and 14.

11 a.m. **Daytime Broadcasters Assn.,** membership meeting. Williford A Room.

12:30 p.m. **Assn. of Maximum Service Telecasters,** board of directors luncheon. Bel Air Room.

12:30 p.m. **NAB Television Code Review Board,** luncheon. Room 18.

2 p.m. **APBE,** membership meeting. Williford A Room.

2:30-5 p.m. **NAB Fm Day Program** ▪ Waldorf Room. "Fm Stereo: A New Medium, or a New Twist?" *Report of the NAB Fm Radio Committee:* Ben Strouse, Chairman, WWDC-FM, Washington; L. M. Sandwick, Electronic Industries Assn., Washington.

The Technical Aspects: Everett Dillard, WASH (FM) Washington; James Gabbert, KPEN (FM) San Francisco; Harold Tanner, WLDM (FM) Detroit; William Tomberlin, KMLA (FM) Los Angeles.

The Programming Aspects: Lynn Christian, KODA (FM) Houston; David Polinger, WTFM (FM) New York; Fred Rabell, KITT (FM) San Diego; George Thorpe, WVCG (FM) Coral Gables, Fla.

The Economics of Fm Stereo: Paul Braden, WPFB-FM Middletown, Ohio; Gary Gielow, KPEN (FM) San Francisco; Henry Slavick, WMC-FM Memphis.

3 p.m. **News conference,** NAB President LeRoy Collins. Astoria Room.

4 p.m. **Clear Channel Broadcasting Service,** membership meeting. Bel Air Room.

4-6 p.m. **Tour of WGN Mid-America Broadcast Center.** Buses leave 8th St. entrance of Conrad Hilton at 4 p.m.

5 p.m. **Pre-Sunrise Broadcasters Committee,** meeting. Upper Tower.

6 p.m. **NBC Radio and Television Affiliates,** reception and dinner. Gold Coast Room, Drake Hotel.

6:30 p.m. **CBS-TV Affiliates,** reception and banquet. Ambassador West Hotel.

7:30 p.m. **18th Annual VIP Dinner,** Hotel Drake.

MONDAY, April 2

8 a.m. **Tv Stations Inc.,** membership breakfast. Mayfair Room, Blackstone Hotel.

8:30 a.m. **Broadcast Clearing House,** champagne breakfast, 2811 Executive House.

8:30 a.m. **NAB Broadcast Engineering Conference Committee,** breakfast. Room 12.

10:30 a.m.-12 noon **General Assembly.** Grand Ballroom.

Presiding, J. M. Higgins, WIBC Indianapolis, 1962 convention co-chairman.

Invocation. Presentation of the Colors, United States Marine Color Guard; *The National Anthem,* The Great Lakes Naval Training Center Band; *Wel-*

come, The Hon. Richard J. Daley, Mayor of Chicago.

Presentation of NAB Distinguished Service Award by LeRoy Collins to Edward R. Murrow; *Address,* Mr. Murrow.

10 a.m. **Leo Burnett Co.,** tour. 11th floor, Prudential Bldg. (Also at 11 a.m. and 3 p.m.)

12:30-2 p.m. **Management Conference Luncheon.** International Ballroom.

Presiding, William B. Quarton, WMT-TV Cedar Rapids, Iowa; 1962 convention co-chairman.

Invocation; Introduction of the Speaker, Clair R. McCollough, Steinman Stations, Lancaster, Pa.; chairman, NAB Board of Directors.

Address, LeRoy Collins, president, NAB.

12:30 p.m. **Engineering Luncheon.** Williford Room. *Presiding:* Glenn G. Boundy, Storer Broadcasting Co. *Speaker:* Sir Harold Bishop, director of engineering, British Broadcasting Corp.

2:30 p.m. **Technical Session.** Continental Room. *Presiding:* George W. Bartlett, NAB manager of engineering. *Session Coordinator:* William S. Duttera, NBC. Opening remarks, LeRoy Collins, president, NAB.

2:30-5 p.m. **Radio Assembly.** Grand Ballroom.

Presiding, John F. Meagher, vice president for radio, NAB.

Opening Remarks, George C. Hatch, KALL Salt Lake City, chairman, Radio Board of Directors, NAB. NAB Radio Code Presentation: Robert D. Swezey, director, NAB Code Authority; "Accomplishments and Concerns," Cliff Gill, KEZY Anaheim, Calif., chairman, Radio Code Board; "Squeeze Play," a case history, Ben Sanders, KICD Spencer, Iowa; "Hop Aboard," Frank C. McIntyre, KLUB Salt Lake City; "The Case for Quality," Elmo Ellis, WSB Atlanta; "A Newsman Looks at Management," Richard Cheverton, WOOD Grand Rapids, Mich., president of Radio Television News Directors Assn. Station Representatives Assn. presentation: Lawrence Webb, managing director; Lewis H. Avery, Avery-Knodel; Clifford Barborka, Better Broadcast Bureau; Adam Young, Adam Young Inc.

2:30-5 p.m. **Television Assembly.** Waldorf Room.

Presiding and Opening Remarks, William B. Quarton, WMT-TV Cedar Rapids, Iowa, 1962 convention co-chairman.

"Review, Preview—and a New Dimension," Television Information Office presentation. Introduction, Clair R. McCollough, Steinman Stations, chairman, Television Information Committee; Louis Hausman, director, Television Information Office. "Broadcasting's Other Commission—Television and the Federal Trade Commission." Moderator, Vincent T. Wasilewski, NAB executive vice president. *Panelists:* Kenneth A. Cox, chief, FCC broadcast bureau; Charles Sweeny, chief, division of food & drug advertising, FTC bureau of deceptive practices; Stockton Helffrich, New York manager, NAB Code Authority; Douglas Anello, NAB general counsel. "Selectronic Marketing," Television Bureau of Advertising presentation; Norman E. Cash, president; William MacRae, coordinator, spot television.

6:30 p.m. **Broadcast Music Inc. dinner,** Ambassador West.

TUESDAY, April 3

8:30 a.m. **Radio Hall of Fame,** breakfast. Bel Air Room.

8:30 a.m.-12 noon **Television Assembly.** Waldorf Room.

Continental Breakfast. Presiding, Dan W. Shields, special assistant, television, to the executive vice president.

Seminar for Tv Stations in Secondary Markets: Moderator, Robert F. Wright, WTOK-TV Meridian, Miss., member, NAB Tv Board. "How to Save Money": Stanley Deck, KDIX-TV Dickinson, N. D.; Stuart T. Martin, WCAX-TV Burlington, Vt.; Robert E. Schmidt, KAYS-TV Hays, Kan. "How to Get More Sales": Norman Cash, president, Television Bureau of Advertising; John B. Soell, KTVE El Dorado, Ark. "Crises of the Past and in the Future": Dwight W. Martin, WAFB-TV Baton Rouge, La., chairman, NAB Tv Board, Tv Code Seminar; "A New View of Old Problems": Robert D. Swezey, director, NAB Code Authority; E. K. Hartenbower, KCMO-TV Kansas City, chairman, Tv Code Review Board. *Members:* NAB Tv Code Review Board, NAB Tv Code Staff; "The Television Code"—slide presentation—Roy Danish, assistant director, TIO. Status Report—All-Industry Television Station Music License Negotiating Committee: Hamilton Shea, WSVA-TV Harrisonburg, Va., chairman.

9 a.m. **Technical Session, Radio.** Continental Room. Presiding: Leslie S. Learned, MBS engineering director. Session coordinator: William B. Honeycutt, KRLD-AM-FM-TV Dallas.

9 a.m. **Technical Session, Television.** Upper Tower. Presiding: Frank Marx, ABC. Session Coordinator: George L. McClanathan, KPHO-TV Phoenix, Ariz.

10 a.m.-12 noon **Radio Assembly.** Grand Ballroom. Presiding, John F. Meagher, NAB radio vice president. "Radio Month Rally." "Radio 10 Years Later," presentation by Radio Advertising Bureau. Kevin B. Sweeney, president; Miles David, vice president for administration.

10 a.m. **Leo Burnett Co.,** tour. 11th floor, Prudential Bldg. (Also at 11 a.m. and 3 p.m.)

12:30-2 p.m. **Management Conference Luncheon.** International Ballroom.

Presiding, J. M. Higgins, WIBC Indianapolis, 1962 convention co-chairman; *Introduction of the Speaker,* LeRoy Collins, president, NAB; *Address,* The Honorable Newton N. Minow, chairman, FCC.

12:30 p.m. **Engineering Luncheon.** Williford Room. *Presiding:* Orrin W. Towner, WHAS-AM-TV Louisville. *Speaker:* Dr. J. R. Pierce, executive director, research communications principles division, Bell Telephone Labs.

2-5 p.m. No Scheduled Sessions.

(*This period is not programmed to permit delegates to visit exhibits and hospitality quarters.*)

2:30 p.m. **All Industry Television Music Licensing**

Continued on next page



WHERE TO FIND IT

Exhibits of equipment manufacturers are located in the lower lobbies of the Conrad Hilton Hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 30 are shown. All room and space designations are Conrad Hilton Hotel unless otherwise indicated. Symbol Sh-B means Sheraton-Blackstone.

Large directory boards are posted in the lobbies of the Conrad Hilton, with special directories on each floor.

EQUIPMENT MANUFACTURERS (EXHIBITORS)

Aitken Communications .....Space 22W
Alford Manufacturing Co. .....Space 20W
Alto Fonic Tape Service .....Space 57W-735A
American Microwave & Television Corp. .....Space 53W
Ampex Corp. .....Space 29W-505A
Andrew Corp. .....Space 54W
Automated Electronics .....Space 65W
Automatic Tape Control .....Space 26W-1724
Bauer Electronics Corp. .....Space 43W
Bogen-Presto Div. of the Siegler Corp. .....Space 23W
Broadcast Electronics .....Space 14E
CBS Laboratories .....Space 64W
Century Lighting .....Space 27W
Chrono-Log Corp. .....Space 56W
Clark-Root Inc. .....Space 57W
Collins Radio Co. .....Space 18W
Conrac Division .....Space 7E
Continental Electronics Manuf. Co. .....Space 16E-1035A
Continental Manuf. .....Space 32W
Dynair Electronics .....Space 47W
Electronics Applications Inc. ....Space 19W-1539
Electronics, Missiles & Communications Inc. .....Space 50W
EMI/US .....Space 49W-1719A
Federal Manuf. & Engineering Corp. Television Specialty Co., Division ....Space 40W
Fisher Radio Corp. .....Space 58W
Gates Radio Co. .....Space 31W-1924
General Electric Co. .....Space 9E-1500
General Electronic Labs .....Space 60W-1734A
GPL Division-General Precision .....Space 12E
International Business Machines Corp. .....Space 30W
International Good Music .....Space 39W
ITA Electronics Corp. .....Space 42W-1723A
Itek Electro-Products Co. .....Space 37W-1539A
Jampro Antenna Co. .....Space 36W
Johnson Electronics .....Space 62W-2239A
Kliegl Bros. .....Space 1E
MaCarTa Inc. .....Space 59W-935A
Magne-Tronics Inc. .....Space 35W-2119A
McMartin Industries Inc. .....Space 32W-2119
Minnesota Mining & Manuf. Co. .....Space 25W
Miratel Electronics .....Space 55W
Moseley Associates .....Space 51W
Ozalid Products, General Aniline & Film Corp. .....Spaces 44W-45W
Programatic Broadcasting Service .....Space 8E

THIS WEEK IN CHICAGO continued

Committee, meeting. Room 14.

7:30 p.m. **Broadcast Pioneers,** banquet. Grand Ballroom.

WEDNESDAY, April 4

8 a.m. **Society of Television Pioneers,** breakfast. Lower Tower.

9:15-10:15 a.m. **Labor Clinic** (*Closed Session*). Grand Ballroom.

Participants, Charles H. Crutchfield, WBT Charlotte, N. C.; William C. Goodnow, WISN-TV Milwaukee; Harold C. Sundberg Jr., WMBD Peoria, Ill.; James H. Hulbert, NAB manager of broadcast personnel-economics, and David L. Doughty, assistant manager.

9:30 a.m. **Technical Session.** Continental Room.

Presiding: James D. Parker, director, Television R-F Engineering, CBS-TV. *Session Coordinator:* Virgil Duncan, WRAL-TV Raleigh, N. C.

10 a.m. **Leo Burnett Co.,** tour. 11th floor, Prudential Bldg. (Also at 11 a.m. and 3 p.m.)

10:30 a.m.-12 noon **Radio Assembly.** Grand Ballroom.

Presiding, John F. Meagher, NAB radio vice president. "Heroes and Dollars, Too," Katherine Peden, WHOP Hopkinsville, Ky.; "How to Live Alone and Like It," James Hulbert, NAB; "Credit and Collections," David L. Megchelsen, Dun & Bradstreet; "Individual Employment Contracts," David L. Doughty, NAB. "Broadcasting's Role in Civil Defense." *Moderator,* Vincent T. Wasilewski, NAB executive vice president.

10:30 a.m.-12 noon **Television Business Session.** Waldorf Room.

Presiding, Dwight W. Martin, WAFB-TV Baton Rouge, La., chairman, NAB Television Board of Directors.

12:30-2 p.m. **Management Conference Luncheon.** International Ballroom.

Presiding, William B. Quarton, WMT-TV Cedar Rapids, Iowa, 1962 convention co-chairman; *Introduction of the Speaker,* LeRoy Collins, president, NAB.

Address, James E. Webb, Administrator, National Aeronautics & Space Administration.

Annual NAB business session.

12:30 p.m. **Engineering Luncheon.** Williford Room.

Presiding, Jack Petrik, KETV (TV) Omaha, Neb., chairman, Broadcast Engineering Conference Committee. Presentation of NAB Engineering Award to Ralph N. Harmon by George W. Bartlett, NAB engineering manager. *Speaker,* Dr. George Brown, vice president, research and engineering, RCA.

2:30-5 p.m. **General Assembly** (*Management and Engineering Conferences*). Grand Ballroom.

Presiding, J. M. Higgins, WIBC Indianapolis, 1962 convention co-chairman.

Panel Discussion, FCC: Newton N. Minow, chairman, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T. A. M. Craven, Frederick W. Ford, John S. Cross; *Moderator,* Clair R. McCollough, Steinman Stations, chairman, NAB Board of Directors.

5 p.m. **NAB Tv Board of Directors.** Room 14.

7:30 p.m. **Annual Convention Banquet.** International Ballroom.



An open door to the biggest audience measurement news of the year!

For full details on the new ARB Local Market Report Service for '62-'63 visit ___

AMERICAN RESEARCH BUREAU
DIVISION OF C-E-I-R INC.

SUITE 900
Conrad Hilton Hotel • Chicago

1962 National Association of Broadcasters Convention

APRIL 1-4

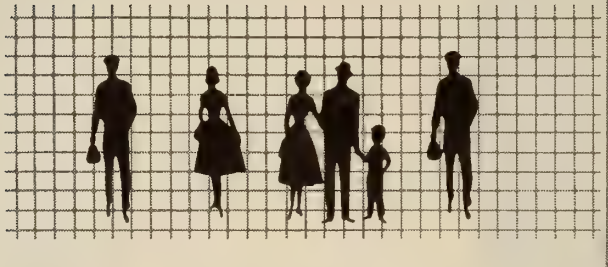
For '62-'63

—A new ARB Local Market Report with emphasis on . . .

Audience Characteristics

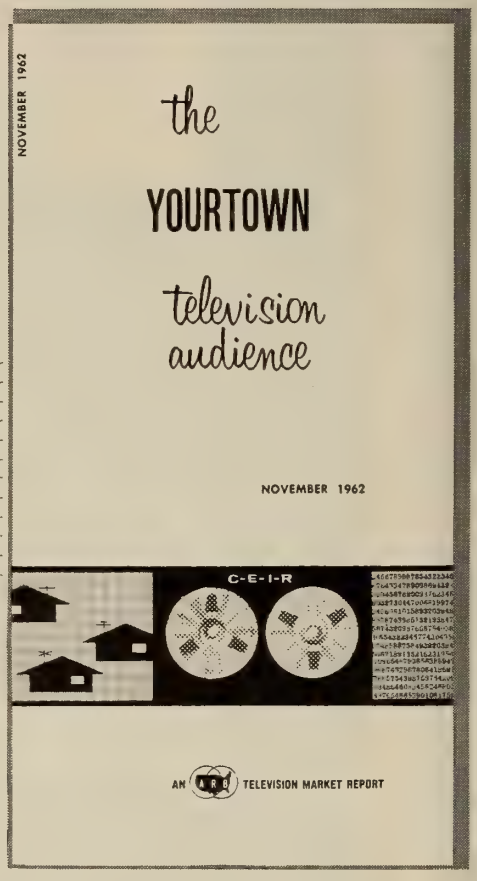
NEW . . . Viewer Age Breakouts

NEW . . . Chainbreak Audience Size



NEW . . . Audience Composition Summary

NEW . . . Computer-age Design



Remarkable in concept. Extensive in scope. Extraordinary in the type of data it provides. Only the alliance of ARB, industry leader in local television audience measurement, and C-E-I-R, world's leading corporation for electronic data processing, could have produced it. This new ARB Local Market Report contains more than twice as much data than ever before, with emphasis on all-important audience characteristics. It is an outgrowth of a spectacular ARB development—a viewing diary which identifies each viewer of each program by exact age and sex—making possible the measurement of local audiences to a depth never before achieved. Add to this the matchless computer technology of C-E-I-R, and the result is a television audience measurement service which does not merely keep pace with today's industry needs, but which brings tomorrow's audience measurement horizons within reach—*today!*

Full details at ARB's Hospitality Suite #900
Conrad Hilton Hotel • Chicago
National Association of Broadcasters Convention
April 1-4, 1962

Preparing today for the television industry of tomorrow.

AMERICAN RESEARCH BUREAU

DIVISION OF C-E-I-R INC

WHERE TO FIND IT CONTINUED

Radio Corp. of America Spaces 5E, 6E, 10E-605A
Raytheon Co. ....Space 18E
Sarkes Tarzian Inc. ....Space 17E-1319A
Schafer Electronics ....Space 52W-1023
Scully Recording Instruments Corp. ....Space 63W
The Soundscriber Corp. ....Space 48W
Standard Electronics ....Space 15E-2419
Surrounding Sound Inc. ....Space 4E-1119A
Tektronix Inc. ....Space 28W
Telechrome Manuf. Corp. ....Space 2E
Telemet Corp. ....Space 2E
TelePrompTer Corp. ....Space 11E
The Telequip Co. ....Space 33W
Telescript-CSP Inc. ....Space 3E-1319
Thompson Ramo Wooldridge Inc. Dage Div. ....Space 24W
Tower Communications Co. ....Space 41W
U. S. Army Tele-Radio Branch, Office, Chief of Information ....Space 19E
U. S. Navy ....West Exhibit Hall
Utility Tower Co. ....Space 38W-2419A
Visual Electronics Corp. ....Space 14E-1200
Vitro Electronics ....Space 21W-1535A

EQUIPMENT HOSPITALITY SUITES (NOT EXHIBITING)

Albion Optical Co. ....Unassigned
American Telephone & Telegraph Co. ....Unassigned
Audiomation Labs. ....Unassigned
Bell & Howell ....Unassigned
Blonder-Tongue ....Unassigned
R. T. Bozak Mfg. Co. ....Unassigned
Conley Electronics Corp. ....Unassigned
Dresser-Ideco Co. 823
Eastman Kodak Co. ....Unassigned
Kahn Research Labs. ....Unassigned
Kline Iron & Steel Co. 1339
M & H Engineering Co. ....Unassigned
Minneapolis-Honeywell Regulator Co. ....Unassigned
Mitchell Vinten Inc. ....Unassigned
Modern Broadcast Sound Co. 2539
Moulic Specialties Co. ....Unassigned
Shure Brothers ....Unassigned
Sony Corp. of America ....Unassigned
Stainless Inc. 1506
Telecontrol Corp. ....Unassigned
Television Zoomar Corp. 923
Trans-Lux Television Corp. 700
Westrex Corp. ....Unassigned

NAB CONVENTION OFFICES

(All NAB convention and staff offices are on the third floor of the Conrad Hilton unless otherwise designated)

Convention Manager ....Room 1
Everett E. Revercomb, secretary-treasurer
Convention Program ....Room 4
Howard H. Bell, vice president for industry affairs
Engineering Conference ....Room 1
George Bartlett, manager
Convention Exhibit....East and West Exhibit Halls
George E. Gayou, exhibit director
Edward L. Gayou, assistant exhibit director
Registration Desk ....Lower Lobby
William L. Walker, assistant treasurer
Convention News ....Room 3
John M. Couric, manager of public relations
Newsroom ....Astoria Room
Milton E. Magruder, assistant manager; Arthur D. Stamber, audio and visual assistant; Jack Doherty, special writer

NAB STAFF OFFICES

Executive vice president ....Room 4
Vincent T. Wasilewski
Radio ....Room 2
John F. Meagher, vice president
Television ....Room 2
Dan Shields, special assistant for television
Station relations ....Lower Lobby
William Carlisle, vice president for station services
Broadcast personnel and economics ....Room 4
James Hulbert, manager
Government affairs ....Room 2
Hollis Seavey, manager
Legal ....Room 2
Douglas Anello, general counsel
Code Authority ....Room 4
Robert D. Swezey, director
Edward H. Bronson, manager for television
Charles M. Stone, manager for radio

STATION BROKERS

Blackburn & Co. ....Essex Inn 1403
Howard S. Frazier Inc. ....Unassigned
Hamilton-Landis & Assoc. 714-16
Jack Masla Co. ....Unassigned
Jack N. Stoll & Assoc. ....Unassigned
Howard Stark ....Essex Inn

NETWORKS, GROUPS

ABC Radio 1806A-04A
ABC-TV 1005
CBS Radio 1804-06
CBS-TV 2306
Keystone Broadcasting System 804
Mutual Broadcasting System 1606A-04A
NBC Radio ....Sh-B 508
NBC-TV ....Sh-B 508
Sports Network ....Unassigned
Storer Broadcasting Co. 1005A
Westinghouse Broadcasting Co. ....Unassigned

STATION REPRESENTATIVES

ABC Radio 1806A
ABC-TV National Sales ....Executive House
Advertising Time Sales ....Essex Inn 301
Am Radio Sales Co. ....Sh-B
Avery-Knodel ....Sh-B 1108-09-10
Mort Bassett & Co. ....Racquet Club
John Blair & Co., Blair-Tv, and Blair Television Assoc. ....Sh-B 608-09-10
The Bolling Co. ....Executive House, 2011
CBS TV Stations National Sales ....Sh-B Unassigned
Henry I. Christal Co. 1306
Continental Broadcasting ....Unassigned
Country Music Network ....Unassigned
Robert E. Eastman Co. ....Executive House
Forjoe & Co., Forjoe-Tv ....Unassigned
Gill-Perna 2300
Harrington, Righter & Parsons ....Sh-B 708-09-10
George P. Hollingbery Co. 1600
Hal Holman Co. 1323A
H-R Representatives ....Executive House, 3711
Jack Masla & Co. ....Unassigned
The Katz Agency ....Executive House 3803
Robert Kerr Organization 1235A
Daren F. McGavren Co. ....Executive House
The Meeker Co. 1700
NBC Spot Sales ....Ambassador East
John E. Pearson Co. ....Congress
Peters, Griffin, Woodward ....Sh-B 704
Edward Petry & Co. 1400
Radio T.V. Representatives 1224
Paul H. Raymer Co. ....Executive House
Spot Time Sales ....Ascot Motel
Storer Television Sales ....Executive House
Television Advertising Representatives ....Drake
Venard, Rintoul & McConnell 2100
Grant Webb & Co. ....Unassigned
Weed Radio & Television Corps. ....Sherman
Adam Young Cos. 2200

PROGRAM SERVICES

ABC Films 2319-16
M & A Alexander Productions ....Unassigned
Allied Artists Television ....Executive House
Jim Ameche Productions ....Unassigned
Bonded TV Film Service 2235A
Buena Vista Distribution Co. 2139
CBS Films 2306A
Cellomatic Div., Screen Gems 2500

BROADCASTING staff

A staff of editors and reporters plus advertising representatives of Broadcasting Publications Inc. is attending the NAB Chicago convention. Headquarters and open house are in Suite 706A of the Conrad Hilton. A separate newsroom opened March 31, with staff men assigned to every event, including unofficial meetings.

Representing BROADCASTING are Sol Taishoff, Maury Long, Lawrence B. Taishoff, Edwin H. James, Art King, Win Levi, Don Kuyk, Ed Sellers, Rufus Crater, J. Frank Beatty, Dawson B. Nail, Warren Middleton, Lawrence Christopher, Barbara Kolar, Bill Merritt.

Representing *Television* are Ken Cowan, Don West, Frank Chizzini.

Creative Services ....Essex Inn 1001
Desilu Sales 1435-36A
Futursonic Productions 1335A
Harry S. Goodman Productions 1218
International Good Music 835A
King Features Syndicate ....Unassigned
Lang-Worth Feature Programs ....Unassigned
Mars Broadcasting 1419A
MCA-TV 2400
Media Tempo ....Unassigned
MGM-TV 1800
National Telefilm Assoc. 1300
Official Films ....Executive House 3011
Pams Productions ....Unassigned
Programatic Broadcasting Service 605
Radio Concepts 1135A
RCA Recorded Program Services 500
Record Source ....Unassigned
Recorded Publications Labs. ....Unassigned
Screen Gems 2500
SESAC 1206
Seven Arts Associated Corp. 800
Showcorporation ....Unassigned
Sterling Television ....Unassigned
Storer Program Sales 1005A
Telescreen 1319
Television Affiliates Corp. 700
20th Century Fox Television ....Executive House 2040
Richard H. Ullman 2006
United Press Movietone 600
Video House 2239
Videotape Productions of New York ....Unassigned
WBC Program Sales 1615
World Broadcasting System 1518A
Ziv-United Artists 1900

MISCELLANEOUS

Advertising Age 1306A
Advertising News of New York ....Unassigned
Associated Press ....Sh-B Ballroom
Better Broadcast Bureau ....Racquet Club
Billboard ....Unassigned
Broadcast Advertisers Reports ....Unassigned
Broadcast Billing Co. ....Unassigned
Broadcast Clearing House ....Executive House 2811
Broadcast Engineering ....Unassigned
Broadcasting Magazine 706A
Federal Communications Commission ....Space 34W
Film Daily 906

WHERE TO FIND IT CONTINUED

Independent Television Corp. .....Drake, Unassigned
Media/Scope 2139A
Jane Pinkerton Assoc. .....Sheraton Chicago
Printers' Ink 1106A
Radio Advertising Bureau .....Unassigned
Radio-Television Daily 906
Sponsor .....Essex Inn
Standard Rate & Data Service 1706A
Telefilm Magazine .....Unassigned
Television Age 1406
Television Bureau of Advertising 1906
Television Information Office 1223A
Television Digest .....Unassigned
Television Magazine 706A
TV Guide .....Unassigned
Tv Stations Inc. 2024A
United Press International 600
Variety 806A

RESEARCH ORGANIZATIONS

American Research Bureau 900
A. C. Nielsen Co. 1000
The Pulse Inc. 2320
Sales Management .....Unassigned

New data on service industries

UPDATED LIST CARRIES ADDITIONAL GROUPS

Participation of service industries in the 40th annual NAB Convention in Chicago exceeds that of any past meeting, judging by an analysis of the exhibits and hospitality suites listed by NAB plus those not officially connected with the association.

Preliminary listings of equipment firms, station representatives, brokers, program syndicators and other service industries were published in the March 26 BROADCASTING, on the basis of information available when the issue went to press.

Additional and more complete listings have been compiled since that time. The following additional information supplied to BROADCASTING was compiled March 29 after the official NAB program was printed (the hotel in each case is the Conrad Hilton unless otherwise designated):

Representatives:

ABC-TV NATIONAL SALES

Executive House.

Full personnel: Ted Shaker, James Conley, D. Thomas Miller, John A. McElfresh.

AVERY-KNODEL

Sheraton-Blackstone, Suite 1108-10

Full personnel: Lewis H. Avery, J. W. Knodel, Charles C. Coleman Jr., Philip Schloeder Jr., Thomas J. White Jr., Raymond M. Nethengen, M. W. Harms Jr., F. R. Kalthoff, Stuart I. Mackie, Bernhard B. Kvale, Duane Harm.

JOHN BLAIR & CO., BLAIR-TV, BLAIR TELEVISION ASSOC.

Sheraton-Blackstone, Suite 608-10

Full personnel: John Blair, Edward P. Shurick, Arthur H. McCoy, Frank Martin, Louis Faust, James Theis, Dave Lundy, Harry Smart, Dom Saraceno, Skip Hinman, Tag Simler, Hal Wettersten, Jack Satterfield, Tom Harrison, Stu Cochran, Bob Walton, John Boden, Tom Sinquina, Larry Buck, Dick Kimball, Howie Malhan, Arthur Stringer, Martin McAdams.

H-R REPRESENTATIVES and H-R TELEVISION

Executive House, Suite 3711

Full personnel: Frank Headley, Dwight Reed, Frank Pellegrin, Max Everett, James Alspaugh, Avery Gibson, John Bradley, French Eason, Rex Lathen, Red Slavin, Grant Smith, Vernon Heeren, Jack Shaver, Charles Ferguson.

THE KATZ AGENCY

Executive House, Suite 3803

Personnel: Eugene Katz, Edward Codel, Daniel Denenholz, H. J. Grenthot, M. S. Kellner, Martin Beck, Scott Donahue, Walter Nilson, Michael Membrado, Ollie Blackwell, Roy Miller, Alan Axtell, William Lee, William Joyce, Stanley Reulman, James Muse, Jack Bolton, David Rutledge, Gerald Jones, John Brennan, Jack King.

JACK MASLA & CO.

Unassigned

Personnel: Jack Masla, Alan Klamer, Donald Wolff, Bernard Pearse.

PETERS, GRIFFIN, WOODWARD

Sheraton-Blackstone, 704

Full personnel: H. Preston Peters, Lloyd Griffin, John Butler, William W. Bryan, Lon King, Arnold Knippenberg, Vic Piano, Lee Vanden-Handel, William Tynan, Arthur Bagge, John A. Cory, Don Roberts, Lew Hummel, Ron Collins, Ralph McCaskey, John King, Jim Parker, George Adkisson, Syd Carter.

EDWARD PETRY & CO.

Suite 1400

Full personnel: Edward Petry, Edward Voynow, Martin Nierman, Lou Smith, Roger LaReau, Ben Holmes, Martin Percival, William Pipher, Keith Lewis, James Dowdle, Jack McQueeny, Ron Stack.

30 years with NAB

It's only another convention for Ella Nelson, secretary to NAB Secretary-Treasurer Everett E. Revercomb. After all, she has seen more NAB conventions than any other member of the staff. And at the close of the current session, NAB's 40th, she will celebrate her 30th anniversary with the service association.

During her three decades, Mrs. Nelson has served under 11 NAB presidents and has been staff liaison for all the boards of directors. The former Ella Pharoah joined NAB in 1932 when its office was located in the National Press Bldg., increasing the staff from two to three. Philip G. Loucks, communications attorney, was then managing director, and Bert Siebert, now Mrs. James C. McNary, was his secretary.

PAUL H. RAYMER CO.

Executive House

Full personnel: Paul H. Raymer, Stuart M. Kelly, Mitchell DeGroot, Powell Ensign, John Wrath, Carl Kiefel, Bob Lazar, Bob McNear.

STORER TELEVISION SALES

Executive House

Personnel: Peter Storer, Francis Barron, George Lyons, Julian Kanter, Charles Lieber, Sam Eaddie.

ADAM YOUNG COMPANIES

Suite 2200

Personnel: John Stella, Gust Theodore, Jack Allen, Roger Sheldon, Pete La Bruzzo.

Others:

ABC FILMS

Suite 2319

Personnel: Henry G. Plitt, Harold J. Klein, John F. Tobin, Irving Paley, Albert G. Hartigan, Michael G. Gould, Howard M. Lloyd, James Delaney, William Seiler.

KEYSTONE BROADCASTING SYSTEM

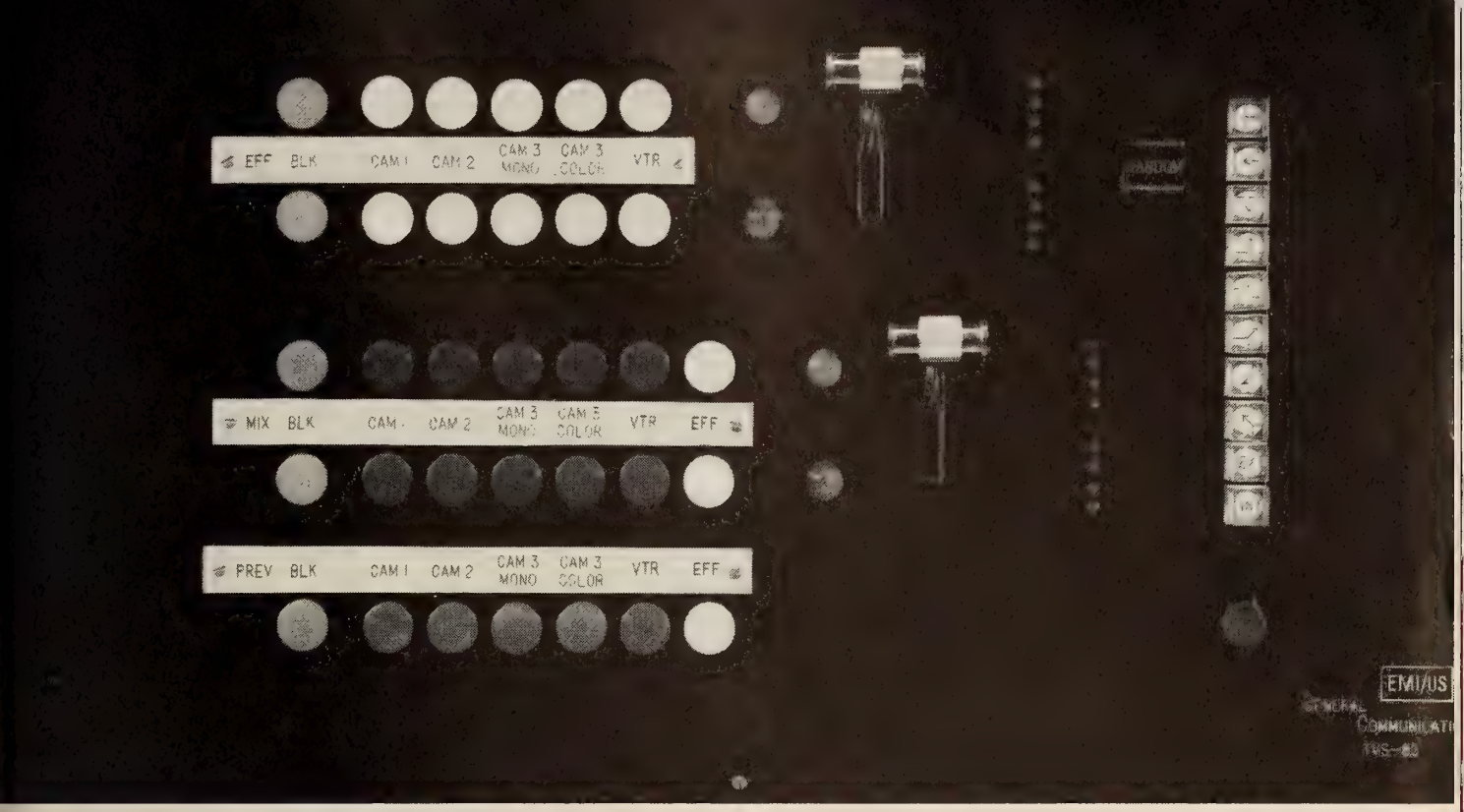
Suite 804

Personnel: Sidney J. Wolf, E. R. Peterson, Charlotte Tucker.

AMERICAN RESEARCH BUREAU

Suite 900

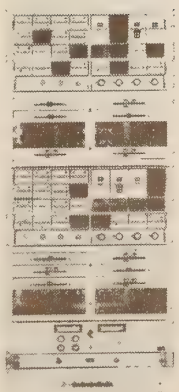
Full personnel: James Seiler, Mrs. Betty Seiler, Ralph Crutchfield, Bill Shafer, James Rupp, Roger Cooper, C. A. Kellner, Bill Sedbrook, Clay Braun, Albert Petgen, Roger Hoeck, Jack Gross, Herb Kaufman, Dick Lane.



business end of the most flexible switcher ever made: EMI/US TVS-80

And, this vertical interval switching system is all business. Solid-state. Simple. Reliable. Modular. Easy to maintain.

Five basic solid-state modules assemble in almost limitless variety to meet your precise requirements. They make a system you can readily expand—at any time—up to 70 inputs and 80 outputs. Transientless, high-level switching takes less than 1/10 microsecond during vertical interval. Switch functions are controlled by D.C. only. All modules are completely shielded in heavy aluminum cases to minimize cross-talk.



"Blue Ribbon" connectors and point-to-point wired epoxy boards typify the quality designed into this system to give maximum reliability. And, no other switcher is so easy to maintain.

TVS-80 switchers, like all EMI/US camera chains and terminal equipment, are backed by 24-hour availability of parts and service throughout North America. For full details, call your EMI/US representative or your nearest ITA Electronics sales office—or write:

SEE IT AT NAB!

EMI/US GENERAL COMMUNICATIONS DIVISION
1750 No. Vine St., Los Angeles 28, Calif.

CAB theme: how to raise standards

MATERIALISM NOT THE ONLY MEASURE OF PROGRESS, SAYS JAMIESON

Establishment of a program exchange among member stations, improvement in audience measurement services, presentations by industry-supported radio and television sales bureaus, and plans for future regional and national meetings were featured at the annual three-day meeting of the Canadian Assn. of Broadcasters at the Queen Elizabeth Hotel, Montreal, March 26-28.

Nearly 500 broadcasters, station representatives and advertising agency executives attended the open convention sessions. Three-quarters of the 205 active voting member stations were represented at closed business meetings, making this the largest CAB convention on record.

Don Jamieson, CJON-AM-TV St. John's, Nfld., was re-elected president on Wednesday, with J. A. Pouliot, CFCM-TV and CKMI-TV Quebec City, and Allan Waters, CHUM Toronto, as vice presidents. Directors elected were R. F. Large, CFCY-AM-TV Charlottetown, P.E.I., A. Pelletier, CHRC Quebec City; C. Lavigne, CFCL-AM-TV Timmins, Ont.; Lloyd Moffat, CKY Winnipeg, Man.; D. French, CKLC Kingston, Ont.; Howard Caine, CHWO Oakville, Ont.; R. T. Snelgrove, CKBB and CKVR-TV Barrie, Ont.; E. A. Ralwingson, CKBI-AM-TV Prince Albert, Sask.; Norm Botterill, CJLH-TV Lethbridge, Alta.; K. Hutcheson, CJAV Port Alberni, B. C.; M. MacLachlan, CHWK Chilliwack, B. C.; E. G. Chapman, CHBC-TV Kelowna, B. C.; Don Hartford, CFAC Calgary, Alta.; S. C. Ritchie, CKLW-AM-TV Windsor, Ont.; Maurice Dansereau, CHLN Three Rivers, Que., and Tom Tonner, CHSJ-AM-TV Saint John, N. B. Murray Brown, CFPL-AM-TV London, Ont., immediate past president, remains on the board.

By-law amendments at the business session dealt mainly with widening membership to permit active membership for networks.

Plans for future national meetings include two days of policy discussion, and a day devoted to presentations by radio and television sales bureaus. Five regional association meetings are to be planned on a long-term basis to eliminate overlapping.

Problems of developing musical exchange programs, enforcement of ethical code, investigation of RAT classifications and establishment of a committee of senior broadcasters to study the overall effect of broadcasting in Canada, were dealt with at closed business sessions.

Permanent members of Board of Broadcast Governors at Wednesday morning sessions answered numerous questions from broadcasters dealing with current formation of a new national radio network by Canadian Broadcasting Corp., and percentages of commercial content permitted under recently announced regulations. BBG commended stations on improvements in newscasting and establishment of news departments.

Members were given an impressive list of talks and documentary programs available for exchange among stations. These programs were developed by many stations across Canada and offered free or for a nominal fee for exchange purposes among CAB members.

The annual meeting of the Bureau of Broadcast Measurement, held at the Wednesday luncheon, elected as new directors Tom Burham, CKRS-TV Jonquiere, Que.; Murray Brown, CFPL-AM-TV London, Ont.; A. J. Hopps, CFRN-AM-TV Edmonton, Alta.; and E. P. Towndrow, Stephens & Towndrow Ltd., Toronto, station representatives. John F. Glasier, Ford Motor Co. of Canada, Oakville, Ont., was elected president of BBM.

Next year's annual CAB meeting will be held at Toronto.

Meetings of radio and television network affiliates were held at Montreal by the Canadian Broadcasting Corporation prior to and immediately following the CAB annual meeting, while directors of regional associations held meetings during the convention.

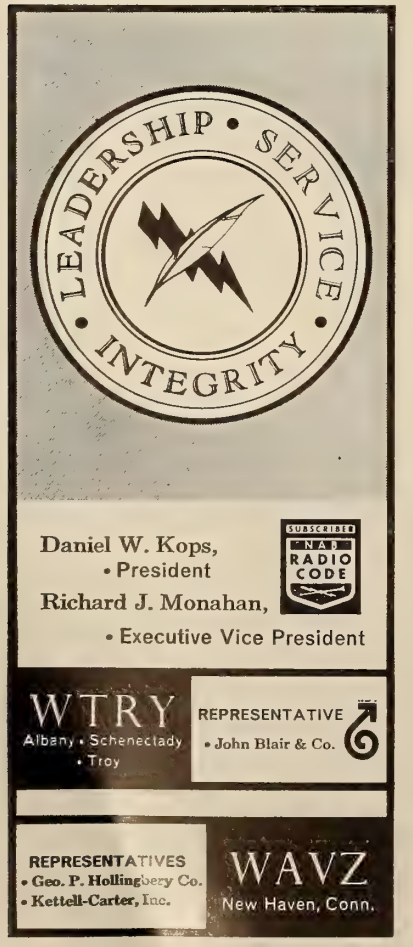
A new look at how broadcasting operates in Canada is needed, Mr. Jamieson told the Wednesday programming meeting. "The relationship between public and private elements in broadcasting must be redefined and clearly understood," he stated. "Broadcasting is not just a way of doing business. It is part of a way of life for all Canadians. Enlightened and encouraged, private broadcasting can be a tremendously creative force, limited only by imagination, ability and faith. Broadcasters, within our private enterprise system, must reject the concept that materialism is the only measure of individual and national progress."



Mr. Jamieson

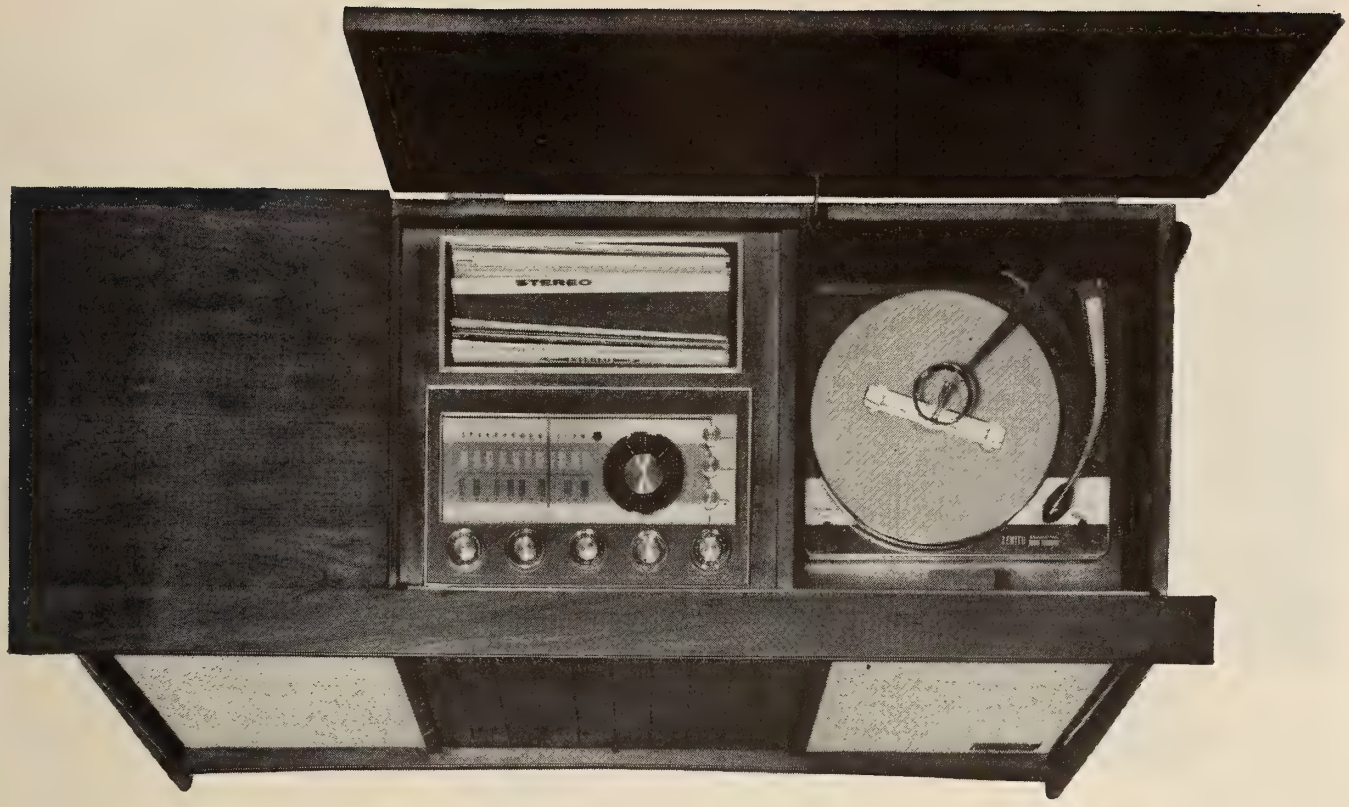
Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, Canada's regulatory body, followed Mr. Jamieson, pointing out lessons learned in the three years since BBG was established.

He stated that BBG was following with interest and anticipation experiments now underway in Canadian pro-



how to turn contacts into contracts

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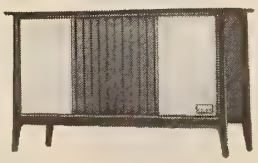


The world's most complete stereo instrument gives you the ultimate performance of monaural and stereo recordings, AM, FM, and now — STEREO FM RADIO!

Now there's a whole new world of entertainment at your fingertips! For now Zenith puts *Stereo FM radios* into the world's finest stereo consoles—combining all the rich beauty of FM with the breathtaking realism and sound separation of stereo. And the FCC-approved standards for Stereo FM broadcasting are based on the system *pioneered and developed* by Zenith!

These consoles also feature Zenith's new "Stereo Professional"—the world's finest home console record changer precision-designed for stereo! Designed to end the "rumble," "wow" and "flutter" that plague ordinary changers, its components are floated on rubber to virtually eliminate vibration. You hear the brilliant beauty of *pure stereo sound* just as it is *meant* to be heard.

Zenith cabinetry comes in an exciting array of authentic designs that complement your finest furnishings. Pictured at right, the Zenith Sibelius, featuring exclusive Zenith *Extended* Stereo with *Extended* Reverberation, Stereo FM, AM and FM radio. Danish modern styling in walnut veneers and hardwood solids. Model MH2670, $775*. Other Zenith quality stereo consoles start as low as $179.95*.



ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA LTD., TORONTO, ONTARIO The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 43 years of leadership in radionics exclusively.
**Manufacturer's suggested retail price (Does not include records.) Slightly higher in various Western and Southern areas. Prices and specifications subject to change without notice.*

ZENITH *The quality goes in before the name goes on*

how to sell New York

Go Far with Lazare



Who turns the small hours into big selling ones with the all-right kind of entertainment for the all-night kind of radio audience? Who's wide awake in WINSland every weekday midnight to 6:00 A.M.? That's right. Jack Lazare!

Did we say "Go far with Lazare?" Remember, you can sell all through the night with Jack on WINS. Sell well, too. Jack has 20 years of experience in selling all kinds of products to all kinds of people.



Jack is only one reason why WINS is **everybody's station in N. Y.** The morning-noon-evening reasons? Out of N. Y. C., call national representative Robert E. Eastman & Co., Inc. In New York City, call WINS, JU 2-7000.

gramming, with special emphasis on establishment of a CAB program exchange.

"No one expects a major revolution in radio as a result of this plan, but we hope very much it will proceed and persist," Dr. Stewart said. "Its success would demonstrate the effectiveness of constructive, cooperative approaches to many problems of broadcasting."

Eye on U.S.A. ▪ Dr. Stewart reported that BBG is following with interest current controversies in the U. S. regarding the wide-open policy of issuing licenses for commercial broadcasting.

He felt that pressure in the U.S. to acquire use of unused frequencies allocated to Canada may well be accentuated, but BBG does not subscribe to the view that proliferation of licenses and improvement of broadcasting services necessarily go hand in hand, he said. BBG would not recommend additional licenses merely for the purpose of protecting frequencies.

BBG endorses the Canadian Dept. of Transport's policy of not licensing community antenna systems in areas where there might be a television station if more than a single-hop radio relay is necessary. BBG has reported to the Canadian minister of transport its grave concern with respect to possibilities now emerging of extension of closed circuit television originating in the U.S. through use of coaxial cable, Dr. Stewart stated.

He also dealt with the trend in Canada towards joint and multiple ownership of small stations as affording real economies in operation and possibility of improved service for listeners and viewers. He touched on increasing participation in broadcasting stations by investors with capital, pointing out the need for continuing management by people trained in creative broadcasting skills. He congratulated CAB on its successful school for potential young broadcasters at Ryerson Institute of Technology, Toronto.

Kickoff ▪ Opening session of the three-day meet was attended by CAB voting members only. It dealt with liaison committee reports on BBG regulations, copyright, internal business and technical reports on interference of television receivers with radio receivers on some frequencies.

The Monday afternoon session for voting members and associates included a report on CAB's underwriting for five years at $20,000 annually of the Dominion Drama Festival, a source of potential new Canadian program talent. Most of the session was devoted to discussion of changes needed in the operation of the Cooperative Bureau of Broadcast Measurement. Frank opinions were given on shortcomings of the present measuring system and on possible research by American firms looking toward more efficient systems.

Tuesday sessions included both morning and afternoon periods on cost control, with several business consultants demonstrating methods whereby stations could cut paper work and use new office equipment to speed work on the increasing number of reports required by regulatory bureaus.

Presentations were made Tuesday for the recently formed Radio and Television Sales Bureaus with emphasis on increasing membership in both of these industry-sponsored organizations. Both bureaus demonstrated new sales pitches designed to sell advertisers on using radio and television. Radio sales Bureau, in its first year of operation, reported membership of 58 stations and eight rep firms. Its goal for this year is 100 stations. TvB of Canada reported 37 member stations, both CBS English and French-language networks, and four rep firms.

Twenty-one new members joined the CAB Quarter Century Club at its Tuesday luncheon, bringing the total to 185 members.

The John J. Gillin Jr. Memorial Award for Public Service was presented at the closing dinner Wednesday evening to Mrs. C. H. Dougall, CKPR-AM-TV Port Arthur, Ont. The Keith Rogers Memorial Award for Engineering was given to Clive Eastman, chief engineer of CFRB Toronto. The Harry Sedgwick Memorial Award for the best student at the broadcasting course at Ryerson Institute of Technology was presented to 20-year-old Linda Mary Wilson of Toronto.

New Canadian network to be formed by CBC

On October 1 Canadian Broadcasting Corp. will form a new Canadian radio network composed of stations of its Trans-Canada network and some of those of the Dominion network, which is being discontinued.

The new network will comprise 81 stations, 51 of which are from CBC Trans-Canada. Ten stations not on any CBC network will be added. In addi-

the single most important call you can make at the convention

Radio Concepts Inc., Suite 1135A, Conrad Hilton Hotel

tion, 79 unmanned low-power relay stations will be used. The network is expected to reach 99.3% of English-speaking Canadians.

With the advent of the new network, CJBC Toronto, key station of the Dominion network and the only CBC station on that network, is to become a Toronto local 50-kw station. It will carry commercial programs during the day and will schedule educational programs and French-language programs at night for the 130,000 French-speaking Canadians in its service area.

UK commerical tv wins 62% of audience—TAM

Britain's commercial tv network had 62% of the viewing time during the four weeks ended Jan. 28, reports Television Audience Measurement Ltd., the U.K. partner of the A. C. Nielsen Co., for homes with sets than can get both the commercial channel and BBC-TV.

This shows only a slight drop in the viewing time of the commercial network since the actors' strike against it began last November.

In October, the month before the strike started, the network had 64% of the viewers' time. The percentage fell to 61% at the end of the strike's first month and by the end of December it was down to 60%.

Since Jan. 1 the network has halted the drop and started to push the percentage upward. But its share of viewing time is less than a year ago. The figure for the end of January 1961 was 67%.

New 50-kw am station approved for Toronto

CHFI-FM Toronto, Ont., in operation five years as an fm station, has been granted a license to operate a new 50-kw am station on 1540 kc. The Board of Broadcast Governors announced its decision on March 22. This is the first time in Canada that an fm station has been granted an am license.

Other BBG actions:

▪ The application of William Edward Bellman, owner of CHQM Vancouver, B.C., for a 50-kw station on 1540 kc at Toronto was turned down.

▪ The application of CHUM Toronto for a new fm station was deferred.

▪ CKEY Toronto was given permission to move from 580 to 590 kc at a new transmitting site on Toronto Island, and to increase night-time power from 1 kw to 5 kw.

New Regulations ▪ BBG ruled that in the future, Canadian radio and television stations will be required to report any borrowing of money or arrangements for management services. These new regulations went into effect on April 1 and require licensee on BBG request to file within 60 days a copy of every agreement on loans or advances. Licensees will automatically file copies of debenture issues, trust deeds securing any debentures, and agreements under which any management services are required.

The new regulations followed reports that CFTO-TV Toronto, had received loans from the American Broadcasting Co., New York, following rejection by BBG of a request for permission to sell ABC 25% of its shares.

Danziger quits filming; blames limited market

Danziger Productions, one of Britain's biggest producers of films and tv series, is now negotiating the sale of its studios at Elstree near London. It has stopped making films and does not plan to make any more.

Its last production (finished at the end of last year) was *Richard the Lion Hearted,* a 39 half-hour episode tv series.

Harry Danziger, one of the Danziger brothers who run the company, said, "I can no longer continue to lose money in the television film production business; being an independent producer with a studio does not pay any more. Until we get tollvision and more tv networks the position will not change."

During the last eight years the company made over 140 second-feature films and eight tv series.

The studios, now being sold, were built in 1956 at a cost of £1,960,000.

Nigerian tv station

The Broadcasting Co. of Northern Nigeria Ltd. last month opened its television service in Kaduna, capital of the Northern Region of Nigeria. Later in the year, the towns of Zaria and Kano will be linked in a network.

The company was set up last year as a joint venture between a government body, the Northern Nigeria Radio Corp., and two United Kingdom firms, Electric & Musical Industries Ltd. and Granada Group Ltd.

Educational programs are the main feature of the new tv station.

how to turn pennies into dollars

Get to the Radio Concepts Inc. Suite First! 1135A Conrad Hilton Hotel.

how to sell New York

Make Money with Murray



Who makes the evening in New York worth **listening** to Monday through Saturday, between 7:00 and 11:00 P.M.? Murray Kaufman on The Swingin' Soiree, of course!

When the sun goes down Murray goes to work and keeps his sponsors' sales figures up. No secret how he does it: it's **broad appeal.** The kind that comes with 10 solid years of entertaining and selling all ages all kinds of products and services.



And remember, Murray is only one good reason why WINS is **everybody's station in N. Y.** All the reasons? Out of N. Y. C., call Robert E. Eastman & Co., Inc., national representative. In New York City, call WINS, JU 2-7000.

Stereo sales pushed in WTFM contest

A total of six weeks of free stereo fm advertising will be awarded in a new contest among agency radio timebuyers and copywriters, a promotional plan of WTFM (FM) Lake Success, N. Y., to dramatize fm stereo as a new tool to build up agencies' radio billings. The suburban New York station has broadcast in stereo 24 hours a day since it went on the air last fall.

The competition in WTFM's "first annual stereo spectacular awards" is restricted to a timebuyer and one other agency employe (copywriter) as designated personally by him. Entry blanks have been sent to agencies in the New York area. Original one-minute commercials written for stereo in behalf of an account held at the time of writing will be accepted through April 15. The winning commercials will be produced by WTFM Recording Studios Inc., in stereo, and placed in WTFM logs. The first prize will be three weeks of 15 stereo spots per week for the client and $500 Stromberg-Carlson stereo consoles to both the timebuyer and the copywriter; second place—two weeks of 10 stereo spots per week and General Electric fm/stereo radios valued at over $175, and third place—one week of five stereo spots and Zenith fm radios valued at $99.



Now it's 'The Frito Twist'

At a luncheon presentation of Frito-Lay Co. to promote the sale of its corn chips, Bill Archer (l), division ad manager, and Stewart Mitchell (r), account executive at Tracy-Locke Co., Dallas, unveil the point-of-purchase material. The company has combined its campaign with KLIF, that city, to launch its new record, "The Frito Twist." The company purchased an additional 21 stations to promote corn chips.

WERE offers free spots in 'Salesman' contest

Salesmen in the Cleveland area can be excused for plugging a contest being conducted by WERE, that city, with a little more than the usual gusto. They are gunning for more than $3,000 worth of free advertising time the station is offering to the 25 winners.

The "Hats off to Salesmen" contest requires listeners to send in the names of any salesman in the area on a postcard. When the entry deadline has been reached, WERE will draw two names per hour and read them on the air. If a salesman hears his name and calls the station within a specified amount of time, he becomes a winner. The procedure will continue until 25 winners are selected.

Held in conjunction with the Greater Cleveland Growth Committee, the contest offers as prizes to each of the winners five free spots to sell his products on WERE during the month of April.

Draw 'Thinker' for WWDC

For the past year, listeners to WWDC Washington's Carroll James show have been hearing daily "Stupid Driver" awards presented by Thinker, the station's imaginative little character who champions safe and courteous auto driving habits.

While thousands have heard Thinker, none have seen him. The station is offering $100 as a prize for the best drawing submitted that it feels creates the proper image of the little fellow.

Drumbeats . . .

Home contest ▪ KCBS San Francisco reported it received 7,100 entries in its five day Home Contest held in conjunction with that city's annual Home and Hi Fi Show. Two winners were selected each day and were awarded transistor clock radios and theatre passes.

Records to hospitals ▪ KLAC Los Angeles has distributed more than 5,000 free records to hospitals, orphanages and similar institutions in the area. Each week the station selects a different facility to receive the records.

Knows his voice ▪ Because a retired lumberjack in Seattle heard a voice on the radio—and identified it as his own—he is the recipient of an all-expense-paid trip to Mexico City, first prize in KAYO Seattle's Know Your Voice contest.

Philadelphia radio ▪ WIBG Philadelphia is distributing to advertisers and

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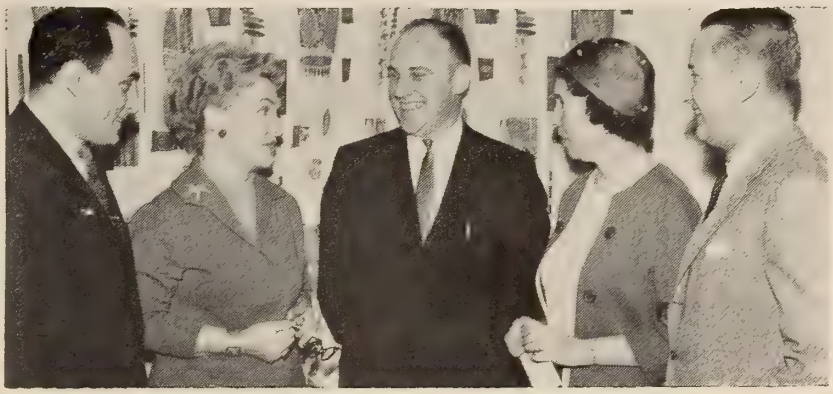
NAB CONVENTION—ESSEX INN

agencies copies of its booklet, "The Philadelphia Radio Market," which the station commissioned The Pulse Inc. to compile. Philadelphia radio stations are compared on the basis of their various strengths in regard to audience, share of market and salesmanship in regard to certain kinds of products.

Gift ▪ James P. Storer, assistant general manager of WJW Cleveland, presented Mayor Anthony J. Celebrezze a set of five American Freedom documents reprinted in connection with *Voices of Freedom* radio programs prepared by Storer for the Freedom Foundation at Valley Forge, Pa.

Long play ▪ To call attention to its new music policy—good sounds and no rock-and-roll—KRNO San Bernardino, Calif., played Joanne Cameron's record, I've Got a Crush on You, 18½ consecutive hours, interrupting only for news flashes, station breaks and commercials.

Cub sponsor ▪ KTVH (TV) Wichita, Kan., has announced it will sponsor Cub Scout Pack of District 5. The two-year-old pack has 44 members meeting in six dens.



WHDH-TV plays host to UNICEF

Representatives of the United Nations Children's Fund, UNICEF, were guests of WHDH-TV Boston for previews of the station's first two programs in a series of 10 half-hours entitled *Life in Asia.* The series is the result of a six-week tour late last fall by two WHDH-TV personalities who traveled to remote areas of Asia in behalf of UNICEF.

C. Lloyd Bailey, executive director of the U.S. Committee for UNICEF, is shown above (c) congratulating Frank Avruch, WHDH-TV's "Bozo the Clown" (l) and Virginia Bartlett, producer of *Dateline Boston* (second from l). Looking on are Mrs. Patricia Hartwell, director of public information, UNICEF, and Victor De Kuyserling, publicity director of the U. S. Committee for UNICEF.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Wilson

Howard M. Wilson, senior vp, creative services and member of board of directors, Kenyon & Eckhardt, New York, joins Geyer, Morey, Madden & Ballard, that city, as general corporate executive in charge of creative services. Mr. Wilson has been with K&E for past ten years serving first as copy supervisor, then copy director and associate creative director. Previously, he served with Kudner Agency as copy supervisor and Dickie Raymond Inc. as copy chief.

Fred D. Farris, executive vp and principal, Galvin-Farris-Sanford (formerly Galvin-Farris-Allvine), Kansas City advertising agency, elected president succeeding **Jerome G. Galvin,** founder and board chairman. **Robert R. Sanford,** former senior vp and board member, Potts-Woodbury, advertising agency, that city, joins G-F-S as executive vp and secretary.

Louis T. Hagopian, supervisor on Plymouth-Valiant account at N. W. Ayer & Son, Detroit, elected vp.

Henry Muller, former vp of Benton & Bowles, New York, joins Ted Bates & Co., that city, as vp on Boyle-Midway account.

Robert A. Bennett, merchandising services manager, Grey Adv., New York, jons Pantone Inc., that city, sales promotion agency, as vp and director of merchandising services division.

R. W. (Jack) Dawson, vp and Chicago office manager, Albert Frank-Guenther Law, New York-based advertising and pr agency, retired March 16 after 48 years with firm. Mr. Dawson joined firm in 1914 when it was originally known as Albert Frank & Co. He was named Chicago office manager in 1921 and elected vp in 1932, same year that Albert Frank merged with Rudolph Guenther-Russell Law Inc.

Melvin S. Hattwick, director of advertising, Continental Oil Co., elected director of Advertising Research Foundation, New York.



Mrs. Kazin

Carol Kazin, director of consumer research, MarPlan Div., Communications Affiliates Inc., subsidiary of Interpublic Inc., New York, elected vp and director of research, McCann-Marschalk Co., also an Interpublic subsidiary. Mrs. Kazin was senior research analyst for CBS before joining Interpublic in 1951.

Edwin M. Marshall, radio-tv business manager, BBDO, New York, appointed

AUDIENCE!

. . . that's what you get with TEEN-BEAT, the professionally authenticated advice featurette for teen-agers. Smash hit on top radio stations in top markets including Cleveland, Miami, St. Louis, Minneapolis, etc.

25 minute-or-less features per week for promotions, new business, mail pull.

Exclusive for you in your market if you act fast. Write, wire, phone for free audition tape.

SOUND IDEAS 1836 Euclid Avenue, Cleveland, Ohio, TO 1-0288

FC&B adds youth to expanded board


Mr. Matthews


Mr. Scott


Mr. Chambers

William E. Chambers, Jr., Louis E. Scott and **William C. Matthews,** managers of Foote, Cone & Belding's New York, Los Angeles and San Francisco offices, respectively, elected to New York-based advertising agency's expanded board of directors. Mr. Chambers, who was assistant office manager in New York, was elevated to be manager at the time.

Robert F. Carney, board chairman, pointed out that all three men are in their early 40's and their election to the board of directors is a part of the agency's program to insure continuity of management when older members retire.

assistant vp of American Assn. of Advertising Agencies in radio and television administration and production, talent union relations and broadcast activities. He assumes duties relinquished by **Dorothy Copeland,** AAAA staff executive, who resigned to become freelance consultant in labor relations. Miss Copeland will continue to serve AAAA in consulting capacity.

Dr. Arthur Koponen, J. Walter Thompson, New York, joins Colgate-Palmolive Co., that city, as director of market research for C-P's domestic group.

Frank Muller, assistant markets and merchandising manager, *Look* magazine, appointed sales promotion manager for toiletries division of Shulton Inc., New York.

Quentin Schweninger named regional executive on Dodge account, BBDO, Los Angeles.


Mr. Lurie

James L. Lurie, account supervisor, Earle Ludgin & Co., Chicago-based advertising agency, elected vp. Mr. Lurie joined Ludgin in 1956 as head of firm's broadcast research department. He later became member of account service department and recently has been serving as an account supervisor.

Jay S. Riddle, marketing manager, *Saturday Evening Post,* joins N. W. Ayer & Son, Philadelphia, to work on various package goods marketing assignments. Also joining agency are **Louis M. Leonard** and **Leland D. Breckenridge Jr.,** both as sales representatives. Mr. Leonard, formerly with American Viscose Corp., will be headquartered in Ayer's Philadelphia office while Mr. Breckenridge, who was with Benton & Bowles, joins Ayer's New York office.

Robert T. Nugent, account executive, Fletcher Richards, Calkins & Holden, New York, named assistant director of radio-tv department.

Norman Citron, production manager in charge of collateral material, Fuller & Smith & Ross, New York, appointed director of production.

Magdalene (Dusty) Diamantis, senior research supervisor, Benton & Bowles, New York, joins Carson/Roberts Inc., Los Angeles advertising agency, as research director. **Jerry Sachs,** media director, Doyle Dane Bernbach, Los Angeles, joins C/R as plans director in marketing services. **Jane Catlin** appointed agency's research coordinator. Other C/R staff additions: **Richard Houghton,** formerly with Compton Adv., Chicago, as account supervisor on Max Factor account; **Stewart Brown,** former marketing coordinator, Lanolin Plus Inc., as account executive on Max Factor, and **Mary Louise Lau,** formerly with Kenyon & Eckhardt, as copywriter.

Laura K. Fliashnick, director of station relations, Dunnan & Jeffrey, New York, joins Regal Advertising Assoc. Corp., that city, as director of premium merchandise and media. Regal is now located at 385 Fifth Ave., New York 16, N. Y.

S. S. (Bud) Spencer, former radio-tv director, Foote, Cone & Belding, Los Angeles and recently with The Sperry & Hutchinson Co. (S&H Green Stamps) that city, joins Prudential Savings & Loan Assn., San Gabriel, Calif., as pr director.

Rita E. Holmberg, assistant director of consumer service department, Armour & Co., Chicago, joins McCann-Erickson, that city, as director of home economics. Miss Holmberg will assist creative and account staffs on advertising programs of current food clients as well as participate in new business presentation preparations.

Edgar S. Stemmler, pr department, Chamber of Commerce of Metropolitan St. Louis, joins R. C. Chase & Assoc., pr, advertising and creative audio-visual firm, that city.

Charles Blakemore, formerly with Leo Burnett Co., Chicago, joins Compton Adv., New York, as creative group head.

Peter Levinson, free-lance writer, joins Cleary-Strauss-Irwin & Goodman, Los Angeles pr firm.

Forrest S. Pollock, art director, Simmons-Woodward Printing Co., St. Louis, joins Richard C. Lynch Adv., that city, in similar capacity, succeeding **Stewart McCormack,** retired.

Elizabeth Pierce, copywriter on Tidewater Oil account, Foote, Cone & Belding, Los Angeles, joins Grey Adv., that city, as senior copywriter.


Mr. Haas

Howard Haas, director of marketing, Sealy Inc., Chicago, national bedding organization, elected vp in charge of marketing. He will continue responsibilities for all Sealy marketing operations in addition to advertising, pr, market research, sales promotion and sales training. Mr. Haas joined Sealy in December 1960 as national sales manager, having previously served as vp in charge of sales for Mitchell Manufacturing Co., division of Cory Corp., Chicago, air conditioning manufacturer.

Frances B. Shaw, copywriter on Helena Rubinstein account, Ogilvy, Benson & Mather, New York, joins North Adv., Chicago, as copywriter.

Kenneth M. Merritt, writer-supervisor, creative department, J. Walter Thompson Co., New York, joins Compton Adv., that city, as copy group head.

Alan Cundall, copywriter, Guild, Bascom & Bonfigli, San Francisco, named copy supervisor.

Lorenz P. Hansen, radio-tv writer and producer, Gray & Rogers, Philadelphia, and **Mrs. Ellen C. Betsch,** associate editor, *Country Gentleman* magazine, join copy department, N. W. Ayer & Son, Philadelphia. **George S. Tanaka,** formerly with Harry F. Port Adv., Chicago, joins art department of Ayer's Chicago office.

Francine Wexler, formerly with Grey Adv., New York, joins copy department, Doyle Dane Bernbach, that city.

Frank Boehm, Elin Corey, Edward Hunt and **Barbara Pesin** join Foote, Cone & Belding, Chicago, as copywriters. Mr. Boehm formerly was with Kenyon & Eckhardt; Miss Corey, Benton & Bowles; Mr. Hunt, Sullivan, Stauffer, Colwell & Bayles; and Mrs. Pesin, J. Walter Thompson, all New York.

William J. Luddy, associate editor for past three years, *American Legion* magazine, New York, joins Zimmer, Keller & Calvert Inc., Detroit advertising agency, as pr manager. **David A. Hallack,** who has been with agency for past 10 years as pr director, promoted to account executive and pr supervisor.

Florence Gardner, executive secretary, San Francisco Advertising Club, retires May 31 after 44 years with organization. She will be honored on May 16 at testimonial luncheon at Sheraton-Palace Hotel in San Francisco.

Morton B. White, former general manager, Sterling Information Services Ltd., New York, appointed campaign manager for The Advertising Council.

THE MEDIA


Mr. Wayne

Elmer O. Wayne, general manager, ABC-owned and operated KGO-AM-FM San Francisco, elected vp and general manager. He joined KGO in present capacity in July 1960 after serving as general sales manager of KFI Los Angeles since June 1959. Previously, Mr. Wayne was with WJR-AM-FM Detroit since 1951 as sales manager and was elected vp in charge of sales in November 1956.

John Pinto, member of headquarters staff, RKO General Inc., New York, elected vp of RKO General Phonevision Co., wholly owned subsidiary. He will be in charge of pay tv operations in Hartford, Conn., with headquarters in RKO General's New York offices. Before joining corporation last July, Mr. Pinto had served as vp and plans board chairman of Post & Morr, and earlier as vp in charge of New York office of Grant Adv.

William C. Webster, sales manager, WOHO Toledo, elected vp in charge of sales. Mr. Webster joined station in 1953 in present capacity.

Paul Downs, account executive, WAVY Portsmouth, Va., appointed general manager, WMAS - AM - FM Springfield, Mass.

Jack Howat and **Gene Coleman** join WTUF (formerly WKAB) Mobile, Ala., as general manager and sales manager, respectively.

Paul Beville, account executive, WTIX New Orleans, appointed station manager, WJRM, WRCM (FM), that city.

Hugh Anthony, program director and account executive, WCCM, WGHJ (FM) Lawrence, Mass., promoted to station manager. Other appointments: **William Curtin,** commercial manager; **Joseph Clementi,** program director, and **Tony Lupo,** news director.

Ken Nelson, account executive, WJJD Chicago, appointed station manager, WJJD-FM, that city, succeeding **James Brassfield** who resigned to accept position as advertising manager of Nathan Hale Insurance Co., Springfield, Ill.

William L. Brown, station manager, WMBD-AM-FM Peoria, Ill., appointed national sales manager for WMBD-AM-FM-TV.

Robert D. Burton appointed general sales manager, WJR-AM-FM Detroit. Mr. Burton joined station in June 1955 as sales representative.

Robert R. Rodgers, formerly with Independent Television Corp., New York, joins WBAL-TV Baltimore as sales manager.

Thomas McCann, account executive, and **William M. Jenkins,** traffic manager, KING-TV Seattle, promoted to local sales manager and account executive, respectively.

John J. Laux, executive vp and general manager, WSTV - AM - FM - TV Steubenville, Ohio, and managing director of Friendly Group Stations, named general chairman of camp development fund campaign of Fort Steuben Area Council, Boy Scouts of America. Council will conduct campaign to obtain minimum of $215,705 to develop camp at Lake Clendening in Harrison County, Ohio.

Rouen J. Westcott, account executive, H-R Representatives, Los Angeles, and **Michael J. Lutomski,** formerly with WWJ Detroit, join tv sales staff of The Katz Agency, Detroit.


Mr. Tabakin

Bernard Tabakin, executive vp, National Telefilm Assoc., New York, elected president. Mr. Tabakin joined company in 1954 as west coast sales executive when his own production firm was merged with NTA. In December 1955 he was appointed director of NTA's then newly established national sales division with headquarters in Hollywood. He was elected vp in charge of all sales activities in February 1961.

Wallace Dunlap, general manager, WFYI Mineola, N. Y., appointed assistant sales manager, KDKA-TV Pittsburgh.

Win Gould, management trainee, WCBS New York, named sales service manager.

Richard L. Branigan, former sales executive, WCBS and WMGM, both New York, joins Broadcast Clearing House, that city, as sales service representative working with advertising agencies, station reps and radio and tv sta-

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tions in developing BCH's three-way automated order processing in national spot radio and tv.


Mr. Vance

Fred L. Vance, station manager, KVOA-TV Tucson, Ariz., appointed general manager, Alvarado Television Co. (KVOA-TV and KOAT-TV Albuquerque, N. M.). Max Sklower, station manager, KOAT-TV, will continue in that position. Prior to joining KVOA in April 1958 in present capacity, Mr. Vance had served as sales manager, KWTV (TV) Oklahoma City; sales representative, WOAI-TV San Antonio, and commercial manager, WEEK-TV Peoria, Ill. He has been in tv sales and management since 1949.

Lu Hurley, account executive, KEWB Oakland, appointed sales representative, KGO-AM-FM San Francisco. **Ann Holden,** host of KGO's *Ann Holden Show* and Bay Area radio personality since 1923, retires.

Bruce Schneider, account executive and promotion manager, WIBV Belleville, Ill., joins KUDL Kansas City as account executive.

Dominic J. Vignola, local sales manager, WTEN (TV) Albany, N. Y., named account executive, WKBW-TV Buffalo. **Phil Beuth,** WTEN promotion manager, replaces Mr. Vignola, and **Marc Edwards,** director of news and special events, replaces Mr. Beuth. **Bruce Williamson,** WTEN newscaster, has been named to succeed Mr. Edwards.

Juanita Haddy, sales assistant, Weed Television Corp., Los Angeles, named account executive.

Robert C. Floyd, sales manager, KANS Independence, Mo., named account executive, KMBC Kansas City.

Martin Ross, Radio Advertising Bureau, New York, joins WMCA, that city, as account executive.

Robert S. Walsh, district advertising manager, Household Finance Corp., Chicago, joins NBC Radio Spot Sales, that city, as account executive.

Paul Williams, former video consultant, Ampex International, S. A., named chief engineer, KQED (TV) San Francisco.

Bob Di Mattina, sales service manager, WCBS-AM-FM New York, appointed operations manager, CBS Radio Spot Sales, that city.

Norm Bobrow, former program director, KXA Seattle, joins WBFM (FM) New York as program director.

Horace W. (Buddy) Ray, operations manager, Storer Broadcasting Co.'s WAGA-TV Atlanta, appointed operations manager, Storer Programs Inc., New York.

Paul Edwards, formerly with WWCO - AM - FM Waterbury, joins WINF-AM-FM Manchester, both Connecticut, as program director.

Harry Wagner, program manager, WSUN-TV St. Petersburg, Fla., and former program manager, WTSP (TV) Tampa-St. Petersburg, returns to WTSP in similar capacity.

James Mendes, air personality, WRIB Providence, R. I., assumes additional duties as program director.

William Rohrer, assistant director, continuity department, WNEW New York, promoted to director.


Mr. Allen

Sidney P. Allen, general sales executive, RKO General National Sales Div., New York, and former New York sales manager for RKO-controlled CKLW-AM-TV Windsor, Ont.-Detroit, appointed rep firm's director of agency-client relations. Mr. Allen previously held executive positions at NBC-TV and Mutual. At latter network, with which he was associated for 23 years, his duties included five years as vp in charge of sales.

Robert D. Horan, former newsman, WSAZ - TV Huntington - Charleston, W. Va., returns to station as Charleston news editor, succeeding **Ralph Price** who resigned to join WSAV-TV Savannah as news manager.

Don Herman, news staff, WCKY Cincinnati, promoted to news director. Paul Miller, WCKY's program manager, was inadvertently reported in BROADCASTING, March 19 as being promoted to news director.

Claude Mann, recently with Gordon Newsfilms, San Francisco, joins KTVU (TV) Oakland-San Francisco as news commentator.

David Kingsley, former news director, WHRV Ann Arbor, joins WJRT (TV) Flint, both Michigan, as reporter.

Del Frank, newscaster, WRC-TV Washington and former newscaster, WTVJ (TV) Miami, returns to WTVJ April 30, in similar capacity.

Dick Wheeler, newscaster, WFAA-AM-FM-TV Dallas, joins KOTV (TV) Tulsa, Okla., as news director.

Pye Chamberlayne Jr., formerly with Radio Press International's Paris bureau, named news editor, RPI, New York.

Dudley Lehow, Associated Press, Baton Rouge, La., transfers to Miami as night radio editor.


Mr. Nimmons

Ralph Nimmons, general sales manager, WFGA-TV Jacksonville, Fla., appointed station manager. Mr. Nimmons joined WFGA in 1957 after serving as station manager for WFAA-TV Dallas. **Rusty Bruton,** program-production manager, promoted to director of special assignments. **Robert Manning** and **Herb Gold** named production manager and film director, respectively.

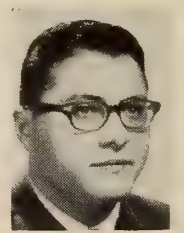
Alan Sloane, weather-sports announcer, WAGA-TV Atlanta, joins KCOP (TV) Los Angeles, in similar capacity. He will be teamed with newscaster Peter Hansen and news analyst Harold Fishman in two nightly newscasts, 6-6:30 p.m. and 10-10:30 p.m., Mon.-Fri. **Mike Stokey,** tv personality, joins KCOP to host his own Mon.-Sat. 90-minute program at 10:30 p.m. beginning today (April 2).

Jose Garcia, announcer of winter league baseball in Central America, joins KWKW Pasadena to do Spanish-language play-by-play report of Los Angeles Dodgers' 1962 season.

John E. Patton joins WVMC Mt. Carmel, Ill., as announcer and continuity writer.

Norman Plotnick, former station librarian, WWDC-AM-FM Washington and recently with WGAY (FM) Washington, returns to WWDC as music librarian.

PROGRAMMING


Mr. Kornblum

Leonard I. Kornblum, comptroller, Independent Television Corp., New York, elected vp and treasurer. Mr. Kornblum is attorney and certified public accountant and had been associated with several CPA firms before joining ITC's predecessor tv program distributing company in December 1955.

Everett Freeman, first vp, Television Producers Guild, Beverly Hills, elected president, succeeding **Ben Brady** who officially tendered his resignation by confirming that he will leave early this month for Italy where he will produce motion picture and be in residence for approximately one year.

Al Jarvis, d.j., joins DRA Records Inc., Hollywood, as vp.

Jack V. Arbib, former circulation sales manager, *New York Daily News,* joins Cellomatic Div., Screen Gems Inc., New York, as national sales director.

Ted Rogers, head of his own production firm, Ted Rogers Assoc., joins MGM-TV as staff producer in New York. Earlier Mr. Rogers had served as director of programs for Independent Television Corp., executive producer at NBC-TV and tv account supervisor at BBDO for U. S. Steel Corp.

William Froug, recent writer-producer for *Dick Powell Show,* has been signed by MGM-TV as producer of *Sam Benedict,* full-hour dramatic series to be seen on NBC starring Edmond O'Brien. Production is scheduled to start June 4.

Edmund Hartmann, veteran motion picture and tv writer-producer, named producer of next season's Fred MacMurray tv show, *My Three Sons,* at Don Fedderson Productions, Hollywood, replacing **George Tibbles** who relinquishes post due to illness.

Ross Bagwell, formerly with NBC-TV program merchandising department, joins Merritt Enterprises Inc., New York tv packaging firm, as manager of program merchandising.

Peter Lassally, special projects department, WBC Productions, New York, has resigned.

EQUIPMENT & ENGINEERING

Bertram R. Newman, western regional manager, TRW Computers Co., division of Thompson Ramo Wooldridge Inc., Beverly Hills, named manager of marketing services department. He will be responsible for all advertising, pr, custom training, and handbooks and manuals. Before joining TRW in 1958 as an applications engineer, Mr. Newman was with Sylvania Electric Co. and IBM.

John H. Adams, vp and general manager, Central Electronics Inc., wholly-owned subsidiary of Zenith Sales Corp., Chicago, appointed to newly created post of commercial manager of ZSC's parts and accessories division. Before joining Central Electronics, Mr. Adams was general sales manager of Kleinschmidt Div., Smith-Corona Marchant Inc., where he also served as assistant to vp and general manager.

Robert Cheshire rejoins Du Mont Div., Emerson Radio Inc., Jersey City, N. J., after year's absence. He will serve as eastern zone manager.

Robert T. McCarthy, former product manager, Thompson Ramo Wooldridge, Los Angeles, named product planner-new products at Motorola Inc., Franklin Park, Ill.

GOVERNMENT


Mr. Homsy

John H. Homsy, who for 25 years was field engineer for Department of Commerce, Federal Radio Commission and Federal Communications Commission, retired March 15. At time of retirement, Mr. Homsy was deputy scientific advisor of field test directorate, U. S. Army Electronic Proving Ground, Fort Huachuca, Ariz. Prior to moving to Fort Huachuca in 1955, Mr. Homsy was for nine years engineer-in-charge at Dallas, for FCC.

INTERNATIONAL

Des Hardman, executive broadcast director, Vickers & Benson Ltd., Toronto advertising agency, elected vp.

Ray Junkin, formerly with Program Sales Inc., New York, named general manager, Screen Gems (Canada) Ltd., Toronto, succeeding Steve Krantz who returned to New York headquarters to take charge of sales for international division. **Gillis Morin** appointed Screen Gems' commercial representative in Montreal.

R. J. Buss, general manager, CHAT-AM-TV Medicine Hat, Alta., to CKRC Winnipeg, Man., in similar capacity.

Arthur Weinthal, radio-tv director, Ronalds-Reynolds Ltd., Montreal advertising agency, named executive producer of CTV Television Network, Toronto.

Albert W. Wilson, audience relations coordinator, Canadian Broadcasting Corp., Ottawa, named director of CBC's information services, succeeding **William Armstrong,** recently appointed secretary to Commonwealth Broadcasting Conference.

Ian J. Hall and **Robert Aiken** join CFTO-TV Toronto as account executives.

J. S. Purvis, formerly with CHCH-TV Hamilton, Ont., named program director, CJAY-TV Winnipeg, Man. **Stewart McPherson** appointed CJAY-TV's special events director.

Norm Hooper, formerly with CHCH-TV Hamilton, Ont., joins news department, CHUM Toronto.

Paul M. Gelinas named promotion and publicity manager for CKAC Montreal.

Sig Mickelson, managing director, Time-Life Broadcast News Service, New York, will be guest speaker at April 5 meeting of Toronto Radio & Television Executives Club at O'Keefe Center, Toronto. He speaks on "Radio Rediscovered."

Betty Zimmerman, CBOT (TV) Ottawa, and **Gerald Renaud,** CBMT (TV) Montreal, were awarded 1962 bursaries by Imperial Relations Trust to permit six months study in Great Britain during summer.

DEATHS

Leon L. Caudle, 50, chief engineer, WSOC-AM-FM-TV Charlotte, N. C., died of heart attack March 17 at his home in that city. Mr. Caudle joined WSOC 29 years ago and it was under his supervision that ch. 9 went on the air in April 1957.

Dudley L. Logan, 65, head of his own advertising agency in Los Angeles, died March 22.

Edwin Olds, maintenance technician, KNX-AM-FM Los Angeles, since 1938, died March 21 at his home in that city. **Bob Panella,** 37, KNX's sports writer for past nine years, died of leukemia March 25 at UCLA Medical Center.

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TV NETWORK SHOWSHEET

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. All times EST. Published first issue in each quarter.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.
NBC-TV No network service.

11-12 noon

ABC-TV No network service.
CBS-TV 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 No network service; 12:30-12:55 *Washington Conversation*, sust.; 12:55-1 *News*, sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 1:30-2 *Frontiers of Faith*, sust.

2-3 p.m.

ABC-TV 2-2:30 No network service; 2:30-3 *Meet the Professor*, sust.
CBS-TV *Baseball*, part.
NBC-TV *NBC Major League Baseball*, various regional.

3-4 p.m.

ABC-TV 3-3:30 *Directions '62*, sust.; 3:30-4 *Adlai Stevenson Reports* alt. with *Editor's Choice*, sust.
CBS-TV *Baseball*, cont.
NBC-TV *Baseball*, cont.

4-5 p.m.

ABC-TV 4-4:30 *Issues & Answers*, sust.; 4:30-5 No network service.
CBS-TV *Baseball*, cont.
NBC-TV *Baseball*, cont.

5-6 p.m.

ABC-TV *Wide World Of Sports*, part.
CBS-TV 5-5:30 *Ted Mack and The Original Amateur Hour*, J. B. Williams; 5:30-6 *GE College Bowl*, GE.
NBC-TV 5-5:30 *Wisdom*, sust.; 5:30-6 *Update*, Helena Rubinstein, and Glenbrook.

6-7 p.m.

ABC-TV 6-6:30 *Sports*, cont.; 6:30-7:30 *Maverick*, part.
CBS-TV 6-6:30 *Twentieth Century*, Prudential; 6:30-7 *Mr. Ed*, Studebaker, Dow, Chesebrough Ponds.
NBC-TV 6-6:30 *Meet The Press*, Wheeling Steel; 6:30-7 *1, 2, 3—Go!* Beech-Nut.

7-8 p.m.

ABC-TV 7-7:30 *Maverick*, cont.; 7:30-8:30 *Follow The Sun*, part.
CBS-TV 7-7:30 *Lassie*, Campbell Soup, Lever; 7:30-8 *Dennis The Menace*, Best Foods, Kellogg.
NBC-TV 7-7:30 *Bullwinkle*, Gen. Mills, Beech-Nut; 7:30-8:30 *Walt Disney's Wonderful World Of Color*, RCA, Eastman Kodak.

8-9 p.m.

ABC-TV 8-8:30 *Follow The Sun*, cont.; 8:30-10:30 *Hollywood Special*, part.
CBS-TV *Ed Sullivan Show*, Colgate, Revlon, P. Lorillard.
NBC-TV 8-8:30 *Walt Disney Show*, cont.; 8:30-9 *Car 54—Where Are You?*, P&G.

9-10 p.m.

ABC-TV *Hollywood Special*, cont.
CBS-TV 9-9:30 *GE Theatre*, Gen. Elec.; 9:30-10 *Jack Benny*, Lever, State Farm.
NBC-TV *Bonanza*, Chevrolet.

10-11 p.m.

ABC-TV 10-10:30 *Hollywood Special*, cont.; 10:30-11 *Lawman*, part.
CBS-TV 10-10:30 *Candid Camera*, Lever, Bristol-Myers; 10:30-11 *What's My Line?*, Kellogg, All State.
NBC-TV *Du Pont Show of the Week*, du Pont.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *Walter Cronkite With The News*, Whitehall, Carter.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, part.

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:15 *CBS News*, sust.; 8:15-9 *Captain Kangaroo*, part.
NBC-TV *Today*, cont.

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Calendar*, part.; 10:30-11 *I Love Lucy*, part.
NBC-TV 10:10:30 *Say When*, part.; 10:30-11 *Play Your Hunch*, part.

11 a.m.-noon

ABC-TV 11-11:30 *Tennessee Ernie Ford*, part.; 11:30-12 *Yours For A Song*, part.
CBS-TV 11-11:30 *Video Village*, part.; 11:30-11:55 *The Clear Horizon*, part.; 11:55-12 *News*, S. C. Johnson, Kellogg.
NBC-TV 11-11:30 *The Price Is Right*, part.; 11:30-12 *Concentration*, part.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Camouflage*, part.; 12:30-1 *Window Shopping*, part.
CBS-TV 12-12:30 *Love Of Life*, part.; 12:30-12:45 *Search For Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Your First Impression*, part.; 12:30-12:55 *Truth Or Consequences*, part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV 1-1:25 *Day In Court*, part.; 1:25-1:30 *Midday Report*, J. B. Williams; 1:30-2 No network service.
CBS-TV 1-1:30 *College Of The Air*, sust.; 1:30-2 *As The World Turns*, part.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 *Jane Wyman Presents*, part.; 2:30-3 *Seven Keys*, part.
CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:25 *Jan Murray Show*, part.; 2:25-2:30 *News*, Colgate; 2:30-3 *Loretta Young Theatre*, part.

3-4 p.m.

ABC-TV 3-3:30 *Queen For A Day*, part.; 3:30-4 *Who Do You Trust?*, part.
CBS-TV 3-3:30 *The Millionaire*, part.; 3:30-3:55 *The Verdict Is Yours*, part.; 3:55-4 *News*, Frigidaire.
NBC-TV 3-3:30 *Young Dr. Malone*, part.; 3:30-4 *Our Five Daughters*, part.

4-5 p.m.

ABC-TV 4-4:50 *American Bandstand*, part.;

TV SPECIALS FOR APRIL, MAY & JUNE

ABC-TV

April 6: 10-11 p.m.
Timex All-Star Comedy Show, U. S. Time Corp.
April 9: 10:30 p.m.-12:30 a.m.
Oscar Awards, Procter & Gamble.
May 29: 10-11 p.m.
Destry Rides Again, Westinghouse.

CBS-TV

April 7: 5-6 p.m.
Masters Golf Tournament, Travelers Insurance, Cluett-Peabody.
April 8: 2:30-4 p.m.
Laudes Evangelii, sust.
April 8: 4-5:30 p.m.
Masters Golf Tournament, Travelers Insurance, Cluett-Peabody.
April 13: 7:30-8:30 p.m.
Young People's Concert, Shell.
April 17: 10-11 p.m.
Westinghouse Presents, Westinghouse.
April 22: 10-11 p.m.
The Hound of Heaven, sust.
April 22: 11 a.m.-12 noon
Easter Protestant Service, sust.
April 22: 7-8 p.m.
Marineland Carnival, Minute Maid.
April 30: 8-9 p.m.
Breck Golden Showcase, John H. Breck Co.
June 11: 10-11 p.m.
Julie & Carol at Carnegie Hall, Thomas J. Lipton Inc.
June 14: 9-10 p.m.
Noah and the Flood (?), sust.
June 20: 10-11 p.m.
Westinghouse Presents, Westinghouse.

NBC-TV

April 6: 9:30-10:30 p.m.
NBC News Special, Clairol.
April 8: 5-6 p.m.
The Nation's Future, sust.
April 8: 10-11 p.m.
Theatre '62, American Gas Assn.
April 15: 6-7:30 p.m.
Hallmark Hall of Fame, Hallmark.
April 15: 8:30-9 p.m.
Project 20, U. S. Steel.
April 17: 9-10 p.m.
Rainbow of Stars, Chrysler.
April 19: 3-4 p.m.
Purex Special for Women, Purex.
April 22: 4:30-5:30 p.m.
Way of the Cross, sust.
April 22: 10-11 p.m.
Highways of Melody, Cities Service.
April 23: 10-11 p.m.
Breakthrough, Purex.
May 4: 9:30-10:30 p.m .
Andy Williams Special, Chrysler.
May 11: 8:30-9:30 p.m.
Yves Montand on Broadway, Timex.
May 17: 3-4 p.m.
Purex Special for Women, Purex.
May 18: 9:30-10:30 p.m.
NBC White Paper, sust.
May 22: 10-11:30 p.m.
Emmy Awards Show, Procter & Gamble, Schlitz, Timex.
June 14: 3-4 p.m.
Purex Special for Women, Purex.
June 22: 9:30-10:30 p.m.
Breakthrough, Merck, Sharp & Dohme.
June 24: 9-10 p.m.
Tv Guide Awards, Kodak.

4:50-5 *American Newsstand*, part.
CBS-TV 4-4:15 *The Brighter Day*, part.; 4:15-4:30 *The Secret Storm*, part.; 4:30-5 *Edge Of Night*, part.
NBC-TV 4-4:30 *Make Room For Daddy*, part.; 4:30-4:55 *Here's Holywood*, part.; 4:55-5 *News*, Mogen David, Bristol Myers.

5-6 p.m.

ABC-TV No network service.
CBS-TV *News*, sust.
NBC-TV 5-5:05 *Kukla And Ollie*, Miles; 5:05-6 No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *News*, part.; 6:15-7:30 No network service, except Mon., 7-7:30 *Expedition*, Ralston Purina, last play, 4/23, then TBA.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, part.; 7-7:15 No network service; 7:15-7:30 *News*, part.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley Report*, R. J. Reynolds, Texaco; 7-7:30 No network service.

11 p.m.-1 a.m.

ABC-TV 11-11:15 *ABC News Final*, Sun Oil and General Insurance.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Tonight*, part.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Cheyenne*, part.
CBS-TV *To Tell The Truth*, Whitehall, R. J. Reynolds.
NBC-TV No network service.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.; 8:30-9 *Rifleman*, P&G.
CBS-TV 8-8:30 *Pete & Gladys*, Kellogg, Carnation, Shell; 8:30-9 *Father Knows Best*, Scott, Toni.
NBC-TV 8-8:30 *National Velvet*, Bristol Myers, Singer, Quaker Oats; 8:30-9 *The Price Right*, P. Lorillard, American Home Products.

9-10 p.m.

ABC-TV *Surfside Six*, part.
CBS-TV 9-9:30 *The Danny Thomas Show*, Gen. Foods; 9:30-10 *Andy Griffith Show*, Gen. Foods.
NBC-TV *87th Precinct*, part.

10-11 p.m.

ABC-TV *Ben Casey*, part.
CBS-TV 10-10:30 *Hennesey*, Gen. Foods, P. Lorillard; 10:30-11 *I've Got A Secret*, part.
NBC-TV *Thriller*, part.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV *Bugs Bunny*, part.
CBS-TV *Marshall Dillion*, co-op.
NBC-TV 7:30-8:30 *Laramie*, part.

8-9 p.m.

ABC-TV 8-8:30 *Bachelor Father*, Amer. Tobacco, Armour; 8:30-9:30 *The New Breed*, part.
CBS-TV 8-8:30 *Password*, part.; 8:30-9 *Dobie Gillis*, Colgate, Philip Morris.
NBC-TV 8-8:30 *Laramie*, cont.; 8:30-9 *Alfred Hitchcock*, Mercury, Toni.

9-10 p.m.

ABC-TV 9-9:30 *The New Breed*, cont.; 9:30-10 *Yours For A Song*, Alberto-Culver, Lever Bros.
CBS-TV 9-9:30 *Red Skelton*, Best Foods, S. C. Johnson; 9:30-10 *Ichabod & Me*, Revlon, Brown & Williamson, P. Lorillard, Quaker Oats.
NBC-TV *The Dick Powell Show*, Reynolds Metals and part.

10-11 p.m.

ABC-TV *Alcoa Premiere*, Aluminum Co. of America alt. with *Bell & Howell Close-Up!*, Bell & Howell.
CBS-TV *Garry Moore*, Oldsmobile, S. C. Johnson, R. J. Reynolds.
NBC-TV *Cain's Hundred*, part.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV *Howard K. Smith—News & Comment*, Nationwide Insurance.
CBS-TV 7:30-8 *The Alvin Show*, Gen. Foods.
NBC-TV 7:30-8:30 *Wagon Train*, R. J. Reynolds, Ford, National Biscuit.

8-9 p.m.

ABC-TV 8-8:30 *Straightaway*, Autolite; 8:30-9 *Top Cat*, Kellogg, Bristol-Myers.
CBS-TV 8-8:30 *Window On Main Street*, part.; 8:30-9:30 *Checkmate*, Colgate, L&M and part.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *The Joey Bishop Show*, P&G, Amer. Tobacco (st. 5/16, *Rebel*)

9-10 p.m.

ABC-TV *Hawaiian Eye*, part.
CBS-TV 9-9:30 *Checkmate*, cont.; 9:30-10 *Dick Van Dyke Show*, P&G.
NBC-TV *Perry Como's Kraft Music Hall*, Kraft.

10-11 p.m.

ABC-TV *Naked City*, part.
CBS-TV *Armstrong Circle Theatre*, Armstrong, alt. with *U.S. Steel Hour*, U.S. Steel.
NBC-TV 10-10:30 *Bob Newhart Show*, Sealtest, Beech-Nut; 10:30-11 *David Brinkley's Journal*, Douglas Fir Plywood, Mead-Johnson, Bristol-Myers, Pittsburgh Plate Glass.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV *Ozzie & Harriet*, part.
CBS-TV *Oh, Those Bells*, part.
NBC-TV 7:30-8:30 *Outlaws*, part.

8-9 p.m.

ABC-TV 8-8:30 *Donna Read Show*, Johnson & Johnson, Campbell Soup; 8:30-9 *Real McCoys*, P&G.
CBS-TV *Frontier Circus*, part.
NBC-TV 8-8:30 *Outlaws*, cont.; 8:30-9:30 *Dr. Kildare*, Singer, L&M, Sterling, Warner-Lambert, Colgate.

9-10 p.m.

ABC-TV 9-9:30 *My Three Sons*, Chevrolet; 9:30-10 *The Law and Mr. Jones* (st. 4/19), P&G.
CBS-TV 9-9:30 *Tell It To Groucho*, part.; 9:30-10 *Gertrude Berg Show*, Gen. Foods (st. 4/12 *Zane Grey Theatre*)
NBC-TV 9-9:30 *Dr. Kildare*, cont.; 9:30-10 *Hazel*, Ford.

10-11 p.m.

ABC *The Untouchables*, part.
CBS-TV *CBS Reports*, part.
NBC-TV *Sing Along With Mitch*, R. J. Reynolds, Ballantine, Buick.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV *Margie*, Ralston Purina (st. 4/20).
CBS-TV 7:30-8:30 *Rawhide*, part.
NBC-TV 7:30-8:30 *International Showtime*,

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8-9 p.m.

ABC-TV 8-8:30 *The Hathaways*, part.; 8:30-9 *Flintstones*, Miles, R. J. Reynolds.
CBS-TV 8-8:30 *Rawhide*, cont.; 8:30-9:30 *Route 66*, Philip Morris, Sterling Drug, Chevrolet.
NBC-TV 8-8:30 *International Showtime*, cont.; 8:30-9:30 *Robert Taylor's Detectives*, part.

9-10 p.m.

ABC-TV 77 *Sunset Strip*, part.
CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10 *Father Of The Bride*, Gen. Mills, Campbell Soup.
NBC-TV 9-9:30 *Detectives*, cont.; 9:30-10:30 *Bell Telephone Hour*, Bell System, alt. with *Dinah Shore Show*, S&H Green Stamps, American Dairy Assn.; st. 5/25, *Purex Specials for Women*, Purex.

10-11 p.m.

ABC-TV *Target: The Corruptors*, part.
CBS-TV 10-10:30 *Twilight Zone*, L&M, and part.; 10:30-11 *Eyewitness*, American Cyanamid, L&M, Revlon.
NBC-TV 10-10:30 *Bell/Dinah Shore Show*, cont.; 10:30-11 *Chet Huntley Reporting*, Amer. Motors, Warner-Lambert.

SATURDAY MORNING & AFTERNOON

8-9 a.m.

ABC-TV No network service.
CBS-TV *Captain Kangaroo*, part.
NBC-TV No network service.

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 9-9:30 No network service; 9:30-10 *Pip The Piper*, Gen. Mills, Sweets.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Video Village Jr. Edition*, part.; 10:30-11 *Mighty Mouse Playhouse*, part.
NBC-TV 10-10:30 *Shari Lewis Show*, part.; 10:30-11 *King Leonardo & His Short Subjects*, Gen. Mills, Gen. Foods.

11 a.m.-noon

ABC-TV No network service.
CBS-TV 11-11:30 *Magic Land Of Allakazam*, Kellogg; 11:30-12 *Roy Rogers Show*, part.
NBC-TV 11-11:30 *Fury*, part.; 11:30-12 *Make Room For Daddy*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bugs Bunny*, Gen. Foods; 12:30-1 *The Texan*, sust.
CBS-TV 12-12:30 *Sky King*, Nabisco; 12:30-1 *My Friend Flicka*, Gen. Mills, Sweets.
NBC-TV 12-12:30 *Mr. Wizard*; 12:30-1 *Championship Debate*.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *Robert Trout With The Saturday News*, sust.; 1:30-2 *Accent*, sust.
NBC-TV No network service.

2-5 p.m.

ABC-TV 2-4:30 No network service; 4:30-6 *Pro Bowlers Tour* (Last play, 4/28) then TBA, part.
CBS-TV *Baseball Game Of The Week*, part.
NBC-TV *Baseball*, various regional.

5-7:30 p.m.

ABC-TV 5-6 *Bowling*, cont.; 6-7 No network service; 7-7:30 *Matty's Funnies with Beanie & Cecil*, Mattel.
CBS-TV No network service.
NBC-TV 5-6 *All-Star Golf*, Kemper, Reynolds Metals, 6-6:15 *News*, Bristol-Myers; 6:15-7:30 No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV *Calvin & The Colonel*, Lever.
CBS-TV 7:30-8:30 *Perry Mason*, part.
NBC-TV 7:30-8:30 *Tales Of Wells Fargo*, American Tobacco and part.

8-9 p.m.

ABC-TV 8-8:30 *Room For One More*, part.; 8:30-9 *Leave It To Beaver*, part.
CBS-TV 8-8:30 *Perry Mason*, cont.; 8:30-9:30 *Defenders*, Brown & Williamson, Lever, Kimberly-Clark.
NBC-TV 8-8:30 *Wells Fargo*, cont.; 8:30-9 *Tall Man*, part.

9-10 p.m.

ABC-TV *Lawrence Welk*, J. B. Williams, Whitehall.
CBS-TV 9-9:30 *Defenders*, cont.; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall.
NBC-TV 9-11 *Saturday Night At The Movies*, part.

10-11 p.m.

ABC-TV 10-10:45 *Fight Of The Week*, Gillette, Con. Cigar; 10:45-11 *Make That Spare*, Brown & Williamson, Mennen.
CBS-TV *Gunsmoke*, part.
NBC-TV *Movies*, cont.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 21 through March 28, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTION BY BROADCAST BUREAU

***Nashville, Tenn.** — **Davidson County Board of Education.** Granted ch. 2 (53.99-59.99 mc); ERP 16 kw vis., 8 kw aur. Ant. height above average terrain 677 ft., above ground 568.66 ft. Estimated construction cost $316,500; first year operating cost $141,915. P. O. address box 6188, Acklen Station, Nashville 12. Studio and trans. location Nashville. Geographic coordinates 36° 07′ 48″ N. Lat., 86° 47′ 28″ W. Long. Trans. GE 4TT 40-A-4; ant. GE TY-50 DI. Legal counsel Kirkland, Ellis, Hodson, Shoffitz & Masters, Washington, D. C.; consulting engineer Andrew R. McMaster, Nashville. Action March 23.

Existing tv stations

CALL LETTERS ASSIGNED

WLGO(TV) Largo, Fla.—WTSP-Tv Inc.
*WNDT(TV) Newark, N. J.—Educational Tv for the Metropolitan Area Inc.; changed from WNTA-TV.
KTXN(TV) Austin, Tex.—Texas-Longhorn Bcstg. Corp.
*KWSC-TV Pullman, Wash.—Washington State U.

New am stations

ACTIONS BY FCC

Glasgow, Ky.—John M. Barrick. Granted 1440 kc, 1 kw D; engineering condition. P.O. address 310 Seay St., Glasgow. Estimated construction cost $12,720; first year operating cost $35,000; revenue $40,000. Mr. Barrick has been salesman for Glasgow Bcstg. Co. and owns 50% of construction company. Action March 26.

Mount Vernon, Wash.—Columbia River, Bcstrs. Inc. Granted 1470 kc, 1 kw D; conditioned that pre-sunrise operation with daytime facilities precluded pending decision in doc. 14419. Sept. 13, 1961 initial decision looked toward this action. P.O. address 1515 Fifth Ave., Seattle. Estimated construction cost $19,563; first year operating cost $26,260; revenue $33,600. Principals: **Ward Beecher** (two-thirds) and **J. W. England** (one-third). Messrs. Beecher and England have owned interest in KFDR Grand Coulee, Wash. Action March 28.

APPLICATIONS

South Macon, Ga.—South Macon Bcstrs. 1560 kc, 1 kw D. P. O. address 586 Ormand Terrace, Macon. Estimated construction cost $7,670; first year operating cost $36,000; revenue $46,000. Principals: **George C. Garrett** and **Thelma T. Garrett** (each 50%). Mr. Garrett owns radio repair service; Mrs. Garrett is housewife. Ann. March 28.

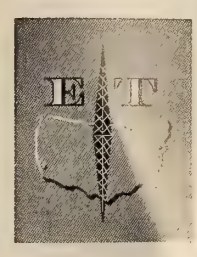
Middlebury, Vt.—Voice of Middlebury. 1490 kc, 250 w N, 1 kw D. P. O. address Sunset Way, Cliffwood Beach, N. J. Estimated construction cost $19,065; first year operating cost $40,000; revenue $55,000. Principals: **Frank Alvin Delle Jr.** (70%) and **Donald G. Fisher** (30%). Mr. Delle is engineer for WCBS New York; Mr. Fisher is radio director for WCBS. Ann. March 26.

Existing am stations

APPLICATIONS

KBZZ LaJunta, Colo.—Cp to permit to increase daytime power from 250 w to 1 kw and install new trans. Ann. March 22.
KSGM Chester, Ill.—Mod. of cp (which authorized change in ant.-trans. and studio

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location and station location) to increase daytime power from 500 w to 1 kw. Ann. March 28.

KCRM Crane, Tex.—Cp to change frequency from 1380 kc to 970 kc, make changes in ant. system (increase height) and make changes in ground system. Ann. March 26.

WESR Tasley, Va.—Amendment to application (which requested changing of hours from D to unl., 1 kw, 5 kw LS, make changes in DA system, change from DA-D to DA-N and installation of new trans. for daytime use) to delete request for nighttime operation. Applicant now requests increase in daytime power from 1 kw to 5 kw, change from DA-D to non-DA, changes in ant. system (increase height) and ground system and install new trans. Ann. March 23.

KNBX Kirkland, Wash.—Cp to change ant.-trans. and studio location from Civic Recreation Center, Kirkland Ave., Kirkland to between 26 SW and 28 SW and 170′ N. of W. Hanford St., Seattle, and change station location from Kirkland to Seattle. (petition for waiver of sec. 1.310 and 1.351 of commission's rules). Ann. March 27.

CALL LETTERS ASSIGNED

KPRT Pratt, Kan.—Wilmer E. Huffman.

WSEL Pontotoc, Miss.—Pontotoc Bcstg. Co.

KFTW Fredericktown, Mo.—Robert F. Neathery.

KHTN Houston, Mo.—Radio Co. of Texas County.

KLUC Las Vegas, Nev.—Meyer (Mike) Gold; changed from KRBO.

WJRZ Newark, N. J.—Bergen Bcstg. Corp.; changed from WNTA.

WAAK Dallas, N. C.—Fred H. Whitley.

WFNL North Augusta, S. C.—Harry Hammond; changed from WSSL.

KTCT Merkel, Tex.—Taylor County Bcstg. Co.

New fm stations

ACTIONS BY BROADCAST BUREAU

***Indianapolis, Ind.—Indiana Central U.** Granted 88.7 mc, 10 w. Ant. height above average terrain 121 ft. P. O. address 4001 Otterbein Ave. Estimated construction cost $5,076; first year operating cost $1,050. Action March 26.

***Akron, Ohio—The U. of Akron.** Granted 88.1 mc, 2.93 kw. Ant. height above average terrain 121 ft., conditions. P. O. address 302 E. Buchtel Ave., Akron 4. Estimated construction cost $12,000; first year operating cost $2,500. Action March 26.

***Wilberforce, Ohio—Central State College.** Granted 88.9 kc, 220 w. Ant. height above average terrain 178 ft. P. O. address Wilberforce. Estimated construction cost $11,815; first year operating cost $12,000. Action March 26.

Xenia, Ohio—Harry B. Miller. Granted 103.9 mc, 1 kw. Ant. height above average terrain 116.75 ft. P. O. address 30½ N. Detroit St., Xenia. Estimated construction cost $13,422; first year operating cost $17,260; revenue $20,600. Mr. Miller has been announcer for WSMI-AM-FM Litchfield, Ill., and salesman for WGLM(FM) Richmond, Ind. Action March 26.

APPLICATIONS

South Bend, Ind.—Michiana Telecasting Corp. 102.5 mc, 20 kw. Ant. height above average terrain 486 ft. P. O. address box 989, South Bend. Estimated construction cost $27,565; first year operating cost $10,000; revenue none in addition to am operation. Applicant is owned by **U. of Notre Dame du lac**, licensee of KNDU-AM-FM. Ann. March 22.

***Nashville, Tenn.—City of Nashville, Board of Directors, Nashville Public Library.** 90.3 mc, 15 kw. Ant. height above average terrain 354 ft. P. O. address 222 Eighth Ave. N., Nashville 3. Estimated construction cost $23,963; first year operating cost $12,000. Ann. March 28.

■ Arthur D. Smith Jr., applicant for new fm station in Murfreesboro, Tenn., owns WMTS Murfreesboro. Mr. Smith no longer owns interest in WOKE Oak Ridge, WDEH Sweetwater or WZYX Cowan, all Tennessee, as was reported March 19.

Existing fm stations

CALL LETTERS ASSIGNED

WGPC-FM Albany, Ga.—Albany Bcstg. Co.

*KRVS(FM) Lafayette, La.—U.S.L. Student Corp.

KMBC-FM Kansas City, Mo.—Metromedia Inc.

KLUC-FM Las Vegas, Nev. — Meyer (Mike) Gold; changed from KRBO-FM.

WJRZ-FM Newark, N. J.—Bergen Fm Inc.; changed from WNTA-FM.

WVOR(FM) Rochester, N. Y.—Functional Bcstg. Inc.

WQMG(FM) Greensboro, N. C.—Murray Hill Bcstg. Co.

WVNO-FM Mansfield, Ohio—Johnny Appleseed Bcstg. Co.

WRFY-FM Reading, Pa.—Howard F. Reber and Frank A. Franco; changed from WFRF-FM.

KJIM-FM Fort Worth, Tex.—Trinity Bcstg. Co.; changed from KFMF(FM).

WHPL-FM Winchester, Va. — Shenval Bcstg. Corp.

Ownership changes

ACTIONS BY FCC

WTVW (TV), Douglas H. McDonald, trustee, Evansville, Ind.—Granted assignment of cp to **Evansville Tv Inc.** (reorganization to permit reversion to original owner); without prejudice to such action as commission may deem appropriate, if any, in light of final determination in proceeding concerning order to **Douglas H. McDonald**, trustee, to show cause why authorization for WTVW (TV) Evansville, should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action March 18.

KPIG, Cedar Rapids Bcstg. Corp., Cedar Rapids, Iowa—Granted assignment of license to **Black Hawk Bcstg. Co.** (licensee of KWWL-AM-FM Waterloo, and owner of KAUS and KMMT-TV Austin, Minn.); consideration $195,000 and agreement not to compete in broadcasting in Linn County, Iowa, for 7 years and consultant agreements. Chmn. Minow and Comrs. Bartley and Ford dissented. Action March 28.

KKJO (formerly KRES), KKJO Inc., St. Joseph, Mo.—Granted (1) renewal of license and (2) assignment of licenses to **KRES Radio Corp. (George** and **John Marti)**; involves mortgage foreclosure. Assignee (former licensee) has been operating station under STA since Dec. 20, 1961. Action March 28.

APPLICATIONS

WBHM Birmingham, Ala.—Seeks assignment of cp from **Magic City Bcstg. Corp.** to **Sam C. Phillips** (80%) and **Mrs. Erin Burns Connolly** (20%), d/b as **Southeast Bcstg. Corp.**; consideration $15,175. Mr. Phillips owns 50% of WLIZ Lake Worth, Fla. and 32% of WHER Memphis. Ann. March 28.

KCAC Phoenix, Ariz.—Seeks assignment of cp from **Harold Lampel** to **Harold Lampel** (99%), d/b as **KCAC Bcstg. Inc.**; no consideration involved. Ann. March 22.

KUEQ Phoenix, Ariz.—Seeks assignment of license from **Dynamic Communications Inc.** to **David L. Hunn** (41.7%), **Simon Bontrager** (31.7%), **William N. Freeman, Josiah W. Autenrieth** (each 12.5%) and **D. Thomas Stapely** (1.6%), d/b as **Radio Station KUEQ Inc.**; consideration $85,000. Mr. Hunn is president of investment firm; Mr. Bontrager owns feed mill; Mr. Freeman has been announcer for KOOL-AM-TV and KTAR Phoenix and program director for KBUZ Phoenix; Mr. Autenrieth has been president of licensee of WKAM Warsaw-Goshen, Ind.; Mr. Stapely is in realty business. Ann. March 22.

KSVA Sierra Vista, Ariz.—Seeks assignment of cp from **Richard D. Grand** to **Joseph E. Stern** and **Lloyd Fuller** (each one-half); consideration cost of prosecution of application. Messrs. Stern and Fuller are partners in real estate firm. Ann. March 27.

KXEW Tucson, Ariz.—Seeks transfer of stock in **Pan American Radio Corp.** from **Ralph Estrada, Robert Elias, Alfred C. Marquez** (each 31.53%) and **J. Carlos McCormick** (5.41%) to **J. Carlos McCormick** (59%), **Oscar H. Stevens** (22.2%), **James P. McCormick** (11.8%) and others; consideration $27,800. J. Carlos McCormick has been announcer for KEVT Austin, Tex., and is with State Dept.; Mr. Stevens has been program director for KEVT and owns home furnishings store; James P. McCormick is foreman of lumberyard. Ann. March 28.

KHIP San Francisco, Calif.—Seeks assignment of license from **Franklin Mieuli** to **Leon Asbury Crosby** (40%), **Donald E. McMahan** (30%), **J. Edmund Williams, Walter Samulski** and **Franklin Mieuli** (each 10%), d/b as **Crosby-Pacific Bcstg. Co.**; consideration $146,000. Mr. Crosby is partner and manager of KHYD-FM Fremont, Calif.; Mr. McMahan owns cattle ranch; Mr. Williams is in insurance business; Mr. Samulski is appliance salesman; Mr. Mieuli owns advertising, public realtions firm. Ann. March 28.

KMUZ-FM Santa Barbara, Calif.—Seeks assignment of license from **William H. Buckley**, d/b as **Tri-Counties Bcstg. Co.** to **William H. Buckley** (90%) and **Lloyd M. Jones** (10%), d/b as **Tri-Counties Bcstg. Co.**; no financial consideration involved. Mr. Jones is chief engineer for KMUZ-FM. Ann. March 26.

WSOR Windsor, Conn.—Seeks transfer of 60% of outstanding stock in **The Tobacco Valley Bcstg. Co.** from **Stanley B. Loucks, Paul E. Monohan** and **Marcus D. Goodale** to **Sydney E. Byrnes**; consideration $27,500. Mr. Byrnes owns 33.6% of WADS Ansonia, Conn. Ann. March 28.

WOKC Okeechobee, Fla.—Seeks assignment of license and cp from **Sugarland Bcstg. Co.** to **Charles C. Castle, William A. Stokes** (each 47%) and others, d/b as **Okeechobee Bcstrs. Inc.**; consideration $24,000. Mr. Castle is manager of WARN Fort Pierce, Fla.; Mr. Stokes is manager of WOKC. Ann. March 28.

WALT Tampa, Fla.—Seeks assignment of license from **Tampa Bcstg. Inc.** to **Roger A. Neuhoff** (67.8%), **John R. Neuhoff** (14.7%), **Clifton Waller Barrett** (14.8%) and others, d/b as **Eastern Bcstg. Corp.**; consideration $237,500. Roger Neuhoff is sales planning coordinator for WRC-TV Washington, D. C., and partner in millinery merchandising company with John Neuhoff; Mr. Barrett is retired director of book publishing company. Ann. March 27.

WZST Tampa, Fla.—Seeks assignment of license from **Dixieland Bcstrs.** to **John M. McLendon**; consideration $160,000. Mr. McLendon owns 99.6% of KOKA Shreveport, La.; 99.5% of WENN Birmingham, Ala.; 99% of KOKY Little Rock; 50% of WOKJ Jackson, Miss. Ann. March 28.

WXLI Dublin, Ga.—Seeks assignment of license from **Herbert I. Conner** (52%) and **C. Theodore Kirby**, d/b as **The Laurens County Bcstg. Co.** to **C. Theodore Kirby** and **Raymon C. Palmer** (each 50%), d/b as **The Laurens County Bcstg. Co.**; consideration $15,000. Mr. Palmer has owned farm. Ann. March 26.

KHAK-AM-FM Cedar Rapids, Iowa—Seeks assignment of license from **Don-Lo Bcstg. Co.** to **Carroll E. Crawford** and **Kingsley H. Murphy Jr.** (each 50%), d/b as **Northland Bcstg. Corp.**; consideration $115,113. Messrs. Crawford and Murphy are partners in KOTE Fergus Falls, Minn. Ann. March 28.

KWHT-TV Goodland, Kan.—Seeks assignment of license from **Standard Electronics Corp.** to **Ross Beach Jr.**, co-executor of estate of Ross Beach (50.7%), and **Robert E. Schmidt** (49.3%), d/b as **KAYS Inc.**; consideration $152,500. Mr. Beach is president and 30% owner of KLOE Goodland; Mr. Schmidt owns 40% of KLOE and 50% of KWSK Pratt, Kan. Ann. March 27.

WKYB-AM-FM Paducah, Ky.—Seeks assignment of license from **The Barrington Co.** to **Arthur C. Schofield**; consideration $140,000 and agreement not to compete. Mr. Schofield is assistant to president of Peoples Bcstg. Corp. Ann. March 27.

KOKA Shreveport, La.—Seeks assignment of license from **McLendon Shreveport Bcstg. Inc.** to **Lawrence Brandon** (49.8%), **Mrs. Carol D. Brandon** (.2%) and **Upstate Small Business Investment Inc.** (50%), d/b as **KREB Inc.**; consideration exchange contingent on grant of assignment of license of KREB (see below). Mr. & Mrs. Brandon have been principal stockholders in WWCO Waterbury, Conn., and WHBH Henderson and WEYE Sanford, both North Carolina. Upstate is investment firm. Ann. March 26.

KREB Shreveport, La.—Seeks assignment of license from **KREB Inc.** to **John M. McLendon** (99.6%) and others, d/b as **McLendon Shreveport Bcstg. Inc.**; consideration exchange contingent on grant of assignment of license of KOKA (see above). Mr. McLendon owns controlling interest in KOKY Little Rock, WENN Birmingham, Alabama and 50% of WOKJ Jackson, Miss. Ann. March 26.

WJMY-TV Allen Park, Mich.—Seeks assignment of cp from **Robert M. Parr**, d/b as **Triangle Bcstg. Co.** to **Triangle Bcstg. Co.**; consideration $45,000. Ann. March 27.

WABX(FM) Detroit, Mich.—Seeks assignment of license from **Richard E. Burris** to **Mid-State Bcstg. Corp., John P. McGoff** president and 38.25% owner (28.9%), **Michael L. Dow** (25.3%), **Larry E. Fleischmann, Helen D. Whiting** (each 9.3%) and others, d/b as **Mid-State Bcstg. Corp. of Detroit**; consideration $62,000. Mid-State Bcstg. Corp. is licensee of WSWM(FM) East Lansing, 51% owner of WQDC(FM) Midland, and 20% owner of applicant for fm

station in Grand Rapids, all Michigan. Mr. McGoff is part owner of cp for fm station in Flint, Mich.; Mr. Dow is employe for Mid-State Bcstg. Co.; Mr. Fleischmann is student at Johns Hopkins; Mrs. Whiting is housewife. Ann. March 23.

WIPE-FM Detroit, Mich.—Seeks assignment of cp from **Earl, Mullins, Torian, Propst & Stein** to **Myrtle B. Kelly** (62.5%), **Anthony T. Rinna** (31.2%) and **Dalbert W. Fear** (6.3%), d/b as **Down River Bcstg. Centre Inc.**; consideration $8,980. Mrs. Kelly is housewife; Mr. Rinna owns controlling stock in bakeries; Mr. Fear is partner in commercial art firm. Ann. March 28.

WLKM Three Rivers, Mich.—Seeks assignment of cp from **Voice of Three Rivers**, partnership, to **Joseph F. Butler** (43.3%), **Robert M. Shumaker** (16.4%) **Douglas Bullock, Frank J. Bulgarella** (each 16.3%) and **Ralph E. Patterson** (7.7%), d/b as **Voice of Three Rivers Inc.**; no consideration involved. Messrs. Butler and Patterson own WKLZ Kalamazoo; Mr. Bulgarella has been assistant to president of WKLZ. Ann. March 22.

WKOZ Kosciusko, Miss.—Seeks assignment of license from **Kosciusko Bcstg. Inc.** to **H. Mims Boswell Jr.**; consideration $147-500. Mr. Boswell is manager of WKOZ. Ann. March 22.

KODE-AM-TV Joplin, Mo.—Seeks assignment of license from **WSTV Inc.** to **James S. Gilmore Jr.**; consideration $1,850,000. Mr. Gilmore owns investment firm. Ann. March 28.

KJPW Waynesville, Mo.—Seeks transfer of 33.3% of stock in **South Central Bcstrs. Inc.** from **Leslie P. Ware** to **Dr. John Mihalevich** (present owner of 33.3%); consideration $200 plus corporation reimbursement for expenses and repayment of loan. Ann. March 27.

KGMT Fairbury, Neb.—Seeks transfer of all stock in **Great Plains Bcstg. Inc.** from **Melville L. Gleason, Tommy L. Gleason** (each 30%), **E. Louise Gleason** and **Mary E. Gleason** (each 20%) to **Earl Elgert** (30%), **William C. Nuckolls** (25%), **Carroll A. Nispel** (15%), **Harold L. Nuckolls, Clyde R. Moore** and **Bruce E. Ackerman** (each 10%); consideration $55,000. Mr. Elgert owns realty firm; William Nuckolls has interest in printing firm; Mr. Nispel is employed by livestock company; Harold Nuckolls owns funeral home; Mr. Moore is newspaper editor; Dr. Ackerman is optometrist. Ann. March 28.

KQAL-FM Omaha, Neb.—Seeks assignment of license and SCA from **Jack L. Katz Enterprises Inc.** to **William F. Buckley Jr.**, d/b as **National Weekly Inc.**; consideration $68,000. Assignee is licensee of KMEO Omaha. Ann. March 27.

KTCI Terrytown, Neb.—Seeks assignment of license from **Terry Carpenter Inc.** to **Jack Gilbert** and **Robert T. Marland** (each one-half), d/b as **Western Nebraska Bcstg. Co.**; consideration $600 per month for lease and option to buy for $60,000 within two years. Mr. Gilbert is station manager of KHOL-TV Kearney, Neb.; Mr. Marland is announcer for KHOL-TV and KRNY Kearney, and owns ranch. Ann. March 27.

WBRL Berlin, N. H.—Seeks transfer of all stock in **Good Radio Inc.** from **William F. Rust Jr.** to **A. A. Dickey, James L. Morello** (each 35%), **Wilfred G. Phillips** and **Royston Phillips** (each 15%). Wilfred Phillips is with telephone company; Mr. Morello is salesman for WNOW York, Pa.; Royston Phillips is engineer for WKBR Manchester, N. H.; Mr. Dickey is with Radio Industrial Co. Ann. March 27.

WKBK Keene, N. H.—Seeks assignment of license from **The KBR Stations Inc.** to **Albert L. Auclair** (52%), **David F. Shurtleff, Joseph G. Maltais** (each 20%) and **Talbot R. Hood** (8%), d/b as **Monadnock Bcstg. Corp.**; consideration $77,500. Messrs. Auclair, Shurtleff and Hood are employes of KBR; Messrs. Auclair and Maltais are employes of Granite State Bcstg. Inc. Ann. March 26.

WRNJ-FM Atlantic City, N. J.—Seeks assignment of license from **Melvin Gollub** to **Edward R. Newman. Roy M. Cohn** (each 40%), **John A. Kiser** and **John Dennis O'Brian** (each 10%), d/b as **WRNJ Assoc. Inc.**; consideration $25,000. Mr. Newman is sales manager and air personality for WTEL Philadelphia and owns 50% of advertising business; Messrs. Cohn and Kiser are attorneys; Mr. O'Brian is tv columnist. Ann. March 28.

KMGM Albuquerque, N. M.—Seeks assignment of license from **Wentronics Inc.** and **Victor B. Siman**, d/b as **Holiday Bcstrs.** to **I. E. Shahan** (38.15%), **Donald C. Loucks** (14.66%), **Gene W. Schneider** (12.15%) and **Richard Schneider** (7.46%), and others, d/b as **Wentronics Inc.**; consideration $11,400. Mr. Shahan owns KNDE-AM-FM Aztec, N. M. Submitted with application below.

KMGM Albuquerque, N. M.—Seeks assignment of license from **Wentronics Inc.** to **George O. Cory**, d/b as **Colorado Radio Corp.** contingent on grant of assignment of license listed above; consideration $73,-800. Mr. Cory is licensee of KRAC Alamogordo, N. M., owns 98.7% of KUBC Montrose, Colorado, 50% of KRAI Craig, Colo. and network service firm. He is co-applicant for KINT El Paso, Tex. Ann. March 27.

WDIF Buffalo, N. Y.—Seeks transfer of cp from **WDIF Corp.** to **Thomas W. Talbot** (50.2%), **Edmund R. Morden, Jack Price**, and **Howard Wyrauch** (each 16.6%), d/b as **Niagara Frontier Bcstg. Corp.**; consideration $3,500. Mr. Talbot has owned 25% of WJJL Niagara Falls. N. Y., and WOHP Bellefontaine, Ohio; Mr. Morden has interest in bus depot; Mr. Price owns real estate development firm; Mr. Wyrauch owns apartment houses and is manager of mobile homes village. Ann. March 28.

WLAS Jacksonville, N. C.—Seeks assignment of 25% of stock in **Seaboard Bcstg. Corp.** from **Harold Adler** to **Milton S. Adler** (present owner of 25%); consideration $1.00 and transfer of land. Ann. March 22.

WOIO-FM Cincinnati, Ohio—Seeks transfer of all outstanding stock in **Seven Hills Bcstg. Corp.** from **Merle H. Miller** and **Ophelia L. Miller** (each one-half) to **S. A. Cisler Jr.**; consideration $1,500. Mr. Cisler is minor stockholder in KLMS Lincoln, Neb. Ann. March 28.

KFMJ Tulsa, Okla.—Seeks assignment of license from **Tulsa Great Empire Radio Inc.** to **Urok Bcstg. Inc.**, new corporation soley owned by **Oral Roberts Evangelistic Assn.**; consideration $300,000 and agreement not to compete. Ann. March 27.

KGRL Bend, Ore.—Seeks transfer of all stock in **McAlpine Bcstg. Co.** from **John H. McAlpine** to **James M. Wood, E. L. Nielsen** and **Don Fahey** (each one-third); consideration $107,500. Mr. Wood is in accounting business; Mr. Nielsen is stockbroker; Mr. Fahey is contractor. Ann. March 28.

WRJS San German, P. R.—Seeks assignment of license from **Jose Soler** to **Antonio Ayuso Valdivieso** (99%) and others, d/b as **Electronic Enterprises Inc.**; consideration $53,000. Assignee is licensee of WITA San Juan, P. R. Ann. March 28.

WKFD Wickford, R. I.—Seeks assignment of license from **Jack C. Salera** and **Joseph A. DeCubellis**, d/b as **South County Bcstg. Co.** to **The Good Will Stations, Percy C. Dutton** 93% owner (70%), **Joseph A. DeCubellis, Charles M. Eldridge** and **Alexander L. Grant** (each 10%); d/b as **Southern New England Bcstg. Inc.**; consideration $4,500 for Mr. Salera's interest and one-third interest in new corporation for Mr. DeCubellis' interest. The Good Will Stations will purchase 70% of Southern New England Bcstg. Inc. for $19,500. Mr. DeCubellis owns 50% of South County Bcstg. Co.; Mr. Eldridge is with State of Rhode Island Dept. of Social Welfare; Mr. Grant is salesman of industrial mill supplies; Mr. Dutton is member of board of music production and recording firm. Ann. March 28.

WKSC Kershaw, S. C.—Seeks acquisition of positive control of **Kershaw Bcstg. Corp.** by **Nellie G. Blakeney** (47.05%), **W. E. Blakeney** (9.93%), **R. H. Blakeney** (7.28%), **Catherine C. Blakeney** (1.99%) and **D. H. Blakeney** (1.33%) as family group, through purchase of unissued stock from permittee corporation. Ann. March 22.

WHLP Centerville, Tenn.—Seeks transfer of all stock in **Trans-Air Bcstg. Corp.** from **O. O. Smith** and **Harold Flood** (each 50%) to **Asa B. Thompson** (49%) and **Clyde W. Beavers** (51%); consideration $11,-000. Asa Thompson is employee of WHLP; Mr. Beavers owns promotion firm. Ann. March 28.

WLAF LaFollette, Tenn.—Seeks transfer of control of **LaFollette Bcstg. Inc.** from **W. J. Hatfield** and others to **James B. Childress** (36.34%) and **David A. Rawley Jr.** (34.46%); consideration $35,600. Mr. Childress is vice president, general manager and 25% stockholder in WMSJ Sylva, 89% stockholder in WKRK Murphy and 51% stockholder in WKSK West Jefferson, all North Carolina; Mr. Rawley is in advertising business. Ann. March 23.

KBYG Big Spring, Tex.—Seeks assignment of license from **R. B. McAlister** to **William J. Wallace** (50%), **Howard Barrett** (25%) and **Frank Junell** (each 25%); consideration $75,000. Mr. Wallace is general

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 28

	ON AIR		CPS	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,646	61	149	633
FM	930	51	184	141
TV	484[1]	74	84	108

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, March 28

	VHF	UHF	TOTAL TV
Commercial	468	90	558
Non-Commercial	42	14	56

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28

	AM	FM	TV
Licensed (all on air)	3,636	908	484[1]
Cps on air (new stations)	68	67	73
Cps not on air (new stations)	146	186	84
Total authorized stations	3,850	1,161	652[2]
Applications for new stations (not in hearing)	450	119	40
Applications for new stations (in hearing)	182	19	65
Total applications for new stations	632	138	105
Applications for major changes (not in hearing)	486	88	38
Applications for major changes (in hearing)	61	4	11
Total applications for major changes	547	92	49
Licenses deleted	1	0	2
Cps deleted	1	2	2

[1]There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. [2]Includes one STA.

manager of KEDY-TV Big Spring; Mr. Barrett is general manager of KNIT Abilene, Tex.; Mr. Junell is 25% owner of KNIT. Ann. March 28.

KWHI Brenham, Tex.—Seeks assignment of license from **Tom S. Whitehead** to **Tom S. Whitehead** and family, d/b as **Tom S. Whitehead Inc.**; consideration $16,770. Ann. March 26.

KINT El Paso, Tex.—Seeks transfer of control of **Radio KINT Inc.** from **G. E. Miller & Co.** (75%) and **Odis L. Echols Jr.** to **George O. Cory** (60%) and **Gerald Olesh** (40%); consideration $59,000. Mr. Cory is licensee of KRAC Alamogordo, N. M., owns 98.7% of KUBC Montrose, Colorado, 50% of KRAI Craig, Colo., and network service firm; Mr. Olesh is CPA and minority stockholder in KRAI and tv repair firm. Ann. March 26.

KTVT(TV) Fort Worth, Tex.—Seeks assignment of license from **NAFI Telecasting Inc.** to **The Oklahoma Publishing Co.**, sole owner of **WKY Tv System Inc.**; consideration $800,000. Applicant is licensee of WKY-AM-TV Oklahoma City, Okla., and WTVT (TV) Tampa, Fla. Ann. March 27.

KRKH-FM Lubbock, Tex.—Seeks assignment of license from **Southwestern Bcstg. Co.** to **R. B. McAlister, Mack Mead, Alex K. Miller** and **Roy Bass** (each one-fourth), d/b as **McAlister Bcstg. Corp.**; consideration $15,000. Mr. McAlister owns KBYG Big Spring, Tex.; Mr. Mead owns 50% of poster advertising company; Mr. Miller owns 50% of office supply company; Mr. Bass is attorney. Ann. March 26.

KLOR-TV Provo, Utah—Seeks assignment of license from **A. Dean Jeffs**, trustee in bankruptcy of **Beehive Telecasting Corp.** to **Brigham Young U.** for use as educational station; consideration $10,000. Ann. March 28.

WAGE Leesburg, Va.—Seeks transfer of all stock in **WAGE Inc.** from **William T. Stubblefield** to **Mr. & Mrs. James H. Symington** (69%), **John Gill** and **A. V. Tidmore** (each 15.5%), d/b as **Radio WAGE Inc.**; consideration $121,356. Mr. Symington is farmer; Mr. Gill is engineer for WAGE; Mr. Tidmore owns WPPA-AM-FM Pottsville, Pa., WSBB New Smyrna Beach, Fla., and 28% of WJEJ Hagerstown, Md. Ann. March 27.

KBVU Bellevue, Wash.—Seeks assignment of cp from **Northwest Bcstrs. Inc.** to **Douglas D. Kahle, Edwin Tornberg** and **Edward Wetter** (each one-third); consideration $15,938. Mr. Tornberg owns media brokerage firm; Messrs. Kahle and Wetter are employes of Edwin Tornberg & Co. Ann. March 28.

KCDI Kirkland, Wash.—Seeks transfer of all stock in **Carl-Dek Inc.** from **Carl E. Haymond, C. Dexter Haymond, Jack H. Goetz** and **Arthur Balinger** to **David M. Segal**; consideration $17,750. Mr. Segal owns 77.5% of WGVM Greenville, Miss. and has owned controlling interest in KOBY San Francisco and KOSI Aurora, Colo. Ann. March 27.

KPKW Pasco, Wash.—Seeks transfer of all stock in **Century Bcstg. Corp.** from **G. Robert M. Stacey** to **Bethany Inc.**, a nonprofit religious corporation; no consideration involved. Ann. March 27.

KTIX Seattle, Wash.—Seeks involuntary assignment of license to **Edward J. Birney**, liquidating trustee. Ann. March 28.

KUEN Wenatchee, Wash.—Seeks transfer of 50% of stock in **KUEN Inc.** from **Joseph S. Sample** to **Matthew N. Clapp Jr.**; consideration $35,000. Mr. Clapp is assistant manager of property management firm. Ann. March 27.

KYCN Wheatland, Wyo.—Seeks assignment of license from **KOWBoy Radio Inc.** to **William R. Jones** and **Larry C. Cobb** (each 50%), d/b as **Wheatland Bcstg. Co.**; consideration $35,000. Mr. Jones is attorney; Mr. Cobb has been program manager of KOWB Laramie, Wyo. and is general manager of KYCN. Ann. March 28.

Hearing cases

FINAL DECISIONS

■ By order, commission (1) granted petition by John T. Williams to withdraw his exceptions to Dec. 12, 1961 initial decision, cancelled oral argument, and dismissed his application for new am station to operate on 1250 kc, 500 w, D, Americus, Ga., and (2) granted application of Lynne-Yvette Bcstg. Co. for new station on that frequency with 1 kw, D, in Albany, Ga., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in doc. 14419. Action March 28.

■ By decision, commission granted application of Columbia River Bcstrs. Inc., for new am station to operate on 1470 kc, 500 w, DA, D, in Mount Vernon, Wash., conditioned that pre-sunrise operation with daytime facilities is precluded pending decision in doc. 14419. Sept. 13, 1961 initial decision looked toward this action. Action March 28.

■ By memorandum opinion & order, commission, upon reconsideration after remand from Court of Appeals pursuant to commission request, affirmed its April 12, 1961 decision which granted application of Sheffield Bcstg. Co. for new am station to operate on 1290 kc, 1 kw, D, Sheffield, Ala., and which denied application of J. B. Falt Jr., for similar facilities; also dismissed petition for stay. Comrs. Bartley and Ford dissented and issued statements; Chmn. Minow and Comr. Craven not participating. Action March 28.

■ Commission gives notice that January 31 initial decision which looked toward granting application of John M. Barrick for new am station to operate on 1440 kc, 1 kw, D, in Glasgow, Ky., engineering condition became effective March 22 pursuant to sec. 1.153 of rules. Action March 26.

■ Commission gives notice that January 29 initial decision which looked toward granting application of Newton-Conover Bcstg. Inc., to increase daytime power of WNNC Newton, N. C., from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; interference condition, became effective March 20 pursuant to sec. 1.153 of rules. Action March 3.

■ Commission gives notice that January 29 initial decision which looked toward granting applications of Value Radio Corp. (WOSH), Oshkosh, Wis., and Howard Miller Enterprises and Consultants Inc. (WGEZ), Beloit, Wis., to increase daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N; interference condition, became effective March 20 pursuant to sec. 1.153 of rules. Action March 23.

OTHER ACTIONS

■ By memorandum opinion & order, commission granted petition for reconsideration by WBEN Inc. (WBEN), Buffalo, N. Y., to extent of modifying Nov. 9, 1961 grant of renewal of license of WTAD, Lee Broadcasting, Inc., Quincy, Ill., to add condition precluding WTAD pre-sunrise operation with its daytime facilities. Action March 28.

■ By memorandum opinion & order in am consolidated proceeding in docs. 13624 et al., commission granted petition by applicant Wilkes Bcstg. Co., Mocksville, N. C., to extent of deleting reference in hearing order to fact that Robert B. Brown, son of Wilkes' president and 50% owner, is permittee of new am station in Taylorsville, N. C., but denied its request for deletion of secs. 3.35 (a) and (b) issues. Action March 28.

■ By order, commission, on consideration of petition by Eleven Ten Bcstg. Corp., stayed for 30 days after disposition of petition for reconsideration of March 15 decision which denied its application for renewal of licenses of KRLA and auxiliary and license to cover cp, Pasadena, Calif., and which allowed Eleven Ten until April 16 to operate KRLA in order to wind up its affairs. Action March 28.

■ Commission scheduled following proceedings for oral argument on May 4: Charles P. B. Pinson Inc., St. Petersburg, Clearwater, Jacksonville, and All-Florida Communications Co., and James C. Fields, Tampa, Fla.; Crawford County Bcstg. Co. (WTIV), Titusville, Pa.; and Rounsaville of Louisville Inc. (WLOU), Louisville, Ky. Action March 28.

Routine roundup

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Thompson K. Cassel to extent that he seeks dismissal of his application for new am station in Boca Raton, Fla., which is consolidated for hearing with Boca Broadcasters for am facilities in Boca Raton, but dismissed Cassel's application with prejudice and retained in hearing status Boca Broadcasters. Action March 22.

■ Granted petition by Ivy Bcstg. Inc., for dismissal of its application for new tv station to operate on ch. 13 in Rochester, N. Y., which is consolidated for hearing in docs. 14394, et al., but dismissed application with prejudice. Cancelled March 19 order concerning Ivy's Syracuse application in docs. 14367 et al. Action March 22.

■ Granted request by Chief Pontiac Bcstg. Co. and Lapeer Bcstg. Co., applicants for new am stations to operate on 1530 kc, DA, D—Chief Pontiac with 1 kw and Lapeer with 5 kw, in Lapeer, Mich., and approved agreement whereby Lapeer would pay Chief Pontiac $3,425 for expenses incurred in preparing and prosecuting its application in return for its withdrawal; dismissed Chief Pontiac's application with prejudice and granted Lapeer's application with interference condition. Action March 22.

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: *April 23 and May 21* on application of Triangle Publications Inc. (WNHC-TV) New Haven, Conn.; *April 23 and June 6* on am applications of The Greenwich Bcstg. Corp., Greenwich, Conn., et al. Action March 21.

■ Granted petition by Hoosier Bcstrs. Inc., to extent that it seeks dismissal of its application for new am station in Kokomo, Ind., which is consolidated for hearing in docs. 14085 et al, but dismissed application with prejudice. Action March 19.

By Hearing Examiner Basil P. Cooper

■ Continued April 23 hearing to April 24 in proceeding on application of Rockland Bcstrs. for new am station in New City, N. Y. Action March 26.

■ Continued evidentiary hearing from April 17 to May 15 in proceeding on application of Pioneer States Bcstrs. Inc., for new am station in West Hartford, Conn. Action March 19.

By Hearing Examiner Asher H. Ende

■ Granted petition by Radio-Active Bcstg., Inc. (WATO), Oak Ridge, Tenn., for leave to amend, terminated proceeding in doc. 14255, and returned to processing line its application to increase daytime power from 1 kw to 5 kw, continued operation on 1290 kc, 500 w-N, DA-N. Action March 27.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Wolverine Bcstg. Co. and extended time from March 27 to April 3 for exchange of all exhibits in proceeding on applications of Wolverine for new am station in Wyoming, Mich., et al. Action March 27.

■ After March 23 prehearing conference in proceeding on am applications of People's Bcstg. Co. (WPBC), Minneapolis, and Gabriel Bcstg. Co., Chisholm, Minn., scheduled certain procedural dates, and continued April 25 hearing to May 21. Action March 23.

■ Granted petition by Hershey Bcstg. Inc. and continued March 26 hearing to April 9 in proceeding on its application and Reading Radio Inc. for new fm stations in Hershey and Reading, Pa. Action March 20.

By Hearing Examiner Millard F. French

■ Granted petition by applicants, reopened record in proceeding on application of Elbert H. Dean and B. L. Golden for new am station in Lemoore, Calif., received in evidence applicant's exhibit 1-B and closed record; extended time for filing proposed findings from March 27 to April 3 and for replies from April 10 to April 17. Action March 26.

■ On own motion, continued date for exchange of non-engineering exhibits in consolidated am proceeding in docs. 14425 et al (Saul M. Miller, Kutztown, Pa., et al), in all three groups, from April 23 to date to be set at April 30 engineering conference. Action March 26.

By Hearing Examiner Walther W. Guenther

■ Scheduled further prehearing conference for April 6 and granted petition by Broadcast Bureau to extent that it requests continuance of hearing from March 28 to date to be determined at April 6 further prehearing conference in matter of revocation of license and SCA of Merchants Broadcasting System of Dallas Inc., for KCPA-FM Dallas, Tex. Action March 26.

By Hearing Examiner Isadore A. Honig

■ Granted *nunc pro tunc* March 23 motion by WEXC Inc., for extension of time to extent of further extending time from March 23 to March 27 for filing proposed findings and from April 9 to April 13 for filing replies in proceeding on its application for new am station in DePew, N. Y., et al. Action March 27.

■ On own motion, continued hearing from May 1 to May 2 in remand proceeding on applications of Western Bcstg. Co. and R. L. McAlister for new am stations in Odessa, Tex. Action March 20.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Geneco Bcstg. Inc., for leave to amend its application for new am station in Marion-Jonesboro, Ind., which is consolidated for hearing in docs. 14085 et al., to make changes in sec. III of its appli-

RADIO-TV SET COUNTS

KENTUCKY

1960 U.S. CENSUS OF HOUSING

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
State totals	3,038,156	851,867	753,824	88.5	181,827	668,350	78.5	48,397
COUNTY TOTALS								
Adair	14,699	4,179	3,630	86.9	423	2,185	52.3	20
Allen	12,269	3,804	3,405	89.5	346	2,863	75.3	56
Anderson	8,618	2,650	2,442	92.2	696	2,219	83.7	66
Ballard	8,291	2,679	2,153	80.4	399	2,273	84.8	97
Barren	28,303	8,497	7,499	88.3	1,385	6,708	78.9	140
Bath	9,114	2,655	2,351	88.5	256	1,562	58.8	—
Bell	35,336	8,989	7,486	83.3	1,200	6,084	67.7	281
Boone	21,940	5,996	5,594	93.3	2,164	5,590	93.2	711
Bourbon	18,178	5,448	4,912	90.2	1,718	4,304	79.0	151
Boyd	52,163	15,069	13,383	88.8	3,684	13,724	91.1	1,630
Boyle	21,257	5,898	5,332	90.4	1,474	4,543	77.0	62
Bracken	7,422	2,318	2,036	87.8	499	1,933	83.4	119
Breathitt	15,490	3,523	3,170	90.0	270	998	28.3	20
Breckinridge	14,734	4,225	3,293	77.9	361	3,120	73.8	19
Bullitt	15,726	4,193	3,563	85.0	652	3,632	86.6	158
Butler	9,586	2,718	2,190	80.6	263	1,935	71.2	—
Caldwell	13,073	4,167	3,407	81.8	736	2,781	66.7	161
Calloway	20,972	6,553	6,041	92.2	1,200	5,297	80.8	147
Campbell	86,803	25,563	23,868	93.4	9,473	23,988	93.8	4,417
Carlisle	5,608	1,867	1,430	76.6	177	1,629	87.3	20
Carroll	7,978	2,443	1,943	79.5	519	1,967	80.5	132
Carter	20,817	5,369	4,419	82.3	526	1,906	35.5	163
Casey	14,327	3,789	3,394	89.6	487	2,008	53.0	—
Christian	56,904	14,063	12,442	88.5	2,456	11,394	81.0	569
Clark	21,075	6,267	5,732	91.5	1,588	4,756	75.9	158
Clay	20,748	4 554	3,923	86.1	286	2,113	46.4	114
Clinton	8.886	2.364	2,147	90.8	210	1,424	60.2	19
Crittenden	8,648	2,751	2.198	79.9	238	1,982	72.0	—
Cumberland	7.835	2.240	1,983	88.5	337	1,247	55.7	21
Daviess	70.588	19,911	17,462	87.7	4,415	16,721	84.0	1,098
Edmonson	8.085	2.261	1,941	85.8	239	1,359	60.1	66
Elliott	6,330	1.534	1,123	73.2	56	1,197	78.0	19
Estill	12,466	3.555	3,133	88.1	599	1,474	41.5	—
Fayette	131,906	38.194	35.388	92.7	13,528	31,157	81.6	2,594
Fleming	10,890	3.301	2,871	87.0	333	2.338	70.8	38
Floyd	41,642	9.886	8.279	83.7	1,216	6,857	69.4	367
Franklin	29,421	8,792	8.040	91.4	2,319	7.336	83.4	257
Fulton	11,256	3,488	2,983	85.5	535	2,722	78.0	82
Gallatin	3.867	1,187	1,017	85.7	118	972	81.9	27
Garrard	9.747	2.981	2,752	92.3	576	2,085	69.9	45
Grant	9.489	2.906	2,559	88.1	496	2,295	79.0	168
Graves	30.021	9.799	8,417	85.9	1,430	8.194	83.6	272
Grayson	15.834	4.543	3,994	87.9	347	3,055	67.2	40
Green	11.249	3.378	2,993	88.6	405	2,282	67.6	57
Greenup	29,238	7,761	6,677	86.0	1,588	6,630	85.4	500
Hancock	5.330	1,595	1,211	75.9	134	1,123	70.4	—
Hardin	67.789	13,354	12.025	90.0	3.196	11,523	86.3	761
Harlon	51.107	12,808	11,096	86.6	1,684	8,557	66.8	353
Harrison	13,704	4,317	4,058	94.0	931	3,474	80.5	161

Continued on page 141

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cation with reference to its financial qualifications. Action March 22.

■ Upon request of applicants at March 20 hearing, severed as follows into three separate proceedings consolidation in docs. 14076 et al., Kent-Ravenna Broadcasting Co., Kent, Ohio, et al: Proceeding (a): Kent-Ravenna Bcstg. Co., Joseph P. Wardlaw Jr., Radio Trumbull and Portage County Bcstg. Corp., (b) Monroeville Bcstg. Co., Carnegie Bcstg. Corp., and Miners Bcstg. Service Inc. (WMBA); (c) Speidel Bcstg. Corp. of Ohio and Greene County Radio. Action March 20.

By Hearing Examiner H. Gifford Irion

■ Granted petition by W. D. Frink and continued April 10 hearing to May 14 in proceeding on applications of W. D. Frink, tr/as Jefferson Radio Co. for license to cover cp for new am station (WIXI), Irondale, Ala., and Fred H. Davis and W. D. Frink, d/b as Voice of the Mid South for new am station at Centreville, Ala. Action March 26.

By Hearing Examiner David I. Kraushaar

■ Granted oral motion by Ivy Broadcasting Inc., for withdrawal of its petition for leave to amend its application for new tv station to operate on ch. 9 in Syracuse, N. Y., and dismissed petition and accompanying amendment; denied Ivy's March 22 motion, as modified and merged in oral motion made during March 26 hearing, for continuance of hearing, and ordered resumption of hearing on April 16 in Syracuse ch. 9 proceeding. Action March 27.

■ After March 22 prehearing conference in proceeding on applications of John E. Grant and Allen C. Bigham Jr., for new am stations in Salinas, Calif., scheduled certain procedural dates and continued April 18 hearing to May 10. Action March 23.

By Hearing Examiner Jay A. Kyle

■ Received in evidence certain exhibits of Radio Associates Inc. (WEER), Warrenton, Va., cancelled March 21 hearing and closed record in proceeding on its am application and WNOW Inc. (WNOW), York, Pa., and ordered proposed findings to be filed by April 19 and replies by April 30. Action March 20.

By Hearing Examiner Forest L. McClenning

■ Scheduled further hearing for Aoril 24 in proceeding on applications of Beacon Bcstg. System Inc. and Suburban Bcstg. Inc., for new am stations in Grafton-Cedarburg and Jackson, Wis. Action March 26.

■ Granted petition by Atlas Bcstg. Co. and extended time from April 2 to April 16 for exchange of exhibits, April 16 to April 30 for informal conference on exhibits, and continued May 7 hearing to May 21 in Grand Rapids, Mich., tv ch. 13 proceeding. Action March 20.

By Hearing Examiner Chester F. Naumowicz Jr.

■ After March 20 prehearing conference in proceeding on application of South Minneapolis Bcstrs. for new am station in Bloomington, Minn., scheduled certain procedural dates and continued April 19 hearing to May 31. Action March 20.

■ After March 19 prehearing conference in proceeding on am applications of Iowa City Bcstrs. Inc., Iowa City, Iowa, et al., scheduled certain procedural dates, and continued April 17 hearing to May 8. Action March 19.

By Hearing Examiner Herbert Sharfman

■ After March 19 prehearing conference in proceeding on applications of Rockland Bcstg. Co. for new am station in Blauvelt, N. Y., et al., scheduled certain procedural dates and hearing on non-engineering part of case for April 18. Action March 27.

■ Granted petition by applicant-respondent (WMOZ Inc. and Edwin H. Estes), and extended time from April 2 to April 30 for filing replies to proposed findings in proceeding on application of WMOZ Inc., for renewal of license of WMOZ Mobile, Ala., and revocation of license of Edwin H. Estes for WPFA Pensacola, Fla. Action March 23.

■ Granted petition by Greenville Bcstg. Co. for leave to amend its application for new am station in Greenville, Ky., to submit new data to meet financial qualification issue in Jan. 19 hearing order on its application and Hayward F. Spinks, latter for am facilities in Hartford, Ky. Action March 22.

■ Granted petition by Greenville Bcstg. Co. for leave to amend its application for new am station in Greenville, Ky., to reduce ant. height from 205 to 143 ft.; application is consolidated for hearing with application of Hayward F. Spinks for am facilities in Hartford, Ky. Action March 21.

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BROADCAST ACTIONS
by Broadcast Bureau

Actions of March 27

WMER(FM), Celina Bcstg. Co., Celina, Ohio—Granted assignment of license and SCA to **J. P. Moore** and **Elmer E. Schweizer**, d/b under same name.

KEES Gladewater, Tex.—Granted license covering change in ant.-trans. location and ground system.

WSTC Stamford, Conn.—Granted license covering use of old main trans. as auxiliary trans. daytime and alternate main nighttime with remote control operation.

WAUG Augusta, Ga.—Granted license covering increase in power from 1 kw to 5 kw and installation of new trans.

WAKE Atlanta, Ga.—Granted license covering increase in daytime power and installation of new trans.

WSTC Stamford, Conn.—Granted license covering increase in daytime power and installation of new trans.

KLBM La Grande, Ore.—Granted license covering increase in daytime power to 1 kw and installation of new trans.

WKTS, Sheboygan Radio Inc., Sheboygan, Wis.—Rescinded Feb. 28 action granting renewal of license.

WPTW-FM Piqua, Ohio—Granted cp to install new trans.

KATR Eugene, Ore.—Granted mod. of cp to change type trans.; trans. location; main studio location; remote control permitted.

■ Following stations were granted mod. of cp to change type trans.: WVOE Chadbourn, N. C.; WEAS Savannah, Ga.; KGRO Gresham, Ore.; WHGB Harrisburg, Pa.

Actions of March 27

■ Granted renewal of license for following stations: KGHM Brookfield, Mo.; KOKX Keokuk, Iowa; KWOC-AM-FM Poplar Bluff, Mo.; KWPC Muscatine, Iowa; *WBEZ (FM) Chicago, Ill.; WDBQ Dubuque, Iowa; WHNY McComb, Miss.. WITN (TV) Washington, N. C.; WJOI Florence, Ala; WJQS Jackson, Miss.; WKDK Newberry, S. C.; WKTY La Crosse, Wis.; WLBI Denham Springs, La.; WMIC St. Helen, Mich.; WMPM Smithfield, N. C.; WMRP Flint, Mich.; WNES-AM-FM Central City, Ky.; WNEX Macon, Ga.; WNVY Pensacola, Fla.; WOPI-AM-FM Bristol, Tenn.; WPEO Peoria, Ill.; WQTE Monroe, Mich.; WRLX(FM) Hopkinsville, Ky.; WTTV(TV) Bloomington, Ind.; WWXL Manchester, Ky.

Actions of March 26

WROC Rochester, N. Y.—Granted change of remote control authority.

***WAER(FM) Syracuse, N. Y.**—Granted cp to change frequency to 88.3 mc; increase ERP to 3.5 kw; ant. height to 180 ft.; change ant.-trans. location, make changes in ant. system, and install new ant.; remote control permitted.

WFBG-FM, Triangle Publications Inc., Altoona, Pa.—Granted license for fm station.

KHOK, Twin Cities Bcstg. Co., Hoquiam, Wash.—Granted license for am station.

■ Granted licenses covering installation of new trans. for following stations: *KASU (FM) Jonesboro, Ark., and WNBF-FM Binghamton, N. Y.

WAQE-FM Baltimore, Md.—Granted license covering installation of new trans. and ant.

WHAL Shelbyville, Tenn.—Granted license covering increase in daytime power and installation of new trans.

WHAT Philadelphia, Pa.—Granted licenses covering increase in daytime power, installation of new trans. and specify type trans.; and use old main trans. at main trans. location.

KLCB Libby, Mont.—Granted license covering change in ant.-trans. and studio location; change in ground system; installation of new trans., and remote control operation.

WFBG Altoona, Pa.—Granted licenses covering installation of trans. as auxiliary-day and alternate main-night; change frequency; increase power; change ant.-trans. location; install DA ant. and new trans., and changes in ground system.

WNHC New Haven, Conn.—Granted license covering increase in daytime power; installation of new trans., and specify type trans.

KCMJ, Bell Bcstg. Corp., Palm Springs, Calif.—Granted mod. of license to change name to **Westminster Bcstg. Corp.**

K74AK Ukiah, Calif.—Granted mod. of license to change primary tv station from KBET-TV, ch. 10, Sacramento, Calif., to KPIX-TV, ch. 5, San Francisco.

KIOA, KC-6908-10, KD-6620, 7815, KE-9028, KAL-505 Des Moines, Iowa—Granted mod. of licenses to change name to **Swanco Bcstg. Inc. of Iowa.**

WFBG Altoona, Pa.—Granted mod. of license to operate main trans. by remote control, daytime operation only; conditions.

■ Granted cps to replace expired permits for following vhf tv translator stations: K10AH Chico Tv Booster Club, Paradise Valley, Miner Basin, Emigrant, Mont.; K07-BQ, K09AX Peck Tv Club, Peck, Idaho; K09-AJ Pondosa Tv Club, Medical Springs, Ore.; K07AQ, K09AL, K13AP Kamiah Valley Tv, Inc., Kamiah, Idaho; K04AL Decker Tv Translator Assn., Decker, Mont.; K09AQ Jack E. Reinsch, Ketchum, Idaho; K05AI, K12AX Ranchester Tv Assn., Ranchester, Wyo.; K06AJ Cliff-Gila Tv Club, Cliff-Gila, N. M.; K07AO Hanna Elmo Tv Assn., Hanna, Wyo.; K06AD Mammoth Community Tv, Mammoth, Yellowstone Park, Wyo.; K08AK, K13AU North Curry Recreation Inc., Port Orford, Ore.; K10BM, K13AN Roundup Tv Assn. Inc., Roundup, Mont.; K07AJ, K09AN Valier Community Club, Valier, Mont.; K08AL, K11AP Tru-Vue Tv Assn., White Sulphur Springs, Mont.; K11BH, K13BF Diamond Tv Corp., an Oregon Corp., Diamond Valley, Harney County, Ore., and specify type trans.

K13EE Bison, S. D.—Granted mod. of cp to change frequency from ch. 12 to ch. 13.

K09CC Kevin, Mont.—Granted mod. of cp to change primary tv station to KRTV, ch. 3, Great Falls, Mont., and type trans.

K07AV Stanford, Mont.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KNEZ Lompoc, Calif., to June 5; WCPC Houston, Miss., to July 16; WDJK(FM) Atlanta, Ga., to July 31; WRIT-FM Milwaukee, Wis., to April 30; KVOX-FM Moorhead, Minn., to Aug. 18; WBNB Charlotte Amalie, St. Thomas, V. I., to Sept. 11; WGMM Millington, Tenn., to Sept. 6.

Actions of March 23

K10CG Aztec and Cedar Hill, N. M.—Granted mod. of cp to change trans. location.

Lower Rosebud Tv Club Inc. Rosebud, Mont.—Granted cp for new vhf tv translator station on ch. 10 to translate programs of KOOK-TV (ch. 2) Billings, Mont.

KBOW, Copper City Radio Co., Butte, Mont.—Granted (1) renewal of license and aux. and (2) assignment of license to KBOW Inc.; consideration $100,000.

■ Granted renewal of license for following stations: KANO Anoka, Minn.; KAPI Pueblo, Colo.; KATE Albert Lea, Minn.; KATL Miles City, Mont.; KBMW Breckenridge, Minn.; KBRK Brookings, S. D.; KDLR Devils Lake, N. D.; KDMA Montevideo, Minn.; KDOM Windom, Minn.; KDSJ Deadwood, S. D.; KDUZ Hutchinson, Minn.; KFNW Fargo, N. D.; KFTM Fort Morgan, Colo.; KGPC Grafton, N. D.; KIJV Huron, S. D.; KJAM Madison, S. D.; KLFD Litchfield, Minn.; KLOH Pipestone, Minn.; KMRS Morris, Minn.; KOFI Kalispell, Mont.; KOSI Aurora, Colo.; KPRK Livingston, Mont.; KREX-AM-FM-TV and SCA, Grand Junction, Colo.; KRFO Owatonna, Minn.; KRSI St. Louis Park, Minn.; KTUX Pueblo, Colo.; KVOX Moorhead, Minn.; KVRH Salida, Colo.; WAVN Stillwater, Minn.; WCMP Pine City, Minn.; KTIS-FM Minneapolis, Minn.; KYSM-FM Mankato, Minn.: WPBC-FM Minneapolis, Minn.; KCSJ-TV Pueblo, Colo.; KDLO-TV Florence, S. D.; KELO-TV Sioux Falls, S. D.; KMSP-TV Minneapolis, Minn.; KPLO-TV Reliance, S. D.; KREY-TV Montrose, Colo.: KRTV(TV) Great Falls, Mont.; KSTP (main trans. & ant.) (aux., trans.) (aux. ant.) St. Paul, Minn.; WCCO-TV (main trans. & ant.) (aux. trans.) Minneapolis, Minn.; WDAY-TV Fargo, N. D.; *KRMA-TV Denver, Colo.; KE2XTI, KE2XZA New Rochelle, N. Y.; KG2XDI Lancaster, Pa.; KG2XDU, KG2XEJ, KG2XEK, KG2XEL, KG2XFZ Emporium, Pa.; KM2XMR Los Angeles, Calif.; KS2XBR Chicago, Ill.; KS2XFF Michigan City, Ind.; KS2XGA (main trans.) (alt. main trans.), KS2XGD (main trans.) (alt. main trans.) Lafayette, Ind.; WNAX (aux. only) Yankton, S. D.; KUSD Vermillion, S. D.; WSTS Massena, N. Y.; KOOK-AM-TV Bilings, Mont.

■ Granted renewal of license for following low power stations: James River Bcstg. Co., Jamestown, N. D.; and KOVC Inc., Valley City, N. D.

KIFW Sitka, Alaska—Granted mod. of license to change from SH to unl.

WTMB, WTMB-FM, The Tomah-Mauston Bcstg. Inc., Tomah, Wis.—Granted acquisition of positive control by **Hugh W. Dickie** through sale of stock by **Thomas M. Price** to **The Tomah-Mauston Bcstg. Inc.**

KRLC, Donald A. and Elaine S. Thomas, Tenants in Common, Lewiston, Idaho-Clarkston, Wash.—Granted assignment of licenses to **KRLC Inc.**

K03AC Eklutna Government Camp, Alaska—Granted cp to replace expired permit for vhf tv translator station.

K72BE, K76BC Leech Lake Tv Corp. Walker, Minn.—Granted cps to replace expired cps for uhf tv translator stations.

WNLK Norwalk, Conn.—Granted mod. of cp to change type trans.

K03BF, K05BU, K07ED Enterprise, Utah—Granted mod. of cps to change frequency to ch. 3, 5 and 7 and make changes in ant. system.

■ Following stations were granted extensions of completion dates as shown: K03BF, K05BU, K07ED Enterprise, Utah, to Sept. 23; WMTE Manistee, Mich., to April 16; WCLS Columbus, Ga., to May 31; KQOT Yakima, Wash., to Aug. 15; WEUP Huntsville, Ala., to Aug. 15; WRIZ Coral Gables, Fla., to July 20; KVFD Fort Dodge, Iowa, to June 1; WLSI Pikeville, Ky., to May 26; KCEY Turlock, Calif., to July 30; WIOU Kokomo, Ind., to June 18; WPAR Parkersburg, W. Va., to June 6; KRAL Rawlins, Wyo., to Sept. 26; KKOK Lompoc, Calif., to June 29; KMAK Fresno, Calif., to May 6; WAVQ(FM) Atlanta, Ga., to May 1; WPFA Pensacola, Fla., to Oct. 3, without prejudice to such further action as commission may deem warranted as result of final determination in doc. 14228.

Actions of March 22

WSBA-AM-FM, Susquehanna Bcstg. Co., York, Pa.—Granted transfer of control from **Helen P., George N.,** and **Louis J. Appell Jr.,** and the **York National Bank & Trust Co.,** executors of the estate of **Louis J. Appell,** to **Helen P., George N.,** and **Louis J. Appell Jr.,** and **Helen A. Norton,** trustees of **Louis J. Appell Residual Trust.**

KPEN(FM) San Francisco, Calif.—Granted cp to install new trans. and new ant. (main trans. location) for auxiliary purposes; remote control permitted.

K13AG Texline, Tex.—Granted cp to replace expired permit for vhf tv translator station and make changes in ant. system.

K04AJ Orchard Ranch Ltd., Wyo.—Granted cp to replace expired permit for vhf tv translator station.

K05AC, K10AE Dayton and Tongue River, Wyo.—Granted cps to replace expired permits for vhf tv translator stations; conditions.

WNFO-FM Nashville, Tenn. — Granted

Continued on page 141

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Help Wanted—Management

Manager wanted for established southern New England AM station. 500,000 population primary area. Must be prepared to invest $10,000 and upward for substantial share of stock. Principal owner has other business interests. Box 203K, BROADCASTING.

Sales manager for Michigan 180,000-market daytimer, due to promotion. Must be experienced, 25-40, able to sell and show others how. Commission on all station sales. Opportunity to become manager in a year. Michigan-Indiana men preferred. Personal interview required. Confidential. Box 305K, BROADCASTING.

General Manager—new AM-FM Highland Park, Illinois. First local service for North Shore Communities. Require experienced dynamo for top level operation and unusual programming. Write qualifications, salary. WNSH, c/o E. E. Fink, 231 S. LaSalle Street, Chicago, Illinois.

I want a manager, chief engineer, salesman and announcers. Send full details to Jack Younts, WUSN, Havelock—Cherry Point, North Carolina.

Sales

New England—Major indie needs good strong salesman. Real opportunity with growing multiple chain for man looking to the future. Resume to Box 837H, BROADCASTING.

Florida East Coast fulltimer in metropolitan market needs experienced salesman with proven sales record. $100 base plus 15%. Give complete resume first letter. Box 40K, BROADCASTING.

Raise your family in a perfect town in western Montana! A top rated station is seeking the right salesman to add to their staff. For more information, send a complete resume to Box 197K, BROADCASTING.

"Florida boom area major market fulltime regional number one ratings, number one community image. We need a self starter and strong closer with desire to make money. You get a guaranteed salary plus a percentage plus monthly incentive bonuses, hospitalization, insurance and paid vacations. Housing plentiful and reasonable. Prefer younger man, extensive local radio sales experience essential, college background preferable. Send complete resume, references and photo. Tell all in your first letter." Box 262K, BROADCASTING.

Sales manager for 5 kw CBS outlet, medium market in midwest. Excellent opportunity. Radio experience necessary. Box 288K, BROADCASTING.

Family man. Middle Atlantic half-million market. Suburban living conditions. Mail resume and salary expected. Box 331K, BROADCASTING.

Sales-promotion and research man or woman for major market. Knowledge and experience in general sales promotion essential. This is a position for a creative person. Please send resume including salary requirement to Box 377K, BROADCASTING. All replies will be kept confidential.

In Michigan's leading market for business activity adding 2nd salesman-announcer, 25-45, with at least 2 years experience. Salary plus comm. Close-by men preferred. Personal interview required. Contact J. F. Butler, WKLZ, Kalamazoo.

Help Wanted—(Cont'd)

Sales

Salesman! You're obviously reading this because you're looking for bigger and better things. We're obviously writing this because we have bigger and better things to offer. Dispatch resume and photo. Perhaps we'll respond with offer in New York Area, in five figure bracket. The key to your future could be Box 385K, BROADCASTING.

Upstate New York medium market. Top station in ratings and billings. Good salary for experienced salesman who can develop new accounts. Box 424K, BROADCASTING.

I-f you have Presperation, Inspiration, Enthusiasm, opportunity for $6-8000. KFRO, Longview, Texas.

Executive caliber salesman with proven sales and promotion background. Full time travel, protected territory. Send resume, pix, Bess Gilmore, Community Club Awards, Westport, Connecticut.

2 salesmen for jingles, animated commercials, and special radio features. Must be experienced, have car, will travel. Excellent opportunity for good money in short time. Write complete background and availability. Creative Services, Inc., 75 E. Wacker Drive, Chicago 1, Illinois.

Washington D. C. Area. Need bright salesman who can sell Quality Music (WPAT-type) format. We have no high ratings; no agency angels, just Good Music; excellent results; fabulous acceptance. Contact Ed Winton or Ted Dorf immediately for a good deal. WQMR and WGAY-FM, Washington, D. C. Phone Whitehall 6-1050.

Announcers

Top-rated chain with outlets in key markets is on the lookout for top "format" dj's and aggressive, dramatic, extra-sharp newsman. Only experienced, qualified men need apply. Send tape and resume to be considered. Box 919F, BROADCASTING.

Experienced announcer—prefer first phone Michigan 5kw medium market. Send resume, photo, and tape. Box 209K, BROADCASTING.

Experienced news director wanted by Illinois daytimer. Must have 1st phone. Good location, excellent working conditions. If you can quality write Box 214K, BROADCASTING. Permanent position. Salary open.

Competitive market in Upper Midwest needs experienced, bright morning personality. Must be strong on commercial production. Fast paced but not screaming operation. Salary open. Send complete information at once to Box 294K, BROADCASTING.

Southeastern regional station — medium market—needs top flight morning man immediately. Must be personality with sellability and experience. Replace a $15,000 man. Send hour tape—resume, picture and references to Box 299K, BROADCASTING.

Wanted—Combo man—Must be strong on announcing—good pay. Ideal working conditions in Tennessee. All replies confidential. Box 342K, BROADCASTING.

Immediate opening announcer-production or announcer-sales. One of fastest growing Carolina areas. Lively daytimer. Better than average salary—opportunity if creative, aggressive and responsible. Box 343K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

New York State 5 kw good-music format needs a young yet mature-voiced announcer —5 day week, 40 hours, $80.00. Basic qualifications necessary and if interested in learning, will teach. Send resume and tape. Box 351K, BROADCASTING.

Top 40 station, Southwest, needs first phone men. Your chance to learn number 1 radio. Send tape and details. Box 363K, BROADCASTING.

WHOP, CBS in Hopkinsville, Ky., has May 1st opening for experienced announcer to handle nighttime music show. Box 390K, BROADCASTING.

Wanted: Experienced announcer with first ticket. No maintenance. Hottest small town station in Central Nebraska. Salary open! Box 405K, BROADCASTING.

Experienced announcer with 1st phone wanted by smooth sound New Hampshire station. This is a permanent opening with a secure future for the right man. Starting salary $100 a week. Send tape and resume to Box 411K, BROADCASTING.

Wanted: Announcer with first class phone for 5000-10,000 watt Wisconsin station. Good music, top rated. Write Box 437K, BROADCASTING.

1st phone—Need top flight man who wants to settle in small market. Top station. All extras offered. Midwest location. Air work most important, limited maintenance. Start at $500.00. Box 426K, BROADCASTING.

Top 40 dj. Mature voice. Must be experienced. Good reader. New England or mid-atlantic preferred. Box 440K, BROADCASTING.

Announcer & first ticket engineer for big band music station, maintenance necessary. Box 444K, BROADCASTING.

#1 station in growing North Carolina market desires young man with ability to: deliver tight show, gather and deliver news, write copy, and take orders. We work hard here—if you don't like to—don't apply. Send tape, resume and recent photo to: Box 450K, BROADCASTING.

Morning man. Must have radio background. 1 kw wants adult sound for a booming market. State experience and salary needed in first reply. Would like applicants from midwest region. Contact Tim Spencer, P.D., KJCK, Junction City, Kansas.

Better music station in World's Fair city. Expanding. Mature baritone or bass announcers with first phone. Send tape and background. AFTRA scale. Wally Nelskog, KIXI, 910kc, University Bldg., Seattle 1, Washington.

Announcer . . . 1st phone esential. Mail tape-resume. KSEN, Shelby, Montana.

Good pay for dependable, bright, and warm sounding d.j. Regional station-Top working conditions. Contact B. Mann, WEAV, Plattsburgh, N. Y.

If you have a first phone, like and know adult music and can produce a good all nite radio show, send air check, resume and salary to: WEAT, P. O. Box 70, West Palm Beach, Florida.

Wanted—Experienced announcer with good voice and first class ticket. Bill Hogan, WLBG, Laurens, South Carolina.

Help Wanted—(Cont'd)

Announcers

Announcer-first phone . . . no maintenance . . . immediate opening . . . salary open to experience . . . adult programming. Rush tape . . . resume. WMHI, Route #5, Frederick, Maryland.

"Negro Chain—rated No. 1 in the Nation—expanding, seeking top Religious and R & B personalities. Minimum 2 years experience. Send photograph—complete resume—references—first letter to: McLendon Broadcasting Company, P. O. Box 197—Suite 980 Milner Building—Jackson, Mississippi."

Technical

By April 15th—1st phone combo for new daytimer within 75 miles Washington, D.C. Heavy on maintenance, some announcing, assume Chiefs duties. Rush resume, photo, tape and salary desired to Box 376K, BROADCASTING.

Engineer: Experienced AM-FM needed immediately. Growing organization, future tv and radio anticipated. Give qualifications, references, salary requirements. Box 381K, BROADCASTING.

Chief Engineer N.Y.S. Strong on maintenance—excellent salary. Box 384K BROADCASTING.

Studio manager—first class engineer for college television-radio operation. Ten month year and liberal holiday schedule. College degree. Some lab teaching. September 1. Box 393K, BROADCASTING.

Chief engineer, first class technical man with am-fm installation and operation experience for well equipped compact operation in southwestern Ohio. Technical ability first consideration. Details and salary expected to Box 412K, BROADCASTING.

Chief engineer for 5 kw southern station, resort area. Send full details to Box 435K, BROADCASTING.

Chief Engineer: Florida—10,000 watt AM & FM. Top technical and administrative qualifications. Ambitious future. Contact WWIL at Conrad Hilton, NAB. Box 453K, BROADCASTING.

Immediate opening combination chief engineer, announcer. Single station, college community. KHAS Radio Station, Hastings, Nebraska.

Immediate opening for young man seeking experience. Must have first phone and acceptable voice. 40-hour week . . . 17 hours board work . . . balance transmitter watch. WGNY, Newburgh, New York. Telephone 914-John 1-2131.

Engineer, first class ticket, capable of handling AM & FM transmitters, equipment, and studio maintenance. Position open immediately. Please forward application in writing to Harry D. Goodwin, General Manager, WLYN, 156 Broad Street, Lynn, Massachusetts.

Chief. Good at maintenance for 1000/250 station. Must have car. Submit experience, references and present salary. WCSS, Amsterdam, New York.

Wanted: Engineer to work with Chief Engineer for transmitter and regular maintenance duties—first phone necessary. Present engineer being drafted. Opening April 15th. Call or write WMIX, Mt. Vernon, Illinois.

Production-Programming, Others

Experienced news director wanted by Illinois daytimer. Must have 1st phone. Good location, excellent working conditions. If you can qualify write Box 215K, BROADCASTING. Permanent position. Salary open.

Unusual opportunity. Illinois daytimer needs copywriter with first-phone. This is a top daytime station with lots of chances to advance. Also in need of news director with 1st phone. Salary open. Write Box 216K, BROADCASTING.

Persuasive copywriter experienced, for network station—Texas resort city. Box 388K, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Experienced, energetic, dependable traffic manager, Texas network station. Box 396K, BROADCASTING.

Wanted—Production manager for good music format station. Need creative idea man who can handle production and limited amount of air work. Top station in excellent Florida market. Box 425K, BROADCASTING.

Progressive southern station has immediate opening for competent announcers. Excellent climate and working conditions. Box 434K, BROADCASTING.

$20,000 base. Needed Now. Top notch sports director with colorful background as well-known sports figure preferred. Knowledge of all sports essential, professional delivery of copy needed. If without reputation, do not apply. Send photo, audio or video tape with accent on behind-desk sportscast, play-by-play secondary. Include complete resume. Box 438K, BROADCASTING.

Continuity writer with ability to produce outstanding production type commercials, Station Promos, etc. Send complete resume at once. J. M. Hall—KWBB—P. O. Box 486—Wichita, Kansas.

"Attention 1962 College Graduates: Established group of stations expanding its news operations, including editorializing and public affairs news. Openings for young men with journalism degrees interested in career of radio journalism. Apply in writing with resume, picture, tape and references. Positions available now or will hold for good men until after June graduation." Box 406K, BROADCASTING.

Program Director with Production creativeness, imagination, capable of D.J. work and administration of department detail. Replacement of another who has continually led the Station to #1 Hooper position for over six years. If you think you could qualify send complete resume and tape of various mike work. J. M. Hall—KWBB—P. O. Box 486—Wichita, Kansas.

RADIO

Situations Wanted—Management

Hardworking chief engineer desires manager—engineer position in small or medium Southern market. College graduate, married. Ten years experience 250w-5kw, directionals, construction, applications, business. Box 227K, BROADCASTING.

"No Fancy Claims" just good, steady growth. Excellent sales record. Six years with present employer—family, 34—current earnings $9,000.00. Sales manager. Box 298K, BROADCASTING.

Formerly general manager of three medium market stations now asst' director of sales for major equipment manufacturer desires re-enter management of medium to large market am needing heavy sales and cost-watching. Willing to invest knowhow and loyalty plus limited cash for return of solid opportunity with ownership option. Full references on request. Reply Box 362K, BROADCASTING.

Manager-heavy sales—small to medium market. Twelve years experience. Mature. Excellent record of regional and national sales on client and agency level plus good background of local advertiser and creative selling. Far west only. Box 389K, BROADCASTING.

Utility man . . . 10 years, manager, salesman, p.d., newsman, copywriter, announcer, wants management southeastern station with ownership possibility. Box 407K, BROADCASTING.

Current manager small market (35M). Wants to move up to sales manager or GM. Larger market, more potential, bigger challenge. Excellent personal sales, "Idea Man." Solid background all phases of radio. Box 417K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Famed New York director-producer available for supervision of single station or compact chain. If you seek proper theatrical touches, long missing from radio, a 30-year, all phases veteran, former NBC associate can be of help. Obviously no one knows all the answers but if your stations lacks that indefinable something to get on the top or is sagging, broad experience and proper background may be your answer! Such an executive is available, music, show and sales-wise. If you want expert help, address Box 418K, BROADCASTING and we'll exchange confidences.

Manager: Available now for midwest small market. 35; 17 years experience, all phases; have owned; 12 years at Iowa's top small market station. Box 433K, BROADCASTING.

"Larger market owner. Looking for General Manager? 17 years radio. Sales, sales manager, owner-manager. Built profits. Sold station. Presently salaried ($13,200.00) sales manager, frustrated by lack of challenge and authority. 38 years old, past president Rotary Club; past president State Broadcasters Association. Strongest sales and personnel management. Personal interview easily arranged. Box 441K, BROADCASTING."

Sales

Salesman, 7 years. Radio 3 to 4 years. Sales manager small medium market. Excellent personal sales. "Idea Man." All this and strong air personality too. Box 416K, BROADCASTING.

Radio-TV Sales—10 years experience in time sales with major broadcasting companies, and presently part owner of regional rep company, desires responsible sales position preferably in the Eastern U. S. Box 439K, BROADCASTING.

Announcers

Soft-sell personality with thorough musical knowledge, including classical, desires afternoon or all-night show. B. S. degree, excellent references. Experience as p.d. Married-family. Box 47K, BROADCASTING.

Announcer, dee-jay. **Experienced, solid news, tight board, bright—happy sound. Want permanence. Box 201K, BROADCASTING.**

Announcer, dee-jay. Bright-young sound, authoritative news, tight board. Want to settle. Box 206K, BROADCASTING.

Top 40 DJ leaving Army; 6 year background; results with teens, community. Box 259K, BROADCASTING.

Top 40—three years experience. Desire fast-paced station in midwest. Dependable, married. Best references. Box 266K, BROADCASTING.

Announcer, 3 years experience; no screamer. Veteran, 30, willing to travel. Prefer Pacific Northwest, Hawaii. Box 284K, BROADCASTING.

Announcer, newscaster, tight production, authoritative news, selling sound. Family man. Box 334K, BROADCASTING.

Pro—Announcer, DJ, 11 years experience, some tv. Versatile, sincere, want to move up. With present employer six years. Best references. Box 364K BROADCASTING.

Wow, zip, bang, splash, this is it. Top 40 jock, presently employed in metro-market. Married and reliable . . . $125.00. . . . Box 297K, BROADCASTING.

Young announcer, dj, 5 years experience, can handle all markets. Strong on news, willing to relocate. Box 360K, BROADCASTING.

Broadcasting school graduate. Young, married, steady. Military requirement finished. Mature, resonant voice & delivery. Good dj and newscasting. No screamer. Write to Box 361K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Have desire, will work hard! Experienced, great worker, co-operative, stable. Tight board, good news, production, programming. Both top 40 and swing. Prefer upper midwest. Box 365K, BROADCASTING.

Negro announcer. Experienced any type show. Authoritative news, solid production. Box 367K, BROADCASTING.

Jack Etzel is a slender looking fellow with rather obese ratings six successful years in modern radio—presently in number thirty market but want something much bigger. Best references including present employer. Box 369K, BROADCASTING.

Canadian, married, deep voice, thorough knowledge classical music programming, seeks announce position at American "good music" station. Excellent references. Have visa—will travel. Box 371K, BROADCASTING.

Seven years experience announcing, production. First phone. Will travel. Box 379K, BROADCASTING.

Young newsman—announcer wants responsibility with news-conscious station . . . will do night adult-music show . . . experience . . . service . . . married . . . will relocate . . . available January . . . tape ready. Box 375K, BROADCASTING.

Experienced dj—newscaster looking for metro market in Northeast. Box 380K, BROADCASTING.

College graduate B.A., experienced announcer-dj, sales background. East coast only. Box 382K, BROADCASTING.

Adult announcer seeks position with adult station. If money is your problem, don't bother. Box 391K, BROADCASTING.

College senior wants summer replacement position. Adaptable, experienced announcer-newsman-production. Will graduate at end of this year from a leading journalism school. Currently employed by established station. Best references. Tape and resume. Box 392K, BROADCASTING.

All around radio man—1st phone. Looking for board shift with community minded station—presently employed—four years same station. Box 395K, BROADCASTING.

DJ; tight production; resonate voice; experienced, willing to relocate, veteran. Box 400K, BROADCASTING.

Sports announcer seeking sports-minded station. Excellent voice, finest references. Box 402K, BROADCASTING.

Experienced announcer—sportscaster. Reliable hard worker who doesn't mind the hours. Football, basketball, baseball and limited sales experience. Family man . . . prefer midwest college town. Box 410K, BROADCASTING.

Announcer with first phone, five years experience, family, excellent references. Age 27, the "Acme of dependability." Prefer Midwest. Box 419K, BROADCASTING.

DJ—Announcer — Presently employed in small market station and would like advancement for permanent position in larger market. Prefer to run own tight production board and top 40 in middlewest, will consider anything. Single, but will be married middle of June. Two and half years board and air experience. Play-by-play. Limited sales work. Will be 21 in June. High school graduate, tape and picture on request. Box 421K, BROADCASTING.

C&W stations—want work in small market with opportunity to learn broadcasting and develop style. Finished broadcasting school —no experience, plenty of ability. Know and love c&w. Relocate anywhere. Prefer East of Mississippi—United States or Canada. Will type, sweep, wash windows—anything. Opportunity to learn considered above salary. Box 423K, BROADCASTING.

Good music jockey—plus. Sales, public relations, special events and news interviews. 3½ years experience. Will relocate for solid opportunity. Write Box 429K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Personality dj desires position with growing eastern station. RCA institutes trained, college, tight production, mature voice. Well rounded knowledge of good popular music — tape, pix, resume. Box 430K, BROADCASTING.

Experienced first phone morning deejay. Authoritative news. Forty hour week. Please state salary. Box 432K, BROADCASTING.

Exceptionally Great DJ—Desiring to relocate! Presently employed, 2 years college, married, 25, no drifter. 6 years in major Eastern market, former assistant pd of 50 kw. Top rated, good news, tight production, deep resonate voice for any format in nation's top 15 markets. Contact now! Box 443K, BROADCASTING.

Announcer, veteran, single, with 3 years experience authoritative news and sports presentation. Excellent knowledge of good music. Have resume and tape available. Box 452K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer-Newsman desires Hawaii. 25, veteran, broadcasting school graduate. Presently employed—midwest station. Box 445K, BROADCASTING.

Announcer, dj, 4½ years, married, relocate 100 miles (around) New York City. Box 448K, BROADCASTING.

Disc jockey, announcer, experienced. Bright sound, married, not a floater. Good tight production. Box 451K, BROADCASTING.

Dependable, versatile. 8½ years radio; all formats—4 months TV experience. Radio and/or tv; Cal Hardwick, 1407 St. Louis, Dallas, Texas.

Available immediately—Young, single, draft free announcer. Ability to work hard, with cooperation. Wayne Crego, WMNE, Menomonie, Wisconsin.

Swinging dj-announcer, fast board. Bright sound, not a prima donna. Not a floater. Available immediately. George A. Phinn, 825 Quincy Street, Brooklyn 21, N. Y.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payments in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED
- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

SITUATIONS WANTED
- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

FOR SALE
- ☐ equipment

WANTED TO BUY
- ☐ stations
- ☐ equipment

ADDITIONAL CATEGORIES
- ☐ Instructions
- ☐ Business Opportunity
- ☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

Situations Wanted—(Cont'd)

Announcers

Write for resume. Sociable young man of ideas discharged from Army looking for sharp, progressive music-news operation or station that wants to meet the competition head-on and needs pd for format overhaul. If you need a right-hand man for ce, promo, air work, what-have-you write 1303 So. 4th., La Crosse, Wisconsin.

School of Broadcasting and Announcing graduates available. Thoroughly trained, eager. 1697 Broadway, N. Y.

Technical

Engineer: First ticket. Sober family man. Now employed. Experienced all phases radio, some tv. Southeast only. No announcing. Box 399K, BROADCASTING.

Transmitter operator, two years transmitter experience. 1st phone radio-telephone, amateur. Car. Box 403K, BROADCASTING.

Production—Programming, Others

Experienced continuity writer. Available now! Radio or TV! Box 285K, BROADCASTING.

Programming or Record Department—Thorough experience in programming classical recordings, domestic and foreign. Three languages. Two years experience with major classical music service. Comprehensive knowledge of available recorded repertory. Box 368K, BROADCASTING.

Canadian, cultured, capable, experienced copywriter no gimmicks, seeks senior position at American quality station where good taste is paramount. Have visa—will travel. Box 372K, BROADCASTING.

Agencies! I write excellent copy. You have nothing to lose—and much to gain—by asking to see my work. Box 373K, BROADCASTING.

"Let others rhyme Moon and June for the Alley of Tin, With me on your staff you'll have jingles that win, Then watch the profits roll in" Box 374K, BROADCASTING.

Money making special events promotion available for California radio stations. Box 404K, BROADCASTING.

Mel Allen or David Brinkley I'm not, but sportscasting and news I do. Family man employed west, seek west or midwest sports and news station. Department, experienced. Box 409K, BROADCASTING.

Professional Announcer desires program directors position. Adult music—top production. Prefer new station, metro FM or established outlet seeking bright sound. Nine years midwest experience. Family man, 31. Box 414K, BROADCASTING.

West Coast—intermountain. Excellent air personality. Strong Am (sells). Past dj—pd—news — controversial interviews — program manager and sportscaster. Can handle any format—any degree of production. Let's talk. Box 415K, BROADCASTING.

Promotion and/or Advertising manager. Top notch girl with twelve years experience in all phases of broadcast advertising, sales promotion, public relations, market and rating research. Have worked at both station and corporate levels. Well known in advertising and trade press. Would accept right position as assistant. Superior references. Box 427K, BROADCASTING.

Experienced, energetic reporter-newscaster; authoritative delivery. Presently employed. Prefer metropolitan area, radio or tv. Box 431K, BROADCASTING.

News and sports man, thoroughly experienced, excellent local news. References and tape. Box 447K, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Announcer-switcher, experienced for South Texas station. Box 398K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

VHF in East Texas—All networks—needs all around announcer for on-camera commercials, news, sports. Prefer background in secondary market tv in Texas or general Southwest area. Top radio man without tv experience could qualify. Must be 20-30 years of age. Send letter with full background, voice tape, snapshot. Apply Marshall Pengra, KLTV-TV, P. O. Box 957, Tyler, Texas.

Wanted: On-camera newsman with experience as a reporter-writer and able to use 16mm camera. Wil be part of two city newscasting team. Please submit resume including salary requirements, recent photo and audio tape. Richard O'Neill, WICD, Danville, Illinois.

Technical

TV trans. and studio engineer. Minimum of 2 years experience both trans. and studio desired. Require operations and maintenance ability. Permanent position & auto. salary increases. WCCO-TV, 50 So. 9th St., Minneapolis 2, Minnesota, Att. Dir. of Eng.

Immediate opening for TV transmitter supervisor, 316 kw educational station in Southwest. RCA TT50AH transmitter. Send resume, references, and salary requirement to N. W. Willett, P. O. Box 8038, Austin, Texas.

Production-Programming, Others

TV newsman for mid-Atlantic station located within 4-hour drive to coast or mountains. Emphasis on writing and reporting, should handle 16mm camera. Send resume, photo, sample film script. Box 345K, BROADCASTING.

Wanted: TV newsman with radio or tv news experience who likes to dig for news as well as be on-camera. Box 383K, BROADCASTING.

Continuity writer with speed and creativity for VHF in southwestern resort city. Box 397K, BROADCASTING.

Director-Switcher: Send resume, picture and salary requirements. Production director; KTIV, Sioux City, Iowa.

GIRLS—TV traffic girl wanted with experience in handling avails and twx. Plush offices, many extra benefits. Write, wire or call PL 9-6800. H-R TV, 375 Park Avenue, NYC, N.Y.

TELEVISION

Situations Wanted—Management

Need job soon! Top sales ability! Announcing—production—12 years radio/tv—College graduate — Prefer midwest. Box 316K, BROADCASTING.

Announcers

Excitingly different—Thoroughly proficient—Steeped in tv announcing lore. Married. Reliable—loyal, to wife and employer. Prefer west. Be a pen pal and write Box 293K, BROADCASTING.

Experienced professional tv announcer. Smooth, on-camera, booth. 10 years radio/tv. East, Midwest. Box 408K, BROADCASTING.

Seasoned, versatile radio-television announcer. Tape, photo, resume upon request. Box 422K, BROADCASTING.

Technical

First phone engineer, one year training, plus one year experience in tv station operations, seven years experience as licensed movie projectionist. Trainee type position acceptable. Will relocate. Details, resume furnished. Box 346K, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

News Director: News-in-depth: 12-years top-rated competitive markets. Favorite sport: scooping newspapers. Box 312K, BROADCASTING.

TV Producer-Director: Mature family man with 14 years apprenticeship in live, remote, vtr, network and commercial television and radio seeks creative opportunity with TV station, video tape or film production company. Little Theatre, sports and music are hobbies. No genius just dedicated. Resume, photo and personal interview upon request. Box 370K, BROADCASTING.

Producer-director, 8 years experience, network and local, desires opportunity as production manager or director in major market. Box 386K, BROADCASTING.

Director - writer - producer seeks position with challenge, responsibility and future. Box 387K, BROADCASTING.

College graduate, draft-free, wants experience in small station. Box 401K, BROADCASTING.

Perk up your tv production—director with 5 years experience, including network, seeks station with a future. BA, family. Box 420K, BROADCASTING.

FOR SALE

Equipment

Used GPL 35MM telecast projector model PA-200. Reasonable. Box 139K, BROADCASTING.

Color TV Monitor: RCA TM-21B. Provides accurate stabilized color display for quality control. 2 years old, little used, excellent condition. Cost $3850.00, sell for $1825.00 F.O.B. New York, N. Y. Write Box 318K, BROADCASTING.

1 TD-3A TV camera pedestal, excellent condition. Box 344K, BROADCASTING.

16mm Reversal Film Processor—Aiglonne, Model America, automatic daylight film processing up to 1400 feet per hour, threads itself automatically, high speed solution recirculation, replenishing system, temperature controls, impingement, drying, etc.—new condition. $2500 plus freight. Box 442K, BROADCASTING.

Gates 101 Spotmaster complete with remote controls . . . in service 8 months . . . original cost $1000.00 . . . sale price . . . $500.
Standard library . . . complete . . . original cost $1750.00 . . . sale price . . . $500.00. Box 454K, BROADCASTING.

16" Rek-O-Kut transcription arm, GE cartridge, 3 speed hystersis turntable. All—$45.00. Western Electric type limiter amplifier—$95.00. Box 3095, Philadelphia 50.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Collins 116E-3 Equalizer. WNNE, Menomonie, Wisconsin.

Closed circuit tv camera, GE-4TE6-A1 and monitor Setchel Carlson K58/17. Will sell or trade for good AM frequency and modulation monitors. J. S. Townsend, 1522 Branch, Wilson, North Carolina.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflen Line,$40.00 for 20' length: ⅞" ditto, 90¢ foot; 6 feet Dishes with hardware, $150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

RCA audio distribution equipment. Four BA-23A program amplifiers; one BI-1B meter panel, MI-11388, one BI-5A V.U. Meter panel, MI-11265-F; one equipment rack, includes back service door, but no side panels; one 24-pr. jack strip; three double prong cords; eight 5-pr. terminal strips. Procter & Gamble, Attn.: Mr. W. S. Rice, P. O. Box 599, Cincinnati 1, Ohio.

For Sale—(Cont'd)

Equipment

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Microwave Antennas. 6' Spun aluminum dish, Parabelic, Andrews #2006 W/T 4 mounting bracket, de-icer and dipole radiator. New crated. For export $100.00 complete. One hundred available. Also rigid line, hangers & fittings. Sierra Western Electric, 1401 Middle Harbor Road, Oakland 20, California. TE 2-3527.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 31, Temple, Texas.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-0258.

For Sale: Sealed bids will be accepted for 50,000 watt, AM transmitter, complete without towers. Detailed information available Room 286, Colorado Department of Highways, 4201 East Arkansas Ave., Denver 22, Colorado. Bids wil be opened April 27, 1962 at 10:00 A.M.

WANTED TO BUY

Equipment

G.P.L. Film recorder with Maurer sound galvanometer unit. Good working order. Box 146K, BROADCASTING.

Used TV equipment; Special effects amplifier system, studio Zoomar lens, Video tape recorder. No junk. State prices wanted. Box 229K, BROADCASTING.

Wanted in good condition PT-6 Magnecord Recorder with record/playback amplifier, and AM frequency monitor. Box 428K, BROADCASTING.

Wanted—by our clients. Radio, FM, and TV test and measuring equipment. "Thirty years in Broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

Used RCA TS-10 Video Switcher. Need only MI-26235A, any condition. KVOA-TV, Box 5188, Tucson, Arizona.

Grampian, Westrex, Fairchild cutting head needed immediately. Frankford Recording, 4636 Pilling St., Philadelphia 24, Pennsylvania.

Wanted—Olsen disc cutterhead. Sound Studios, Inc., 230 N. Michigan, Chicago 1, Illinois.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics. 3123 Gillham Road, Kansas City 9, Missouri.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Instructions—(Cont'd)

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Be a Disc Jockey. Learn announcing & engineering—FCC 1st class license. Nation's leading D.J.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio, Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting April 17 and June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting May 9, July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Instructions—(Cont'd)

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Tape recording business opportunity—good money in your own community making tapes and records. Full on spare time business. $1 brings idea-packed booklet explaining all you need to know to cash in on interesting unexploited career with small investment. Cook Laboratories, 101B Second St., Stamford, Conn.

Radio Production Spots. Top quality at lowest prices. Audition tape available for stations. International Radio Productions, 1930 Greenville Ave., Dallas, Texas.

We Guarantee increased ratings with fantastic Lange (one)—Liners! Demonstration record free! Lange, 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

Instance gags for deejays!—100 gag topics available such as Radio, Weather, Traffic, Tv, etc. Write for list Show-Biz Comedy Service (Dept. B) 65 Parkway Court, Brooklyn 35, New York.

CBS TELEVISION NETWORK

Our Engineering Department, located in midtown Manhattan, is responsible for the design & development of all electronic facilities used in television broadcasting operations coast-to-coast and overseas.

We have positions currently available for:

PROJECT ENGINEERS

Applicants should have BS in EE and professional experience in one or more of the following fields:

- Audio Components or Systems
- Video Components or Systems
- Tape Recording
- Film Recording
- Control Systems
- Computer Techniques
- Broadcast Transmitters

Contact: Mr. J. M. Carter
Personnel Dept.

CBS, INC.

485 Madison Ave., New York 22, N. Y.

Miscellaneous—(Cont'd)

Station Services, 1st National Bank, Peoria, Illinois, contacts radio stations throughout States and Canada via direct mail and personal contact. We would like to add your products/services to our "portfolio" if non-conflicting. Would you care to consider such an arrangement?

Business Opportunity

To lease, sell, rent, Radio property—Florida below St. Augustine, short distance from St. Johns River, reasonable. Box 449K, BROADCASTING.

RADIO

Help Wanted—Management

New . . . Calif. Station.
Needs complete staff—
Manager—Salesmen—
Announcers

NO beginners. Send tape and full qualification details to:

Bill Harpel—KHER
605 W. Main St.
Santa Maria, Calif.

TEXAS BROADCAST EXECUTIVE WANTED

Full time travel—radio-tv experience a must. Car, ambition, ability can earn you up to $25,000, salary-commission. Resume, pix-CCA, P. O. Box 537, Westport, Conn. or interview, Hospitality suite, NAB, Congress-Pick Hotel, Chicago. John C. Gilmore.

Announcers

TOP STATION in Southeast needs one experienced production minded D.J. First Phone. Send tape-resume-references-picture.

Box 378K, BROADCASTING

Production—Programming, Others

WANTED
Program Director for segment Good Music Station . . . needs to have ideas, do announcing and good production. Reply immediately to:
Box 436K, BROADCASTING

For Best Results You Can't Top A CLASSIFIED AD

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION

Situations Wanted

Production—Programming, Others

PRODUCER-DIRECTOR

Young, creative, imaginative producer-director available July. Desire opportunity in primary market with station desiring expansion in news and public affairs. Experienced in all phases—TV/Radio production. Salary commensurate with experience. Will attend NAB Convention. Can be contacted—Suite 706A, Conrad Hilton Hotel, Chicago. For resume write Box 394K, BROADCASTING.

EMPLOYMENT SERVICE

WANTED!
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW
WALKER EMPLOYMENT SERVICE
Jimmy Valentine
83 So. 7th St.
Broadcast Division
Minneapolis 2, Minn.
FEderal 9-0961

INSTRUCTIONS

Colorful
RADIO MARKET SHEETS *and* **COVERAGE MAPS**
Address Radio Dept. on your letterhead for FREE information and samples.
EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

FOR SALE

Stations

SOUTHERN ARIZONA

Top fulltimer, ideal climate owner-operator can realize $100,000 potential in this expanding market. $50,000 buys. Long term obligation non-interest bearing.

Box 224K, BROADCASTING

MIDWEST STATION. Will sell controlling interest in money-making, owner-operator station. Principals only, please. Details in person only. Box 253K, BROADCASTING.

FOR SALE—Southeast

One million market

1000 Watt daytimer with FM and valuable real estate. Now grossing about $60,000. Potential tremendous.

Box 366K, BROADCASTING

For Sale—(Cont'd)

Stations

PACIFIC NORTHWEST

5,000 watt low frequency fulltimer grossing in excess of $200,000 and showing a high profit. Due to circumstances requiring a quick sale, this fine property is priced at less than one and one half annual gross and about four times cash flow. 29% down and up to 10 years on balance.

Box 289K, BROADCASTING

Will consider sale of high-rated 1 kw fulltimer in major Southeast market to qualified buyer. Limited terms. Box 413K, BROADCASTING or leave message for Mr. Carrington at AP Suite, NAB Convention. No brokers please.

MERGER

Well known Radio/TV executive now owner of major market radio station desires merger with a group or single station operation interested in developing multiple station operations. Merger or purchase of control can accomplished with very little cash outlay. Top 30 market—excellent physical facility—outstanding staff—station simply needs better financial backing. For interview with owner Monday at NAB—Contact J. A. B.—information desk Ambassador Hotel or

Box 446K, BROADCASTING

Ky	single	daytimer	$ 75M	terms
N. H.	single	daytimer	87M	terms
La	single	daytimer	50M	$15dn
Ga	small	daytimer	65M	29%
Cal	small	daytimer	175M	terms
Neb	medium	daytimer	85M	29%
Wash	medium	daytimer	99M	terms
Ind	metro	fulltime	410M	$90dn

and others; also newspapers & trade journals.

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Ga. single regional $50,000—Ark. single regional $79,500—Tex. single regional $49,500—Colo. single regional $50,000—Tex. metro regional $250,000—Tex. major regional $200,000 just 12½% down, 10 yrs. balance—Okla. single $97,500—Ark. medium regional $150,000—Tex. major FM station $75,000—Ga. single regional $75,000 only $15,000 down—Tenn. major power. Billed over ¼ million annually past several yrs. $350,000 about $80,000 down—Fla. major power $550,000—Ark. major regional fulltimer $180,000—Fla. metro power fulltimer $185,000 with $40,000 down—La. single $40,000—Miss. small single $37,500—Tex. single regional $70,000—N. M. medium regional $150,000—Tex. medium fulltimer $150,000—Tenn. major power fulltimer $225,000—20 others!

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

Continued from page 134

mod. of cp to increase ERP to 19.5 kw; decrease ant. height to 120 ft.; change type trans. and type ant.; and make changes in ant. system.

K08DT, K12DJ Conrad, Mont.—Granted mod. of cps to change frequency to ch. 8 and ch. 12, and make of trans.

K75AZ, K82AO Big Fork, Mont.—Granted mod. of cps to change type trans. and make changes in ant. system; and to change primary tv station to KRTV (ch. 3) Great Falls, Mont.; type trans; and make changes in ant. system.

Actions of March 21

WHBB, Selma Bcstg. Inc., Selma, Ala.—Granted assignment of license to **Talton Bcstg. Co.**; consideration $57,230.

KLWN, Lawrence Bcstrs. Inc., Lawrence, Kan.—Granted transfer of control from **Charles S. Andrews** et al to **Arden** and **H. M. Booth**; consideration $37,800.

KQFM(FM), H. Quenton Cox, Portland, Ore.—Granted assignment of license and SCA to **Point-O-Salecast Inc.**; consideration $1 and payment of $10,000 assignor liabilities.

WEKY Richmond, Ky.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; interference condition.

WGAU-FM Athens, Ga.—Granted mod. of cp to increase ERP to 5.2 kw and change type ant.

WBLY-FM Springfield, Ohio — Granted mod. of cp to change ERP to 20 kw, trans. location, type trans. and ant., ant. system; ant. height 155 ft.; conditions.

Action of March 20

Knorr Bcstg. Corp., Dearborn, Mich.—Granted authority to transmit baseball games from WKMH Dearborn, to CHVC, Niagara Falls, Canada for period ending October 31.

Action of March 19

Forks Tv Club Inc. Forks, Wash.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of KVOS-TV (ch. 12) Bellingham, Wash.

Rulemakings

■ Commission granted request by Community Telecasting Service (WABI-TV ch. 5), Bangor Me., and extended time from March 26 to April 16 for filing comments and from April 13 to May 4 for filing replies in further tv rulemaking proceeding involving Bangor-Calais, Me. Action March 20.

License renewals

WPHB Phillipsburg, Pa.—Granted renewal of license. Action March 28.

For Sale—(Cont'd)

Stations

GUNZENDORFER

MEET WILT GUNZENDORFER
MARCH 30 THRU APRIL 5
NAB CONVENTION
CONRAD-HILTON HOTEL
Consult NAB Directory for his Conrad-Hilton suite

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers *Phone OL 2-8800*
8630 W. Olympic, Los Angeles 35, Calif.

STATIONS FOR SALE

CALIFORNIA. Full time. Medium market. Fully automated. Asking $100,000. $18,000 down.

WEST NORTH CENTRAL. Medium market. Daytime. Gross $105,000 in 1961. Asking $150,000. 29% down.

EAST SOUTH CENTRAL. Top market. Daytime. Gross $108,000. Asking $200,000. Excellent terms.

ROCKY MOUNTAIN. Full time. Absentee owned. Gross $42,000. Asking $55,000. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

RADIO-TV SET COUNTS continued from page 132

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
Hart	14,119	4,160	3,768	90.6	367	3,215	77.3	111
Henderson	33,519	10,104	8,549	84.6	1,882	8,217	81.3	431
Henry	10,987	3,375	3,096	91.7	755	2,637	78.1	39
Hickman	6,747	2,105	1,851	87.9	416	1,705	81.0	126
Hopkins	38,458	11,716	10,199	87.1	2,347	8,870	75.7	194
Jackson	10,677	2,716	2,441	89.9	226	835	30.7	19
Jefferson	610,947	178,192	161,277	90.5	51,777	161,843	90.8	19,297
Jessamine	13,625	3,746	3,380	90.2	819	2,490	66.5	106
Johnson	19,748	5,223	4,535	86.8	399	3,681	70.5	156
Kenton	120,700	36,059	33,253	92.2	12,123	33,831	93.8	4,932
Knott	17,362	3,808	3,022	79.4	327	1,617	42.5	—
Knox	25,258	6,336	5,685	89.7	794	3,435	54.2	87
Larue	10,346	3,006	2,612	86.9	338	2,390	79.5	88
Laurel	24,901	6,420	5,624	87.6	547	3,885	60.5	20
Lawrence	12,134	3,208	2,514	78.4	304	2,464	76.8	88
Lee	7,420	1,946	1,710	87.9	179	640	32.9	—
Leslie	10,941	2,289	1,965	85.8	17	600	26.2	—
Letcher	30,102	7,293	6,118	83.9	537	3,952	54.2	146
Lewis	13,115	3,454	3,027	87.6	470	2,312	66.9	22
Lincoln	16,503	4,605	4,210	91.4	922	2,905	63.1	39
Livingston	7,029	2,211	1,752	79.2	229	1,718	77.7	22
Logan	20,896	6,314	5,304	84.0	715	4,977	78.8	204
Lyon	5,924	1,476	1,191	80.7	264	1,057	71.6	18
McCracken	57,306	18,061	15,541	86.0	3,989	15,706	87.0	1,006
McCreary	12,463	2,949	2,410	81.7	108	1,478	50.1	—
McLean	9,355	2,863	2,398	83.8	454	2,272	79.4	20
Madison	33,482	9,359	8,620	92.1	2,195	6,041	64.5	132
Magoffin	11,156	2,630	2,244	85.3	188	1,475	56.1	63
Marion	16,887	4,062	3,561	87.7	552	3,362	82.8	57
Marshall	16,736	5,149	4,514	87.7	937	4,449	86.4	129
Martin	10,201	2,218	1,486	67.0	110	1,262	56.9	—
Mason	18,454	5,560	5,028	90.4	1,085	4,375	78.7	133
Meade	18,938	4,804	4,386	91.3	1,593	4,315	89.8	292
Menifee	4,276	1,139	944	82.9	40	668	58.6	—
Mercer	14,596	4,598	4,344	94.5	908	3,465	75.4	99
Metcalfe	8,367	2,488	2,155	86.6	167	1,743	70.1	36
Monroe	11,799	3,366	2,904	86.3	169	2,611	77.6	42
Montgomery	13,461	3,958	3,715	93.9	567	2,351	59.4	50
Morgan	11,056	2,876	2,322	80.7	242	1,601	55.7	39
Muhlenberg	27,791	8,112	6,776	83.5	1,042	6,377	78.6	272
Nelson	22,168	5,303	4,789	90.3	1,017	4,399	83.0	118
Nicholas	6,677	2,134	1,915	89.7	317	1,423	66.7	66
Ohio	17,725	5,383	4,219	78.4	396	4,006	74.4	64
Oldham	13,388	3,038	2,708	89.1	723	2,655	87.4	224
Owen	8,237	2,569	2,122	82.6	359	1,849	72.0	21
Owsley	5,369	1,407	1,080	76.8	251	266	18.9	21
Pendleton	9,968	2,952	2,635	89.3	555	2,624	88.9	118
Perry	34,961	8,130	7,146	87.9	1,149	4,098	50.4	199
Pike	68,264	16,239	13,107	80.7	1,876	11,316	69.7	527
Powell	6,674	1,728	1,435	83.0	144	635	36.7	—
Pulaski	34,403	9,903	9,401	94.9	1,991	5,169	52.2	100
Robertson	2,443	768	668	87.0	123	617	80.3	22
Rockcastle	12,334	3,304	2,887	87.4	386	1,385	41.9	21
Rowan	12,808	3,265	3,069	94.0	562	2,232	68.4	38
Russell	11,076	3,091	2,807	90.8	202	1,901	61.5	41
Scott	15,376	4,489	4,177	93.0	1,141	3,403	75.8	120
Shelby	18,493	5,436	4,796	88.2	1,210	4,609	84.8	465
Simpson	11,548	3,544	3,358	94.8	549	2,810	79.3	116
Spencer	5,680	1,584	1,326	83.7	171	1,339	84.5	—
Taylor	16,285	4,677	4,416	94.4	817	3,259	69.7	76
Todd	11,364	3,360	2,761	82.2	564	2,613	77.8	61
Trigg	8,870	2,591	2,057	79.4	167	2,044	78.9	65
Trimble	5,102	1,449	1,304	90.0	365	1,197	82.6	132
Union	14,537	4,238	3,330	78.6	578	3,321	78.4	152
Warren	45,491	13,403	11,891	88.7	2,883	10,658	79.5	423
Washington	11,168	2,989	2,676	89.5	460	2,416	80.8	22
Wayne	14,700	3,807	3,449	90.6	380	1,355	35.6	87
Webster	14,244	4,684	3,770	80.5	551	3,260	69.6	38
Whitley	25,815	7,044	6,259	88.9	1,345	4,805	68.2	83
Wolfe	6,534	1,584	1,240	78.3	128	665	42.0	—
Woodford	11,913	3,438	3,190	92.8	1,199	2,577	75.0	106
Metropolitan Areas								
Cincinnati	1,071,624	326,009	306,298	94.0	130,955	299,507	91.9	53,078
Evansville	199,313	60,737	52,718	86.8	15,370	52,682	86.7	4,173
Huntington-Ashland	254,780	74,452	64,020	86.0	20,476	65,940	88.6	7,884
Lexington	131,906	38,194	35,388	92.7	13,528	32,157	84.2	2,594
Louisville	725,139	211,382	190,756	90.2	59,959	192,065	90.9	22,379



FOR BEATING THE ELEMENTS, COPPER'S YOUR BEST BUY

These screws are made of Everdur® metal—pure copper with a little bit of silicon and manganese added. They're a terrific buy for jobs like fastening the planking of a hull, crossbars on an electric power pole, or any hardware exposed to the elements. They'll never rust—will stand up in all kinds of weather. Even in salt water. And they're so strong and tough, you could drive them into undrilled oak with a power screwdriver if you wanted to put them to the test. Six 1¼-inch #8 screws weigh just over ½ ounce, contain about a penny's worth of copper at the refinery price. Of course, after you add the cost of alloying, fabrication, packaging, marketing, they cost considerably more. But they are still a terrific buy—as are their counterparts, machine screws, bolts, nuts, nails—because the cost of not using them can be a great deal higher. This is but one simple example of the hundreds of ways copper and copper alloys can help prevent or reduce our nation's appalling annual losses from rust and corrosion. 62203A

ANACONDA®

OUR RESPECTS to Clyde Wallace Rembert, president, KRLD-AM-TV Dallas

From cards on curtains to radio and television spot

Clyde Rembert is a deceptively mild-mannered man whose soft speech hides the soul of a buccaneer—a reputation he has acquired as a result of his prowess as a gin rummy player. Not many people know that Mr. Rembert gave up golf 20 years ago, as he says, to devote himself to gin rummy. But it's all right now—he's playing golf again. He says he finally discovered golf was cheaper than gin.

The 62-year-old president of KRLD-AM-FM-TV Dallas and executive vice president of the Times-Herald Printing Co. (*Dallas Times-Herald*) is one of the pioneers of broadcasting. He got into radio selling in 1926 and he's been in it ever since.

At that time no one knew anything about radio advertising. In those days, Mr. Rembert recalls, advertisers were not permitted to mention price on the air; advertising was mostly institutional ("The Fair Store brings you 30 minutes of . . ."). All radio was live in those days, even the commercials. Stations operated five or six hours a day, and it was mostly a trial-and-error sort of thing. There was no way to pinpoint results.

Curtain Cards ▪ One element in radio selling that Mr. Rembert initiated was the selling of minute spots on the air. This came about when he discovered there were some merchants in his area who found the $50- or $75-per-hour charge too high for their pocketbooks. He then applied a technique he had learned earlier when he was selling billboard space on vaudeville theater backdrops. In those days the curtain of a vaudeville theater contained advertising. Mr. Rembert suggested similar advertising insertions between programs, at $2 or $3 per "card."

Clyde Wallace Rembert was born in Columbia, S. C., on Sept. 26, 1900. As a youth he moved with his family to Florida, then to Alabama and then to New Orleans. His family finally settled in Dallas when young Rembert was 12. Mr. Rembert's father was a scene designer for theaters and young Rembert spent a lot of time around the "movies" and vaudeville houses of the city. He never felt the call to go on stage, although he was an endman in high-school minstrel shows.

Space Selling ▪ After graduating from high school, Mr. Rembert went to work with an advertising agency in Dallas. There he specialized in selling space in theater programs and on backdrop curtains. In 1926, the agency persuaded him to try selling time on the new *Times-Herald* radio station.

KRLD began operation in 1926. The newspaper bought out Dallas Radio Labs., one of the initial principal owners. The head of the advertising agency Mr. Rembert was working for at the time was given the job of managing the station.

So, in a sense, Mr. Rembert was the first sales manager for KRLD because that was his primary job at the agency. At this time, programs were sold as a package and the programs were mostly music and baseball games. Pretty soon Mr. Rembert originated spot—which has become the major source of revenue for radio stations.

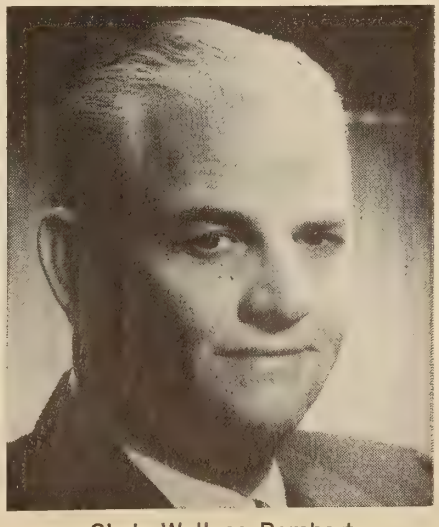
Radio caught on. So did radio time sales—and Mr. Rembert moved along with the growing new advertising medium.

Running a Station ▪ In 1935 the *Times-Herald* established its own sales staff for KRLD and Mr. Rembert moved to the position of station manager and sales manager.

One of his first jobs was to straighten out a problem that plagued many early radio stations—the share-time phenomenon. At this time, KRLD shared time on 1040 kc with KTHS Hot Springs, Ark. In 1936, a year after he took over KRLD's reins, Mr. Rembert worked out a full-time 50-kw arrangement, first on 1040 kc and later on 1080 kc, where the station has remained.

For 34 years KRLD has been affiliated with CBS. In Mr. Rembert's book, the station reached its acme in the early post-war years when that network bought *Jack Benny, Fibber McGee & Molly* and other top ranking radio shows away from NBC.

Mr. Rembert's association with CBS has been close as well as long-standing. He was charter member of the first CBS Radio Affiliates Board, serving in that crucial capacity for nine years. After KRLD entered television in 1949, Mr. Rembert served seven years more on the CBS-TV Affiliates Board.



Clyde Wallace Rembert
The original spot-salesman

Mr. Rembert has also been active in industry affairs. For four years, from 1944 to 1948, he was the District 13 member of the NAB's board (at the time NAB had a single board of directors). He served also on the association's committees which drew up the radio and tv codes.

Aside from modestly taking credit for squaring away the time-sharing situation, Mr. Rembert claims some of the credit for originating what has become a growing trend in tv station antenna fixtures. This is the candelabra-type tower which supports on a platform more than one tv antenna.

It was in 1952, when KRLD-TV and WFAA-TV Forth Worth were discussing the joint use of a single tower, that the candelabra-type antenna mount was born. Mr. Rembert suggested this arangement because of the competitive advantage in being at the top side of a single tower. Neither KRLD-TV on ch. 4 or WFAA-TV on ch. 8 wanted to be below the other. What resulted was the compromise now in use. The Dallas-Fort Worth candelabra tower became a reality in 1954.

In 1952, Mr. Rembert was named president of KRLD Radio Corp., established as the broadcast subsidiary of the *Times-Herald*. He is in addition executive vice president of the parent company and a member of its board of directors.

Mr. Rembert married his school-girl sweetheart, Gladys Wunderlich of Dallas, in 1925. The couple has three children, two sons and a daughter, and eight grandchildren. Clyde Jr. is with Motion Picture Advertisers in New Orleans; Charles is in the San Francisco office of Advertising Time Sales; daughter Betty is married to David C. Milam of the Edward Petry Co.'s Dallas office.

Golf, freshwater fishing and hunting are Mr. Rembert's major hobbies. He shoots golf in the high 80s and low 90s. He is a member of the Woodville Fishing Club, 80 miles away in the piney woods section of East Texas. He is also a member of the Lakewood and River Lakes country clubs, the Salesmanship Club, Executives Club, Exchange Club, Kiwanis, Ad Club and Variety Club. He is also a member of the board of directors of the Bradford Memorial Hospital. He is an Episcopalian, and last fall he reached a high point in Free Masonry—the 33rd Degree, Scottish Rite.

Rotating chairmanships

HOW can independent agencies be made truly independent? Congress creates them. The President appoints their members. And they have quasi-judicial as well as administrative functions.

Whenever a new appointee appears before a Senate committee for confirmation, he is invariably asked whether he understands that the independent agency on which he is to serve is an "arm of Congress." Invariably, the answer is affirmative.

Yet every President, whether Republican or Democratic, has attempted to control the policies and the destinies of these agencies. Usually this is sought through the chairman who serves at the pleasure of the President. Congress has nothing to do with the selection of the chairman. Any member of any commission is eligible.

Without reference necessarily to the current administration or to incumbent chairmen, it seems to us that the only practical way of making independent agencies like the FCC or FTC truly independent is through rotating chairmanships. Thus even during Democratic administrations there would be a Republican chairman who would serve a legislatively specified term, whether it be one or two years. (A two year rotation would seem most desirable, particularly in dealing with Congress on appropriations and in completing continuing projects.)

A rotating chairmanship would reduce the danger of political control. It would maintain balance rather than touch off philosophical revolutions with each change of administration.

Run-of-schedule color

McCALL'S shook the magazine advertising world a couple of weeks ago with its announcement that it will carry color ads at black-and-white rates.

We earnestly submit that broadcasters should be shaken, too—not to their heels, necessarily, but at least out of the lethargy they have shown toward color television. *McCall's* move just might prove to be the most telling tactic yet devised in the print media's efforts to reverse the tide of black-and-white television.

A number of arguments can be marshalled to deny this assessment. It can be pointed out that *McCall's* is raising its black-and-white rates (from $33,950 per page to $38,800), so that its reduction in color rates (from $46,400 for a four-color page to $38,800) is not as great as it seems and in fact will make advertising more expensive for most *McCall's* clients. It can be noted that television's cost-per-thousand will still be far below *McCall's*. It can be said that *McCall's* move is primarily against its print competitors. It can be argued that when a medium cuts its rates, as *McCall's* has done with color, the usual result is for advertisers to put most of their "savings" into other media and that thus television stands to gain, not lose.

All this makes sense, and we say forget it. The thing to remember is that other magazines almost surely will have to meet *McCall's* competition and the result is bound to be an upsurge in magazine color advertising. Some advertisers already are talking—in quotes which *McCall's* did not fail to exploit in newspaper ads last week—about re-evaluating tv budgets in the light of *McCall's* decision. Sooner or later, magazines will have "run-of-paper color," just as many newspapers offer it no.

McCall's decision may not be the handwriting on the wall for television, but it clearly points the way that television must go.

Run-of-schedule color television is the answer, and in stating this truth we are in the uncommonly happy position of being right even if our reasons are wrong. Even if no other magazine follows *McCall's* lead; even if no advertiser takes a nickel out of television to sample *McCall's* bargain—even if nothing else happens, a general movement of broadcasters into color would widen the gap that already separates television and its print competitors. The announcement late last week that ABC-TV intends to begin feeding color is a step in the direction all of television can no longer afford to avoid taking.

If the *McCall's* move does catch fire, color will be television's most reliable fire-extinguisher.

Chicago: phase 1

WHAT do people want television to be? To judge by the testimony of many witnesses at the FCC's hearing on local programming in Chicago, they want it to be a substitute for just about every other institution that now exists.

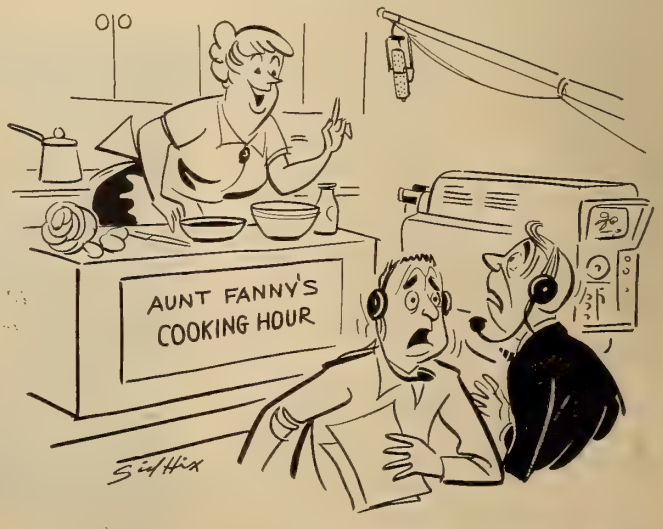
Churchmen want it to be a church or, to be more precise, as many churches as there are denominations.

Ethnic groups want it to be their social hall. Some of them want it to act as their private propaganda organ.

Politicians want it to be their political rally; music lovers want it to be their studio and concert hall; farmers want it to be their agricultural extension course; home gardeners want it to be their garden guide. Although none happened to appear at the FCC hearing, there must be Swiss bell ringers in Chicago who lament the absence of a forum for their art in, say, a regular half-hour of prime time.

People ask a lot of television; they ask for more than it can possibly give. The FCC is doing both the public and television broadcasting a disservice by urging people to express wants that have no chance whatever to be satisfied. Yet no doubt the commission will conduct other hearings in other cities like the hearing it has temporarily recessed in Chicago.

Grievances will be presented in the expectation that the FCC can provide redress. It is an unrealistic expectation. The FCC is powerless to do more than to artificially stimulate whatever discontentment now exists and to harass the holders of broadcast licenses. If the purpose is to smear television, the FCC is on the right track.



Drawn for BROADCASTING by Sid Hix

"The soup you just saw our camera crew enjoy was made from mushrooms—I think—from my front yard!"

RCA

The Sign of a Matched TV System



Designed to work together electrically and mechanically, RCA Matched TV Systems assure maximum picture quality and equipment stability. RCA is the only manufacturer that designs and builds complete matched TV Systems.

RCA® The Most Trusted Name in Television

Children's programming requires a Sense of Responsibility



Veteran ventriloquist Howie Olson and friends on the set of "CIRCUS 3"

WISC-TV meets the CHILDREN

Carefully programmed, with selected cartoons, informational films, and live features, "CIRCUS 3", through the wide coverage facilities of Channel 3 at Madison, Wisconsin, brings fun, entertainment and information to thousands of children throughout a 32-county area. This daily program, 4:30 - 6:00 P.M., Monday through Friday, has a live studio audience which is booked six months in advance.



WISC-TV
MADISON, WISC.

Represented Nationally by Peters, Griffin, Woodward, Inc.

UPPLEMENT TO

BROADCASTING

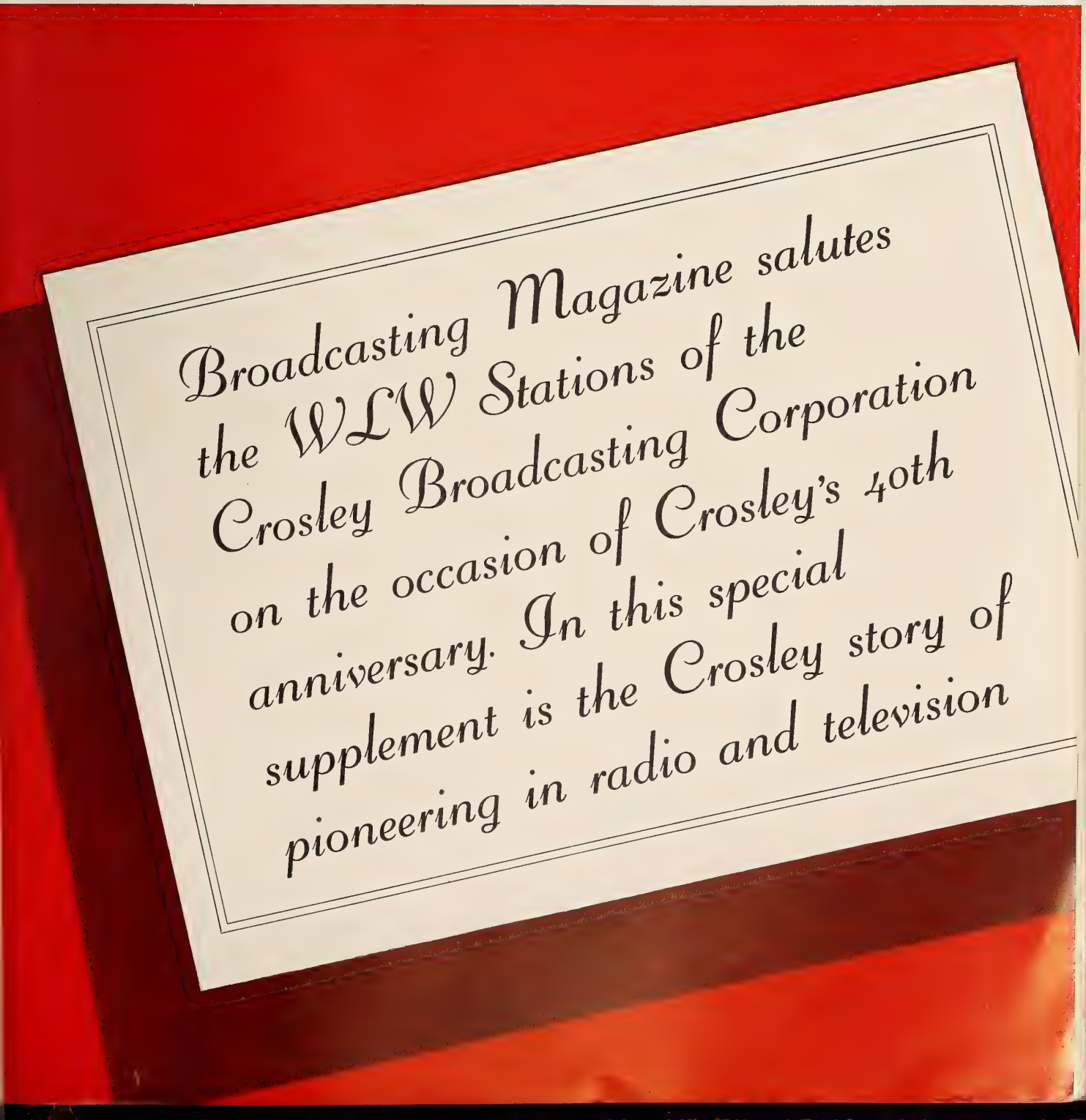
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 2, 1962

Four decades of service: Story of Crosley's pioneering broadcast activities 3

Always in the forefront: The many 'firsts' in Crosley's engineering saga 12

(ADVERTISEMENT)



YOU CAN QUOTE ME...

"WLW TV and Radio land is a big part of America—reaching 20 million people in 9 states, which include a wealth of rich farm acres and prosperous homes. That's why we use the Crosley group for the Agrico Fertilizer products of The American Agricultural Chemical Company. The big WLW Stations' scope is a ripe field of rural and urban markets."

Al H. Wegener, Account Executive
Marsteller Inc., New York

I'LL SAY THIS...

"The Crosley Stations take a lot of the guesswork out of media buying because the WLW TV and Radio facts and figures are sharp and clear, based on Crosley's 40 years of leadership and experience in the broadcasting business. If you want action in your media transactions, tune your time to the dynamic WLW Stations . . . and watch 'em go!"

Helen M. Seele, Associate Media Director
Marsteller Inc., New York



Call your WLW Stations' representative . . . you'll be glad you did!

WLW-D Television Dayton
WLW-C Television Columbus
WLW-T Television Cincinnati
WLW-A Television Atlanta
WLW-I Television Indianapolis
WLW Radio

Crosley Broadcasting Corporation

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 2, 1962, Vol. 62, No. 14

CROSLEY'S 40 YEARS OF SERVICE

■ Began with Powel Crosley Jr.'s radio experiments in 1921

■ Each year since a milestone of progress for firm he started

■ Pioneer broadcasters Shouse and Dunville head WLW stations

Forty years ago last month from a residence in Cincinnati, a voice pierced the air to create the most exciting moment in the life of its founder and developer and gave birth to an instrument of transmission and identification which was to rise in strength and prominence in the broadcasting world.

The voice was that of the late Powel Crosley, Jr., a young, energetic man whose hands and mind built a radio empire which has left a trail of achievements in engineering, programming, talent and community service in its 40-year history.

Cincinnati and WLW ▪ Its name was Radio Station WLW Cincinnati. From its accomplishments rose another powerful media in later years—television. The two combined became the Crosley Broadcasting Corporation as it is known today, whose broadcasting and telecasting facilities embrace six stations—WLW Radio and the five television stations located in Cincinnati, Dayton and Columbus, Ohio, Indianapolis, Indiana, and Atlanta, Georgia.

As WLW celebrates its 40th birthday on March 22, 1962, those who have served on its honor roll are not to be forgotten. On this anniversary date, two of its leaders, who for 25 of the 40 years guided the destiny of this "grand old lady" to insure the success it enjoys today, are held in esteem throughout the industry for their foresight, ingenuity and management.

Crosley Broadcasting Corporation, a subsidiary of Avco Corporation, is headed by James D. Shouse, chairman of the board and chief executive officer, and Robert E. Dunville, president. Both came to WLW in 1937 from St. Louis where they were associated with KMOX.

Many Contributions ▪ Under their guidance, WLW became the focal point of many outstanding contributions to the radio industry. For 15 years prior, the Nation's Station had established many milestones but many others were to be reached in the 25-year span of Mr. Shouse and Mr. Dunville. When television became accepted as a dominant entertainment force, a breath of new life was injected into the veins of a pioneer through the leadership and confidence of both men.

As new frontiers were conquered, nostalgic history of the early years of WLW is, perhaps, just a memory. But the calendar of eventful days cannot be erased.

In the early spring of 1921, the late Powel Crosley, Jr. found himself engrossed in experimental research in the field of broadcasting. In July of that year, he was granted an experimental broadcasting license with call letters 8CR. A few months later, he found it advisable to transfer his transmitter to the Crosley manufacturing plant. Here his experimental work continued steadily and in March of 1922, the first license under the call letters of WLW was issued with a power of 50 watts for the new station.

In September of 1922, its power was increased from 50 to 500 watts. Even at that time Crosley was carefully developing plans which were ultimately to lead to the regular use of power one hundred times stronger than the 500 watts then allowed his station by the United States Department of Commerce.

Projects Unified ▪ The next step of importance was taken in early 1923 when he acquired controlling interest in the Precision Equipment Co. in Cincinnati. As early as 1919, this latter concern had owned and operated Station WMH, one of the first two broadcasting stations in America to operate on a regular schedule. With this acquisition, the operation of WMH was discontinued in 1923 and Crosley's rapidly growing activity in broadcasting was concentrated on WLW. The various projects were unified through the organization of a new company—The Crosley Radio Corporation.

During the fall of 1924 spacious new studios were constructed at the Crosley plant in anticipation of permission from the Department of Commerce to increase WLW's power to 5,000 watts. This permission came in January, 1925, and the Crosley 5,000-watt transmitter plant, located at Harrison, Ohio, 22 miles away from the studios in Cincinnati, began operation immediately thereafter. This was the first time that a transmitter was remotely located from the studio.

First 50 kw. ▪ The next red-letter day in the history of WLW came on July 1, 1927, when the station was granted a clear channel on 700 kilocycles. And then, almost one year later, came the day Powel Crosley, Jr.,



James D. Shouse
Chairman of the Board
Crosley Broadcasting Corporation



Robert E. Dunville
President and General Manager
Crosley Broadcasting Corporation

had dreamed of for so many years. On May 25, 1928, the Federal Radio Commission authorized the Crosley Radio Corporation to construct a 50,000-watt transmitter for WLW. Five months later on October 4, WLW's new powerful transmitter at Mason, Ohio, its present site, was put into operation. It was the nation's first commercial 50,000-watt transmitter.

Experimental work in the realm of short-wave broadcasting was initiated by Mr. Crosley eight years before when he was granted a license to operate a short-wave transmitter of 100 watts power with call letters W8XL. The power of this station was increased to 250 watts in 1927 and was granted power of 10,000 watts in 1931. For some time W8XL operated on a daily schedule of 14 hours and its audiences included listeners scattered over every part of the world where short-wave receiving sets were known.

In those hectic days which saw the early beginnings of commercial broadcasting, Mr. Crosley led the fight to bring about the present era of high power broadcasting stations. From the very start, his policy was to offer WLW listeners the highest type of radio entertainment available.

With each engineering achievement, programs began to take shape. The year 1921 was still within the time when the marvel of any sound, let it be noise or music, was breathtaking when heard through a set of headphones. To hear a station in the next town marked an epoch. To hear from the next state was to attain the pinnacle of one's desire to be the first to own a radio set.

In the spring of 1928 Crosley's activities in radio broadcasting were extended through the acquisition of the operation and control of Station WSAI which had been established in Cincinnati in 1923 by the United States Playing Card Company. Years later, in 1944, WSAI was sold to Marshall Field.

When the broadcasting station was first moved to the Crosley factory and its power increased to 50 watts, a speech by the Mayor of Cincinnati, talks by prominent city officials and special programs marked the opening of the new radio station. It was a great day in Cincinnati radio history.

One Small Studio ▪ The broadcasting studio was a small, heavily curtained room in which were but two windows and plenty of heat. The microphone resembled the phonograph horn of the earlier days. The broadcaster had to stick his head into the horn in order to talk or to sing. Terrific heat was generated by the radio transmitting set which was in the same room with the entertainers.

In 1934, engineers accomplished what until that time had been considered an engineering improbability, if not an impossibility, by building a transmitter that could send out power of 500,000 watts. The transmitter's most spectacular construction at Mason, Ohio, was an antenna tower soaring 831 feet into the air. The 500,000 watt transmitter operated full time from March, 1934, to March, 1939. From 1939 through 1943, the transmitter was operated from midnight to 1:00 a.m. under experimental call letters of W8X0.

Research Continues ▪ With each passing day, Crosley engineers intensified their research. Radio printing became an actuality in Cincinnati in January, 1939, when the Crosley facsimile station W8XUJ went on the air with a power of 1,000 watts. Further developments of vital importance to Cincinnati broadcasting came about this same year. The Crosley Corporation filed application with the Federal Communications Commission for a license to build and operate a frequency modulation transmitter and for permission to build and operate a television station. The television transmitter and studios were located atop the Carew Tower and were ready to start visual broadcasting.

As spectacular as WLW's technical leadership in broadcasting has been, its contributions to the art of broadcasting by way of programs are of equal importance. Known as the "Nation's Station" because of its huge audience, WLW in its existence has contributed more than any one single station in the country.

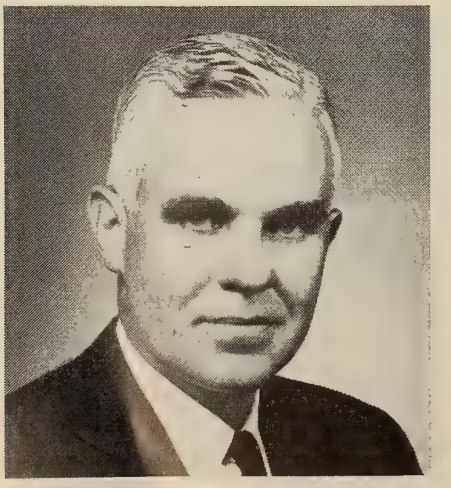
For four decades, WLW has graduated hundreds of skilled performers and technicians into the higher realms of the radio and television world. Every important network in the country today has on its roster artists and production people who started at the "Nation's Station."

Great Entertainers ▪ The long procession of great entertainment figures started around 1926, shortly after WLW, with 5,000 watts, became the most powerful regularly operated station in the world. With the tremendous range at 50,000 watts, WLW personalities, particularly those on evening and late night shows, soon became nationally known.

For a star-studded list of early performers see FATES & FORTUNES, pages 6, 7

Although it wasn't immediately apparent to listeners, the thirties also brought some behind-the-scenes additions at the station which were to have far-reaching consequence in the position WLW was to grow to enjoy in the nation's entertainment field. It was in 1937 that James D. Shouse, now Chairman of the Board of Crosley Broadcasting Corporation, brought his concepts of programming in the public interest to WLW, with effects that were to give the entire radio industry new goals at which to aim. Sharing these concepts was another Crosley Broadcasting executive, Robert E. Dunville, President. Much credit for the success of WLW today goes to these two broadcasting pioneers.

Then Came Tv ▪ Radio remained unchallenged as a powerful entertainment medium until a new frontier—television—came into being. In 1942, the WLW studios were moved from the Crosley Manufacturing Plant to Ninth and Elm Streets in downtown Cincinnati and the home became known as Crosley Square. The FCC approved the sale of the Crosley Cor-



Kendrick R. Wilson, Jr.
Chairman of the Board
Avco Corporation



James R. Kerr
President
Avco Corporation

poration to the Aviation Corporation (now Avco) in September, 1945. The broadcasting division became the Crosley Broadcasting Corporation late in 1946.

Crosley's WLW-T was granted its commercial license in January, 1948, and on February 9, 1948, it began telecasting on a regular commercial schedule. On March 15, 1949, WLW-D, Dayton, Ohio, began a full day's operation as the second Crosley tv station.

Another Tv Link ▪ When WLW-C, the Columbus, Ohio, station of the Crosley Broadcasting Corporation began operation on April 3, 1949, the third link in a regional video network was completed. They were all linked together by a microwave relay setup which permitted interchange of programs among the stations. On February 10, 1953, a fourth member of the Crosley family was added with the acquisition of WLTV from Broadcasting Inc., of Atlanta, Georgia. The call letters were changed to WLW-A and ownership was transferred to Crosley Broadcasting of Atlanta Inc.

On March 6, 1957, the FCC awarded to Crosley Broadcasting a license to operate tv channel 13 in Indianapolis, Indiana, under the call letters of WLW-I. Equipped to originate live color telecasts, the fifth Crosley station went on the air October 30, 1957. New studios were dedicated in 1959.

High-fidelity radio transmission, unequalled by any other broadcasting station in the nation, became a reality at WLW on January 29, 1959. Heart of the new Crosley system is in the Rockwell cathanode transmitter which was designed, built and patented by Ronald J. Rockwell, vice president and director of engineering. Thus, WLW became the nation's highest fidelity radio station.

Local Color ▪ Although WLW-T had been carrying color tv programs from the NBC Network since January 1, 1954, WLW-T assumed the title "first with color" on August 9, 1957, when the station telecast its first locally originated color program—the Ruth Lyons *50-50 Club,* weekdays from 12:00 noon to 1:30 p.m.

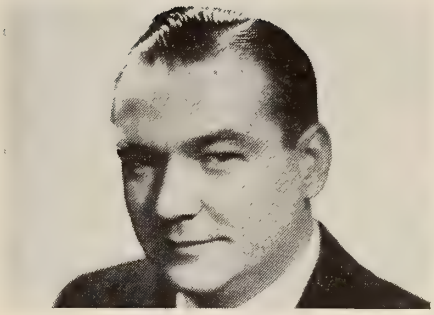
Today WLW-T originates 16 regularly scheduled local color programs for an average total of 25 hours of color per week. Another 30 hours per week are carried from the NBC Network. Because of the over-all total of color hours available to viewers, Cincinnati has been recognized nationally as "Colortown U.S.A." More color sets have been sold per capita in the Cincinnati market than in any other city in the country. (In early 1957, during the preparation of locally originated colorcasts, WLW-T was the first independent broadcasting station in the nation to purchase a color mobile unit.)

Service to the public in the area it serves is a responsibility WLW assumed since its beginning. One of the most outstanding of its many efforts is the annual Christmas Fund for hospitalized children conducted by Ruth Lyons on her *50-50 Club* show. In the 20 years that this worthy project has been in effect, more than two million dollars has been distributed to hospitals in the WLW-Radio and Television coverage area. In 1961, her audience contributed more than $350,000 to maintain 59 hospitals and institutions.

Special Services ▪ In order to perform efficiently in the public interest, each Crosley station has a separate department called Special Broadcast Services. These departments work closely with civic organizations in their community as well as the national agencies promoting their needs.

Aside from its radio and television commercial operation, the Crosley Broadcasting Corporation also maintains and operates the Voice of America installation at Bethany, Ohio, about 20 miles from Cincinnati.

From a crude toy and an idea back in 1921, the nation gained one of the most respected broadcasting institutions in the industry. Its progress over the forty years cannot be recognized without paying tribute to the vast and faithful audience it serves today. Without this breed of Americana, the crude toy would still be an idea and not a reality. The Crosley Broadcasting Corporation extends its gratitude on this 40th anniversary.



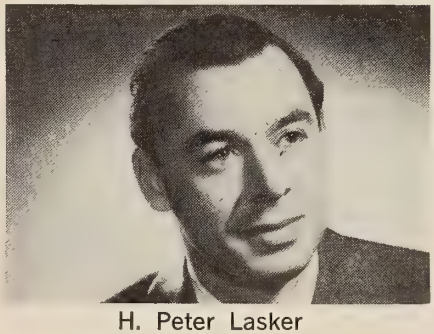
John T. Murphy
Vice President-Television



John J. Heywood
Vice President-Treasurer



Ronald J. Rockwell
Vice President-Engineering



H. Peter Lasker
Vice President-Sales



The Late K. T. Murphy
V.P.-Treasurer 1950-1961



Gilbert W. Kingsbury
V.P.-Public Relations



Harry F. Albrecht
V.P.-Central Sales



Thomas A. Bland
Vice President-Programming

WLW has earned its title

Alumni from the Cincinnati station top profession

Like a great university, WLW Cincinnati has graduated hundreds of skilled performers and production men into the higher realms of the radio and television world.

Gene and Glenn were an early WLW twosome. **Glen Rowell** is still in radio at Rapid City, S.D. **Gene Carroll** is leading tv emcee in Cleveland.

Sid Ten Eyck and **Bob Burdett** starred in one of first comedy shows—*The Doodlsockers.*

Soap opera was born at WLW with *The Mad Hatterfields, Midstream, The Puddle Family, The Life of Mary Sothern,* and the queen of them all—*Ma Perkins,* starring **Virginia Payne,** who became one of the leading dramatic actresses and recent president of the American Federation of Television & Radio Artists (AFTRA).

Little Jack Little was WLW pianist. Later became an NBC orchestra leader and national radio idol. Partner was **Bob Brown,** writer-producer-announcer, now with Leo Burnett Co., Chicago.

Among the distinguished WLW announcers were Jean Paul King; Blayne Richards Butcher, now head of a Philadelphia station group; Charles Godwin, vice president of Mutual Network stations; Floyd Mack; Jimmy Leonard; Dan Riss; Don Davis; Charles Woods; Doug Browning; Don Dowd; Tom Slater, Fuller Smith & Ross v.p.

In the actor lineup—**Ralph Moody** was one of the WLW great character actors; **Eddie Albert** started on WLW as a tenor; and **Frank Lovejoy** acted his way to the great white way, now starring in the hit show, **The Best Man.**

Lon Clark, creator of the Nick Carter role on radio, was a WLW thespian.

Among the many fine actresses who performed at Crosley Square were Bess McCammon, Minabelle Abbott, Mary Jane Croft, Anne Seymour.

WLW is also proud to boast that the king comic himself, **Red Skelton,** clowned on the station for two years.

Jeff Sparks, present radio-tv director of the United Nations, was a member of the Crosley station group.

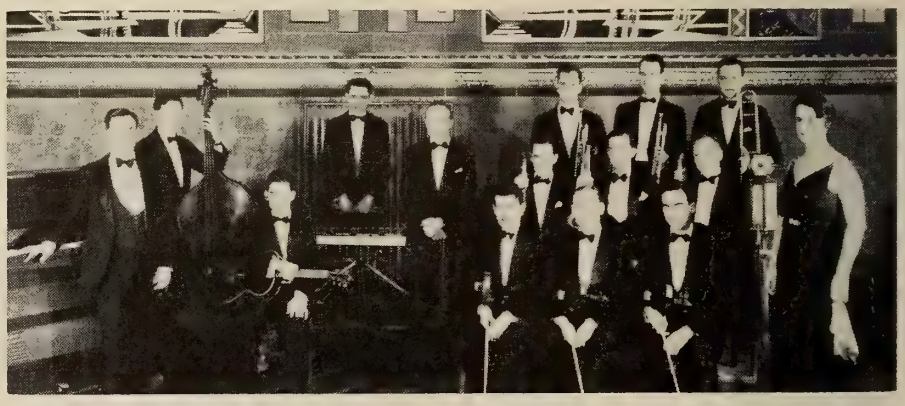








Above, Doris Day sings on WLW's "Moon River." Jay Jostyn at WLW before he became Mr. District Attorney. Durward Kirby met Mary Paxton at WLW, and they married. The Morin Sisters appeared on WLW in the early 1930's as the Ladies in Waiting.



Above, Lloyd Shaeffer, now a network star, was with WLW here. Shaeffer holds the baton, Virginio Marucci is first violinist from center. Jimmy James and Clyde Trask were in the band. Below, considering they were heard and not seen, early studio productions were quite elaborate, as this one in the 1930's. Another popular studio orchestra leader was Henry Theis.



—'Cradle of the stars'

Here's how they looked when they began careers

Smilin' Ed McConnell sat at the WLW piano, chatted, and sang his way to stardom.

The **Mills Brothers** began their long and brilliant career on WLW. Also the **Kings Jesters,** now at WBBM Chicago; the **Modernaires;** the incomparable **Ink Spots;** and the **Charioteers,** one of whom now has his own group, the **Billy Williams Quartet.**

Dick Noel, highly successful recording artist and singing star of the *Don McNeil Breakfast Club,* used to vocalize on WLW.

Andy Williams, one of today's most successful singers, was also a WLW staffer. **Jack Brown,** too, now with the **Ray Charles Singers.**

Jane Froman, lady of great talent and courage, sang at WLW in the 30s.

Ramona, a Paul Whitman vocalist, sang on WLW and married station sportscaster **Al Helfer,** now in the national sports spotlight.

An Arthur Godfrey star was a WLW beginner, **Janette Davis.** As was **Lee Erwin,** organist, now with Godfrey. And **Burt Farber,** musical director for Godfrey and other leading tv shows.

One happy day, two little Maysville, Ky., girls came to sing on WLW and kept right on going to the top—**Rosemary** and **Betty Clooney.**

Other famous WLW singing sisters who made the big time are the **McGuire Sisters,** who started at WLW-D.

Charming **Barbara Cameron,** New York composer-singer-actress, once graced the WLW airwaves. As did bouncing **Corky Robbins** with her songs and piano, now working on a Broadway show using her Cincinnati composition—*Queen City Suite.*

Lovely **Ann Ryan** also sang on WLW. Has since worked with Perry Como, Pat Boone, Bing Crosby, and the Bell Telephone Hour.

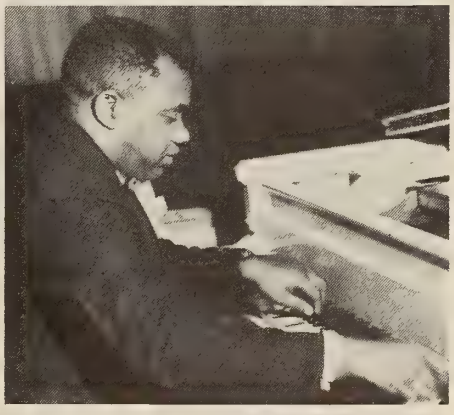
Ann's husband, **Bill McCord,** is in the WLW announcer hall of fame.





Above, 'Ma' scolds 'Pa McCormick,' early WLW favorites. 'Red' Barber was doing sportscasting on WLW long before his New York debut. At left, Ramona, formerly at WLW and a Paul Whiteman vocalist, and Rod Serling, creator of "Twilight Zone." The late great Fats Waller created a new vogue of music at WLW. Below, The DeVore Sisters, early WLW vocalists, later network stars.







The Crosley Players, a dramatic group at WLW during the late 1920's included Charles Eggleston; unidentified woman; the late Wally Maher; Dorothea Barlow; Jack Zoller, later director of "Cavalcade of America"; Sally Fisher; Mary Smith; Gertrude Dooley, who met and married Ed Byron, originator of "Mr. District Attorney," and Harry Holcombe, later a network producer.



Today's WLW & TV stars shine brightly

THESE AND MANY MORE REPRESENT THE FINEST IN ENTERTAINMENT

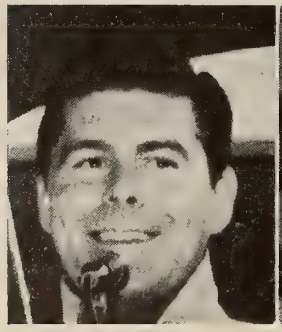


Ruth Lyons, star of "50-50 Club," the nation's highest rated daytime tv show, plays to WLW, WLW-T, WLW-C, WLW-D, WLW-I audiences 1½ hours daily five days a week.

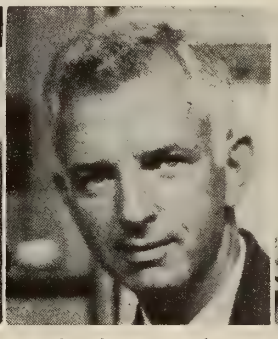


Jack Denton, right, star of his own WLW-C "Jack Denton Show," with The Lucky Pennies, stars of WLW-T's "Midwestern Hayride," oldest WLW-T commercial show.

Stars of their own shows . . . .



Bob Braun



Joe Longstreth



Gordon Jump



Billy Johnson



Andy Marten



Jack Davis, host of WLW-C's "Jack's House," with guest Phyllis Diller.



Paul Dixon, star of WLW-T's "The Paul Dixon Show," with Robert Kennedy.

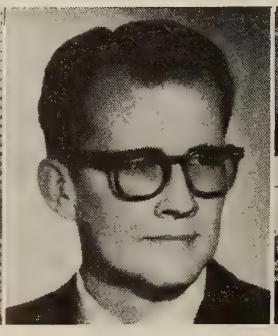


Jim Garner, left, is interviewed on WLW-I's "George Willeford Show."

WLW radio stars stress quality programming . . . .



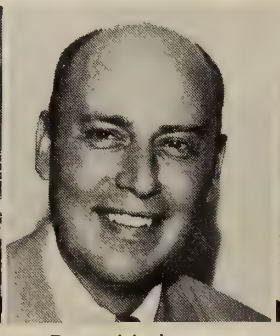
Pete Mathews
"Music Til Dawn"



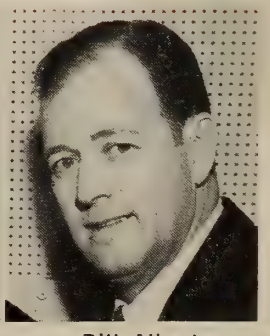
Jack Gwyn
"Ladies Aid"



B. Miller, G. Logan
Farm Programs



Reynolds Large
"Music For You"



Bill Albert
"Rollin' Along"

All this beauty—and they're talented too!



Marian Spelman, a vocalist featured regularly on "50-50 Club."



Ruby Wright, popular vocalist of "50-50 Club" and "Moon River."



Barbara Kay, star and teacher of WLW-I's "Kindergarten College."



Bonnie Lou, WLW-T vocalist, "Dixon Show," "50-50 Club" and "Hayride."

Musicmakers



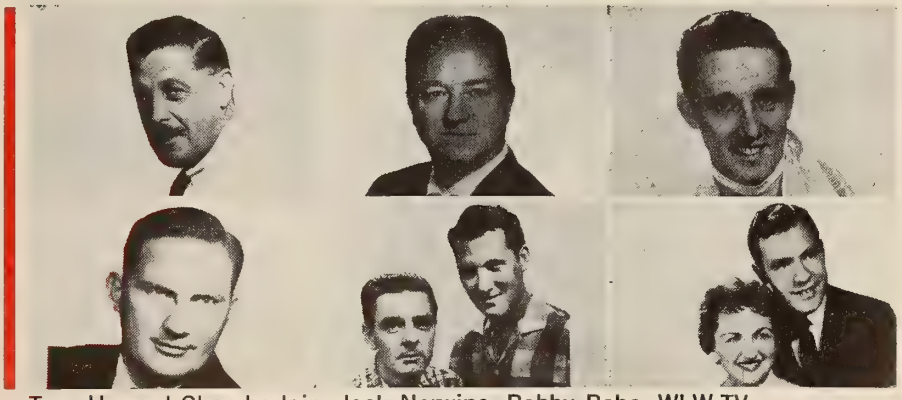
Cliff Lash and his orchestra, members of "50-50 Club."



The Belaires make music for "The Paul Dixon Show."



The Hometowners clown and sing on WLW-TV's "Midwestern Hayride."

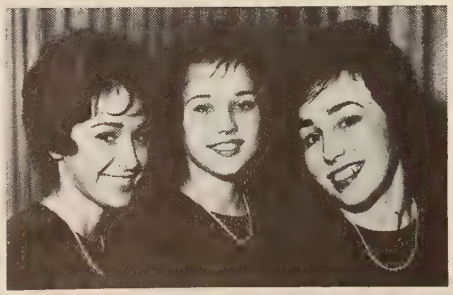


Top: Howard Chamberlain, Jack Norwine, Bobby Bobo, WLW-TV
Bottom: Ed Capral, WLW-A; Zeke & Billy, Helen & Billy Scott, WLW-TV



The Midwesterners, dancing stars of the nationally famous "Midwestern Hayride."

Their stars are on the rise



The Three Keys, attractive young singing group, just recently added to the cast of "Midwestern Hayride" on WLW-TV, already are acclaimed "a real find."



Nancy Dawn has been a vocalist on "Midwestern Hayride" several years, is still in her teens, has a bright future.

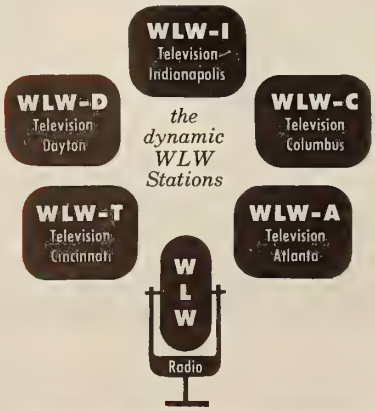

VOICE



OF AMERICA

"*As long as there is a voice, there is hope . . .*" Since World War II, the Voice of America has been the voice of freedom and truth and hope for peoples of the world.
And for these past 18 years, the Crosley Broadcasting Corporation is proud to have played a part in this Voice of America. Since 1942 Crosley has operated 6 transmitters near Bethany, Ohio, as a link in the Voice of America, International Broadcasting Service of the United States Information Agency—helping to beam broadcasts in 37 languages to countries of the globe.

This is one of the many public services of the Crosley Broadcasting Corporation, whose principle has always been that its WLW Radio and TV Stations must give endless service to their communities.
And thru cooperation with the Voice of America, it is service to the community of the world.
This is our pride and our privilege.



Crosley Broadcasting Corporation

Crosley always in engineering forefront

WLW FIRST WITH 500 KW POWER; WLW-T COLORCAST NIGHT BASEBALL

The technical history of Crosley Broadcasting Corp. parallels the technical progress of broadcasting and provides the story of many of the industry's notable engineering achievements.

From the first peep out of a 20 w bread-board rig in Powel Crosley, Jr.'s home March 3, 1921, to the first 500 kw radio station and the first night baseball colorcast, Crosley's engineering department has been a pace-setter for broadcasting advancement.

The old 8CR transmitter was moved out of the Crosley home by Mr. Crosley March 2, 1922, to a location in Northside, Cincinnati. There Crosley Manufacturing Co. took over the license, adopted the call letters WLW and transmitted with 50 w power on 360 meters.

Boosted Power ▪ Six months later the power was increased to the then high output of 500 w. In 1925 power was boosted to 5 kw, the first broadcast station to attain such notable electronic might.

When the old Federal Radio Commission was formed in 1927 to bring some sort of order out of the chaotic broadcast band, WLW moved to its familiar 700 kc point and was given a clear channel to carry its programs over the eastern half of the nation, and beyond.

Crosley Broadcasting Corp. made more history Oct. 2, 1928, when it moved the transmitter to Mason, Ohio, and put the country's first commercial 50 kw transmitter into operation.

That was super-power de luxe in 1928. But just six years later WLW started its first experimental broadcasts with 500 kw power, the first station in the world to radiate this amount of energy. In 1938 the FCC conducted extensive hearings on WLW's high power and the possibility of higher power for all broadcasting stations operating in the Class IA group. The commission decided against further 500-kw operation, and in March 1939 WLW reverted to 50 kw.

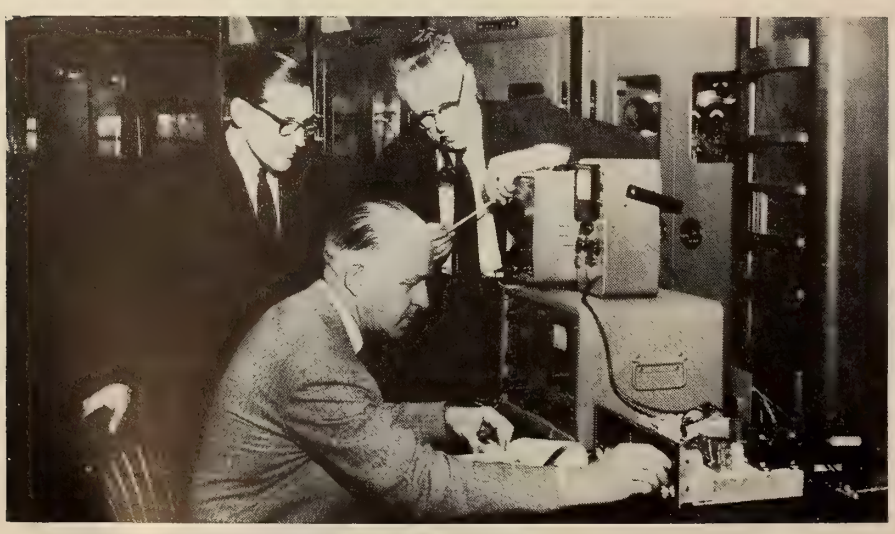
Agreed to Buy ▪ Meanwhile in May, 1928 Crosley Radio Corp. (as it was then known) entered into an arrangement with United States Playing Card Co. to operate that firm's Cincinnati station, WSAI, with an agreement for eventual purchase. A daytimer, WSAI was granted fulltime operation, 500 w at night and 1 kw daytime. WLW and WSAI were operated by Crosley until 1944 when FCC's adoption of the duopoly rule led to sale of WSAI to Marshall Field.

That 500 kw operation will always stand out as a high spot in the recorded history of the broadcasting industry. Listeners all over North America were able to pick up WLW through storm and static. An 831-foot-tower, tallest radio mast ever built, launched the superpower into its continental coverage area.

Less publicized was another Crosley station — WLWO, short wave international outlet. The station actually had begun experimental operation in 1924 with power up to 500 w, using the call letters 8XAL. In 1929 the frequency was changed from 5690 kc to 6080 kc and a 1 kw transmitter was put into service.



On the occasion of WLW's 40th anniversary, the International Telephone and Telegraph Company presented four recognition awards, in the form of handsome plaques, to Crosley Broadcasting Corporation and its engineering personnel for outstanding contributions in the field of transmitter development and for collaboration with ITT in high power vacuum tube design for high fidelity transmission. A special award was presented to R. J. Rockwell, left, Crosley Broadcasting vice president-engineering, for his "outstanding contributions and related cathanode electronic patents" by ITT's Joseph J. Kircher, right, representing the Electron Tube Department, Components Division ITT.



Testing the high fidelity of transmission of WLW Radio in Cincinnati was one of the world's experts on high fidelity amplifiers, Frank H. McIntosh, seated, president of McIntosh Laboratory, Inc. of Binghamton, N. Y. Standing at right is R. J. Rockwell, Crosley Broadcasting Corporation vice president-engineering, inventor of the Rockwell Cathanode Modulation System which gives WLW the highest fidelity transmission of any am radio station in the world. Watching is Clyde G. Haehnle, Crosley senior engineer.

Strengthened in 1931 ▪ The power was increased in 1931 to 10 kw and the call letters were changed to W8XAL. The station demonstrated that a number of frequency channels are necessary for international broadcasting so a group of channels was assigned in the 1936-38 period, with power going up again to 50 kw. Crosley engineers were able to blaze a new technical trail by developing a transmitter that could shift quickly to any of six frequencies. In 1939 the call was changed to WLWO. Careful design of the equipment permitted a power output of 75 kw.

While World War II held back experimenters in the electronic arts as they concentrated on military equipment and techniques, Crosley Broadcasting went through the conflict with a file of laboratory notes and field tests with another electronic medium—tele-

vision. As far back as 1937 Crosley engineers were working with video equipment, much of it of their own design.

When the war was over, Crosley resumed experimenting and the technical staff was ready when the FCC granted a permit for WLW-T to take the air. In February 1948 WLW-T started operating as the first commercial tv station in Ohio. WLW-I Indianapolis, WLW-C Columbus, WLW-D Dayton and WLW-A Atlanta make up the present five-station Crosley tv operation.

Crosley engineers kept up with, and often paced, television's technical progress. Their most exciting activity came in 1954 when Crosley decided to embrace color in a big way, convinced that some day all tv would be color.

Radio Improved ▪ But radio was not forgotten in the last decade. R. J. Rockwell, Crosley engineering vice president who knew radio when it was a brash pup, decided am radio deserved the best in sound. This led him to work out a program that would give this station a modern audio touch—a combination of high-fidelity, low-distortion signal. Rounding out this improved sound would be easy-listening music. The combination, management agreed, might solve some rating and sponsor problems that had arisen during the television era.

"What'll it cost?" asked Robert E. Dunville, president-general manager of the Crosley stations. "About $50,000," said Mr. Rockwell, making the best guess possible inasmuch as there was no way of figuring the cost of tearing up and rebuilding every single piece of gear in the whole studio and transmission structure.

What he didn't know was that the overhaul would cost $300,000 before the job was complete.



The engineering staff of the Arlington Street studios in the mid 1920's are pictured in front of the Colerain Avenue entrance. Standing (l to r): Dave Conlon; unidentified man; Charles Butler, Ted Astrip, Chester Finley and Ray Bell. Seated are Al Schwerling, Joe Chambers, Joe Whitehouse and unidentified man. Mr. Butler is now WLW technical supervisor.

Before it was over Mr. Rockwell had devised some new audio techniques. A new approach to the problem of audio level control for radio and television led to his invention of an automatic gain control amplifier for which Crosley now holds patent No. 3,003,116.

Controls Gain Automatically ▪ The amplifier system controls the gain automatically on the basis of a predetermined manner by use of a variable attenuator in response to variable amplitude input signals. Stated in simpler form, the device supplies a high degree of fidelity to reproduce program material in an average home, neither too loud nor too low and without distortion or background noise. The amplifier is used in the WLW high-fidelity transmission system as part of the Rockwell cathanode modulation system, another of his inventions which also is patented.

On the basis of the equipment overhaul and the new apparatus, WLW claimed it was the highest fidelity AM radio station in the world. Incidentally WLW had started using an automatic amplifier back in 1935.

When all the work had been done, WLW discovered its signal stayed within plus or minus 1 db between 17 and 21,500 cycles, or over 10 full octaves, with distortion of 0.3%. The measurements were directed by Frank H. McIntosh, president of McIntosh Lab., and an inventor of many of the amplifiers used in audio systems and broadcasting.

Range Tremendous ▪ The distortion-free signal makes possible the recreation of the loudest crescendo of full orchestra or the softest tone of muted strings. Improved quality was shown in the sound of low-cost am and auto receivers, ascribed by Mr. Rockwell to the fact that both harmonic and intermodulation distortion have been reduced to fantastically low levels.

Mr. Rockwell joined Crosley in 1929. He was named director of engineering in April 1936 and vice president-engineering in 1946. He was responsible for the design and construction of the short-wave WLWO.

Other engineers still on the Crosley Broadcasting staff who started in the 1920's are George B. Cook, Al G. Schwerling, Richard L. Schenck, Charles J. Butler, Lawrence H. Dammert, Warner W. Hartman, and Floyd Lantzer, chief transmitter engineer. Engineers James F. Atwood and Russell S. Hoff started in 1930 and 1931 respectively, and Howard Lepple, now chief television engineer, began at WLW in 1933.



Powel Crosley, Jr., President of the then Crosley Radio Corporation, inaugurates the "new" studios of WLW in 1922, located in Cincinnati at Alfred and Colerain Streets. Very first broadcast was from Mr. Crosley's home.



More people than ever before contributed more money than ever before to the 1961 WLW Christmas Fund conducted by WLW radio and television star Ruth Lyons, with a total of $354,250 at the end of last year given to 59 hospitals in the WLW radio and tv area to bring joy to hospitalized children. Largest annual fund campaign raised by an individual in the nation, the Christmas Fund has distributed more than two and a third million dollars in the past 15 years, with every cent collected going into the fund—Crosley Broadcasting assumes the operating cost. Each year Miss Lyons presents a Holiday Hello show the Sunday prior to Christmas in honor of the donors—average gift per person is less than $1.50. Above, Miss Lyons at far right with the 50-50 Club cast and guests.

$7 MILLION TO PUBLIC SERVICE IN '61

■ $2.3 million more from loyal audiences builds hospital fund

■ Facilities include radar weather, working farm, dedicated staffs



WLW-T shares its Dateline: UN and International Zone film series with the Cincinnati Public Library and with WCET, the city's etv station. Above, Crosley's president, Robert E. Dunville, right, turns over the United Nations film series to Bert Neely, general manager of WCET.

Each station in the Crosley Broadcasting group has its own Special Broadcast Services department whose personnel devote their time exclusively to carrying out an extensive program of service to the communities each serves. Thousands of hours and millions of dollars are contributed to provide top-quality public affairs programming in the fields of education, health and welfare, religion, government, civic and social advancement, economics, current events, traffic safety, agriculture, and the weather. Illustrative of a few of these are the photos here. For its exceptional service in the public interest the WLW radio and television stations have been honored with more than 300 major national awards—in 1961 alone, 79 awards and citations were presented the Crosley stations.

1961 Public Service Report: Crosley Broadcasting Corp.

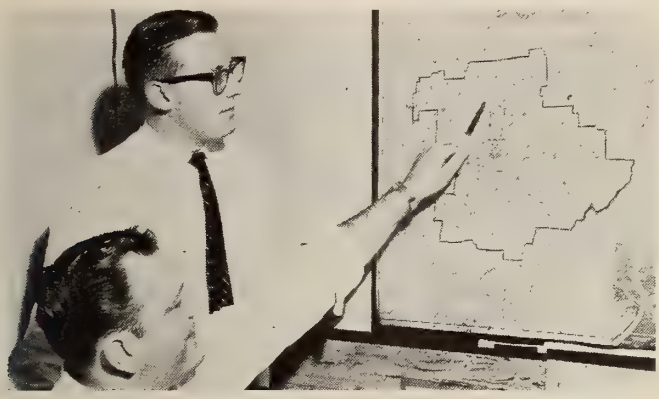
	WLW RADIO	WLW TELEVISION	TOTALS
No. free pub. serv. announcements, ID's, station breaks:	6,119	52,492	58,611
Estimated value in dollars:	$ 298,350	$3,845,880	$4,144,230
No. of free public service programs:	13,560	12,074	25,634
Total time devoted to pub. serv. programs:	1,052 hrs.	3,728 hrs.	4,780 hrs.
Estimated value of p.s. programs at regular station rates:	$1,031,205	$1,811,496	$2,842,701
Estimated value of time of personnel:	$ 15,000	$ 103,600	$ 118,600
DOLLAR TOTALS:	$1,344,555	$5,760,976	$7,105,531



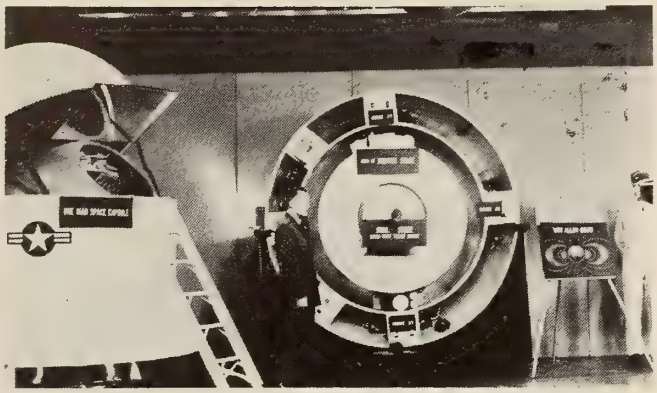
Junior achievement programs are the pride of each WLW tv station. Last year WLW-I's Junior Achievement effort was awarded the Junior Achievement National Award for the top JA company in the nation. Above, WLW-T's JA company presents its Sunday news-for-teenagers show from COMEX, WLW-T's modern facility at Crosley Square.



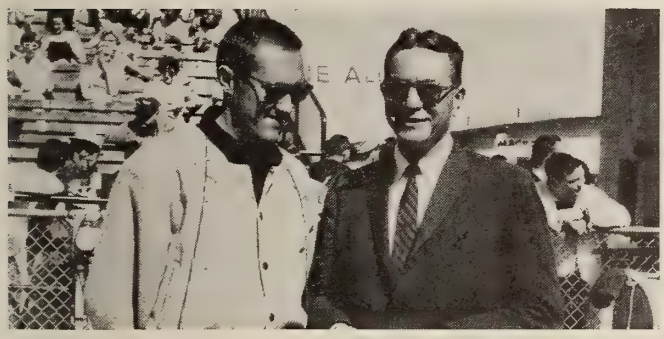
In the rich farming area of Ohio, Crosley Broadcasting's "working farm" gives an authentic, realistic and practical viewpoint to the counsel and farm news broadcast by a Farm Department staff of seven on WLW radio and television. More than 40,000 persons visit the farm annually, including approximately 2,000 school children a month.



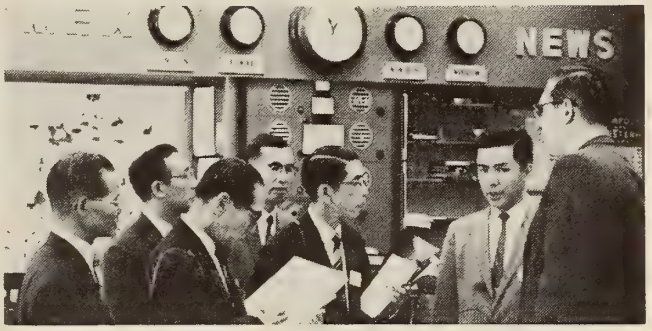
Ohio's important returns in the 1960 national elections were fed to the NBC-TV Network by WLW-C, whose news director Hugh DeMoss, seated, coordinated the two day-and-night-long coverage. Standing is WLW-C staffer Walter Pfister.



Outer space was explored by WLW-D in cooperation with the Wright Aeronautical Development Division at Wright-Patterson AFB on its Expedition: Space series, with space experts from WADD quizzed by a panel of space-minded high school students.



Charlie Brockman (l), WLW-I sports director, watches while Tony Hulman, owner of the Indianapolis Speedway on which the classic 500-mile race is held each year, holds a stop watch on one of the cars in a qualification attempt. WLW-I carries programs on preparations for several weeks in advance of the actual event as well as originating the race live.



Many groups of foreign broadcasters are briefed at WLW on the technical aspects of broadcasting, sent by the International Cooperation Agency of the U. S. State Department. This group of Japanese visitors is inspecting WLW-WLW-T's modern COMEX and its news and weather facilities as explained by news director Richard Fischer, right.



Special events coverage is emphasized at all WLW stations. Above, WLW-A's newsman Paul Daugherty interviews W. A. Pulver, Lockheed vice president and general manager of the Georgia division, on Armed Forces Day, 1961.



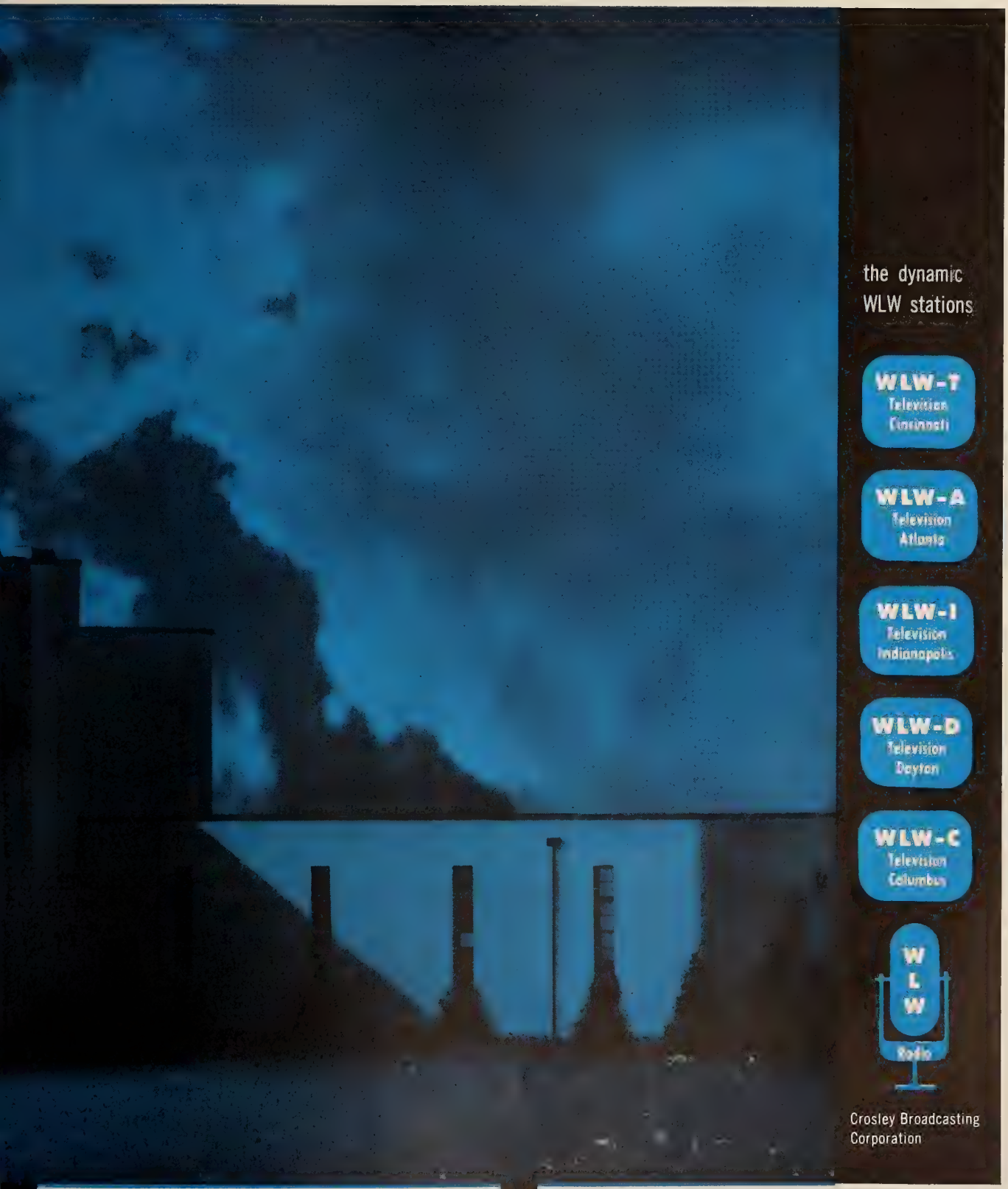
First to broadcast traffic reports from a helicopter by a member of a city's police division is WLW, whose twice-daily reports at traffic peaks have been hailed as one of its outstanding services to the public of all time. Lt. Arthur H. Mehring, officer in charge of traffic safety education for the Cincinnati police division, flies over the city with Pilot Jack DeVise, gets last-minute go-signal from Dan Campbell, Helicopter Airlift Co. president. Lt. Mehring also emcees the Alfred P. Sloan Award-winning WLW-T safety education television show Signal Three.

HOME OF THE GODS: RENT-$1 A YEAR



High on a beautiful hilltop over Cincinnati—silhouetted against the clouds... stands historic Mt. Olympus. It is the modern "home of the gods"... of learning and imagination and wisdom. It is the home of WCET Educational Television Station.

Mt. Olympus includes one of the world's largest and finest TV studios with a giant TV tower built by the Crosley Broadcasting Corporation at a cost of $500,000—but these telecasting facilities are now rented as a public service to WCET for only $1 a year.



the dynamic
WLW stations

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton

WLW-C
Television
Columbus

W L W
Radio

Crosley Broadcasting
Corporation

WCET, which was the first Educational TV Station licensed in the U. S., is operated by the Greater Cincinnati TV Educational Foundation composed of 52 school systems, colleges, and universities. This year the educational programs of WCET are being viewed in 28,000 homes and in over 400 schools by thousands of students throughout the Cincinnati area.

So the Crosley Broadcasting Corporation considers it an honor to rent its half-million-dollar Mt. Olympus facilities to WCET for $1 a year. **Our pride and our privilege.**

Etv support long primary Crosley goal

WCET LEASES STUDIOS FROM CROSLEY BROADCASTING FOR $1 A YEAR

To further the cause of educational television, Crosley Broadcasting Corp. has contributed unstintingly of its talent and resources. In addition to originating an ambitious schedule of informational programs on its own stations, Crosley has greatly assisted in the establishment of WCET, Cincinnati's educational television station, the first licensed educational tv station in the nation.

Recognition of the interest of Crosley Broadcasting in the educational television field is indicated in the long-time membership of Robert E. Dunville, Crosley's president, on the executive committee of the board of trustees of WCET, and his appointment late in 1961 by Ohio Gov. Michael V. DiSalle to the newly-created Ohio Educational Television Commission.

Since Aug. 1, 1959, Cincinnati's station, WCET, has been housed in a modern studio building which the station leases from Crosley Broadcasting for the sum of one dollar a year. Crosley's decision to turn over its former broadcasting facilities to WCET at that time made it possible for the etv station to continue on the air as a station of importance in serving educational and cultural needs.

The modern brick studio building, constructed in 1947 at a cost of nearly $500,000, contains 10,000 square feet of floor space and is considered to be one of the largest studios in the tv industry.

Shares Tower ▪ When WLW-T moved its entire operation to Cincinnati's Crosley Square, Ninth and Elm Streets in 1951, its commercial transmitter and tower remained on Mt. Olympus. The tower has been used by WCET since it went on the air in 1954 as the first licensed educational station in the country and space was also provided at that time for the installation of the WCET transmitter. The stations continue to share transmitter and tower facilities.

Uberto T. Neely, WCET general manager (and an "alumnus" of WLW), has said: "The establishment of an educational tv station in Greater Cincinnati would not have been possible without the financial assistance and the sharing of transmitter and tower facilities by the Crosley Broadcasting Corp. back in 1953. Again, the assistance given WCET when it faced suspension of operations in 1955-1956, through the telecasting of many hours of WCET programming and promotion copy for educational tv by WLW-T, was invaluable."

Dunville Statement ▪ Mr. Dunville has stated: "From the inception of WCET it has been the policy of the Crosley Broadcasting Corp. not to hinder, but to help and promote in every conceivable way the dedicated efforts of the educational station and its splendid personnel."

WCET, a non-profit educational tv station and the first licensed educational tv station in the U.S. (1953), is on the air an average of 30 hours a week, and telecasts more individual in-school programs than most of the other educational tv stations in the country.

EACH STATION HAS HELPED EDUCATORS

Equipment and talent have been freely given in each market

Support of educational television has been a primary objective of Crosley Broadcasting in all areas where it has broadcasting properties. For instance in Atlanta, when Crosley's tv station WLW-A installed its new tower, arrangements were made for the University of Georgia to share this facility.

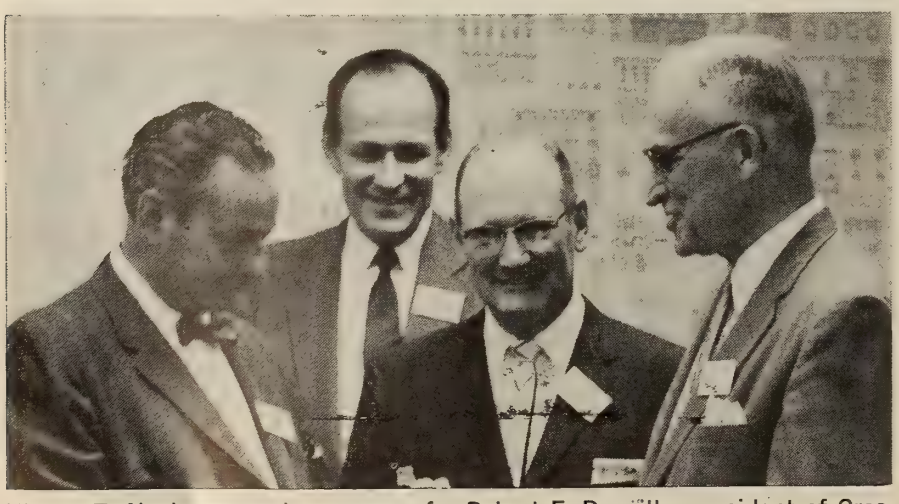
For the past eight years at WLW-A a representative of the state department of education has supervised a daily half-hour educational program and has conducted workshops for television teachers and school officials.

More evidence of how Crosley gives substance to its philosophy of promoting educational television is manifest at WLW-D, the Dayton, Ohio, Crosley television outlet.

Back to 1954 ▪ As far back as 1954 WLW-D programmed as many as five educational tv shows at a time, including a music appreciation course presented by the University of Dayton, and a "Type Right" course through the adult education department of the Dayton public schools.

In addition to air time and public service promotion of educational television, Crosley Broadcasting goes further in its assistance to the development of educational television. For example, the special broadcast services director at WLW-I Indianapolis has a regular schedule of lectures at universities and colleges on television, conducts workshops for college-level personnel, and has spoken at an average of ten "career days" annually for the past five years in area schools and colleges. The University of Indiana presented WLW-I with a citation for this type of activity.

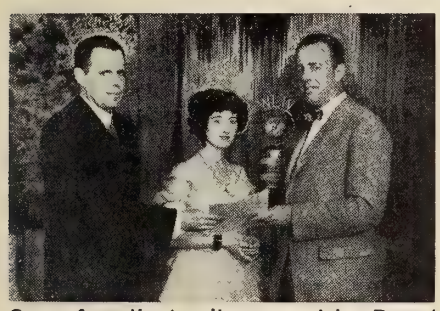
To help further the dedicated efforts of the educational television foundation, Crosley stations not only telecast film and live shows through the local tv foundations, but turn about and lend or give film and talent to the educational tv stations. An example of this is evident both at WLW-T and at WLW-C which have given the *Dateline: U.N.* film series to the local etv station. WLW-C works closely with the National Educational Television and Radio Center at Ann Arbor, Mich., as well as with local educational groups.



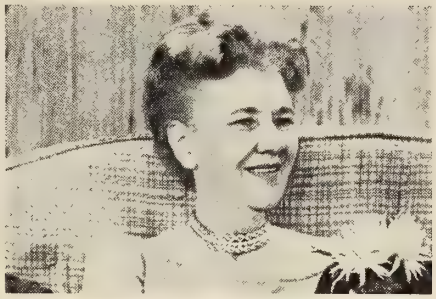
Uberto T. Neely, general manager of WCET Cincinnati, holds key to the new studios which were made available to the educational station by Crosley Broadcasting Co. Shown l to r are Robert E. Dunville, president of Crosley, Charles B. Crouch, superintendent of Hamilton county schools, Mr. Neely and Dr. Claude V. Courter, superintendent of Cincinnati public schools.

Mikes have come a long way, too —

BUT WHAT'S THAT CORNCOB DOING AMONG THE POSIES?



One of earliest mikes, used by Powel Crosley, Jr. and Lydia Dozier, popular soprano, on WLW Cincinnati in the early 1920's. Mr. Crosley is at right.



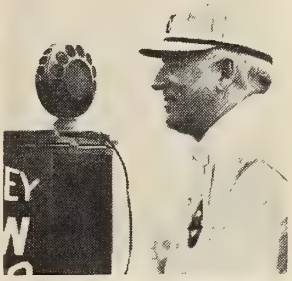
For 16 years her "trademark," WLW radio and television star Ruth Lyons disguises her mike with a different bouquet of fresh flowers every day.



You won't find mikes like this except at WLW's Everybody's Farm, where George Logan (right) presides on WLW farm programs.



A "field mike" maybe, used by WW II correspondent Jim Cassidy during Army maneuvers in this country.



What's the box for? Jack Hendricks, one-time Cincinnati Reds manager, speaks over (or under?) the mike.



Lowell Thomas, one of broadcasting's greats, is shown at his WLW microphone during the early days of radio.



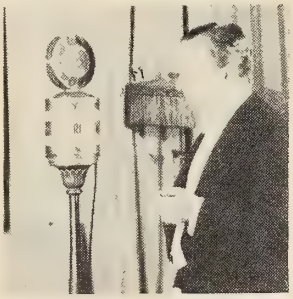
Looking like an eight-ball, this mike, used by Paul Sullivan, who was a WLW newscaster from 1930-1932.



No mike fright for Lucille Ball during an interview by Elizabeth Bemus, who was an early WLW newscaster.



Former President Herbert Hoover faced a battery of mikes when he made a speech via the WLW radio waves.



When the great Fritz Reiner was conductor of the Cincinnati Symphony he often appeared before the WLW mike.



Crosley's President Dunville admires a different kind of mike, the "Mike Award," presented WLW by Broadcast Pioneers.

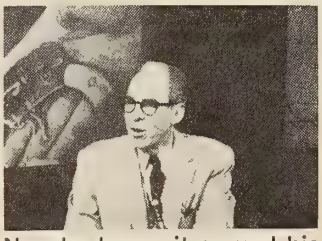
WLW radio and tv's veteran newscaster Peter Grant has tried them all



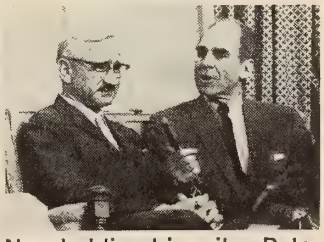
The late Wendell Willkie shies away from the mike and a younger Peter Grant in a 1940 campaign speech. Note the WLW identification banner on the mike!



Then a few years later Pete, who has been a newscaster with Crosley since 1933, set his mike, now with its own attached identification, on the table.



Now he hangs it around his neck, like a diamond necklace or something! "Peter Grant and the News" is as indigenous to Cincinnati as sauerkraut and beer.



Now holding his mike, Peter Grant interviews Cincinnati's Dr. Albert B. Sabin for a radio-television broadcast during an interview on the '50-50 Club' show.



1922—March—WLW Radio went on air. Founded by Powell Crosley, Jr. Now ranks among top 10 of more than 4400 U. S. Radio Stations.



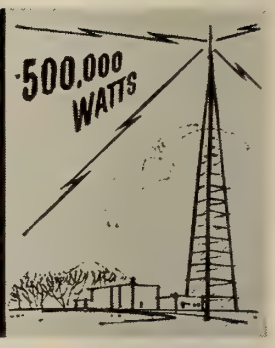
1928—3 of WLW original programs are still on in 1962: "Church by the Side of the Road," "Moon River," "Mail Bag Club."



1933—American soap opera was born at WLW with "Ma Perkins," Virginia Payne, creating a famous far-reaching era in broadcasting.



1933—WLW operated first 10,000 watt international transmitter beaming signals to Europe and South America.



1934—WLW was first and only Radio Station ever to increase its power to 500,000 watts.

CROSLEY WLW CELEBRATE 40TH ANNIVERSARY

These are the events and the people that have made WLW Radio-TV famous

In its 40 years, the Crosley Broadcasting Corporation has had a profound effect on the entertainment world and the growth of the radio-television industry — now including 6 WLW stations reaching 9 states and 20 million people. So on this ruby anniversary—we proudly look back — but even more proudly look forward to the continued service we can render our own audience in WLW Radio-TV land . . . and our faithful advertisers who put their trust in us and shared in our accomplishments.

Our pride and our privilege.

In show business, WLW is known as "The Cradle of the Stars."
Here is some of the talent who performed on WLW in their climb to fame.



Ma Perkins (Virginia Payne)



Al Helfer



The Mills Brothers



Andy Williams



Rod Serling, writer



Rosemary Clooney



Ralph Moody



Bill Nimmo



McGuire Sisters



Frank Lovejoy



Red Skelton



Jane Froman



Dick Noel



Fats Waller



Durward Kirby



Janette Davis



Eddie Albert



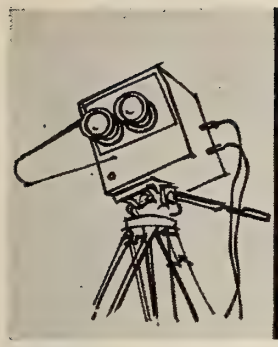
Doris Day



Ink Spots



Red Barber



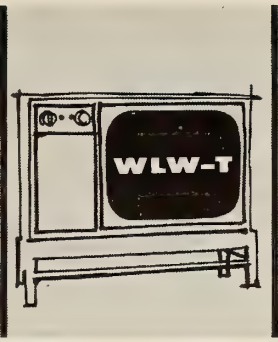
1937—Crosley Broadcasting engineers developed WLW Television experimental station. Further development interrupted by the War.



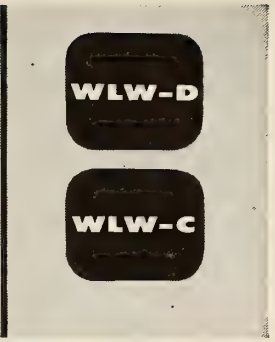
1941—Crosley purchased "Everybody's Farm" to operate and broadcast farm programs from Mason, Ohio. Now annually visited by 14,000 people.



1942—Crosley constructed and still operates 6 Voice of America transmitters at Bethany, Ohio. Largest domestic installation of Voice of America.



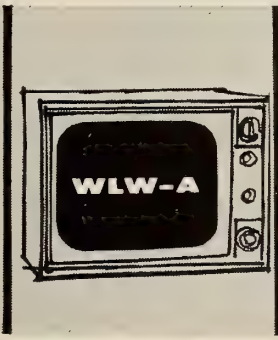
1948—WLW-T, Cincinnati, went on the air as one of first TV Stations in Country, first in Ohio and one of the first NBC affiliates.



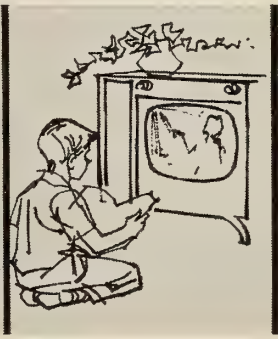
1949—WLW-D, Dayton, and WLW-C, Columbus, went on the air, forming Crosley 3-Station regional television network.



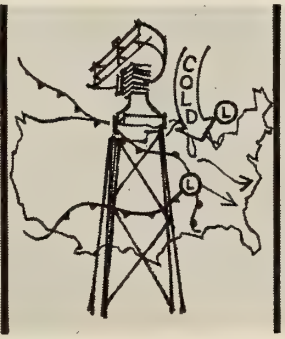
1953—WLW Television became first NBC Color Affiliate. Now Color TV leader in Nation, making Cincinnati "Colortown, U.S.A."



1953—WLW-A TV, Atlanta, joined Crosley group. Reaches 3 million people, 68% of Georgia, parts of Alabama, Tennessee, North Carolina.



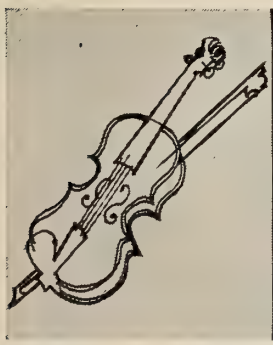
1954—WCET, first U. S. licensed educational TV Station, was provided half-million dollar Crosley facilities for $1 a year "rent" as public service.



1955—First Radio Station to install Radar weather service. Today this service provides a range of over 300 miles in WLW Radio-TV land.



1957—WLW-I, Indianapolis, became 5th WLW-TV Station. Reaches over 3 million people in 63 Indiana and 13 Illinois counties.



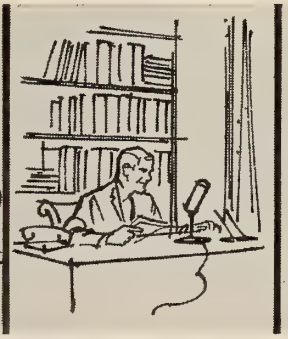
1959—WLW became world's highest fidelity Radio Station with exclusive new AM transmission developed by Crosley engineers.



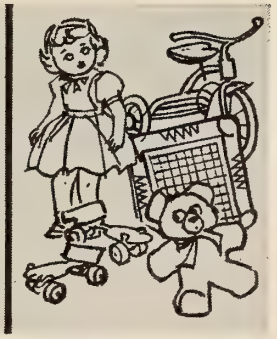
1959—First to colorcast big league baseball locally and regionally. First to colorcast indoor remotes with new low-light tube developed by Crosley and GE.



1960—First to colorcast night-time big league baseball and other night-time outdoor remotes under normal lighting conditions.



1960—Crosley provided FM transmitting facilities at $1 per year "rental" to University of Cincinnati for educational broadcasts.



1942-61—Ruth Lyons annual fund for hospitalized children has collected over 2⅓ million dollars for 59 hospitals thru WLW Radio and TV alone.

the dynamic WLW Stations

WLW-T Television Cincinnati
WLW-D Television Dayton
WLW-C Television Columbus
WLW-A Television Atlanta
WLW-I Television Indianapolis

W L W Radio

Crosley Broadcasting Corporation

Experimental television began in 1937

STATION W8XCT SHOWED NEW MEDIUM TO PRESS FROM CAREW TOWER

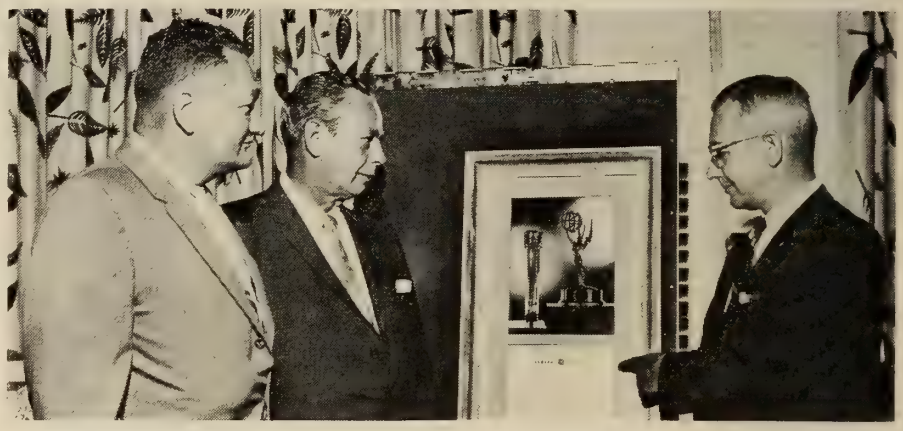
WLW Television first began in 1937 as an experimental station with the call letters W8XCT. The first demonstration, open only to members of the press, was made on a closed circuit April 26, 1939, from the 48th floor of the Carew Tower in downtown Cincinnati. One more demonstration was made, in 1941, before Crosley engineers were transferred to war projects.

In 1946, W8XCT embarked on a regular schedule of telecasting one hour weekly, although there were fewer than 100 receiving sets in the area. Programming rose to five and a half hours by August 1947, and to 20 hours a week by the end of the year (WLW-T telecasts 19 hours a day now).

Commercial Telecasts in 1948 ▪ Granted its commercial license in January 1948, WLW-T presented its first commercial telecast on February 2, 1948, with the Cincinnati Golden Gloves tournament sponsored by Wiedemann Brewing Company, which bears the distinction of being Cincinnati's first television sponsor. WLW-T actually came into existence as a regular commercial television station one week later, on February 9, 1948, broadcasting from new studios and transmitter atop Clifton Heights overlooking downtown Cincinnati. In 1951 the studio operations were transferred downtown to Crosley Square.

In April 1948 WLW-T became the second NBC-TV affiliate in the nation, and at that time boosted its power to 50,000 watts. In 1953, a new antenna and additional transmitter equipment raised the effective power to 100,000 watts, climaxing years of equipment development and program pioneering.

As the station's power grew, so did its audience and its sponsors. The first "ratings" in September 1948 showed that seven months after WLW-T went on the air as many as 139,400 people were watching during a single 15-minute period. Most significant discovery was in the field of viewing habits, and "prime time" was established. As many as 94% of all sets were tuned in during one 8:45-9:00 P.M. period, with a whopping 6.1 viewers per set.



Crosley Broadcasting's Chief Engineer Howard Lepple (l) and President Robert E. Dunville accept an award from General Electric's Frank L. Miller (r), for Crosley's contribution to the development of the supersensitive color camera tube which permits colorcasting with ordinary illumination. Mr. Miller is director of marketing for GE's power tube department.

Advertisers Interested ▪ Sponsors were quick to take the cue. In April of 1949 there were 73 sponsors represented on the station. By May the total was 87, and a little more than a year later the number had doubled. In July, 1950, 65% of the total time on the air was local—79% of this was commercial.

Audience, sponsorship and programming mushroomed together. An extensive and diversified on-the-air schedule developed, with emphasis on local programming, which has been a great force in its station's preference among sponsors, whose products advertised on WLW-T now number in the thousands.

As early as 1949, WLW-T won national recognition for its vigorous station promotion, copping the *Billboard* award for audience sales promotion. In the ensuing years the station has blazed promotion trails which have set the precedent for the industry—and incidentally garnered nearly a dozen national promotional awards in the process.

National recognition has by no means been limited to the field of audience and sales promotion. Public service awards from *Billboard, Variety,* National Safety Council, Ohio Safety Council, the Alfred P. Sloan Award for Highway Safety, and many many more have been showered on WLW-T.

Pioneer Weather Station ▪ WLW pioneered in establishing the first completely equipped weather station designed expressly for a radio-tv operation, and a year later, in 1955, was the first radio-tv station to install radar weather equipment. In November 1961 new radar weather equipment doubled its range to more than 300 miles, more than covering the WLW Ohio and Indiana television stations' area.

Early in 1957 WLW Radio and Television's COMEX (Communications Exchange) building across the street from the Crosley Square studio and administration building was completed, an ultramodern showcase housing the station's complete news and weather staff and equipment, and in 1959 the space was enlarged to include additional photographic, office and service facilities.

John T. Murphy, Crosley Broadcasting vice president in charge of television, is general manager of WLW-T. Mr. Murphy joined the organization in 1949 after 18 years with NBC. Crosley Broadcasting's more than 350 employes in Cincinnati include nearly 100 persons who have been with the organization more than WLW-T's 14 years.



Crosley's fully equipped weather center, with Tony Sands, chief meteorologist. Equipment includes the weather radarscope and the six basic instruments for recording temperature, wind pressure, humidity and rainfall and transmission equipment for weather maps and weather bureau messages.

WLW-D SERVES AREA 13 YEARS

Dayton station pioneered in sports, received many national honors since debut in 1949

On March 15, 1962, WLW-D marked its 13th anniversary on the air. Although the telecasting license had been granted on April 4, 1947, two years passed before the station officially went on the air in 1949.

WLW-D became ch. 2 on April 27, 1953. The station became a basic NBC outlet in 1949, and on Sept. 1, 1954, also became the ABC primary affiliate in the area.

When the station first went on the air, John T. Murphy, now vice president in charge of television, was general manager. He was succeeded by H. Peter Lasker, now vice president in charge of sales for Crosley with offices in New York City. The present vice president and general manager is George Gray, who joined WLW-D in May 1954. His staff numbers more than 90 persons.



WLW-D was the first station in the area to bring viewers compatible color and the first station to expand viewing hours, presenting live early-morning television as well at late late movies.

Early Honors ▪ During its very first year, WLW-D received an award nationally for its show *Spotlight on Tomorrow,* done in cooperation with the Junior Achievement group in Dayton, and has continued to win awards liberally ever since.

Sports Pioneer ▪ WLW-D has consistently pioneered in the field of sports. It televised the Dayton Indians baseball games beginning in 1949, the first time a Class A team in the country was televised. It was the first station to televise automobile racing, from the Dayton Speedway.

WLW Television Wrestling marked the first time a major sporting event was carried exclusively for tv viewers, staged before a studio audience.

It was the first station in the area to televise the University of Dayton basketball games—December 1953. Another "first" was live bowling, from one of the area's bowling alleys. Then six seasons ago, WLW-D, along with other WLW tv stations, brought viewers for the first time on television the Cincinnati Reds in both home and away games.

In February, 1955, the *Tonight Show,* then hosted by Steve Allen, made its first out-of-town trip to originate its show at WLW-D. The yearly visit of the "50-50 Club" cast causes stampedes and traffic jams. For its special western program promotion in the fall of 1957, WLW-D received the third place award in the national *Television Age-Billboard* magazine promotion competition. With its Hollywood hoopla campaign, it was the only station in the Midwest to win an award in that category.



George Gray, vice president and general manager of WLW-D, joined Crosley Broadcasting Corp. in 1954 as national sales representative at WLW-D, and early in 1955 was appointed general sales manager of the Dayton station. In 1956, he was named general sales manager of WLW Radio, and on May 1, 1957, returned to WLW-D as general manager. He was elected a Crosley vice president in April 1961. Mr. Gray is on the educational television committee of the Dayton Chamber of Commerce, on the television advisory board of the National Foundation's local chapter, and is active in school, church and community groups. WLW-D's studio and office building is shown at left.

WLW-C FIRST IN COLUMBUS

Ch. 4 station started when area had only 88 tv families, now plays to plus half a million

Spring of 1949 was a busy time for Crosley Broadcasting Corp. people. Within three weeks, two new stations were dedicated—WLW-D on March 15 and WLW-C on April 3. Both were pioneers in their area.

The ch. 4 station in Columbus signed on the air at 3 p.m. on April 13, 1949, as ch. 3, which was changed to ch. 4 on June 28, 1953.

When the station went on the air, there were only 88 tv families in Ohio's Franklin County; today there are 600,000 in WLW-C's coverage area. The station averaged 40 hours a week at that time; today its week's programming totals 129 hours. WLW-C was the only tv station in Columbus until the coaxial cable came through in September 1949. At that time, WLW-C joined the NBC network for live programming from New York and Chicago.

Many national and local public service awards have been given WLW-C, including Billboard's public service and best local program awards, Look Magazine, National and Ohio Safety Council awards and many others, as well as countless merit citations.

WLW-C also excels in sports coverage, telecasting Ohio State University basketball and football, Columbus Jets baseball, and just last year signed one of the largest commercial investments in Columbus tv history with the pur-

WLW-C FIRST IN COLUMBUS continued

chase by Kroger Co. of sponsorship of all possible Ohio State University home and away night basketball games for the 1961-62 season.

WLW-C began programming on April 3, 1949, with 40 hours on its weekly schedule. Crosley Broadcasting network shows originating in the Cincinnati studios were beamed to WLW-C through use of the WLW-TV microwave relay system, first of its kind. On Sept. 14, 1949, all operations were consolidated in the new WLW-C building at 3165 Olentangy River Road.



The WLW-C building in Columbus is modern and functional in the extreme. It houses studios and offices.



James L. Leonard was general manager of WLW-C from its inception until his death June 11, 1960, and a Crosley vice president since 1952.



Walter Bartlett, vice president and general manager of WLW-C, was appointed general manager of WLW-C in July 1960, following the death of James L. Leonard, and was named vice president in April 1961. He had returned to WLW-C as sales manager in 1958 from Indianapolis where he had been general advertising manager of the "Indianapolis Times" since 1955. He had been a sales executive of WLW-C from 1953-1955. Mr. Bartlett was named "Outstanding Young Man of the Year" by the Columbus Junior Chamber of Commerce in January 1962, is a member of the board of directors of the Ohio Assn. of Broadcasters; member of the board of trustees of the Better Business Bureau and holds many other professional and civic offices.

WLW-A HAS TOWER OF STARS

Atlanta station built 1,042-foot antenna in 1958; nearly three million in its area

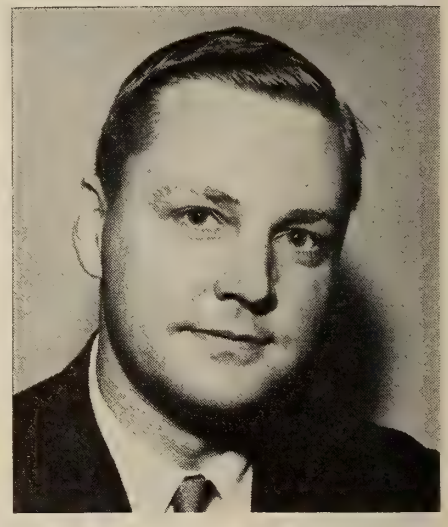
WLW-A, ch. 11, Atlanta, began operation Sept. 20, 1951, with the call letters, WLTV. The original owner was Broadcast, Inc. and the station was then operative on ch. 8.

On March 23, 1953, the call letters were changed to WLW-A when the station was bought by the Crosley Broadcasting Corp. With the change in management came a change in channels. In November 1953, WLW-A moved from ch. 8 to ch. 11.

The station first made its headquarters in the Georgia Power Building at 15 Forsyth St., S.W. In 1954 a new million dollar building was erected at 1611 W. Peachtree St., N.E. Its ultramodern and specially designed studios can accommodate as many as 450 people when they are needed for live shows.

WLW-A's "Tower Of Stars" received its construction permit May 27, 1958. Despite the fact that construction was delayed many times by unusual rainy weather, the tower went up in record time. Erected by the John H. Beasley Co., which has built all of the Crosley stations' towers plus the towers for the Voice of America facilities, the tower was in operation prior to the official dedication, which took place on Oct. 16, 1958.

High Tower ▪ Ch. 11's tower stands



James H. Burgess, vice president of Crosley Broadcasting of Atlanta Inc., and general manager of WLW-A, had been sales manager for WLW-A from March 1957 until his executive appointment in January 1961. From 1955-57 he had been national sales representative for Crosley in Cincinnati and sales director of WLW-C, 1952-55. He is a member of the Broadcast Education committee of the Georgia Assn. of Broadcasters, Atlanta Advertising Club, and many other civic and professional groups.

2,049 feet above sea level and 1,042 feet above average terrain. It is equipped with a special antenna, a microwave platform and an elevator. This new tower gives WLW-A coverage in 117 counties, as opposed to the former 74, and constitutes a 32% increase in coverage.

The new area contains a population of 2,800,700, with 571,380 tv homes.

The new RCA traveling wave antenna gives the tower as much power as it would have if it were several hundred feet higher and the design incorporates the revolutionary new "tilt beam" principle.

Since its first broadcasting day, WLW-A has been affiliated with the American Broadcasting Co. It is headed by James H. Burgess, vice president and general manager, and is manned by a staff of approximately 90.



The WLW-A studios and administration building in Atlanta

WLW-I HAS SERVED SINCE 1957

Indianapolis story started 12 years ago; station has received 50 awards, countless citations

The WLW-I story started 12 years ago when the management of Crosley Broadcasting Corp. decided to compete for the construction permit and license to build and operate a television station which would telecast on ch. 13.

On March 6, 1957, Crosley Broadcasting was selected by the FCC to operate the station, with the statement by the FCC that Crosley gave "greatest assurance of effectuation of the proposals made in the public interest, due principally to the favorable record of past performance, its long years of experience in the broadcast industry, and the experience of the particular individuals who will be brought to the operation proposed . . ."



John Babcock, vice president and general manager of WLW-I, joined Crosley Broadcasting Corp. in 1949 as assistant farm program director for WLW Radio, and was named farm program director in 1952. He was named assistant general program manager for Crosley in 1956, appointed general manager of Crosley's Indianapolis tv station WLW-I in 1957 and a Crosley vice president in 1961.

On May 13, 1957, John Babcock, now vice president and general manager, first set up shop in Indianapolis, and began to assemble a staff which now numbers nearly 100 persons.

Oct. 30, 1957, was sign-on day, with Bishop Coadjutor John P. Crane of the Episcopal Diocese of Indianapolis giving the invocation and announcer Bob Miller doing the sign-on at 4:30 p.m.

Soon construction of modern facilities for television broadcasting was begun, and a year and a half later, on Jan. 30, 1959, the newest, most complete television station in the country was dedicated at 1401 N. Meridian St., Indianapolis.

Proclamations ▪ The Honorable Harold W. Handley, governor of the state of Indiana, proclaimed the week of Jan. 25-31, 1959, as "WLW-I Dedication Week," and Mayor Charles H. Boswell of Indianapolis signed a similar proclamation.

In its more than four years of operation, WLW-I has been dedicated to serving the public interest, and more than 25% of its air time has been devoted to public service, at a cost of more than a million and a half dollars, had this time been charged against the public service organizations, groups and events which WLW-I helped to promote.

For its public service in many areas, WLW-I has been presented more than 50 awards and citations, plus countless certificates of appreciation and letters of thanks.

In addition to the ABC-TV network programming, WLW-I carries many live entertainment programs including *50-50 Club, Midwestern Hayride* and *Kindergarten College.*



Studios of WLW-I in Indianapolis

Crosley pioneers in programming color

FIRST WITH LOCAL COLOR IN OHIO, SCHEDULES 50 HOURS WEEKLY

The most color-conscious market in the nation owes its chromatic supremacy to the most color-conscious television station.

WLW-T's intensive programming of color has led to the title, "Colortown U.S.A.," symbolic of Crosley Broadcasting Corp.'s pace-setting use of this dramatic medium. Two years ago WLW-T's color programming had reached 36 hours a week plus a good share of color spots.

50 Hours Weekly ▪ This spring WLW-T is programming over 50 hours of color every week, and over 80% of local commercials are in color. As the baseball season opens—and baseball is a beloved sport in this home of the National League champions—WLW-T's schedule calls for colorcasting of all the home games of the Cincinnati Reds that will be televised. WLW-T pioneered night colorcasts of baseball two years ago.

Three other Crosley stations are active color users—WLW-I Indianapolis, WLW-C Columbus and WLW-D Dayton.

There are two simple reasons behind all this WLW-T color:

- Programs are more effective.
- Commercials have more impact.

The superiority of both is pronounced. Color programs have much higher ratings in color homes than in black-and-white homes and color homes have a higher share of sets-in-use. And viewers stay longer with color programs. The facts were brought out in an exhaustive study of WLW-T's color impact conducted by Burke Marketing Inc., Cincinnati research firm. (BROADCASTING, May 16, 1960).

Survey Results ▪ According to the Burke findings, color programs had an average 24 rating (% of all tv homes) in black-and-white homes compared to 44% in color homes; sets-in-use averaged 54% in black-and-white homes, 62% in color homes; share of sets-in-use tuned to test programs averaged 43% in black-and-white homes, 71% in color homes.

With this greater impact, color programming offers a special attraction to advertisers especially when they note in the survey that:

- 44% of viewers of black-and-white sets recalled seeing the commercial as against 59% who saw it in color (34% advantage for color).
- 13% of black-and-white viewers replied that the commercial said or showed something that made them want to buy the product advertised whereas 22% of color viewers considered the commercial to be this persuasive (69% advantage for color).
- Per 100 viewers, 61 details were remembered from black-and-white commercials and 119 details from color commercials (nearly double).

The research firm concluded after its depth study: "It takes 3,589 black-and-white homes to equal 1,000 color homes."

And Robert E. Dunville, president-general manager of Crosley Broadcasting Corp., emphasized that with both programs and commercials "there is a consistent advantage for color."

In Cincinnati 5-7% of all tv sets are color compared with a national average of approximately 2%.

Color sportscasting

In the sports field, WLW-T again is the holder of many "firsts" in color television. It was first to colorcast baseball in Cincinnati, the first to colorcast night baseball, and first to colorcast basketball indoors under normal lighting.

With the arrival of the baseball season, the number of hours of weekly colorcasting jumps. WLW-T has a schedule of 22 day and night home games in color out of a total of 53 Cincinnati Reds games to be televised during the 1962 season. This marks the third season of colorcasts of Reds' night games, made possible for the first time in history two years ago when a new camera tube was developed for commercial use through the efforts of the Crosley Broadcasting engineering department.



Brig. General David Sarnoff (c), chairman of the board of Radio Corp. of America, receives from Robert E. Dunville (r), president and general manager of Crosley, and John T. Murphy (l), vice president for television and general manager of WLW-T Cincinnati, a baseball used in the first night game ever to be broadcast in color. The game, May 16, 1960, was made possible by using a new camera tube requiring no more light than needed for b & w.

Color Pioneers ▪ Here are some Crosley Broadcasting Corp. precedent-setting events: First color day baseball in Cincinnati, May 2, 1959; first night color baseball (it's routine now), May 16, 1960; first local colorcast in Cincinnati, Aug. 9, 1957, Ruth Lyons *50-50 Club;* first colorcast of WLW-T's oldest commercial program, *Midwestern Hayride,* Aug. 10, 1957; first network color program, January 1954. All these were on WLW-T. The station now has two color Ampex video tape recorders. WLW-I Indianapolis has one color Ampex.

Color hookup facilities have been installed permanently at Crosley Field, home of the Cincinnati Reds.

All of WLW-T's on-the-air promotion announcements are in color. Especially significant is the fact that every weekend sustaining public service program is a colorcast.

The thrill of color in baseball telecasts grew out of the station's experiments starting three years ago. New super-sensitive General Electric camera tubes made it possible to program with 10%

of normal tv lighting, according to Howard Lepple, WLW-T chief engineer. Besides baseball the station colorcasts indoor sports events such as college and professional basketball, both popular sports in the area. No special circuitry was needed for the color pickups. Sufficient light is admitted at an f5.6 camera lens stop for night baseball (50 foot candles minimum in stadium).



Crosley stations were among the first to recognize the promotion value of letting people see what color television was like. A closed circuit camera and color receiver in downtown department stores brought crowds of curious out to see themselves on the new medium. The demonstration and display proved invaluable in whetting the public interest in color television as well as lending a strong assist to the department store's selling effort.

Promotion, research emphasize color tv

Crosley Broadcasting Corp. has pioneered not only in the programming of color television but in its promotion and research. The first station in Ohio to broadcast local color programming in August 1957, WLW-T Cincinnati was also the first in Ohio to have network color tv in 1954. And most valuable to the advertising industry perhaps is the research pioneered by Crosley Broadcasting into viewing habits and the impact of color tv. "Exposure" is the key word in Crosley Broadcasting's promotion of color tv—exposure of the medium to viewers and advertisers.

WLW-T averages 25 hours of local color programming weekly, 30 hours of NBC-TV color programming weekly, for more than 50 hours of color weekly on a regular schedule. This does *not* include specials from the network or sports and other local specials on WLW-T. Approximately 80% of the commercials on the local color shows are in color; *all* of WLW-T's on-the-air promos are in color, *all* station IDs are in color, and most of the 10-second, 20-second and 60-second station breaks are in color.

People are often surprised to find how much color programming there is on television, according to color set dealers. To assist sales, Crosley Broadcasting distributes to dealers a monthly pocket-size color program schedule.

Monthly Schedules ▪ Some 5,000 of these schedules are distributed monthly and provide up-to-date program information to prospective color tv owners.

Since 1954, Crosley Broadcasting Corp. has been promoting color television. It has presented live fashion shows in its studios with the cooperation of local department stores; it has supplied members of its talent staff to promote color television through personal appearances; and has conducted various "see yourselves on color television" promotions in local department stores and in the busy lobby of the Cincinnati Gas and Electric Co. building. It has arranged for color television sets to be installed in taverns so baseball fans may see their "Reds" in color, and in dozens of other ways has pushed the sales of color sets through exposure to color television.

Crosley Broadcasting management headed by President Robert E. Dunville has never doubted that the future of television is in color.

The fact that Cincinnati has been dubbed "Colortown, U.S.A." by RCA and advertisers and agencies proves the contention that viewers must "see to appreciate" color tv and that they "do appreciate" when good color programming is supplied. While the national percentage of color television sets in the U.S. is 2%, in the WLW television area the percentage runs from 5% to 7% of all sets, according to RCA.



All of WLW-T's weekend sustaining public affairs programs are colorcasts. Crosley's longtime announcer Howard Chamberlain, right, interviews Juvenile Court Judge Benjamin Schwartz during a colorcast of "Probe," public service series presented last winter on the Crosley television station in Cincinnati.

Commercials, Too ▪ Advertisers in this area are not unaware of this. Because WLW-T's locally produced programs are live and most of them in color, this allows commercials to be done in color with rare exceptions, and at no extra cost for the tint.

The two 1½-hour shows Monday through Friday on WLW-T, *The Paul Dixon Show* from 9:00 to 10:30 a.m. and the *Ruth Lyons 50-50 Club* from 12 noon to 1:30 p.m. originating from the studios of WLW-T (and the latter fed to WLW-C, WLW-D and WLW-I), are colorcasts with live color commercials. Almost all of the film or slides used in the commercials on these and other WLW-T color shows are in color, although black and white film may be used. Each of these shows has from 14 to 18 participating sponsors a day. The use of live color commercials on the same scale continues over into the other live color shows on WLW-T Television, including *Midwestern Hayride*, Saturdays, 6:30-7:30 p.m. on four WLW television stations; *Bob Braun's Bandstand* Sunday afternoons; and *Mr. Hop* on Saturday mornings, for example.

In January of 1961 it was decided to present weekend public affairs programs originating at WLW-T in color. And the commercials on WLW-T's syndicated film shows such as *This Fascinating World*, Wednesday, 7:00-7:30 p.m., are done slide/live in color. For almost two years, all WLW-T on-the-air promotions have been done in color, whether film, slide or live or in combinations.

WLW built, still operates VOA transmitters

BEAMS VOA PROGRAMS OVERSEAS WITH 75 KW POWER

The cooperation provided by the U. S. radio broadcaster in achieving the goals of the Voice of America is impressive. From the very beginning of VOA in the dark days of World War II right up to the present, WLW has lent its fullest support to the success of this project.

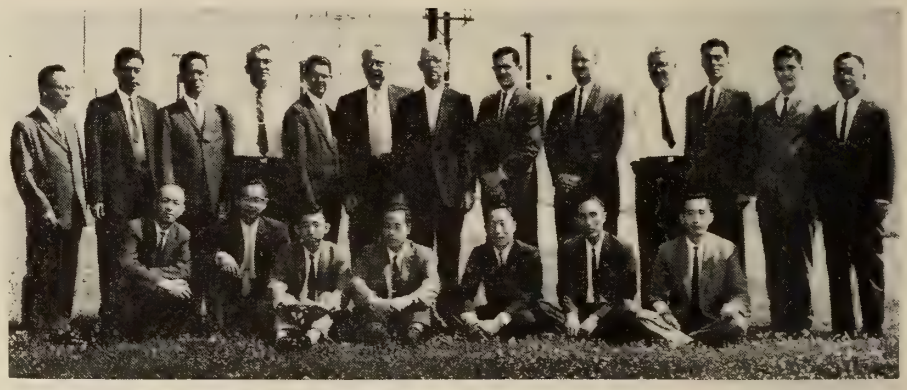
It goes back to 1924 when WLWO, Crosley's short-wave international station, began operating experimentally. After operating under different call letters and on different frequencies, in 1938 WLWO had six frequencies on which it was authorized to broadcast internationally, and a permit to increase its power to 50 kw (later increased to 75 kw).

In the early 1940's the VOA began broadcasting via the huge short-wave transmission system, which had been engineered by R. J. Rockwell, Crosley Broadcasting vice president and director of engineering, for the U. S. Department of State, and today, these transmitters at Bethany, Ohio, are beaming VOA programming to Central and South America, Africa and Europe on a regular operating schedule of 20 hours a day.

It began just after World War II broke out when Mr. James D. Shouse, Crosley Broadcasting's board chairman serving on a subcommittee of the U.S. Board of War Communications, was called to an urgent meeting in Washington, D. C. The committee had been asked to come up with recommendations for putting the U. S. in a position to broadcast by short wave overseas. The committee's report recommended erection of a series of 50 kw short-wave stations. Because of WLW's traditional high power position and in recognition of the fact that the U. S. knew that Germany was using power in the neighborhood of 100 kw, Mr. Shouse insisted that the U.S. should not plan for future short-wave broadcasting at less power than the enemy was already using. Accordingly, a recommendation was made to construct 200 kw transmitters. None of the manufacturers represented on the committee believed this to be technically feasible.

Mr. Shouse asked a recess of the committee meeting, put through a call on a telephone in the corridor to Mr. Rockwell in Cincinnati to ask if Crosley could build 200 kw transmitters. "Rocky" said yes, and within 10 minutes, Mr. Shouse had told the Board of War Communications that Crosley would build the new power short-wave facility.

The current Bethany facility, located about 20 miles from Cincinnati, is restricted U.S. Government property and is directed by 15 Crosley engineers. The plant is operated seven days a week, with at least two men on duty at all times during broadcast hours. The staff is headed by Floyd Lantzner, chief transmitter engineer.



Many visitors come to Bethany, Ohio, where is located the tremendous Voice of America transmitter installation operated and maintained by Crosley Broadcasting Corporation for the VOA. Above is a group of visitors from Taiwan, in the U. S. under the auspices of the U. S. Department of State, before part of the unique curtain antenna and one of the six powerful transmitters.



Shadows of some of the 20-foot poles in a forest of 232 switches which can be manually operated from the ground to connect any of the six transmitters with any of the 22 antennas of the VOA facilities at WLWO, are maintained and operated by Crosley Broadcasting Corporation as a relay base for broadcasts.

In addition to the six high-power transmitters, there are 22 directional antennas; 14 of them are the rhombic type operated in groups of two or three, eight are curtain-type antennas.

A modern building near the center of the mile-square tract houses the complicated transmitter equipment, master control board, and the machine shop, where much of the equipment has been built to exacting specifications. There are also comfortable living quarters for the engineers.

At the rear of the main building is the complicated antenna-switch gear. Mounted on a forest of 20-foot poles are 232 switches which can be manually operated from the ground to connect any of the six tranmitters with any of the 22 antennas. There are more than 1,000 poles ranging in height up to 170 feet, supporting antennas and lines.

Married to 'Moon River'

MANAGER, WLW: A friendly Chicago taxi driver who noticed my Cincinnati baggage tag told me this recently. "A good many years ago I courted my wife while listening to *Moon River's* fine music on WLW. When I proposed and she said yes, my bride-to-be thought it would be nice if, rather than having hired music which we couldn't afford, we try and use the *Moon River* music. It was arranged and the wedding went off fine as the next-door neighbor turned up the volume on his radio which sent the beautiful, peaceful notes of *Moon River* over the wedding ceremony."—*George Bryson, Cincinnati.*

International visit

WLW: I am writing to express my appreciation for the fine job in connection with the visit to Cincinnati of five Japanese television producers. Although we only had a half day or less to spend with your station, the group was able to see the facilities and operations of the station in the general field of public affairs. I understand also that the station included this visit in their nightly news broadcast. On behalf of the Asia Foundation which made this trip possible, and our Japanese friends, I want to express gratitude and appreciation for this splendid hospitality. I know that the occasion will be long remembered by these broadcasters after their return home.—*I. Keith Tyler, National Educational Television & Radio Center.*

Cannot believe this truth

WLW: I had the pleasure of hearing your station WLW on 700 kc/s on Oct. 3 from 9:33 to 10:07 EST. Details of CodX: JOKP (Kitami - NHK - No. 1, 10Kw) signed off just then, I listened to WLW. Usually, TAW, Istanbul, Turkey, 701 kc/s-150Kw is strong. I cannot believe this Truth. Details from your transmission: 09:33-10:00 . . . News Clockwatcher. 10:00 - 10:07, News-Monitor. I could not pick-up WLW by the QRM (South Asia-Ceylon). If this report is correct, please send me your QSL. My age, 22. My profession: student of university. My hobbies: collecting stamps and QSL. Many thanks for your transmission.—*G. Mochizuki, 7, Kamikawata, Sakane, Kawanishi-City (Hyogo) Japan.*

'Your FBI'

CROSLEY BROADCASTING CORPORATION: As the anniversary of the WLW radio program *Your FBI* nears I want to let you know of the appreciation of my associates in our Cincinnati Office and me for your valued assistance in making this program possible. Your efforts in this regard are in no small way responsible for its success. I want also to thank you for making time available for the publicity of data concerning fugitives sought by the FBI.—*J. Edgar Hoover, director, Federal Bureau of Investigation.*

Jobs and workers

WLW-I: Many a wage earner owes his job to the fact that an employer heard our message over WLW-I. Many an employer has found an excellent employee because of WLW-I's reminders to use the public employment service. You have helped us immeasurably in bringing jobs and workers together.—*William Stalnaker, director, Indiana Employment Security Division.*

World Front

WLW-T: The Cincinnati Council on World Affairs feels that its television work is the most important segment of its educational activities, and it has been particularly gratifying to us that through the cooperation of WLW-T, *World Front* brings essential information on current world issues to our citizens.—*Douglas L. Hoge, President, Cincinnati Council on World Affairs.*

To reprint radar article

MANAGER, CROSLEY BROADCASTING CORPORATION: I have just read an article in *Broadcast Engineering* by Tony Sands, chief meteorologist for Crosley Broadcasting Corporation, on a weather radar system for broadcasting. We are most interested in the project and particularly so because the vidicon used at WLW-A in Atlanta is a Machlett tube. We would like to write a description of this system and your use of our tube in our magazine, and ask your permission to adapt this article to our use. Thank you.—*Editor, The Cathode Press, Machlett Laboratories, Springdale, Conn.*

'Youth for America' tapes

WLW: My husband and I send our highest compliments to you and to all concerned at WLW for the *Youth For America* program. We were enthralled and amazed to hear such sheer words of wisdom falling from the lips of those kids! We had been hoping for a similar movement to start on college campuses, but we never dreamed that it should start first in high schools . . . through these kids America may well find her salvation. We are so interested we are considering buying or renting a tape from you, if obtainable, and a tape recorder so that we might play it at schools, churches, and wherever possible to help spread this movement. We live in southeastern Ohio and could contact parts of adjoining areas of West Virginia as well.—*Mrs. Grace G. Greiner, Guysville, Ohio.*

Southern hospitality

WLW-A: As account executive on the Coca-Cola account, I had the opportunity to work with several people from WLW-A in Atlanta on the taping of a very complicated dance sequence for our September 18, NBC Spectacular. A dedicated crew worked from dawn to dusk to make possible a sequence which we believe to be one of the finest pieces of entertainment ever seen on television. I just wanted you to know how much we appreciated the services, above and beyond the call of duty, given us by the WLW-A gang.—*Thad Horton, McCann-Erickson Inc.*

From far, far away

WLW: Key West, Florida—Sunday evening, Dec. 4, we were sitting in our car with the radio on waiting for the ship in from Cuba with refugees on. Had music on, not knowing where it was from, and then the news and it was WLW. Gosh! It surely surprised us. We moved here from Defiance, Ohio, two years ago, and had never had WLW on before. The weather report said 2 below. It was about 85 here all day Sunday.—*Mrs. Ed Coriell.*

Funds raised

WLW-C: On behalf of the Columbus Branch, NAACP, thank you for your cooperation and help in connection with our recent fund raising banquet. Your cooperation helped to make the event most successful and the visit of Mr. Roy Wilkins, National Executive Secretary, very pleasant.—*John H. Rosemond, M. D., Chairman, Freedom Fund Banquet.*

'High Hopes'

WLW-C: A million thanks for showing "High Hopes." Your generous contribution of air time gave a tremendous boost to the March for Muscular Dystrophy in your area. WLW-C is to be commended for its public service in assisting MDAA and the other great voluntary health agencies in America. —*Jerry Lewis, National Chairman, MDAA.*

To the point

WLW: We like the program *Music For You* very much and hope it will continue as long as we live. We purchase Durkee's salad dressing not only because of its good flavor but also to show appreciation for this program.—*Mr. and Mrs. C. Weber, Cincinnati.*

YOU CAN QUOTE ME...

"WLW stations for Squibb Vigran Vitamins provide the perfect package, strong coverage and important cooperation at the local level that gives added impact before and after the selling messages are presented to consumers."

Gerald T. Arthur
Vice President & Media Director
Donahue & Coe, Inc.
New York

I'LL SAY THIS...

"In buying Broadcast today the 3 necessary ingredients are: coverage, having an important selling background in terms of the programming and extra mileage for merchandising at the point of sale. In all 3 areas WLW stations fit the bill."

Peter Dalton
Associate Media Director
Donahue & Coe, Inc.
New York



Call your WLW Stations' representative ... you'll be glad you did!

WLW-I Television Indianapolis
WLW-D Television Dayton
WLW-C Television Columbus
WLW-T Television Cincinnati
WLW-A Television Atlanta

WLW Radio

Crosley Broadcasting Corporation

MONDAY MEMO

from H. PETER LASKER, vp, charge of sales Crosley Broadcasting Corporation

How many spots to sell a pound of flour?

An ancient Greek philosopher, Zeno, expressed the difficulties one faces in striving for perfection with the following example. If you attempt to move between two points, from A to B, you must of course pass a mid-point. And, when you pass this mid-point, there is still another mid-point; and, when you pass the second-second mid-point, there is still another, and so forth on to infinity. Because of this infinite number of mid-points, you can never really get from A to B. In other words, we should face it, we shall never achieve perfection. And, as I look at the sales operation for which I am responsible, and at other sales operations in this industry of ours, I become more and more convinced that Zeno couldn't be more right. We have a very long way to go.

For instance, if we are completely honest with ourselves, we must admit that we know all too little about our customers' needs. How many spots are needed to sell a pound of flour? Or, can more sales be built for a client by throwing a lot of impressions against a relatively small percentage of a given market, or should one try to reach as many different people as possible? How many times must you talk to a home to produce some sort of action? I certainly don't have the answers, and it is only small solace that you probably don't know either.

Now let's be more selfish for a moment and look only at ourselves—broadcasters. How much do we really know about audience behavior? How do audiences for different types of programs accumulate? How much duplication actually exists between stations? How can you, a station operator, guarantee certain reach and frequency to a customer? In all too many instances the sad truth is that our clients know more about this side of our business—our audiences—than we do.

What do we, the broadcasters, do about the vacuum for which certainly we are at least partially responsible? All too many times what we do is perpetuate and compound our shortcomings with what has been termed a "suicide selling" approach—you all know what this means. Instead of directing our energies in more constructive areas, we spend exceedingly large amounts of time "bad-mouthing" our competition—other television stations. The result is inevitable—our efforts are self-destructive. Again, there is small solace in the knowledge that our competitors have the same problems.

In other words, in many instances we don't provide the sort of real service to advertisers and agencies that I, for one, feel that we, as an industry, should provide.

At this point I want to be certain that my friends at the Television Bureau of Advertising and the Radio Advertising Bureau do not take offense. I feel that both are doing a good job. However, they can't do the job alone. There are too many people to see; there are, obviously, a great many things to be done. If this industry is to begin to achieve the goals to which we all aspire, we are all going to have to make more of an effort than simply sending dues checks to various industry associations.

By way of example, let me tell you in as humble and direct a manner as possible what we have been doing at Crosley to attempt to overcome this problem of inadequate attention to client's real needs. In July of 1960 we appointed a director of marketing communications, an entirely new function within the Crosley Broadcasting Corp. While marketing communications is very much a part of our sales department, it is in a sense separate from our various national and local radio and television sales offices. Tom Nunan, our director of marketing communications, reports directly to me, has no direct agency or account assignments and has been instructed, in fact, not to sell. This does not mean he does not make calls—on the contrary, he makes many, many calls on both advertisers and agencies in all parts of the country, and in a large number of instances we make these calls together, but we do not sell, *per se*.

Marketing communications, you should realize, is a total company effort. It represents a corporate attitude, if you will, and recognition that we as broadcasters have a responsibility to our customers that goes far beyond just delivering facilities. The objective of marketing communications is to advance the art of using broadcast media.

What do we do? Well, one thing is that we just talk to advertisers and agencies—ask them what is good about broadcast, what is bad about broadcast, why they use media the way they do, what are the advantages of print, etc. In other words, we try to learn as much about their problems and their media thinking as possible. You'd be amazed at the wealth of information we have accumulated.

A second phase of this effort is a somewhat "purer" form of research, part of which we have undertaken ourselves, part of which is conducted by such outside organizations as the Nielsen Co.

And, thirdly, of course, we hold seminars—we don't make presentations—with advertisers and agencies at which time we review our various data with them. These sessions have run as long as six hours, not 25 minutes where you ask, "What's on the hook today?"

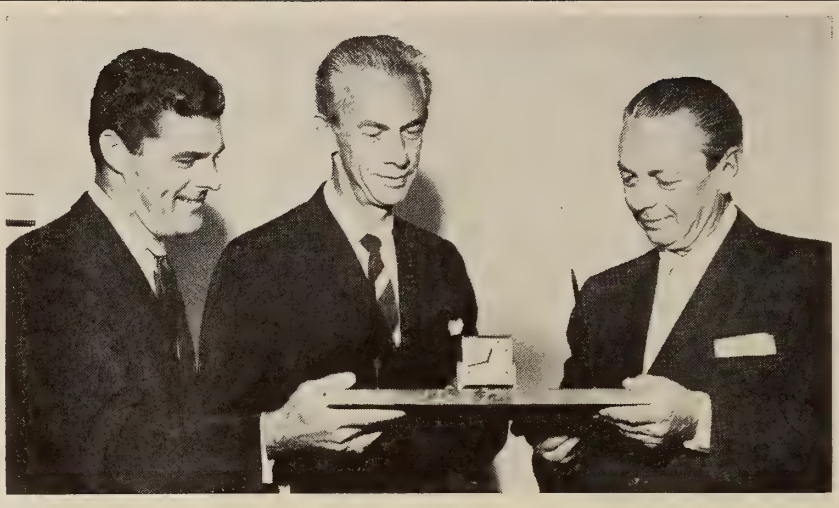
Is it worth it?

Obviously, we think so, or we wouldn't be doing it. This sort of effort takes people, it takes money and it takes time. It doesn't supplant our sales department—rather, it is an addition to the sales department, and it should almost go without saying that it is impossible without a good, healthly sales department. It is also impossible without a forward-looking management that recognizes the need.

If we are going to grow—if we are going to help make the advertising pie larger, and if we are going to continue to get our share, and improve on it—then we must take steps to be prepared to answer the question, "how many spots do I need to sell a pound of flour?"



H. Peter Lasker is Crosley Broadcasting Corp.'s national salesman. As its vice president in charge of sales, Mr. Lasker has had his offices in New York since 1956. A veteran of broadcast sales for the past 20 years, Mr. Lasker was general manager of WLW-D (TV) Dayton for seven years, starting in 1949 and serving until his assignment to New York in 1956. Mr. Lasker was born in Switzerland. He has also lived in England and other places abroad before coming to the United States.



'BBS' begins fifth successful year

To mark the beginning of the fifth year of the *Bob Braun Show* on WLW under the sponsorship of McAlpin's Department Store in Cincinnati, a desk pen set was presented to R. Nelson Shaw (center) president of the local McAlpin stores and vice president of the chain of which McAlpin's is a member. R. E. Dunville (right) and Bob Braun made the presentation September 2, 1961. The Saturday afternoon teenage dance party is regularly broadcast from McAlpin's downtown store tea room.

WLW-I gets plaudits from service groups

A unique idea paid off for the Special Broadcast Services Department of WLW-I Indianapolis.

The department, headed by Bruce Cox, sent statements to various groups and organizations for whom the station donated public affairs announcements.

The statements listed in detail the number of 10 and 20 second spots per promotion per month. At the bottom was totaled the amount the programs would have cost if sold at rate-card prices. But the station stamped "no charge" on the figure.

With each statement, WLW-I sent a letter of appreciation to each organization for allowing it to take part in the various campaigns. The WLW-I SBS works in cooperation with the Program Advisory Council, consisting of 200 business, civic and social leaders.

Every organization replied. Some answers follow:

"We deeply appreciate the generosity of your organization and are equally appreciative of the kind and courteous manner in which you extend your public service assistance." Robert Gordon, director, Anti-Defamation League of B'nai B'rith.

"Many a wage earner owes his job to the fact that an employer heard our

Crosley Stations prove public affairs prowess

WLW Radio and WLW Television have proved they can get plenty of mileage out of public service broadcasting. The following are results of some of their activities.

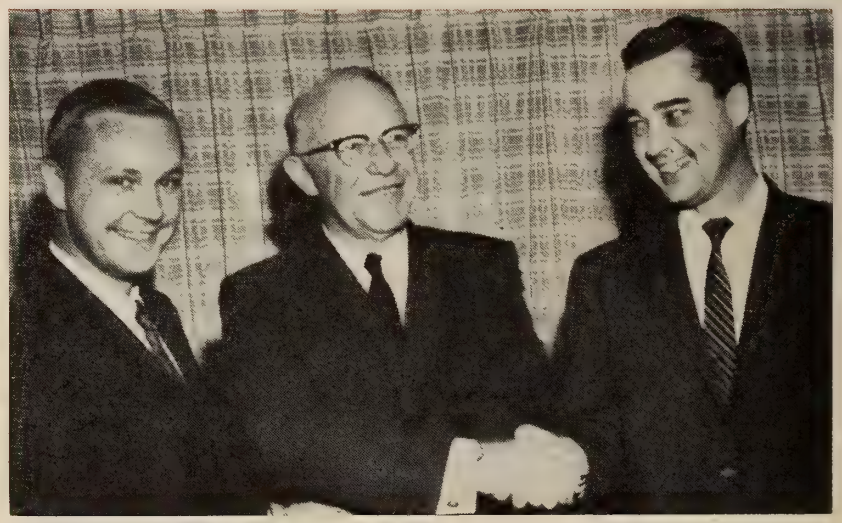
WLW-C Columbus, Ohio, made numerous spot announcements in connection with that city's Hearing and Speech Center's "Better Hearing and Speech Observance." Because of the promotion, more than 400 persons were given speech and hearing tests, according to Samuel M. Cohen, executive director of the center.

In another demonstration, the Y-Teens of Cincinnati sold more than 64,000 bags of potato chips, good enough for first place among all cities in the southwestern U.S., following the help of Ruth Lyons on *50-50 Club*.

In Indianapolis, WLW-I triggered a one week Goodwill Industries clothing drive that accounted for more than 16,000 bags of clothing, far in excess of what was expected.

Earliest sell-out

At the beginning of the Christmas season in 1961, the Kroger Company supermarket produce buyer of the Cincinnati division, Floyd Bradley, estimated he had purchased too many Christmas trees, so in order to sell as many as possible, put on a special promotion on WLW-T's *The Paul Dixon Show*. After the Christmas tree buying season ended and the sales were reported for the trees, Mr. Bradley reported to WLW-T that "we had the earliest sellout, and the best clean-up on both the balsam and Scotch pines we have ever had."



'Yeasty ingredient' of WLW-A show is its hero

Rave notices in the Atlanta press and letters to the station followed the Sept. 16, 1961, presentation by WLW-A of a special local documentary, "The First 100 Years: The Hartsfield Era." Star of the show was William B. Hartsfield, long-time mayor of Atlanta (center), who not only appeared on the screen as historical scenes were exposed, but also narrated the show. According to one writer, "the yeasty ingredient was the one and only William B. Hartsfield himself." At left is James H. Burgess, vice president and general manager of WLW-A. Neal Van Ells, program director, is shown shaking hands with Mayor Hartsfield.

message over WLW-I and listed his opening with the division. Many an employer has found an excellent employe because of WLW-I's reminders to use the division's public employment service. Probably no day goes by without one of our office callers prefacing his conversation with 'I heard your spot on ch. 13' or 'I came because WLW-I said ——.' You have helped us immeasurably in bringing jobs and workers together." William Stalnaker, director, Indiana Employment Security Div.

"Seriously, we are amazed at the amount of time which WLW-I has given to the Red Cross and more than that, of course, we are deeply grateful to you and your colleagues who have made this time possible." Virgil Sheppard, executive director, American Red Cross, Indianapolis Chapter.

"We want to express our thanks to you and WLW-I for the help you have given the orchestra. We know that the public service time you have given us has contributed greatly to the success of our season and we sincerely appreciate it." Marjorie Littrell, Bob Long Assoc., Indianapolis Symphony Orchestra.

"I want to say that we appreciate very much the wonderful contribution and cooperation we have received from WLW-I since you have been in Indianapolis. We feel you have been a great addition to the community." Frank M. Chase, Scout Executive, Central Indiana Council Inc., Boy Scouts of America.

WLW-T, WLW-I honored for 'A Family Affair'

Two Crosley Broadcasting television stations, WLW-T Cincinnati and WLW-I Indianapolis, were the two honor award winners in the TV and Radio series awards of the Family Service Assn. of America at its 50th anniversary meeting in New York.

The programs were submitted in the Seventh Biennial Exhibit of Public Relations Materials held in conjunction with the anniversary, in competition with exhibits submitted by all Family Service agencies in the U.S. and Canada.

WLW-T's program, *A Family Affair,* a 13-week series, was presented on Sunday mornings through the auspices of the Family Service of Cincinnati. WLW-I's program, similarly titled, also was presented on Sunday mornings through the cooperation of the Family Service Assn. of Indianapolis.

Umbrella offer brings downpour of orders

Expecting a sale of approximately 5,000 umbrellas in connection with its promotion of White Rain shampoo on the WLW-Radio and WLW Television program *The Ruth Lyons 50-50 Club,* the Toni Company had ordered that number prior to going on the air with its offer—a white umbrella with blue leather handle to sell at $2.25 and a White Rain proof of purchase. It happened to be one of Toni's happiest underestimates. Response to the offer necessitated making 20,000 additional umbrellas and several weeks of overtime work in umbrella factories. Total count at the end of the promotion was 25,028 umbrellas ordered.



8 million women do as she tells them

When Ruth Lyons, fabulous star of her own show, the *50-50 Club* on WLW Radio and Television, tells her listeners and viewers to buy something or do something, they do. Item: When an article by Miss Lyons appeared in *The Ladies Home Journal* in April, 1959, the newsstand sales in Cincinnati rose six-fold; when *Look* featured Ruth Lyons in the issue of July 19, 1960, newstand sales in the area jumped to 11,720 from the 3,000 of the previous week. Item: Miss Lyons' mail from fans totaled more than one million pieces last year. Above, Miss Lyons (left) points out to Elsa Sule, *50-50 Club* commercials producer, exactly where to place a prop in one of the commercials.

Job finding program proves successful

For two years WLW-T Cincinnati produced a very effective program, its popular *Situation Wanted* series, presented jointly by the Cincinnati Guidance and Personnel Assn. and the Ohio State Employment Service.

The show featured a common meeting ground between prospective employers and employes with a panel of leading Cincinnati businessmen and personnel managers interviewing a trio of job applicants under conditions as close as possible to those of an actual job interview.

From the show's inception, more than 50% of the persons interviewed were hired and many others received indirect employment as a result of their appearance on the program.

'World Front' growing

World Front, a discussion program with Howard Chamberlain as moderator, inaugurated on WLW Radio in the wake of the surprise attack on Pearl Harbor, has celebrated its 21st anniversary. The show has since branched out into television and has been the battle ground for many outstanding national personalities to voice their opinions on various subjects.

Howard Chamberlain still is the moderator. The program is produced by the Special Broadcast Services of Crosley Broadcasting in cooperation with the Cincinnati Council on World Affairs.

First venture into local tv

Until it sponsored *Bold Venture* on WLW-D in 1959, P. Ballantine & Sons had not advertised through local media. Sponsorship of the filmed adventure series on WLW-D was the first time they exposed their Ballantine Ale to the public in that marketing area, they disclosed.

DATEBOOK

A calendar of important milestones and events in the 40-year history of Crosley Broadcasting Corporation.

1922

March 22—WLW began broadcasting with 50-watt power over crystal receiving sets to awed listeners. Station founded by Powel Crosley Jr., who became one of most famous figures in American business, broadcasting and baseball. Early programs were interrupted to pick up distress calls from ships at sea and for locomotives passing studio.

September—WLW power increased to 500 watts.

1923

Oct. 5—First "Church by the Side of the Road" program on WLW, beginning 39 years of continuous broadcasting. Now on WLW-T, oldest sustaining religious program in America.

1924

New WLW studios constructed at Crosley Manufacturing plant. WLW helped establish broadcasting industry in America. Now consistently ranks among top 10 of more than 4,400 U. S. radio stations.

1925

January—WLW power increased to 5,000 watts by permission of Herbert Hoover, then Secretary of Commerce, making it most powerful U. S. station.

WLW transmitters built at Harrison, Ohio, 22 miles from studios—first "remote" broadcasting in America!

1926

Mills Brothers came down from their hometown of Belfontaine, Ohio, to join WLW entertainment staff and help launch WLW as "The Cradle of the Stars."

1927

Clear channel of 700 kilocycles granted WLW.

1928

October—Federal Radio Commission permitted WLW to increase power to 50,000 watts—making WLW first 50,000-watt commercial station to operate on regular schedule, so became known as "The Nation's Station."

"Mail Bag Club" program began on WLW, featuring exchange of mail, songs, and inspiration for shut-ins.

1929

WLW one of first stations to build own country and western music staff.

1930

October—"Moon River" midnight music program first heard on WLW. Singers who went on to fame and fortune included Doris Day, Rosemary and Betty Clooney, Lucille Norman, Anita Ellis, Devore Sisters, Jeannette Davis. Announcer-poetry-readers have been Durward Kirby, Jay Jostyn, Harry Halcombe. Producer, Eddie Bryon.

1931

"Little Jack Little" was WLW pianist. Went on to lead NBC orchestra.

1932

"Fats" Waller was WLW organist. Introduced many of his compositions on WLW, like "Ain't Misbehavin."

1933

First soap opera in U. S. was created and broadcast at WLW—"Ma Perkins" starring Virginia Payne—sponsored by Procter & Gamble, stayed on air 27 years, until end of 1960.

WLW also originated chiller-thriller series —"Dr. Kenrad's Unsolved Mysteries"—setting pace for who-dunits that followed.

WLW operated first 10,000-watt international transmitter beaming signals to Europe and South America.

1934

May 2—WLW authorized by FCC to build 500,000-watt transmitter. WLW operated on this high power 1934-39, only station in nation ever this powerful. 831-foot tower with new vertical radiator type antenna hurled spoken words parallel with earth's surface and pierced air for thousands of miles.

1935

The Ink Spots started their climb to fame on WLW. Also the Charioteers, later with Bing Crosby show. One member now has own group, the Billy Williams Quartet.

1936

WLW received one of first Variety awards —for outstanding program originations.

1937

Crosley Broadcasting engineers developed WLW television experimental station, pioneering tv in U. S. Further development interrupted by war.

October—James D. Shouse, now chairman of the board, joined Crosley Broadcasting Corporation.

November—Robert E. Dunville, now president, joined Crosley Broadcasting Corporation.

1938

WLW received its second Variety award for outstanding program origination.

Jane Froman signed on WLW after Powel Crosley Jr. heard her sing.

1939

Red Skelton came from Chicago to do a weekly comedy show on WLW.

Variety award for best nationally exploited station.

1940

WLW added meteorologist to staff, becoming first station to have own weather man.

Peabody award for meritorious public service; Billboard award for outstanding achievement in radio publicity and exploitation.

1941

April 23—WLW purchased farm from which to operate and broadcast farm programs at Mason, Ohio, for service to farmers and understanding of farm issues. Named it "Everybody's Farm." Now annually visited by 25,000. WLW voted outstanding farm radio station by American Farm Bureau Federation.

Variety award for patriotic leadership. Billboard award for best clear channel station exploitation.

CROSLEY BROADCASTING CORPORATION

Executive and broadcasting headquarters: CROSLEY SQUARE, 140 W. Ninth St., Cincinnati 2, Ohio. Telephone Cherry 1-1822.

CHAIRMAN OF BOARD ..... JAMES D. SHOUSE
PRESIDENT ..... R. E. DUNVILLE
VICE PRESIDENT & TREASURER ..... JOHN J. HEYWOOD
VICE PRESIDENT, TELEVISION ..... JOHN T. MURPHY
VICE PRESIDENT IN CHARGE OF SALES ..... H. PETER LASKER
VICE PRESIDENT IN CHARGE OF PROGRAMMING ..... AL BLAND
VICE PRESIDENT, ENGINEERING DIR. ..... R. J. Rockwell
VICE PRESIDENT IN CHARGE OF PUBLIC RELATIONS ..... GILBERT W. KINGSBURY
VICE PRESIDENT IN CHARGE OF CENTRAL SALES DIV. ..... HARRY ALBRECHT
DIR., PERSONNEL & LABOR RELATIONS ..... D. G. MIDDENDORF
ASSISTANT CONTROLLER ..... E. S. ZIMMERMAN

Press Relations

DIRECTOR: Marjorie Kemme; EDITOR: Eleanor Meagher; PUBLICITY AND AUDIENCE PROMOTION DIR.: Joe Cella.

Advertising & Sales Promotion

DIRECTOR: Jack Frazier

WLW Radio

SALES MANAGER: Steve Crane; PROGRAM DIRECTOR: Gene Dailey.

WLW TV Stations

WLW-A, 1611 W. Peachtree St., N.E., Atlanta, Georgia, Trinity 2-1141. VICE PRESIDENT, GENERAL MANAGER: James H. Burgess; SALES MANAGER: Peter S. Crawford; PROGRAM DIRECTOR: Neal Van Ells; PROMOTION DIRECTOR: Howard Rowe; CHIEF ENGINEER: Wilbur Fattig.

WLW-C, 3165 Olentangy River Rd., Columbus 2, Ohio, Amherst 3-5441. VICE PRESIDENT, GENERAL MANAGER: Walter E. Bartlett; SALES MANAGER: Richard Reed; PROGRAM DIRECTOR: M. A. Durea; PROMOTION MANAGER: John Burpee; CHIEF ENGINEER: Charles Sloan.

WLW-D, 4595 S. Dixie Highway, Dayton 1, Ohio, Axminister 3-2101 VICE PRESIDENT, GENERAL MANAGER: George Gray; SALES MANAGER: Dale Smith; PROGRAM DIRECTOR: Paul C. Law; PROMOTION MANAGER: Dorothy Sanders; CHIEF ENGINEER: Robert Wehrman.

WLW-I, 1401 N. Meridian St., Indianapolis 2, Indiana, Melrose 5-5403. VICE PRESIDENT, GENERAL MANAGER: John Babcock; SALES MANAGER: Bob Lamb; PROGRAM MANAGER: Charles Brodhead; PROMOTION MANAGER: Charles Rogers; CHIEF ENGINEER: Norman Nixon.

WLW-T, 140 W. Ninth St., Cincinnati 2, Ohio, Cherry 1-1822. VICE PRESIDENT, GENERAL MANAGER: John T. Murphy; SALES MANAGER: David F. Strubbe; PROGRAM DIRECTOR: Abe Cowan; PROMOTION DIRECTOR: Marjorie Kemme; CHIEF ENGINEER: Howard Lepple.

Sales

3 East 54th St., New York 22, N. Y., Plaza 1-5353. VICE PRESIDENT IN CHARGE OF SALES: H. Peter Lasker; EASTERN TELEVISION SALES MANAGER: P. Scott McLean; EASTERN RADIO SALES MANAGER: Edwin Fisher; SALES DEVELOPMENT MANAGER, EASTERN DIVISION: Bill Murray; MANAGER SALES RESEARCH & ANALYSIS: Tony Kraemer; DIRECTOR OF MARKETING COMMUNICATIONS: Thomas Nunan.

360 N. Michigan Ave., Chicago 1, Illinois, State 2-6693. VICE PRESIDENT IN CHARGE OF CENTRAL SALES DIV.: Harry Albrecht; RADIO SALES MANAGER: Sam Schneider.

727 Nat'l City E. Sixth Bldg., Cleveland 14, Ohio, Main 1-7756. TELEVISION SALES EXECUTIVE: Bert Julian; RADIO SALES EXECUTIVE: Andy Jacobs.

Representatives

BOMAR LOWRANCE & ASSOCIATES
Atlanta-Dallas

TRACY MOORE & ASSOCIATES
Los Angeles & San Francisco

1942

WLW studios were moved from Crosley manufacturing plant to new downtown Crosley Square, which has become Cincinnati and radio-tv landmark.

Ruth Lyons started broadcasting on WLW, beginning one of the most fabulous careers in radio-tv history.

Crosley commissioned by State Department to construct powerful short wave stations —WLWL, WLWR, WLWS at Bethany, Ohio, for Voice of America broadcast to Europe, Africa, South America. Still in operation, this is largest domestic Voice of America installation.

Variety award for promoting understanding of war issues.

1943

Alfred I. Dupont award for outstanding public service.

1944

Peabody award for outstanding news reporting; City College of New York award for most effective program promotion.

1945

National Bureau for Fire Prevention award; Billboard award for best 7th war loan promotion; City College of New York award for best over-all radio station promotion.

1946

After the war Crosley resumed television experimental station, which later became WLW-T.

Variety award for "Contributing to World's Bread Basket"; American Symphony Orchestra League award for encouraging, stimulating, and perpetuating the influence of good music; Billboard and City College of New York awards for best over-all station promotion.

1947

Institute for Education by Radio award for furthering international understanding; City College of New York award for over-all station promotion.

1948

Feb. 2—WLW-T, Cincinnati, began operation on first commercial television station in Ohio with Golden Gloves boxing tournament, first sponsored program.

Apr. 1—WLW-T became second NBC-TV affiliate, first outside New York.

Billboard award for outstanding achievement in radio promotion.

1949

March 15—WLW-D, Dayton, Ohio, went on air as second Crosley TV station.

April 3—WLW-C, Columbus, Ohio, became third Crosley TV station in regional network.

Institute for Education by Radio award for public issue programs; Billboard award for best sales promotion.

1950

Bill Nimmo was WLW-T announcer and m.c. Went on to NBC network.

1951

Foundation for Infantile Paralysis award "outstanding contribution"; English Speaking Union award for bettering relations; Variety award for outstanding station promotion.

1952

New high-gain antenna gave WLW-T power equivalent of 50,000 watts to climax 11 years of equipment development.

Billboard award for public service programming.

1953

Feb. 10—WLW-A, Atlanta, became fourth Crosley TV station—reaching 3 million people in 68% of Georgia, parts of Alabama, Tennessee, North Carolina.

Damon Runyon Fund award for assisting in fight against cancer; American Public Relations Association award for outstanding public service; Billboard award for public service.

1954

January—WLW-T became first NBC color affiliate. Introduced color TV to midwest with Pasadena Tournament of Roses Parade.

WLW radio and television installed first weather station specially designed for radio-TV operation.

National Safety Council award for exceptional service to farm safety: Foundation for Infantile Paralysis award for outstanding effort.

1955

First broadcaster to add radar unit to weather reporting system as important link in U. S. weather warning system.

American Red Cross award for outstanding service; Variety Responsibility to Community award; U. S. Treasury award for patriotic service; National Exchange Club award for crime prevention; National Safety Council Award, exceptional service to farm safety. WLW began "Signal Three," teenage traffic safety program now nationally acclaimed.

1956

Alfred P. Sloan award for highway safety; first of five consecutive awards; American Cancer Society award for public health education; U. S. Treasury award for patriotic service; National Safety Council Award for exceptional service to farm safety.

1957

March 1—WLW radio and WLW-T established new COMEX (Communications Exchange) operation—staffed by 3 meteorologists, 2 news writers, news editor-director, 3 photographers, with complete news facilities in special COMEX news building.

Aug. 9—WLW-T became first independent telecaster to originate own live local color tv programs—Ruth Lyons "50-50 Club" on Aug. 9 and "Midwestern Hayride," oldest WLW commercial program, on Aug. 10.

Oct. 30—WLW-I, Indianapolis, signed on as fifth Crosley TV station—reaching 3 million people in Indiana and Illinois.

Nov. 18—WLW radio began 2-hour nightly "Music for You" program of fine music and background, starting a revolution in nighttime radio.

WCET, first U. S. licensed educational tv station was provided half-million dollar Crosley transmitter and studio building for $1 a year "rent" as public service.

National Safety Council award for exceptional service to farm safety. Billboard award for best local program.

1958

September—WLW radio begins helicopter traffic reports in traffic rush hours, becoming one of nation's outstanding safety programs.

October—WLW-A "Tower of Stars" dedicated. First traveling wave antenna east of Mississippi River, second in country. Increased WLW-A coverage from 74 to 117 counties.

Nov. 30—Bob Braun Appreciation Day proclaimed by Cincinnati mayor in honor of WLW singer-personality for outstanding work with teenagers.

U. S. Navy Silent Service award; Dept. of Army award for patriotic civilian service; U. S. Air Force award for dissemination of information; U. S. Marine Certificate of Appreciation.

American Cancer Society award for outstanding service, American Heart Association Certificate of merit; National Safety Council Award for exceptional service to farm safety.

1959

National Safety Council Public Interest Award for exceptional service to farm safety; National Safety Council Public Interest Awards to WLW, WLW-T, WLW-A, WLW-I.

WLW became world's highest fidelity radio station with exclusive new Rockwell Cathanode am Transmitter developed by Crosley Broadcasting engineers to give WLW radio a sound spectrum ranging from 20 to 20,000 cycles.

May 2—WLW television first to colorcast daytime big league baseball locally and regionally—Cincinnati Reds games.

Also first to colorcast indoor remotes under normal lighting conditions with new low-light tube developed by Crosley and GE—Cincinnati Royals and University of Cincinnati basketball games.

Crosley installed new electronic weather receiver, connected with U. S. Weather Bureau Master Analysis Center in Washington, D. C.

First Flying Green Cross Aviation Safety Award ever given a helicopter awarded for Helicopter Traffic Reports program record.

1960

WLW television, first to colorcast nighttime big league baseball and other nighttime outdoor remotes under normal lighting conditions with new low-light tube.

Many color tv firsts make WLW-T acclaimed national color-tv leader and Cincinnati "Colortown, U.S.A.," number one color-tv market.

Crosley provided fm transmitting facilities to University of Cincinnati for educational broadcast for $1 a year "rental" as public service.

National Safety Council Public Interest Award for exceptional service to farm safety; Alfred P. Sloan Award for "Signal Three."

1961

Ruth Lyons annual fund for hospitalized children reached over $2,300,000 in 20 years for 59 hospitals.

Crosley installs new improved radar weather equipment with 300-mile range.

Received: First annual national Mike award from Broadcast Pioneers.

Also National Safety Council awards for exceptional service to farm safety and public safety;

* the only 2 honor awards given nationally by the Family Service Association of America;

* United States Air Force award for 10 years support of USAF program;

* Junior Achievement National award.

1962

Crosley Broadcasting Corporation celebrates 40th anniversary.

YOU CAN QUOTE ME...

"RCA Victor distributors tell me they select the WLW Television Stations to advertise RCA Victor Color sets because they're among the Colorcasting leaders in the nation . . . with their Color TV engineering skills, wonderful Color programming, and Color selling power."

Jack M. Williams, Vice Pres.
Advertising and
Sales Promotion
RCA Sales Corporation

I'LL SAY THIS...

"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group . . . covering store fronts and home fronts to really mean business for RCA Victor. Advertisers have a pot of gold waiting for them at the end of the WLW Television Color rainbow!"

Raymond W. Saxon, Vice Pres.
Marketing
RCA Sales Corporation





COLOR TV



Call your WLW Representative . . . you'll be glad you did!
the dynamic Crosley Stations

WLW-C
WLW-T Television Cincinnati
WLW-A Television Atlanta
WLW-I Television Indianapolis
WLW-D Television Dayton
WLW Radio

Crosley Broadcasting Corporation

OUR RESPECTS to the broadcasting industry, marvel of this generation

The cultural and economic aspects of 40 years of broadcasting

By Robert E. Dunville
President, Crosley Broadcasting Corp.

At the completion of 40 long years in this bustling business of broadcasting by Crosley Broadcasting Corp. and spending the major portion of my business career in this field, one cannot help but look back over these years and view with pride the major accomplishments of this relatively young industry from the days of the tubeless radio receiving set with a crystal detector, the marvelous, monstrous cabinet model radio, the historic event of transmission of pictures in black and white to the magnificent color television as we know it today.

No one can argue the fact that communications by air, both sight and sound, has been the most potent, intimate force to enter the lives of people the world over. Current happenings in the four corners of the globe are instantly communicated to homes everywhere. Substantial entertainment is provided to families, the likes of which cannot be duplicated by any other media on a similar scale. Broadcasting is unquestionably the marvel of this generation.

The Faithful Audience ▪ Jimmy Shouse, chairman of our board, and I feel it is most appropriate at this time to pay recognition and appreciation to the vast audiences who have so enthusiastically received the program fare provided by the medium of both radio and of television. The broadcasters as well as the audience throughout this great land of ours have in effect grown up together in the development of these media. Without the loyal support of the listeners and viewers who have accepted the program fare provided, we would not enjoy the economic boost brought about by the millions of radios and television receivers in homes today.

With the arrival of color television, color receivers are being purchased in much larger quantities. Where this will end, no one knows, but I believe that within the next ten years, all television will be transmitted in color, including news and, of course, this will be reflected in the growing numbers of color television receivers.

It is the rule rather than the exception that automobiles today are equipped with radios. Today there is an abundance of various transistor radios on the market which have been widely accepted by the public to say nothing of the multiple portable radios scattered throughout all households. The portability of today's television receivers is an important fact when Mr. John Q. Public decides to add a second receiver to his array of communication vehicles. It is an astounding fact to consider that radio penetration in this country is at a peak of 97% and even more amazing to realize that television penetration is 90%—all this in such a short space of time when compared with other age-old industries. This truly calls for a bouquet to the broadcasting audience.

The Technical Contributions ▪ Our respects to the engineers in both the manufacturing and broadcasting phases of the industry. They are responsible for the great progress we all have enjoyed by their research and development which resulted in the elaborate broadcast systems of today.

They invented the vacuum tube to amplify the feeble signals of the crystal sets, the battery eliminator, the dynamic speaker, the high power transmitters and the directional antenna systems.

Disc recording was an important part of radio broadcasting. It required large cumbersome equipment and was usually limited to studio use. The engineers developed magnetic tape recorders which improved recording quality, flexibility and added a new dimension for on-the-spot news coverage.

At the start of television they got their heads together and formulated standards. From the 40 tube, 10" picture receiver of 1948, they developed intercarrier sound, wide angle deflection and automatic gain control circuitry all of which had their part in making possible the large screen portable receivers of today. Then somebody wanted color. The engineers again teamed up and developed a compatible television system. Their accomplishments in this field are too numerous to mention; however, it all led to the color television receivers of today—a far cry from the black and white receiver of only a little more than 10 years ago.



Robert E. Dunville
"In 10 years, all tv will be color"

From the minds of engineers came the video tape recorders, a remarkable improvement over the original kinescope recording technique. We can now record television programs in color and show them at a later time with quality equal to live programming.

Other Advances ▪ The engineers designed taller towers, more efficient antennas, and higher power transmitters which enabled 99% of the people of this country to receive at least one television station and 98% to be within the range of at least two tv stations.

It was the engineers who developed the transistor which made possible the cigarette-pack size radio of today. Transistors are now finding their way into television receivers and I am looking forward to some remarkable progress in this area.

It is great to have all the forementioned engineering advances that make this form of communication the force that it is today. But, who foots the bill to make possible utilization of this electronic miracle? Broadcasters are not in a philanthropic business. They must make a profit to properly serve the people in their coverage area. While they are licensed by the FCC to do so, they cannot possibly make a proper contribution without the necessary funds. Good, wholesome, entertaining and informative programs cost money.

A Deserved Bouquet ▪ Here is where we pay tribute to sponsors and agencies who have over the years noted the mighty influence of the broadcast media. It did not take long for agencies and their clients to realize the tremendous advertising value that existed in radio and they were quick to take full advantage. Radio continued with a very healthy growth and reached its pinnacle just prior to the advent of television. Granted, this growth was deterred by television because, like a child with a new toy, the old was to be cast aside and the new was to be coddled. There were some who believed that the picture box would in all certainty cause the demise of radio.

Happily this developed into a slump only, because steps were taken by broadcasters to meet this challenge and as a result, by a different program and service direction, radio is again a desirable and attractive medium to advertisers. Program philosophy for radio could cause one to cover pages and go into great detail as to the role radio

continued on page 38

RESPECTS TO BROADCASTING INDUSTRY

continued

plays in the lives of people today. Suffice to say that radio is a very powerful instrument of practical service to advertisers and listeners.

Television, on the other hand, can be considered the glamorous side of the broadcasting media. It is a thrill to all to turn the set on and receive pictures immediately whether the pictures convey the latest news events of the day or provide one with the necessary relaxation that is so needed by all in the form of entertainment in the home.

The Right Direction ▪ Advertisers should again be complimented on the manner in which they have used television. There is no doubt that it has been a real struggle for them to determine how to put an advertising message across that would be acceptable to the viewer. I believe that giant steps have been taken in this youthful medium to reach this goal.

Respects are certainly due these sponsors who have contributed so much. Because so many thousands of them use this medium on a regular basis, we know that the returns to them in moving their merchandise proves the effectiveness of their investment.

The networks, naturally, have played an outstanding part in the history of broadcasting. With their present-day, far-flung news facilities, the world is growing ever smaller. The entertainment and information programs that are aired today to so many radio and television audiences represent one of the greatest contributions of all.

Individual stations, both network affiliated and non-network affiliated, are to be lauded for their creativeness and ingenuity in reflecting the character of the community served by them. Competition among broadcasters as it exists today under our system of free enterprise, which provides for a minimum amount of government control, as opposed to other countries, is a vital factor in making this possible.

Show me a market where broadcast competition is keen in presenting programs of entertainment, public affairs, community endeavors and news and you will find the populace of this market highly stimulated economically and at the same time enjoying a warm feeling of well-being culturally.

The foregoing has pointed up the growth and maturity of the broadcast media. I believe that it is only fitting and proper to give a real salute to the trade magazines in our industry. They have been an integral part of broadcasting and have diligently put forth an effort to reflect in their pages the history of the era of air communication. They have stood behind the industry during many trying times and I am confident that their dedication to this industry will continue and we share the belief that broadcasting as we know it will remain the greatest and most powerful means of communication.

EDITORIALS

Color's promises come true

THE history of broadcasting has always centered around those who think of an idea, ponder its cost with perhaps some tremors and then go to work. When color's full potential is reached—and it may be sooner than you think—a full share of credit must go to the persistent engineers and forward-thinking management of Crosley Broadcasting Corp.

The men at Crosley started to take color seriously a decade ago. By 1957 WLW-T Cincinnati was on the air with locally originated color. The results were so satisfying that Crosley set out on an aggressive effort to make Cincinnati the No. 1 color market of the nation. Achievement of this coveted title is supported by the showing of 5-7% color sets in the city compared to approximately 2% in the nation as a whole.

They think, dream, tinker and produce in color at this station, a leader in engineering development since broadcasting's earliest days. Four-fifths of all the locally produced commercials are in color. Over 50 hours a week of polychromatic presentation is enjoyed by WLW-T's viewers. All public service programming utilizes the added impact of this dramatic medium.

A startling demonstration of color's effectiveness came out of an intensive survey conducted for WLW-T. The Crosley management was convinced that color makes programs more interesting. It was convinced, too, that color was adding a big punch to the impact of commercials.

Advertising on television attracts more attention and leaves a deeper impression in the minds of viewers, this impartial, depth research revealed. Actual case studies in the home showed convincingly that advertisers can get their message over to more people and with more punch if they take advantage of color.

It seems obvious that color's commercial advantages will eventually bring all major television operations, including both manufacturing and broadcasting, into the fold with efficient transmission and reception equipment. Then a truly national audience can be developed, with eventual subsiding of black-and-white into a medium of the past.

All this will require planning, heavy investments and the zeal to create. It will be as big a job as the creation of the present black-and-white system. By this time, as factory and distributor figures show a positive upward move in color sales as well as an actual shortage of sets for dealers, there would appear to be an immediate need for broadcasters and related businesses to join the color parade.

WLW-T is proud to be known as Colortown U.S.A. It anticipates the day when the title Color Nation U. S. A. is applied to this nation.

'Our pride and our privilege'

COMMUNITY service means many things tangible and intangible. Among the tangibles which can be pointed out by Crosley Broadcasting Corporation in its contribution to its community are its radar weather facilities, its operating farm, its investment in helicopter flying time, Voice of America facility and its support of educational television.

And there is another, and that is its "product"—air time. The value of free public service performed by Crosley Broadcasting radio and television stations last year has been estimated at more than $7 million.

In the words of a representative of one of the organizations which benefitted from part of this free air time: "We have been aware for a long time of the generous assistance provided by your station through telling our story on the air, but truthfully we are amazed at the magnitude of the dollar value of the services . . . it is an invaluable contribution."

It is difficult to put a dollar value on the effect of public service to the community. Can we measure the value of pints of blood and the lives of those it may have lengthened? Can we measure the dollars' worth of joy an adopted child brings, or the potential number of lives saved by those who heed the traffic safety messages they hear broadcast? Hardly, but radio and television contribute to this.

In the past five years alone the dollar value of Crosley Broadcasting's free public service programming on radio and television has run over $20 million. Crosley Broadcasting says: "This is our pride and our privilege."

YOU CAN QUOTE ME...

When we decided to put our jolly Green Giant back in "show business" as a big time TV star, we knew we could count on the WLW group to reach a giant's size share of the viewing audience in their respective areas. These stations not only put our Big Green message before the greatest number of people, but follow-thru with buyers, brokers, distributors, and store managers on the firing line.

Lyle Polsfuss

Lyle Polsfuss, Director of Marketing, Green Giant Brands
Green Giant Company, Le Sueur, Minnesota

I'LL SAY THIS...

The time availabilities offered by the Crosley Corporation chain have helped us put our "ho, ho, ho" Green Giant story before the size and type of audience we want to reach most. And you just can't beat the extra services they have to offer with the trade.

Richard L. Halpin

Richard Halpin, Account Executive
Leo Burnett Company, Inc., Chicago, Ill.



Call your WLW Stations' representative...you'll be glad you did!

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW-D Television Dayton

W L W Radio

Crosley Broadcasting Corporation



the dynamic CROSLEY group

Crosley Broadcasting Corporation

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 9, 1962

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WTVW · KNXT · KGO-TV · WXYZ-TV · SCREEN GEMS, Inc.



IN IOWA THE SPOTLIGHT'S ON SIOUX CITY . . .
IN SIOUX CITY . . . THE SPOTLIGHT'S ON KVTV - Channel 9

In Iowa the Spotlight's on Sioux City . . . the first All America City in Iowa. Sioux City was accorded the All America City honor recently*, by Look Magazine and the National Municipal League, for important community progress achieved by the aggressive citizens of Sioux City.
And in Sioux City the Spotlight's on KVTV Channel 9 for providing progressive television to a city on the move. Sioux City (and KVTV) is located smack in the middle of a rich market area populated by more than 750,000 people. It's a big market, an important market, an All America market. . . . Sell it on KVTV Channel 9, station number one (1) in proud Sioux City.

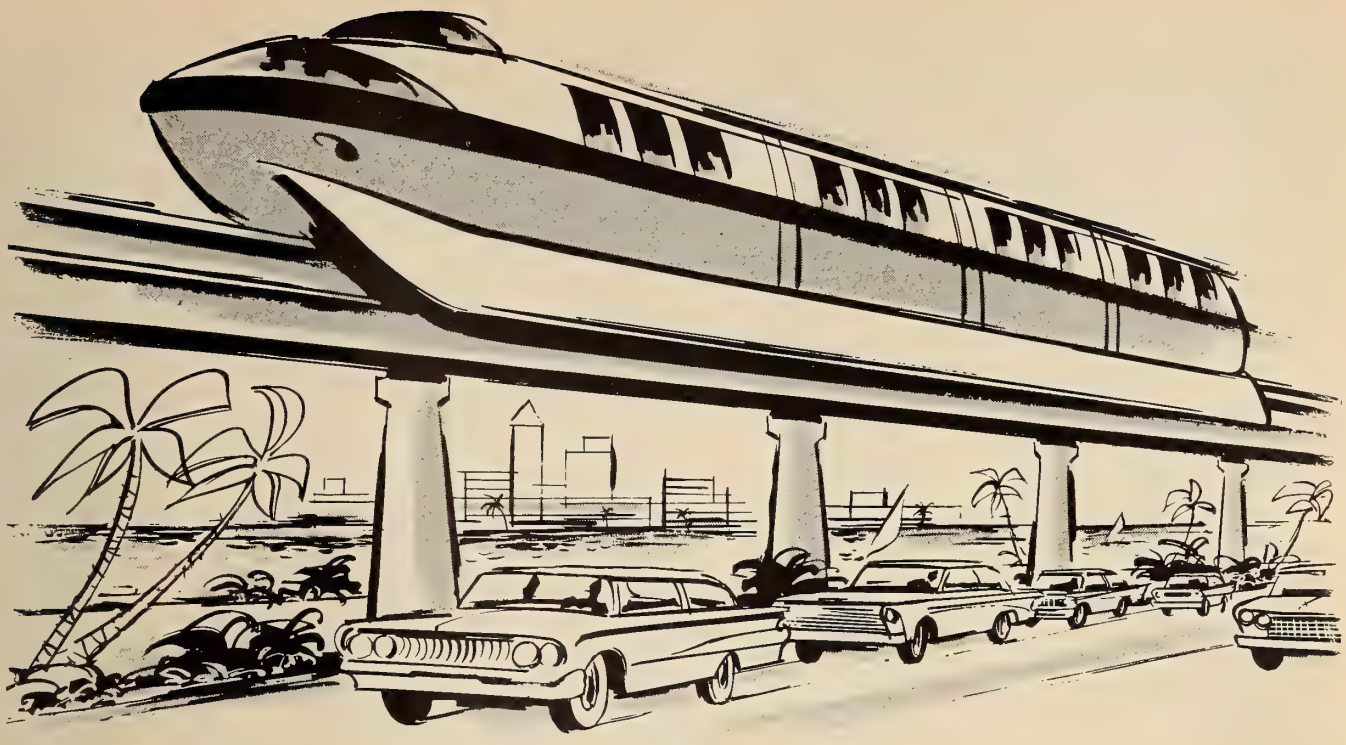
announced March 14, 1962

KVTV
CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

KVTV	. . . Sioux City, Iowa
WNAX	. . . Yankton, South Dakota
WGAR	. . . Cleveland, Ohio
WRFD	. . . Columbus-Worthington, Ohio
WTTM	. . . Trenton, New Jersey
WMMN	. . . Fairmont, West Virginia



IS THIS NEXT FOR SOUTH FLORIDA?

Again, WCKT is demonstrating its television newsmanship by giving South Florida an authoritative "whole picture" look at one of their most serious community-area problems: what's the best means of public transportation for this fast growing area?

To obtain the facts on film for the half-hour Special . . . "COME RIDE WITH ME," WCKT news teams journeyed to Dallas, Houston, Chicago, Los Angeles and Toronto, studying experimental monorail, modern bus systems, and new developments in commuter train service.

They talked to national experts in Washington, D.C., and procured film interviews with men across the nation who are making the decisions and the plans . . . then correlated their findings to meaningful application to South Florida . . . showing the local people and their government what's being done elsewhere to solve common problems.

Last month, WCKT's "BATTLE AT HIGHWAY PASS" reported on Florida's road system . . . now the investigation turns to mass transportation.

This is the kind of responsible programming South Floridians have come to expect regularly from WCKT, the station of dynamic New Force Journalism . . . dedicated to complete, competent, continuing public service!

Don't you wish you lived in South Florida so you could watch WCKT too?

TV 7 NBC MIAMI WCKT

BISCAYNE TELEVISION CORP.

WCKR-Radio 610 • MIAMI, FLORIDA

NATIONAL ASSOCIATION OF BROADCASTERS SEAL OF GOOD PRACTICE TELEVISION CODE



The beauty and talent of this great French actress were known everywhere. Despite her fame in the early 1900s, comparatively few people were privileged to see her perform. Today, on WGAL-TV, an outstanding entertainer is seen by countless thousands. Worthwhile programming assures a vast and loyal audience for WGAL-TV advertisers.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

WINS to WBC for $10 million

Negotiations are in progress for sale of WINS New York to Westinghouse Broadcasting Co. for $10 million cash —second highest price in history for radio station. Subject to formalization of contract and usual FCC approval, transaction would be sequel to recent sale of WMGM (now WHN New York) to Storer Broadcasting Co. for $10.95 million—(BROADCASTING, Dec. 18, 1961). J. Elroy McCaw, WINS owner, and Donald H. McGannon, WBC president, met in Chicago last week and agreed in principle.

Mr. McCaw originally had contracted to sell station to Storer for about $10 million, while Westinghouse had contract to purchase WMGM for approximately same amount. But WBC was then tied up in parent company antitrust litigation while WINS was under temporary license because of payola inquiry. Both situations subsequently were cleared up with license renewals. WINS operates on 1010 kc with 50 kw and carries Mutual programs. WBC has six regular am stations, plus WBZA Springfield, synchronized with WBZ Boston. If FCC construes Sprinfield outlet as am entity (it is now only synchronized station in country) Westinghouse will turn in its permit to keep within multiple seven-station limitation.

Color costs

Carrying ABC-TV's coming color tv feeds will not be as costly to affiliates as many people seem to think, according to ABC engineering experts. They don't know how many affiliates are equipped to rebroadcast network color, but say equipment cost will not exceed $10,000 (see page 94) and in unknown number of cases will be zero. Stations which have "optimized" their black-and-white equipment—made it capable of transmitting 4.5 mc signal —can re-transmit color without additional gear, they explain. Stations electing to carry ABC-TV color programs must pay AT&T color-connection charges, which can range up to $450 per month.

Network code showdown

There'll be showdown soon on NAB's attempt to get all television networks to submit their programs to review of NAB Code Authority, and showdown may occur in office of Sen. John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee. Sen. Pastore has said only way to head off legislation giving FCC power to regulate networks is voluntary network obeisance to NAB code. No date has been set, but it's expected Sen. Pastore will hold early meeting with network executives, LeRoy Collins, NAB president, and Robert D. Swezey, director of Code Authority.

Historically all networks have resisted program previewing by code representatives on grounds network standards are at least as high as code's. Now, however, it's reported NBC-TV is disposed to go along with code surveillance (as alternative to network regulation by FCC), ABC-TV is disinclined to go along, CBS-TV is determined to keep program control in own shop.

Radio countdown

If U. S. Census Bureau is to be believed, radio penetration is decreasing. When 1960 census figures were released, they showed 91.3% of all homes with radios in working order. Because that figure was appreciably below 95.7% penetration found in 1950 census, recheck was ordered. In next week or so U. S. Census Bureau will announce results of new sampling that puts radio penetration at 89.9%.

On bright side for radio, however, is increase—shown by new sampling —of homes having two or more radio sets in working order; 1960 census showed 34.7% of all homes in that category and new sampling showed 40.8%. Bureau's recheck of 1960 data was sampling process done door-to-door.

All-Industry's new tune

Word got out at NAB convention last week that All-Industry Tv Music Committee almost lost its co-counsel, Joseph A. McDonald, in dispute over proposed settlement with ASCAP that would have required broadcasters to dump their ownership in BMI (BROADCASTING, March 12, *et seq.*). But last week Mr. McDonald reportedly agreed to stay on after receiving assurances committee would return to its original pursuit of new ASCAP licenses without involving BMI and would use his services in future proceedings. Committee voted on March 22 to reject court-sponsored plan for ASCAP rate cut in exchange for broadcaster abandonment of BMI ownership. That action came after influential broadcasters raised strong opposition to ASCAP-BMI deal.

Mr. McDonald, who has figured importantly in music negotiations for 25 years and now practices in Washington, sent letter of resignation after committee's New York counsel, Donovan, Leisure, Newton & Irvine, specialists in antitrust practice but unfamiliar with broadcasting before this case, recommended ASCAP-BMI deal. Mr. McDonald was not consulted in advance of that recommendation. Last week, meeting in Chicago, members of All-Industry Committee persuaded Mr. McDonald to help with negotiations that may turn out to be extended (story page 60).

Cross-plug pulled

As one means of reducing clutter of promotional announcements, NBC-TV has decided to eliminate cross-plugs for shows sponsored on other networks by NBC-TV advertisers. Ever since pre-tv days of network radio, there have been periodic attempts to kill cross-plugs, but this time NBC-TV means to make decision stick. By next fall cross-plugs will be entirely erased from NBC-TV schedule. It's assumed other networks will follow suit.

CBS goes uhf in central Pa.

CBS-TV will switch affiliations in Central Pennsylvania effective Jan. 1, using 3-station uhf combination as primary affiliates in lieu of ch. 8 WGAL-TV Lancaster which has primary affiliation with NBC-TV and will presumably clear for ABC-TV after switch. Uhf group comprises ch. 21 WHP-TV Harrisburg, presently CBS-TV affiliate, ch. 15 WLYH-TV Lebanon and ch. 43 WSBA-TV York, both now identified with ABC-TV. To be sold as unit, group will have $600 network rate. WGAL-TV's network rate is $1,450.

Boom for brokers

Station brokers who went to Chicago NAB convention with fingers crossed, expecting broadcast station buyers would stay away in droves because of the FCC's new three-year rule, were delighted to find their quarters swamped.

Hausman leaving TIO

Louis Hausman, director of Television Information Office since its formation in 1959, will terminate his connection sometime between now and October 1, depending upon when his replacement is selected by TIO board. Mr. Hausman has not announced his new association.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

BECAUSE MILWAUKEE IS DIFFERENT



HOW MANY VOICES SHOULD SPEAK TO—AND FOR 1,063,000 PEOPLE?

Storer Broadcasting Company believes the printed word is not enough to inform, guide and serve 1,063,000 people. Thus, WITI-TV* is now the authoritative broadcast voice in Milwaukee. It has a vital role to fill! . . . to agree when agreement is proper — to dissent when the occasion demands — to speak without fear or favor — and induce *action* when needed. This is another example of the way Storer suits its programming to the needs of the communities it serves. ***IMPORTANT STATIONS IN IMPORTANT MARKETS.***

**Represented by Storer Television Sales, Inc.*

LOS ANGELES *KGBS*	**PHILADELPHIA** *WIBG*	**CLEVELAND** *WJW*	**NEW YORK** *WHN*	**TOLEDO** *WSPD*	**DETROIT** *WJBK*	*STORER* BROADCASTING COMPANY
MIAMI *WGBS*	**MILWAUKEE** *WITI-TV*	**CLEVELAND** *WJW-TV*	**ATLANTA** *WAGA-TV*	**TOLEDO** *WSPD-TV*	**DETROIT** *WJBK-TV*	

WEEK IN BRIEF

The two men who made broadcasting history a year ago —FCC Chairman Minow and NAB President Collins— made more history last week but they did it in a different way. The chairman focused his NAB convention attention on radio commercialism and proposed an FCC-Industry conference on radio over-population. Gov. Collins enhanced his prestige by sharply criticizing FCC's Chicago hearings. A complete wrapup of the convention. See . . .

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MORE TV FIRST-RUNS . . . 82

Always serious and often scolding, the voice of radio's super-salesman, Kevin Sweeney, will soon cease spreading the medium's message. He's resigned as RAB president. Now a committee is seeking a replacement. See . . .

SWEENEY LEAVING RAB . . . 30

The crime and violence problem is due for more dissecting in May. This time the federal government will bring together social scientists and broadcasters. A goal: better tv for the youngsters. See . . .

CHILD TV CONFERENCE . . . 91

ABC-TV affiliates heard pleasant news at a meeting held prior to the NAB Chicago convention—they're to get Fri., 10:30-11 p.m. for local programming. Thomas Moore makes his debut as operating head. See . . .

ABC-TV YIELDS PERIOD . . . 94

Problems of training the coming generation of broadcasters occupied Assn. for Professional Broadcasting Education at its recent meeting. Members agree facilities and courses are inadequate. See . . .

TRAINING NEW PERSONNEL . . . 95

The long-range fight for access to court coverage moves slowly. Last week there were two good signs—NAB President Collins proposed a Supreme Court test; RTNDA test plan has met legal interest. See . . .

COURT ACCESS FIGHT . . . 92

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $4.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.

Can you identify these well-known addresses?

[A] 221-B Baker Street

_____

[B] 350 Fifth Avenue

_____

[C] 1600 Pennsylvania Avenue

_____

[D] 77 Sunset Strip

_____

[E] 10 Downing Street

_____

[F] 3 Rue Royale

_____

Before checking your educated guesses against the answers given below, consider the implications of our little quiz:

77 Sunset Strip is perhaps the best known address in this or any other land.

With reason.

In the many seasons of its success on ABC-TV, *77 Sunset Strip* has succeeded in ranking among the top-rated shows.

Currently, it is finding a weekly welcome in some 15,000,000 TV homes.*

Consider, too, the character of these homes.

In younger homes, homes where the head of the house is under 40, *77 Sunset Strip* ranks 6th, with an average audience rating of 30.4.

In larger homes, homes with 5 or more in the family, *77 Sunset Strip* ranks 8th, with an average audience rating of 32.4.

These younger, larger homes are, of course, America's biggest spenders.

Advertisers wishing to reach them with gratifying impact need look no further down Television Lane than *77 Sunset Strip*...returning for its 5th successful season on *ABC-TV*.

Answers: [A] Sherlock Holmes' home. [B] Empire State Bldg. [C] The White House. [D] You guessed it. [E] Prime Minister, Great Britain. [F] Maxim's.

ABC-TV

*Source: National Nielsen TV Index—January-February, 1962, Average Audience, all evening programs Mon.-Sun., 7:30-11:00 PM.

Space bill palatable to FCC, says Minow

FCC Chairman Newton N. Minow said Friday he could "live with" amended administration bill (S 2814) setting up widely owned corporation to operate space communications system.

Flanked by Commissioners T. A. M. Craven and Rosel Hyde, he testified Friday before Senate Antitrust Subcommittee, which is investigating antitrust aspects of communications satellite bills.

Commission, which has endorsed satellite corporation limited to common carriers, has not yet taken official stand on broad public-ownership bill reported unanimously by Senate Space Committee, Mr. Minow said. But he personally thought it would provide satisfactory system.

But he suggested several amendments to tighten up competitive bidding and antitrust features and to provide commission with additional authority to cope with "unique" situation created by space corporation.

Mr. Minow defended commission against charges it hasn't regulated AT&T and that it would not be able to regulate privately owned satellite corporation (see story, page 86). He said commission has negotiated number of reductions in carrier's interstate and overseas telephone rates.

But in expressing confidence in agency's ability to regulate satellite corporation, Mr. Minow said more staff is needed. Sen. John A. Carroll (D-Colo.) urged him to wage vigorous fight for funds for staff increases to assure adequate regulation.

Sen. Estes Kefauver, (D-Tenn.) subcommittee chairman, pressed commissioners repeatedly on agency's ability to regulate AT&T, saying that no formal rate proceeding has ever been held. Sen. Kefauver favors government ownership of satellite corporation.

In discussing U. S. relations with foreign countries in space communications, Commissioner Craven said he has been led to feel, in talks with Russian officials, that the U.S.S.R. will cooperate.

Hearings will continue tomorrow (Tuesday), Wednesday and Thursday. Witnesses will include Brig. Gen. David Sarnoff, RCA board chairman; Sen. Russell Long (D-La.); and Hugh Dryden, deputy director of National Aeronautics and Space Administration.

Those missing days

Mysterious things happened to NBC Chairman Robert Sarnoff and President Robert Kintner on way home from NAB convention last week. They were in Chicago through Tuesday, showed up in New York on Friday. In intervening days they were registered at Beverly Hills Hotel in Los Angeles. Nobody in court, Justice Dept. or NBC would say anything, but trade speculation is that they were testifying before grand jury in response to subpoenas, presumably in grand jury's MCA investigation.

House unit to seek compromise on clears

House Communications Subcommittee is expected to recommend compromise solution to controversy about FCC's decision to duplicate 13 of nation's 25 clear channels.

Proposal would let commission's decision stand but would guarantee preservation of remaining 12 clears. In addition, FCC would be expressly authorized to increase power of those stations from 50 kw to 750 kw.

Subcommittee has not yet acted on proposal, and some member opposition is expected. Group held hearings in February on legislation to block implementation of FCC decision, and some members still favor this proposal.

GE to sponsor Webb in series on CBS-TV

General Electric Co. announces it will sponsor Jack Webb as host and narrator in weekly series of "factual dramatic shows" next fall in its Sunday, 9:30-10 p.m. period on CBS-TV. Initial pilot was prepared by Mr. Webb as one-hour production and had been called *True*.

BBDO is GE's agency.

GE said it hasn't as yet titled new series that will start Sept. 30 in time spot vacated by eight-year-old *GE Theatre* (Ronald Reagan, host).

C-E promotes Beavers

James O. Beavers, account executive with Campbell-Ewald Co., Detroit, was named radio-tv supervisor for agency on Chevrolet account, succeeding Hugh Lucas, recently appointed manager of radio-tv department. John E. Bowen III, research account executive, was named assistant to Mr. Beavers.

Broadcasters ready

Two of most sought-after men at NAB convention were Bob Richardson and Rex Sparger, who have been investigating rating services for House Subcommittee on Regulatory Agencies.

Broadcasters from large and small markets asked two principal questions of subcommittee staffers: (1) When do your hearings start? (2) What can we do to assure that hearings will be held?

Several broadcasters said they urged immediate hearings and promised fullest cooperation. Subcommittee, headed by Rep. Oren Harris (D-Ark.), has not as yet met this session of Congress, though rating investigation promises to make headlines when results are made public (CLOSED CIRCUIT, Jan. 29).

Goodyear retains Y&R for automobile tires

Goodyear Tire & Rubber Co., Akron, which has been discussing appointment of new agency for its automobile tire business for several months, has elected to retain Young & Rubicam, which has handled account for 20 years. It bills approximately $11 million.

Goodyear announced continuance of its association with Y&R on April 5. Presentations had been made to Goodyear by N. W. Ayer & Son, Leo Burnett Co., Doyle Dane Bernbach, J. Walter Thompson Co., Y&R and Kudner Adv., which handles Goodyear's industrial tires and aviation products. No reason was given for Goodyear's decision.

Ford Fund makes grant to airborne etv project

Ford Foundation has made $7.5 million grant to Midwest Program on Airborne Television Inc. to help it move into permanent organization serving schools in six states with educational programs via uhf tv beamed from airplane, under test since last fall (BROADCASTING, Jan. 1) Ford helped underwrite test and new grant clears way for schools in coverage area to ultimately

more AT DEADLINE page 10

take over ultimate operation and financing of MPATI themselves. MPATI plans expansion of service to wider area with more channels upon FCC approval.

RCA sues Philco, says firm blocked color tv

RCA has charged Philco Corp. and its new owner, Ford Motor Co., with conspiring to delay public acceptance of color tv in filing $174 million triple damage antitrust suit against Philadelphia electronics and appliance manufacturer and Ford.

Philco officials termed charge without foundation.

Suit claims Philco has blocked and restrained market for color tv since 1954 in conspiracy with other, unnamed companies, to maintain Philco's position in black-and-white tv set sales and to permit Philco to develop its own "Apple" color tv receiver.

Conspiracy was discovered, RCA says, during pre-trial examination in preparation for trial of Philco's original $150 million antitrust suit against RCA, GE, AT&T and others. In this 1957 suit, Philco claims RCA and others conspired to apportion electronics and communications business among themselves.

RCA suit actually was ninth counterclaim in Philco suit; in others RCA has asked for over $1 million in back royalties it says is due from Philco.

Ford took over Philco late last year through exchange of stock.

CBS says NASA favored NBC in releasing film

Inter-network squabble developed late last week over release to tv of NASA color film of Lt. Col. John H. Glenn Jr.,'s Feb. 20 orbital flight.

CBS News President Richard S. Salant told CBS-TV affiliates in closed-circuit conference Thursday that NASA informed NBC-TV of release date of film two days before CBS-TV was notified. NBC-TV announced earlier it would show film at 7:30 p.m. EST, Monday (April 9).

Mr. Salant told affiliates CBS-TV does not want to let NBC-TV have show all to itself and does not want to air it after NBC-TV, so CBS-TV will schedule it at NASA release time of 6 p.m. EST on same date.

NBC-TV officials said network's showing of film will stay where scheduled, at 7:30 p.m., "in color." (CBS-TV telecasts only in black and white.) NBC-TV showing will be sponsored by Gulf Oil Corp. through Young & Rubicam.

ABC-TV will use NASA film only on regularly scheduled newscasts.

'White Paper' theft

Telecast of last episode of NBC-TV's *White Paper* series may be delayed for some time as result of robbery of several rolls of silent film. NBC spokesman said 23 100-foot rolls of negative and print were stolen when truck delivering film from processor made stop at 49th Street at Seventh Avenue in New York.

Episode, scheduled for May 18, was filmed in Sicily and concerned that island and its problems.

Senators plan strategy for federal ownership

Small band of liberal senators favoring government ownership of proposed communications satellite corporation are said to have formed strategy they feel will force government to create, own and operate space system.

They know they don't have votes to win approval of government-ownership bill (S 2890) sponsored by Sen. Estes Kefauver (D-Tenn.) and five other senators. But they are confident they have enough support in Senate to talk administration's private ownership bill (S 2814) to death for this congressional session.

In that event, they feel certain, administration, eager for U. S. to be first in this field, will be compelled to establish government-owned system without waiting for Congress to act. In their view, congressional action is needed only if government is to "give" space communications to private corporation.

Clearance of p.a. shows 3 in 4, study indicates

One-month study of network public affairs program clearances on tv stations showed turndowns roughly one in four.

Study, conducted by Columbia U.'s Graduate School of Journalism, is being published in spring issue of *Columbia Journalism Review*. Editors used programs "advertised" by Television Information Office and telecast during last January. Three networks supplied information on stations carrying 14 shows involved.

As reported over weekend by Columbia: in total of about 2,000 occasions when stations were asked to clear time, 500 did not; few stations did carry all programs offered but others turned down as many as 8 out of 9; variations from network to network not as wide as from program to program, and as expected sustaining shows were least widely accepted; news-conference programs were seen spottily "even in large cities."

Editors found that stations don't deliberately bar information programs but many fail to carry as many as they would seem financially able to carry. One program—*Projection '62* on NBC-TV—had 90% acceptance from stations to which it was offered.

Colorado theatre group forms against pay tv

Joint Committee Against Toll Tv announces Colorado theatre exhibitors have organized themselves into Colorado Committee Against Toll Tv to oppose application of Teleglobe System for pay tv on KTVR (TV) Denver (BROADCASTING, April 2).

Colorado committee has retained Marcus Cohn of Cohn & Marks, Washington, D. C., to file protest with FCC and request hearing against Teleglobe application for three-year test. Committee also will move at state and local level to oppose use by Teleglobe of telephone wires of Mountain States Telephone & Telegraph Co., local AT&T subsidiary, for sound portion of pay tv broadcasts.

Theatre exhibitors in Connecticut and Arkansas are pressing similar moves to block pay tv tests by RKO General Phonovision and Paramount-Telemeter, respectively.

Sillerman to Schwimmer

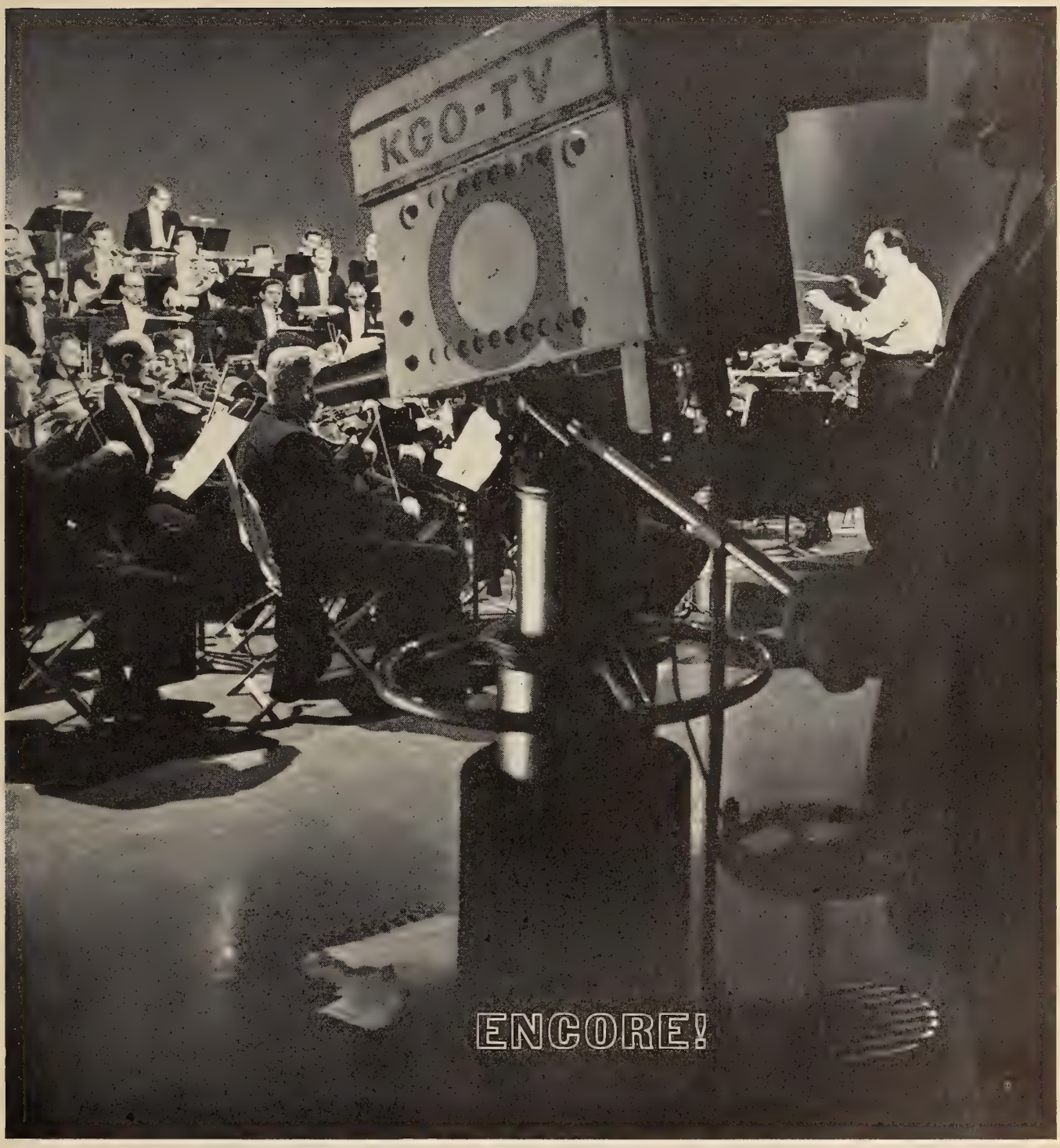
Michael M. Sillerman, former partner and executive vice president in charge of sales for Programs for Television Inc., has been named sales manager of Walter Schwimmer Inc. He will have headquarters in New York. Earlier, he helped form Television Programs of America and before that was with Ziv-Tv.

WAIP sold: $92,500

WAIP Prichard, Ala., has been sold by Prichard Broadcasting Co. (G. V. Dismukes, president) for $92,500 to Charles Holt and Robert M. Robinson, owners of WHHY Montgomery, Ala., subject to FCC approval. Mr. Holt also owns WHSY Hattiesburg and WHNY McComb, both Mississippi. Broker: Blackburn & Co.

Johnson buys Skelton

S. C. Johnson & Son (Johnson's Wax), alternate sponsor of *Red Skelton Show* for seven years, has signed for part sponsorship of new full-hour Skelton program starting this fall on CBS-TV in Tuesday 9 p.m. spot. Agency for purchase was Foote, Cone & Belding, Chicago.



ANOTHER TELEVISION FIRST...ANOTHER COMMUNITY SERVICE... AGAIN ON KGO-TV The television debut concert of the San Francisco Symphony produced and presented by KGO-TV in February once again demonstrated the station's vital role as an important public servant in its community. To put your commercial messages on the station in tune with Northern Californians and their tastes, contact your nearest ABC-TV National Station Sales representative or call UNderhill 3-0077 in San Francisco. 277 Golden Gate Avenue. **KGO-TV**

OWNED AND OPERATED BY AMERICAN BROADCASTING-PARAMOUNT THEATRES, INCORPORATED



20 YEARS ON TOP*

Jim Uebelhart,

WSPD-Radio's Newscaster

* Consistently at the top in popularity for 20 years . . . Building audience with each passing year. For the last six years, for example, Jim Uebelhart has held an average share of audience of more than 53% for his daily newscasts (Pulse 1955-61).

This type of audience dominance ALL DAY LONG is typical of WSPD-Radio. Listener loyalty like this makes your advertising investment yield the greatest possible return.

Ask your Katz representative

WS12

WSPD-Radio

NBC · TOLEDO

a STORER station

National Sales Offices:

118 E. 57th St., New York 22

DATEBOOK

A calendar of important meetings and events in the field of communications

***Indicates first or revised listing.**

APRIL

April 8-11—Assn. of Electronic Parts & Equipment Manufacturers Inc., manufacturers' management institute. Monticello, Ill.

*April 9—**Hollywood Advertising Club** luncheon meeting at Hollywood Roosevelt Hotel. Ralph Baruch, director of international sales, CBS Films, will speak on "One Hundred Million Foreign Viewers Can't Be Wrong."

April 9—Academy of Motion Picture Arts & Sciences, 34th Oscar awards ceremony at Civic Auditorium. Santa Monica, Calif.

April 10—**RTES,** Time Buying and Selling seminar: "Using Research." CBS Radio, 49 E. 52nd St., New York.

*April 11—**South Carolina Broadcasters Assn.,** board of directors meeting. 10:30 a.m., Wade Hampton Hotel, Columbia.

April 11-13—Institute of Radio Engineers Radio & Television Assn., spring meeting. WNED-TV, Hotel Lafayette, Buffalo.

April 11-13—**Institute of Radio Engineers** southwest conference and electronics show. Houston, Tex.

April 12-13—Advertising Club of Memphis, second annual Mid-South Advertising Institute. Peabody Hotel, Memphis, Tenn. Theme: "Advertising Helps."

April 13—**Arziona Broadcasters Assn.** annual spring meeting. Speakers include Sol Taishoff, editor and publisher of BROADCASTING, and Douglas A. Anello, NAB general counsel. Hiway House Hotel, Tucson.

April 13-14—**Sigma Delta Chi Region 3** convention. Biltmore Hotel, Atlanta, Ga.

April 14—Deadline for **EMMY Awards** nominations.

April 14—**American Humane Assn.** will present its "Patsy" awards, animal counterpart of the tv "Emmy" for humans, for best animal tv performances of 1961, in ceremonies starting at 9 a.m. at Hollywood's RKO Pantages Theatre.

April 16—**Deadline** for comments on **FCC** proposal to charge licensing fees for applications for new stations, renewal applications, transfers of control or major facility changes, and other nonbroadcast licenses.

April 16-18 — **National Educational Television & Radio Center, spring affiliates' meeting. Denver Hilton Hotel, Denver, Colo.**

April 17-20—**Georgia Assn. of Broadcasters** and **Georgia State Dept. of Education** sponsor radio-tv educational workshops at Athens, Moultrie and Vidalia.

April 19-20—**Atlanta Advertising Club** 13th annual advertising institute. Speakers include Sylvester L. Weaver, McCann-Erickson, and Milton Canniff, creator of Steve Canyon comic strips. Theme: "How to Succeed in Advertising by Really Trying." Dinkler Plaza Hotel, Atlanta, Ga.

April 21—**UPI Broadcasters Assn. of Connecticut,** annual convention, banquet and ball. Statler-Hilton, Hartford, Conn.

April 22-27 — **"Inside Advertising Week,"** sponsored by **Advertising Club of New York** and **Assn. of Advertising Men & Women.** Banquet April 26, Grand Ballroom, Hotel Biltmore, New York.

*April 23—International Day in New York. Opening session of **American Assn. of Advertising Agencies'** second international meeting of advertising agency leaders. Among morning session speakers or presiding officers: AAAA President Frederic R. Gamble and Board Chairman Martion Harper Jr., (also Interpublic Inc.), Francis Elvinger of Elvinger S. A., Paris, Thomas H. Lane (Lennen & Newell), Armando d'Almeida of Inter-American de Publicidade, S. A., Rio de Janeiro; Arthur A. Kron, AAAA New York Council governor (also Gotham-Vladimir Adv.). N. Y. Gov. Nelson A. Rockefeller is luncheon speaker. Among afternoon speakers or presiding officers: Norman H. Strouse, AAAA director-at-large (also J. Walter Thompson Co.); Fred Adams, New York Council governor of AAAA (also G. M. Basford Co.); Elma Kelly, Cathay Ltd., Hong Kong; Irwin Zlowe (The Zlowe Co.); W. A. Messenger, Saward Baker & Co., London; Stuart D. Watson, New York Council governor of AAAA (McCann-Marschalk); William A. Masteller, AAAA secretary-treasurer (Marsteller Inc.). Empire Room, Waldorf Astoria, New York. 9:30 a.m. start of early session; luncheon at 12:30 and 2:30 p.m., start of afternoon session.

April 23—**Associated Press,** annual meeting of members. Waldorf-Astoria Hotel, New York.

April 23-May 5—**Second International Television Festival, Montreux, Switzerland.**

April 25—**Assn. of Industrial Advertisers,** Eastern New England chapter and Hartford chapter, all-day marketing and advertising clinic. Hotel Somerset, Boston.

April 26-27—**Pennsylvania AP Broadcasters Assn.** Philadelphia.

*April 26-28—**American Assn. of Advertising Agencies,** annual meeting. The Greenbrier, White Sulphur Springs, W. Va.

April 27-28—**Oregon Broadcasting Conference.** Village Green, Cottage Grove.

April 27-29—**Mississippi Broadcasters Assn.,** annual convention. Broadwater Beach Hotel, Biloxi, Miss.

April 27-29—**National Academy of Television Arts & Sciences, trustees meeting.** Seattle, Wash.

April 27-29—**Sigma Delta Chi Region 8** convention. Pioneer Hotel, Lubbock, Tex.

April 28-29—**Sigma Delta Chi Region 10** convention. U. of Washington, Seattle.

April 28-29—**Sigma Delta Chi Region 5** convention, Morrison Hotel, Chicago.

April 29-May 2—**Chamber of Commerce of U.S.,** 50th annual meeting. For information and reservations, contact the Hotel Reservation Office, 1616 K Street N.W., Washington 6, D.C. Convention will take place in the Capital.

April 29-May 4—**Society of Motion Picture**

TVB sales clinics

May 2—Bond Hotel, Hartford
May 8—Sheraton-Jefferson, St. Louis
May 10—Mayo, Tulsa
May 15—Sheraton-Dallas, Dallas
May 15—Sheraton-Dallas, Dallas
May 17—Roosevelt, New Orleans
May 17—Sheraton-Gibson, Cincinnati
May 29—Hillsboro, Tampa
May 31—Dinkler Plaza, Atlanta
June 5—Statler Hilton, Buffalo
June 5—Sheraton-Belvedere, Baltimore
June 7—Sheraton-Cleveland, Cleveland
June 7—John Marshall, Richmond
June 19—Tropicana Motel, Fresno
June 21—Benson, Portland, Ore.
June 22—Vancouver, Vancouver
June 26—Writers' Manor, Denver
June 28—Sheraton-Fontenelle, Omaha

THE OFFICERS AND DIRECTORS OF

MUZAK CORPORATION

TAKE GREAT PRIDE IN ANNOUNCING

THE 1961 WINNER OF THE

ANNUAL GOLDEN EAR AWARD

Mr. John E. Fetzer

In recognition of his outstanding achievements, Mr. John E. Fetzer of Kalamazoo, Michigan, is awarded the Muzak Golden Ear Award for 1961. Long a vigorous champion of American culture, Mr. Fetzer is a pioneer in international broadcasting where his vision and leadership have won him a world-wide reputation. As U.S. Censor of Radio during World War II, he was named to General Eisenhower's Committee to investigate post-war communication problems in Europe. Recently, Mr. Fetzer completed a People to People tour to effect closer liaison with Latin and South American broadcasters and to promote better understanding of hemisphere economic matters. A Director of the National Association of Broadcasters for over two decades, Mr. Fetzer was first Chairman of the Television Code Review, serving three years. Currently, Mr. Fetzer is President of four radio and television broadcasting corporations, Muzak's Western Michigan franchise and the Detroit Tigers American League baseball team.



JUDGES: **JACK WRATHER,** *Chairman of the Board of Muzak Corporation*
CHARLES COWLEY, *President of Muzak Corporation*

THE GOLDEN EAR AWARD is an annual award established by MUZAK Corporation to honor the franchiser whose achievements in National, State or Community affairs mark him as the outstanding citizen of the year in the MUZAK family.... In making this award, MUZAK Corporation seeks to encourage and honor individual excellence, pre-eminence and leadership in church, fraternal or social work; philanthropy, government, business, or other meritorious human endeavor.

MUZAK CORPORATION

An International Subsidiary of W *Wrather Corporation*

229 PARK AVENUE SOUTH, NEW YORK 3, N. Y.

MUZAK—Reg. U.S. Pat. Off.



WHDH-TV's "Bozo The Clown" and Friend in Karachi, Pakistan.

Can a picture taken in Karachi, Pakistan, reflect the attitude of a television station on Morrissey Boulevard, Boston?

We think it can, in a way.

You hear a great deal these days about television — what programs are good — why aren't there more "different ones" —

One of the reasons you hear so much about television is because:

television is a personal thing

There are probably as many reasons why individuals like certain programs as there are people in New England. Because tastes vary so greatly, a television station has a unique responsibility in programming many different types of programs — some highly popular, some enjoyed by a smaller segment of the community.

WHDH-TV takes great pride in the wide variety of its programs that dwell on specialized areas of public interest. As a matter of fact, WHDH-TV originates more locally produced live color television programs of a public service nature than any other commercial television station in the United States.

Among them are:

Dateline Boston — A daily series of television programs (6:05 - 6:30 P.M.) contributing to understanding and appreciation of art, music, medicine, science, theatre, national and international affairs — produced in association with The Massachusetts Department of Education.

New England Farm and Food Program — A daily series of television programs (1:05 - 1:30 P.M.) devoted to information and news of home and farm. Host Joe Kelly is the only New England Radio and Television Broadcaster to win the American Farm Bureau Federation's top award for "most effectively presenting agriculture to the community."

We Believe — A daily series of television programs (10:15 - 10:30 A.M.) of inspirational messages from religious leaders of all faiths. A program that fulfills a great spiritual need in the New England community.

Channel 5 Reports — A regular presentation of the WHDH-TV News Department. Searching explorations in depth of the major news events of the day. A series that has gained national recognition . . . such programs as "Red Flag Off Cape Cod" — exposing the activities of a vast Russian fishing fleet in New England waters.

Cultural Exchange with South America — A twelve program series that will carry the story of a dynamic, growing Boston to the people of Brazil and will in turn bring the story of Brazil to New England television.

Life in Asia — The program series from which our photograph comes — ten half-hour documentary television programs resulting from a seven week tour of Asia by WHDH-TV's "Bozo The Clown" and Virginia Bartlett, producer of "Dateline Boston." Programs that tell the story of UNICEF and its work with the children of the world. These television programs have been produced exclusively by WHDH-TV and following their appearance on Channel 5, will be presented to UNICEF for world-wide showing. We consider this series a unique contribution in the field of international understanding through television.

Yes — a picture can reflect an attitude — an attitude of responsible television programming in the public interest.

WHDH-TV
Channel 5
Boston

IN PORTLAND OREGON...
IT'S EYE-CATCHING

"TV-timed" housekeeping is a pretty common practice nowadays. In Portland, and 34 surrounding Oregon and Washington counties, many women have it timed so close that their between-chores breaks coincide **perfectly** with their favorite TV shows. This timing is fortunate for KOIN-TV, the station Nielsen credits with most total daytime homes. This means it's a good deal for KOIN-TV's clients, too.



KOIN-TV

Channel 6, Portland, Oregon
One of America's great influence stations
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
Give them a call, won't you?

& Tv Engineers, 91st convention. Advances of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.

April 30—**American Women in Radio & Television, board of directors meeting. Sheraton-Chicago Hotel, Chicago.**

April 30-May 2—**Assn. of Canadian Advertisers,** convention. Royal York Hotel, Toronto.

MAY

May 2-5—Institute for Education by Radio-Television, annual convention. Deshler-Hilton Hotel, Columbus, Ohio.

May 3-5—**Montana Broadcasters Assn.** convention, Placer Hotel, Helena.

*May 3-6, 1962—**American Women in Radio & Tv,** national convention. Sheraton-Chicago Hotel, Chicago. Speakers will include FCC Chairman Newton N. Minow; NAB President LeRoy Collins; Peter G. Peterson, president, Bell & Howell, and Gail Patrick Jackson, executive producer of *Perry Mason* series.

May 4—Annual awards dinner, Radio-Tv Dept., **Indiana U.** Speaker will be Sol Taishoff, editor and publisher of BROADCASTING. Among awards will be two scholarships donated by Sarkes Tarzian Inc.

May 4-5—Kansas Assn. of Radio Broadcasters, annual convention. Hays, Kan.

May 5—**Sigma Delta Chi Region 11** convention, Montgomery Hotel, San Jose, Calif.

May 5—**Sigma Delta Chi Region 9** convention. La Court Hotel, Grand Junction, Colo.

May 5—**Sigma Delta Chi Region 2** convention. Chamberlin Hotel, Old Point Comfort, Va.

May 7 — **New Mexico A.P. Broadcasters Assn.** meeting, Albuquerque.

May 9-11—**Public Utilities Advertising Assn.** 40th conference. Queen Elizabeth Hotel, Montreal.

May 9-12—Western States Advertising Agencies Assn., 12th annual conference **Theme of this year's conference is: "Advertising Achievements—West." Oasis Hotel, Palm Springs, Calif.**

May 10 — **Station Representatives Assn.** program awards luncheon. "Silver Nail" timebuyer of the year award and "Gold Key" award will be presented. Waldorf-Astoria Hotel, New York.

May 10-12—**U. of Wisconsin** Journalism Institutes. Wisconsin Center, Madison.

May 10-12—Advertising Federation of America, fourth district meeting. Jacksonville, Fla.

May 11-12—**Sigma Delta Chi Region 1** convention. Columbia U. New York.

May 12—**California Associated Press Radio-Tv Assn.,** annual meeting. Yosemite National Park.

May 12—**UPI Broadcasters of Illinois, spring meeting. Inman Hotel, Champaign.**

May 12—**Sigma Delta Chi Region 4** convention. National awards banquet on agenda. Statler Hilton Hotel, Detroit, Mich.

*May 12-13—Radio and television news clinic, sponsored jointly by the **U. of Illinois, Illinois News Broadcasters Assn.** and **Radio-Television News Directors Assn.** Featured speakers will be William B. Monroe Jr., news operations director, NBC, and Carter Davidson, foreign news editor of WBBM-TV Chicago. U. of Illinois, Urbana.

*May 13-15—**Southwest Assn. of Program Directors for Television,** annual meeting. Skirvin Hotel, Oklahoma City.

May 15—**Comments due in FCC rulemaking** (Docket 14419) affecting the presunrise operation of daytime only stations. (Rescheduled from Feb. 8)

May 15-16—**Council on Medical Television,** fourth annual meeting. Speakers include Rep. John E. Fogarty, (D-R. I.) and FCC Commissioner Robert E. Lee. Clinical Center, National Institute of Health, Bethesda, Md.

May 16-17—Annual Medical-Dental Tv Workshop, sponsored by the **National Naval Medical Center.** National Naval Medical Center, Bethesda, Md.

May 17—**Advertising Writers Club of St. Louis,** first annual awards dinner. Men's Grill, Stix, Baer & Fuller, St. Louis.

May 20-22—**Assn. of National Advertisers,** spring meeting. Hotel Commodore, New York.

May 21—**Southern California Broadcasters Assn.** annual Wingding, golf and dinner, at Lakeside Golf Club, Burbank.

May 21-24—25th anniversary **Electronic Parts and Distributors Show and Conference. Conrad Hilton Hotel, Chicago.**

May 22—**National Academy of Television Arts & Sciences,** 14th annual Emmy Awards presentation. Originating in New York, Hollywood, and Washington, D. C.

May 23-25—Electronic Industries Assn., 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.

*May 24-25—**Iowa Broadcasters Assn.,** annual meeting. Hotel Fort Des Moines, Des Moines.

May 24-26—**Institute of Radio Engineers** seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.

*May 25-26—**South Dakota Broadcasters Assn. meeting,** Watertown.

JUNE

June 2-3—**Oklahoma AP Radio-Tv Assn.** Tulsa.

June 11-12 — **North Carolina Assn. of Broadcasters** annual convention, Heart of Charlotte Motel, Charlotte.

June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.

June 11-15—**American Federation of Musicians** 65th annual convention. Public Auditorium and Hotel Penn-Sheraton, Chicago.

June 13-16—**Florida Assn. of Broadcasters** annual convention. International Inn, Tampa.

June 14-15 — **Western Assn. of Broadcasters,** convention. Jasper Park Lodge, Alta.

June 16 — **Georgia Assn. of Broadcasters** annual Golf Day, Athens.

June 17-22—Annual convention of the **National Community Television Assn.** Shoreham Hotel, Washington, D. C.

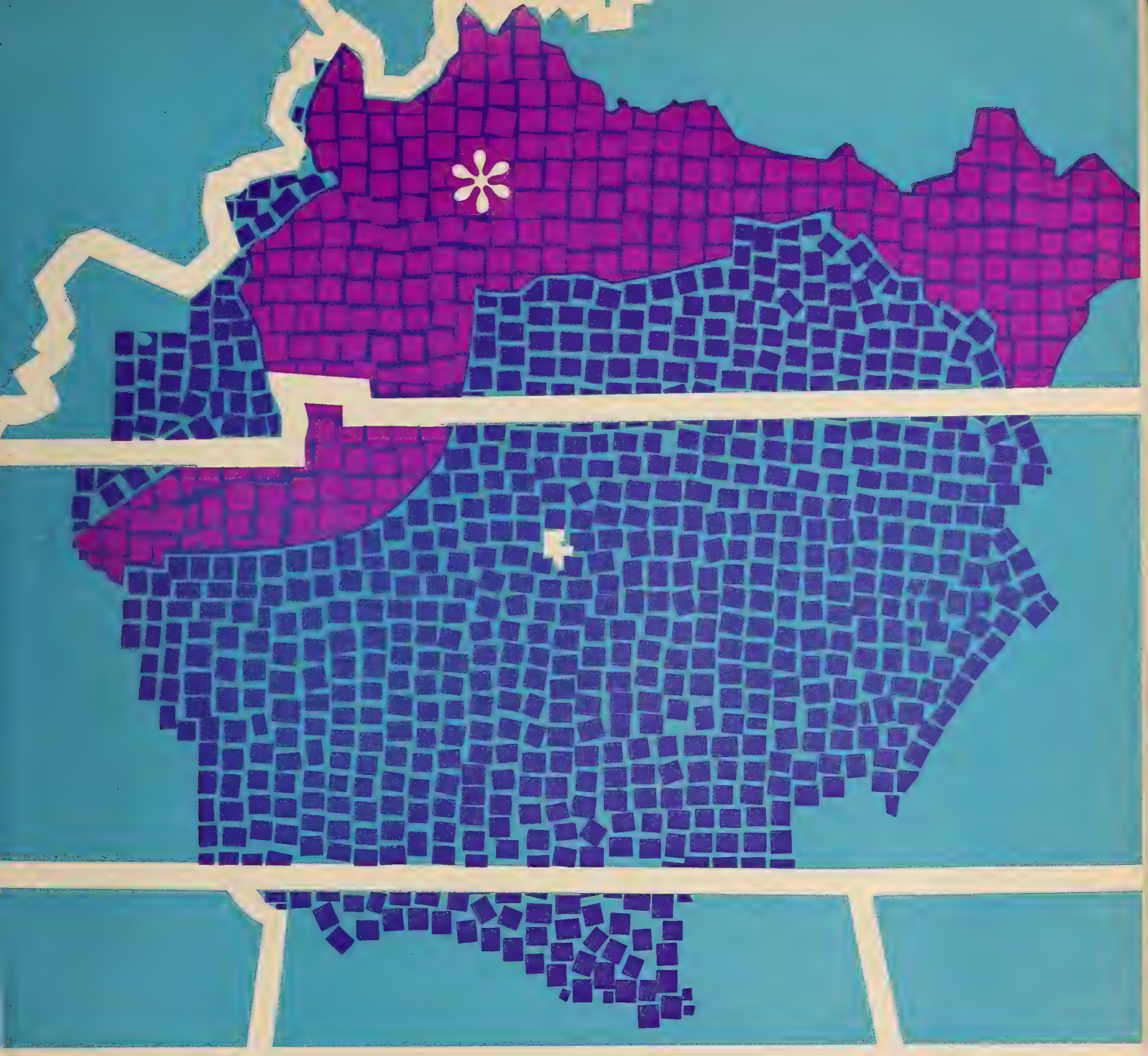
June 20-22—**Virginia Assn. of Broadcasters,** annual meeting. Cavalier Hotel, Virginia Beach.

June 20-22—**American Marketing Assn.,** 45th annual conference. Netherland Hilton Hotel, Cincinnati.

June 22—New deadline for reply comments on **FCC** proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets.

June 23-28—Advertising Federation of America, 58th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Roundup." Denver-Hilton Hotel, Denver.

June 23—Advertising Federation of America, ninth district meeting. Denver.





This is the Nashville Television market . . . . . 37th or 38th in the nation depending on your source.*

WLAC-TV was the first tall tower station to serve this total 3 state area. Imaginative, entertaining, live, local programming . . . . consistent, award-winning news coverage . . . . Paramount, Warner Brothers, MGM and now Seven Arts Movies . . . . plus the finest network service available have established a recognized pattern of audience domination for WLAC-TV. CBS, of course. Every Katz man knows the story.

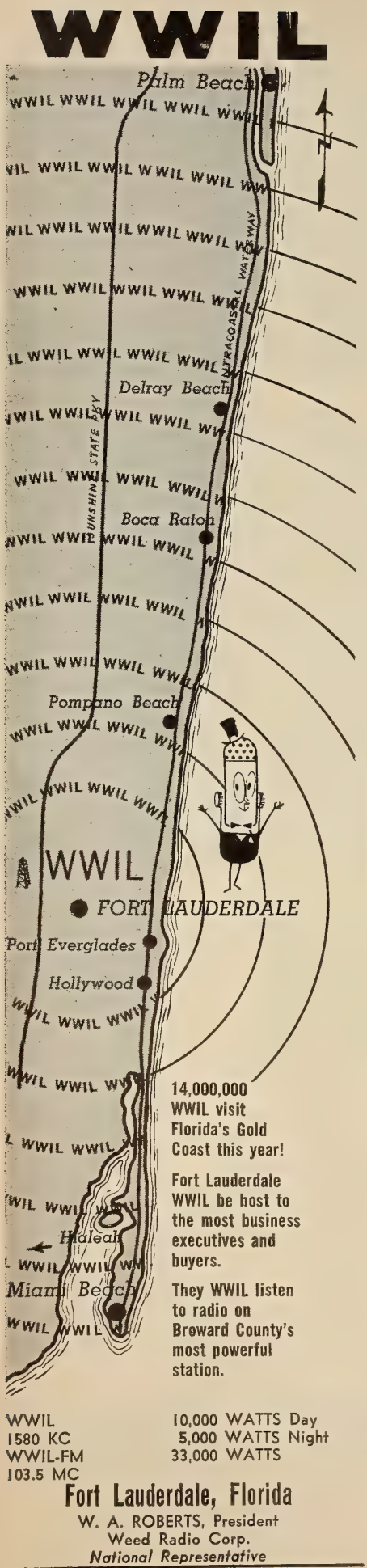
WLAC-TV nashville

the "way" station *to the central south*

*37th . . . ARB Nov. '61 . . . total homes delivered 6:30 to 10:00 p.m.
38th . . . Television magazine Jan. '62 . . . total homes covered.

Robert M. Reuschle, General Sales Manager

T. B. Baker, Jr., Executive Vice-President and General Manager



OPEN MIKE®

On double billing

EDITOR: I have been reading . . . all the items concerning "double billing." As you know, I have been working on this mess a long time. The Arkansas Broadcasters Assn. started back in 1955. . . .

My station has lost local business even as late as early 1962 because we have never and never will engage in this type of larceny.

You summed up the entire situation in a BROADCASTING editorial March 12, 1956. . . . Your publication was on its toes over six years ago—trying to warn the broadcasters of a potential crackdown.

I don't think the radio and tv industry should worry about whether the newspapers are involved or not. Let the postal authorities take care of them. Just because the local newspaper robs merchants on weekends is no reason why the broadcaster must go out and do the same thing. . . .—*W. N. McKinney, general manager, KELD El Dorado, Ark.*

EDITOR: . . . I noticed that some broadcasters were excusing double billing by broadcast media on the grounds that it is common practice and has been instigated by newspapers. . . .

I am personally glad to see the three government agencies decide to do something about double billing. Just because everyone else does it is a mighty feeble excuse. . . . I can see no other fit description of double billing than stealing. —*Amos Stone, partner, WMTA Central City, Ky.*

Half-truth advertising

EDITOR: I believe that . . . half-truths by media about themselves that would affect an agency's purchases is just as bad as double billing. . . .

. . . I feel that all stations should be required to show non-directional antenna or directional antenna information when representing the power of their station in advertisements aimed at buyers. I'm sure agencies will go along. . . .

. . . The most powerful voice is not always the biggest on comparable coverage maps. . . .—*Dick Barrett, general manager, WMFT Terre Haute, Ind. (500 watts, non-directional).*

Religious viewpoints

EDITOR: Your fine coverage of the . . . FCC hearing on Chicago tv was marred from our point of view . . .

In our testimony we pointed out . . . that we do not desire nor operate to control all of the broadcast time allocated to Protestant and Orthodox Catholic broadcasts in our area. Though we

BROADCASTING PUBLICATIONS INC.
PRESIDENT ..... SOL TAISHOFF
VICE PRESIDENT ..... MAURY LONG
VICE PRESIDENT ..... EDWIN H. JAMES
SECRETARY ..... H. H. TASH
TREASURER ..... B. T. TAISHOFF
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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Sol Taishoff

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Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
Copyright 1962: Broadcasting Publications Inc.

YOU CAN QUOTE ME...

"WLW TV and Radio land is a big part of America—reaching 20 million people in 9 states, which include a wealth of rich farm acres and prosperous homes. That's why we use the Crosley group for the Agrico Fertilizer products of The American Agricultural Chemical Company. The big WLW Stations' scope is a ripe field of rural and urban markets."

Al H. Wegener, Account Executive
Marsteller Inc., New York

I'LL SAY THIS...

"The Crosley Stations take a lot of the guesswork out of media buying because the WLW TV and Radio facts and figures are sharp and clear, based on Crosley's 40 years of leadership and experience in the broadcasting business. If you want action in your media transactions, tune your time to the dynamic WLW Stations . . . and watch 'em go!"

Helen M. Seele, Associate Media Director
Marsteller Inc., New York



Call your WLW Stations' representative . . . you'll be glad you did!

WLW-D Television Dayton

WLW-C Television Columbus

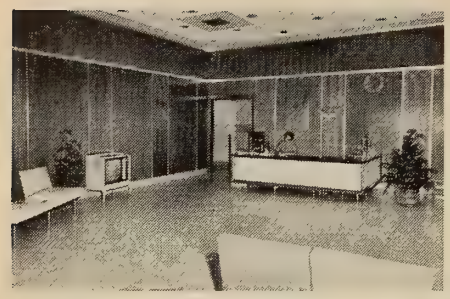
WLW-T Television Cincinnati

WLW-A Television Atlanta

WLW-I Television Indianapolis

W L W Radio

Crosley Broadcasting Corporation



Reception Room of WDBJ-TV. New building is one of the largest and most modern in the South. Finest technical equipment . . . 316,000 watts e. r. p. — CBS affiliate.

WDBJ-TV Brings You the News About Pithsome Western Virginia!

The robust, fast-growing Western Virginia market keeps making news with its stepped-up industrial expansion. Blanket this market with WDBJ-TV, Roanoke, now reaching over 400,000 TV homes of Virginia, N. Carolina, W. Virginia — in counties with nearly 2,000,000 population. For thorough coverage, you're right to use Roanoke's WDBJ-TV.



2 New In-Town Motels and 3 big shopping centers are being built in Roanoke this year. Many new industrial plants boost prosperity of WDBJ-TV coverage area. Above: New Holiday Inn.

Ask Your PGW Colonel For Current Availabilities

WDBJ-TV

Ch. 7 CBS

ROANOKE, VIRGINIA

represent a substantial majority of the church-related people in this area, we recognize the right of others to participate in broadcast activity. . . . Though only 27 groups are members of our federation, 48 denominations and communions participated in programs we produced in 1961, representing about 95% of the non-Roman Catholic Christian community of metropolitan Chicago. . . .—*R. H. Gums, executive secretary, radio & tv department, Church Federation of Greater Chicago.*

EDITOR: It is with interest that I have followed the progress of recent FCC hearings in both radio and television. . . .

. . . For any federal agency to insist that a broadcast outlet must carry programs that propagate religious faiths is not only unconstitutional, but also unethical and contrary to every precept of integrity that Mr. Minow claims to operate by. The only way that religious programming can be justified . . . is if a station will grant equal time to all faiths, all sects and all strains of belief . . . those who do not believe as well as those who do. . . .

If BROADCASTING is interested sincerely in seeing the Constitution observed, then it will make religious freedom as well as freedom of speech part of its concept. . . .—*John W. Gibson, Wakefield, Mass.*

Two years late

EDITOR: After reading your publication (BROADCAST ADVERTISING, March 26), I noted an error. Under the column you labeled 1962, it should read 1960. —*Ken Jonah, assistant advertising manager, MJB Co., San Francisco.*

[The column in the article about an increase in the tv audience in 1961 should have been labeled "1960" but was labeled "1962" through a typographical error.]

Uhf: parts I & II

EDITOR: I have been following your fine articles with great interest on the uhf operations.—*Robert E. Lee, commissioner, FCC.*

EDITOR: Please send six reprints of the South Bend-Fort Wayne uhf story. . . . —*Carleton B. Evans, tv sales manager, WKJG-AM-TV Fort Wayne, Ind.*

EDITOR: We greatly appreciate the very fine reporting job (on uhf in the South Bend area) [SPECIAL REPORT, March 12]. . . .—*Arthur R. O'Neil, general manager, WSBT (TV) South Bend, Ind.*

EDITOR: Congratulations on a very complete and comprehensive story on uhf. —*Francis H. Conway, director of sales, WDAU-TV Scranton, Pa.*

EDITOR: We have received a number of good comments on the uhf islands report. . . . a job well done. *Doug Holcomb, promotion-advertising director, WDAU-TV Scranton, Pa.*

[Reprints of BROADCASTING's Special Reports on uhf in the South Bend-Elkhart and Fort Wayne areas (March 12) and in northeast Pennsylvania served by Scranton and Wilkes-Barre (March 19) are available at 20 cents each.]

Rent-a-car cartoon

EDITOR: A friend has called my attention to the charming cartoon [EDITORIALS, Feb. 26]. . . . I would enjoy owning the original and I am wondering if you will quote me a price on it . . . it would make a wonderful addition to my office.—*Matthew L. Lifflander, associate corporation counsel, The Hertz Corp., New York.*



Drawn for BROADCASTING by Sid Hix

"He was working in that rent-a-car commercial, and they dropped him in front of the car instead of in it!"

[The original of the Feb. 26 cartoon has been forwarded to Mr. Lifflander with BROADCASTING's compliments.]

Sea change

EDITOR: You show me with Roger Clipp, who is presenting a copy of "Battleground North Atlantic" [THE MEDIA, April 2].

There is one error in the cutline. I am not Admiral Dennison, though I represented him on that occasion.

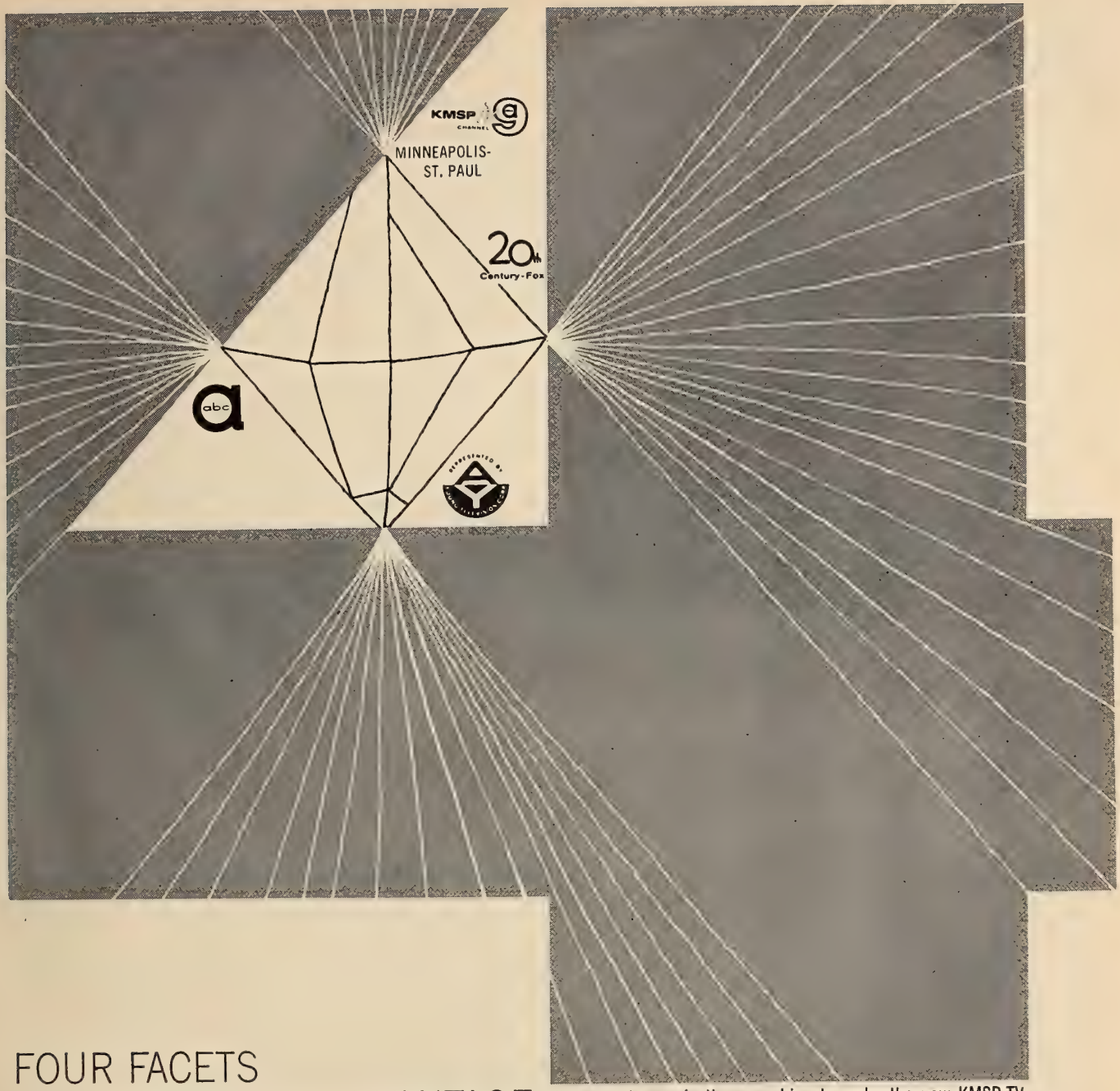
At the same time we appreciate your coverage of what we consider a very fine documentary. WFIL-TV has done a superior job in producing it and to our mind has performed an outstanding public service. . . .—*A. H. Ashton, captain, USN, chief of public information, NATO Headquarters of Supreme Allied Commander, Atlantic, Norfolk, Va.*

[A BROADCASTING writer's rapid skimming of a single-spaced press release resulted in accidental omission of the name of Capt. Ashton, who presented, in behalf of Admiral Dennison, a plaque to WFIL-TV for public service to (NATO) Allied Command, Atlantic.]

Correction on Ullman

EDITOR: Would appreciate . . . your making a correction in an article [FATES & FORTUNES, March 12]. Richard Ullman Jr. was employed as a salesman at KYA, not as sales manager. —*Jayne Swain, general manager, KYA San Francisco.*

(The erroneous information came from a news release issued by KFWB Los Angeles concerning Mr. Ullman's appointment as sales manager of KEWB Oakland-San Francisco.)



FOUR FACETS OF ADVERTISING ADVANTAGE IN THE TWIN CITIES

Four great organizations combine to make the new KMSP-TV Minneapolis-St. Paul a gem of a sales combination for astute advertisers in the Twin Cities. KMSP-TV management, plus 20th Century-Fox showmanship and ABC program strength have steadily built-up loyal audiences, with Young-TV on the team to assist advertisers in making the most profitable, sales-resultful buys. ☐ One year after the affiliation of ABC with KMSP-TV—the anniversary day is April 16—audience on the station has almost doubled, and in prime time, almost tripled.* ☐ After only one year of the combination of new ownership 20th new network abc and new representation Young-TV KMSP-TV is in effect a new station. The result is an entirely new audience picture in the Twin Cities, and new opportunities for your advertising dollar.

CALL YOUR YOUNG-TV MAN FOR TOP AVAILS.

YOUNG-TV

3 East 54 St., New York 22. PLaza 1-4848
New York • Chicago • Los Angeles • St. Louis
San Francisco • Detroit • Atlanta • Dallas • Boston

KMSP TV CHANNEL

DONALD SWARTZ, President and General Manager
RICHARD J. BUTTERFIELD, Vice-President in Charge of Sales

*Homes reached, per cent increase, average of ARBs Dec. '61 and Jan. '62 over Dec. '60 and Jan. '61: 6 to 10 P.M. — 171%; 9 A.M. to Midnight — 89%.

MONDAY MEMO

from EDWARD G. BALL, Miller Brewing Co., Milwaukee

A big role for nighttime radio: 'good news' booster for beer

At a time when most sponsors talk about their big tv investments, why are we at Miller excited about our new venture in radio—in this case a nighttime network buy? We feel that the story is worth telling.

Miller High Life is a nationally distributed beer and is sold in all 50 states (plus a number of foreign markets) through some 700 distributors. Miller is unique among the large national breweries in that the product is brewed only in Milwaukee. Its principal competitors have decentralized operations.

Miller's 1961 volume totaled nearly 2.6 million barrels—a substantial increase of some 7.7% over 1960 sales and considerably over the 1.3% increase achieved by the brewing industry as a whole. Miller ranks 10th among all breweries, but its chief competitors enjoy annual sales volumes which are double and triple that of Miller.

The Ad Problem ▪ Obviously, this greater barrelage enables Miller's direct competition to spend two to three times as much for advertising and related sales efforts, yet Miller has to cover the same number of markets, sell the same number of retailers and reach the same number of consumers.

Through study and research, Miller apparently has arrived at an approach which is starting to pay handsome dividends. This approach, instituted some three years ago, involves a combination of national advertising effort and strong local advertising in some 85 selected target markets which account for about 75%-80% of Miller's total sales volume. Most major media are involved, including radio-tv spot. Our agency is Mathisson & Assoc., Milwaukee.

While this emphasis on strategic local effort has paid off handsomely, Miller also has been aware that it could not turn its back on many lesser markets which in combination represent a volume of some 500,000 barrels annually. Therefore, to provide these markets with adequate support at a reasonable cost, Miller has resorted to two types of national advertising which provide "umbrella" support to all of its markets.

Why Network Radio? ▪ One portion of this umbrella is Miller's national magazine program. It provides merchandisable advertising coverage and enables Miller to present its distinctive "champagne-style" bottle in full color at its appetizing best. However, national magazine advertising, despite the many good things which can be said about it, does not provide for Miller the complete umbrella coverage needed.

For this reason, Miller has been a rather consistent user of network radio advertising since 1947, when we sponsored 26 weekly half-hour programs on ABC featuring the champagne music of Lawrence Welk. This initial use of network radio was highly successful. Miller later used NBC and Mutual, too.

Then because of its sponsorship of *All Star Golf* over ABC-TV, Miller withdrew from network radio for a period. But last summer, ABC radio approached Miller with an availability centered on the 5:30 p.m. "drive-time" newscasts featuring Alex Dreier. Miller recognized the opportunity to support its year-end sales drive with a special effort and picked up half-sponsorship. The immediate and encouraging response to this purchase not only prompted Miller's advertising agency to recommend continuation in 1962, but it stimulated some additional thinking on my part, too: Why not add a nightly "good news" broadcast featuring Alex Dreier?

The Bright Side ▪ Unlike standard newscasts which often are a litany of disasters and other unhappy news, the new concept would emphasize the brighter side of the news and give listeners the opportunity to hear good news about their fellow men just before bedtime. Network radio, of course, would be ideal for this purpose. So we started Jan. 1 in the 10 p.m. spot.

Here are our happy results to date: (1) Coverage. At a cost within Miller's budget, *Good News* on 226 ABC affiliates gives Miller coverage of better than 90% of the radio homes in America; reaches virtually every one of Miller's markets. (2) Frequency. An across-the-board feature, *Good News* is broadcast Monday through Friday. (3) Continuity. Set up on a 52-week basis (as compared with Miller's previous network programming of 26 or 39 weeks), *Good News* provides all-year exposure.

(4) Impact. With a ten-minute format, each show gives Miller two commercial shots plus opening and closing billboards. This, coupled with Miller's continuing half-sponsorship of the 10-minute drive time news with Alex Dreier (currently on 228 ABC affiliates), gives Miller's markets 15 minutes of programming per day five times each week. (5) Flexibility. Because *Good News* is sponsored entirely by Miller, it affords flexibility in length of commercials to suit message needs.

It's Different, Too ▪ (6) Exclusivity. The show's format of broadcasting "good news" sets it apart from all the other standard newscasts. This uniqueness is almost sure to establish Miller's identity with the show. (7) Prestige. This quality is gained through the well-known and respected personality of Mr. Dreier. Miller merchandises Mr. Dreier to its distributors and retailers in this fashion: "Alex Dreier, the man on the go—sponsored by Miller High Life, the beer on the move."

(8) Compatibility. The program also is in complete harmony with the nature of the sponsor's product. The format provides a natural lead-in to the "enjoy life" commercials. (9) Concert. The program provides a direct tie-in with our overall advertising theme, "Enjoy Life with Miller High Life." (10) Bonus. Finally, the extensive coverage provided by the *Good News* and drive-time news programs not only solves the problem of putting effort into the many minor markets, but it also provides solid, low-cost, bonus support to many of Miller's major markets.

Ten—count 'em—ten elements of advertising smoothly working together. Rare it is when an advertiser can find any one single effort which so effectively provides all these desirable elements. Miller's programming on ABC Radio is "good news" indeed—for the listeners and for the sponsor!

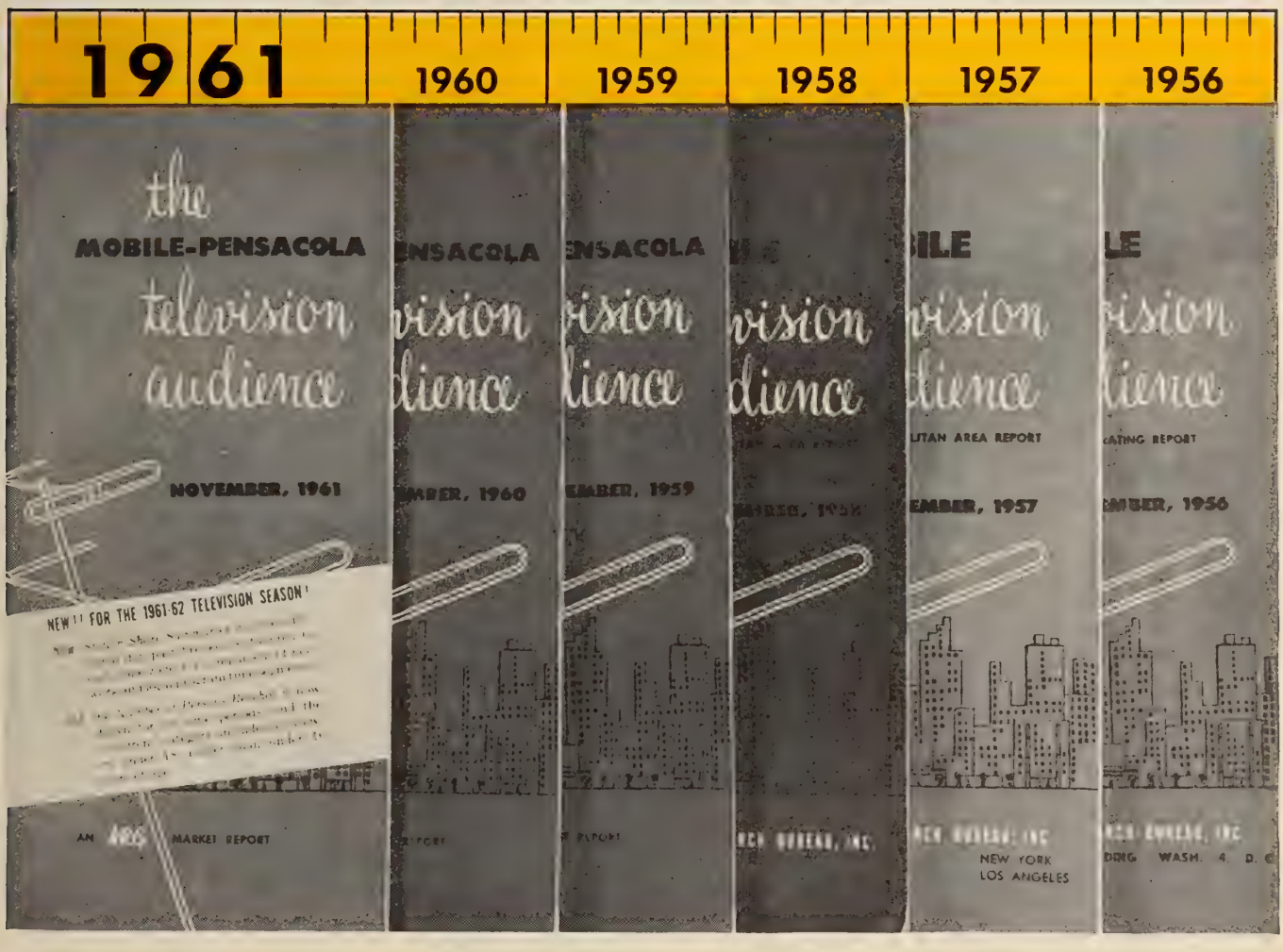


Edward G. Ball, director of sales promotion for the Miller Brewing Co., is in charge of all Miller High Life advertising, merchandising, public relations and promotion. Before joining Miller in 1956, he was vice president of Mathisson & Assoc. Inc., Milwaukee advertising agency handling the Miller High Life account. Nationally known in the advertising field, Mr. Ball got his start with a Milwaukee agency in 1934. He also worked for two Chicago agencies before joining Mathisson.

..... YEAR AFTER YEAR, AFTER YEAR, AFTER **YEARS** .....

WKRG-TV Mobile-Pensacola

Measures **UP**



WKRG·TV

Channel 5
Mobile
Alabama

Your **MEASURE 'MINT'** on the Gulf Coast

Call Avery-Knodel Representative

or C. P. Persons, Jr., General Manager

Surprise! Where is the

SOUTH'S LARGEST



INDUSTRIAL PLANT?



IN NORFOLK-TIDEWATER...AMERICA'S MOST UNDERESTIMATED MARKET

Scuttle the idea that the navy is the only blue chip in Norfolk-Tidewater. With over 21,000 employees, and a payroll of nearly half a million dollars for every working day, Newport News Shipbuilding and Drydock Co. is the South's largest industrial plant.

In addition we have Ford, Dow Chemical, Union Carbide, U.S. Gypsum, etc., AND the No. 1 *port* in the U.S. in foreign commerce tonnage—equal in employment to *500 average industrial plants!* AND military installations whose *civilian employees alone* outnumber all of Delaware's manufacturing workers!

Dig a little and you'll find lots of surprises in Norfolk-Newport News—America's most underestimated market! For more information, write to any of these stations at Norfolk, Va.

WAVY-TV
CHANNEL 10—NBC

WTAR-TV
CHANNEL 3—CBS

WVEC-TV
CHANNEL 13—ABC

A METRO MARKET OF NEARLY A MILLION PEOPLE, AND ONLY THREE TV SIGNALS!



DISCOVER

North Carolina's Grade A World

Only this one station provides Grade A Coverage of thirty-three populous counties in the heart of the rich Piedmont, dominated by the metropolitan tri-cities of Winston-Salem, Greensboro, High Point—a responsive market of more than 300,000 television homes!

Call [illegible], Broadcast Reps.

WSJS TELEVISION

NBC MST SEAL OF GOOD PRACTICE

CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 9, 1962, Vol. 62, No. 15

BIRTH CONTROL FOR AM RADIO?

■ Campaign is on to halt the growth in station population
■ Mercy killings of some stations may also be proposed
■ NAB, FCC to confer on problems of broadcast competition

A joint government-industry drive to reduce competition in radio was launched at the NAB convention in Chicago last week.

In a Monday address, NAB President LeRoy Collins said "there is no more important work before us" than to find remedies for the overpopulation of radio. "The theory of multiplicity as an incentive to excellence and a safeguard against mediocrity is a fine one, but it must be borne in mind that in actual practice there is a point of diminishing returns," the governor said.

The next day, FCC Chairman Newton N. Minow proposed that the industry and commission meet in an "informal, face to face, shirtsleeves working conference" to discuss the present art of radio broadcasting. "We are so busy grinding out grants of new licenses that we need to step back and take a look at why we're doing it," Chairman Minow said in proposing the conference.

Search for Answers ▪ "An intensive search for answers is overdue and a search for policies that conform to the answers is imperative."

No sooner had the chairman stepped down from the microphone than the wheels were turning to make such a conference a reality. Gov. Collins called it a "splendid suggestion, one in which the NAB will cooperate to the fullest. This is the sort of thing we need to do more often. The conference will help solve many vexing problems by obtaining information in depth."

An overwhelming majority of Mr. Minow's audience immediately gave wholehearted endorsement to the proposed am study and joint conference. On Thursday, the NAB officially endorsed the Minow proposal for a conference. In a resolution, voted on by radio members only, it was stated the "NAB accepts the proposal in the same spirit in which it was offered and will be pleased to participate in such a conference with the FCC and requests the president and staff of the NAB to assist in the arranging of such a conference to be held in Washington as soon as possible." Later, the entire convention approved plans for the joint conference.

The Georgia Assn. of Broadcasters wired to pledge the "resources, cooperation and energies" of its 165 members in the study. "The GAB offers wholehearted support to this step in the public interest," Association President H. Randolph Holder, WGAU Athens, said.

NAB Committee ▪ At its February meeting, the NAB Radio Board authorized the appointment of a special committee to study the problem of the population explosion in radio. The committee has not been named but George Hatch, KALL Salt Lake City and retiring NAB radio chairman, played a prominent role in plans for the new group. The committee was ordered after NAB General Counsel Doug Anello reported on the FCC's legal authority to consider economic impact of proposed new facilities in terms of the public interest.

Clair McCollough, NAB chairman,

How station profits drop as number of outlets increases

The growth of am radio station competition, hottest topic at the 40th Annual Convention of the National Association of Broadcasters in Chicago last week, was pointed up in BROADCASTING's Perspective 1962 report (BROADCASTING, Feb. 19, 1962).

Here are the facts on station income as compared to growing numbers of outlets in a number of markets. Figures were taken from the FCC's official record.

Baltimore: 1950, 10 stations, $3,554,865 revenue, $816,590 income (before taxes); 1960, 15 stations, $5,699,599 revenue, $872,989 income.

Birmingham: 1950, 9 stations, $1,883,973 revenue, $389,245 income; 1960, 12 stations, $2,261,206 revenue, $101,712 loss.

Atlanta: 1950, 11 stations, $2-861,627 revenue, $863,870 income; 1960, 18 stations, $4,470,376 revenue, $547,195 income.

Dallas: 1950, 7 stations, $2,985,-837 revenue, $775,003 income; 1960, 12 stations, $4,355,397 revenue, $188,707 income.

Fort Worth: 1950, 6 stations, $1,559,827 revenue, $209,237 income; 1960, 9 stations, $1,711,873 revenue, $14,163 income.

Peoria, Ill. 1950, 6 stations, $1,-122,412 revenue, $93,809 income; 1960, 5 stations $1,182,523 revenue, $148,659 loss.

Charlotte, N. C.: 1950, 4 stations, $1,814,711 revenue, $493,341 income; 1960, 7 stations, $1,558,900 revenue, $103,281 loss.

Little Rock, Ark.: 1950, 5 stations, $904,492 revenue, $209,051 income; 1960, 8 stations, $1,047,648 revenue, $114,362 loss.

St. Louis: 1950, 11 stations, $5,-917,879 revenue, $1,291,171 income; 1960, 14 stations, $7,039,432 revenue, $473,957 income.

Taking the United States as a whole, 1,976 radio stations reported total revenue of $340,891,476 in 1950 out of which they earned $55,113,872 in income before taxes. A decade later 3,300 am stations took in $560,315,348 but the income stood still, totaling $55,200,977.

Here are two more examples of the way the community revenue dollars are bing spread thinner:

In 1948 six Denver am stations shared $565,000 income; in 1960 17 stations shared $171,000, less than a third this sum.

In Phoenix, where the population doubled in the last decade, the five stations operating in 1948 shared $204,000 income; nine stations went in the red $50,000 in 1955, and 15 stations showed a loss of $62,000 in 1960.

said the committee will need the most qualified men available and that appointments will not be made for at least a week. A large number of broadcasters have asked to serve with the group, it is understood.

This same committee is expected to represent the industry and NAB in the "shirt-sleeves" conferences with the FCC. Mr. Hatch said that engineering and economic studies will have to be made before the industry is ready to sit down at the conference table. This means that the actual conferences are several weeks away.

Minow's Views ▪ Mr. Minow drew applause from his audience of 2,300 when he proposed—as the first question for the conference—whether a freeze should be placed on new am grants while a future course for radio is charted. "Should we pause in issuing new am licenses while we study the inflation on our airwaves?" he asked. Other questions posed by the chairman:

▪ Should engineering standards be tightened? Should processing be modified to give priority to underserved areas or should the economic question be met head on in every case? "My own view is that am engineering standards must be tightened and our own processing priorities sharply revised," Chairman Minow said.

▪ Should the FCC encourage mergers among existing stations and then delete stations to permit operation based on sounder engineering standards? "I find great merit in this suggestion if it is guided by the principles of no significant loss of service and an avoidance of monopoly or undue concentration of control," he said.

▪ What about the future of radio networks? "The networks remain the stalwart backbone of radio's own national and international news gathering organizations," the chairman said. "Would the networks be encouraged to expand, rather than contract their services, if they were permitted to own more radio stations?"

▪ "And what about the number of commercials? The time is past due to put up or shut up (the chairman was quoting code director Robert Swezey) on self-regulation. If you are unable to achieve self-discipline, we may have to adopt a rule on commercials which does apply to everyone." If the conference helps a broadcaster's economic position, the chairman said, it would be in the public interest to consider reasonable limitations on commercial time.

▪ Should the FCC take a closer look at an applicant's financial qualifications? "We approve transfers where the buyer's resources make a shoestring look like a mooring line," he said. "Are we kidding ourselves when we expect a tiny am station with a staff of a combo man and the owner to serve the public interest?—A high standard of public interest cannot be maintained by an understaffed station that is operating at a loss."

The chairman said these are just a few of the many questions which the industry-FCC conference would try to answer. "Whether such a conference is desirable and effective will depend on the spirit brought to it by both industry and government sharing a common goal—the development of policies that will preserve, enhance and encourage the fullest possible use of radio in the public interest. Gov Collins, I put this suggestion of a conference to you for the NAB and we'll await your views."



Mr. McCollough

It was a short wait with the NAB approving the conference 24 hours later.

Remedies Needed ▪ "Let us find remedies for the over-population of radio," Gov. Collins had said Monday in setting the stage for rapid acceptance of the conference proposal. There must always be room for the small station but it is equally important that there is room for broadcasting to grow, the NAB president said.

"The economics of good broadcasting are such that a station or a network simply cannot adequately determine community needs, plan for the meeting of those needs, finance the programming required, experiment with new formats and develop new talent without an adequate revenue base," he pointed out.

It takes money, the governor continued, for broadcasters to do well the things that are expected of them. "It is futile to think that this kind of financial base can be encouraged by the continued proliferation of an unduly large number of individual, competing broadcasting units."

The theory of multiplicity as an incentive to better programming and a safeguard against mediocrity is a fine theory, the governor said, but in actual practice there is a point of diminishing returns. "No one wants monopoly, but the alternative is not the extreme in the other direction—anarchy through overpopulation of broadcast facilities," he said.

"For when this happens, each economic unit is forced to cut back on costs, including important services in the very areas where public need requires strengthening, not lessening; creativity is stifled and the dreary drabness of conformity sets in."

At the Wednesday FCC panel, Chairman Minow pointed out that overpopulation in radio and tv are not comparable. "Radio has all the drawbacks of competition," he said, "whereas tv has only one-tenth as many stations and hasn't yet drawn the full benefits of competition."

But, the chairman warned, the FCC should not get too deep into the number of stations a community can afford or it will be entering the utility or telephone type of regulation.

No Economic Criteria ▪ Both FCC and NAB officials stressed that no one is advocating that the government return to economic stability considerations in making new grants. In the late 1930's the commission had a question in its application form relating to the need of the proposed community for the requested radio service. In a hearing, an applicant often was required to prove this need.

This question was deleted from the application form and as a hearing issue in the early 1940s.

"We are not advocating that the FCC regulate the business practices of broadcasting," Mr. Hatch said. Economic considerations "can't be the approach. It didn't work before and it won't work now."

The Salt Lake City broadcaster maintained that the commission can and should encourage mergers of stations. He pointed out that the Civil Aeronautics Board pushes airline mergers and the Interstate Commerce Commission takes the same position among railroads. Of the industry-FCC conference, Mr. Hatch has asked that it not be called until the NAB committee still to be appointed can make engineering and economic studies.

The NAB is primarily interested in the overpopulation of the radio spectrum with a second consideration being new engineering standards to which the FCC will make applicants adhere. It is expected that the overpopulation can be reduced through engineering considerations.

Agitation Builds ▪ Agitation for an



Mr. Hatch

industry and/or FCC study of radio population and engineering standards has been building up for many months, culminating in last week's flurry of activity. At the 1961 NAB convention, Commissioner Robert E. Lee recommended a freeze on all new am grants pending such a study.

Last fall, Commissioner Frederick W. Ford discussed the problem head-on in his much-quoted speech before the Kentucky Broadcasters Assn. (The Ford speech was quoted by Chairman Minow before the NAB). Commissioner Ford expressed the hope that Congress would make a special appropriation for a radio study but nothing has been done to push for extra monies from Congress.

Kenneth Cox, chief of the FCC Broadcast Bureau, has pointed out the need for a study of radio in talks before broadcasters in Oregon, Alabama and Texas. At each of the NAB regional conferences last fall, Radio Vice President John Meagher pointed up the problem and stressed the particular situation in the area of the conference. The NAB is giving "high priority to the broad and involved" subject of economics in radio broadcasting, he said at that time.



FCC's Cox

For 1960, radio stations in eight states showed a cumulative loss (Alaska, Arizona, Hawaii, Rhode Island, Nevada, Utah, Washington and Wyoming). In all U. S. markets of three or more radio stations, 61 showed red ink among combined station revenues and 125 showed a profit. These cities were led by San Francisco, where 18 am stations showed a combined loss of $341,138.

FCC Ideas ▪ Beyond the Minow suggestions, an FCC official said in Chicago that one of the primary questions to be answered by the industry-commission conference will be: What do licensees conceive to be their duties and obligations to their public and how do they carry out these pre-determined functions?

At least a partial freeze of am grants is highly probable in the early stages of the conference, he said. Radio has problems not associated with tv because (1) it is cheaper to get into radio; (2) no advance knowhow is mandatory, and (3) programming sources are infinitely cheaper. Other unofficial FCC thinking about questions to be answered included:

How can the FCC move to cutdown the number of stations and still be sure the public interest is being adequately served in those areas where stations are deleted? Actual costs to build a station that meets minimum standards? Can such an operation serve the public adequately?

Mergers will be pushed because, in many instances each station will have individual plusses which complement each other (i.e., desirable frequency, well-known calls, no interference, unlimited hours, managing ability, sales ability and engineering ability, complementary accounts).

The FCC will make it increasingly tough for a station with a money-losing record to be sold when it has no prospects to get in the black under a new owner except through audience promotions and gimmicks. What is likely, it was stated, is that the FCC will require the station in financial straits to continue operating or turn in its license. In case of the latter, the frequency involved would not be granted to a new station.

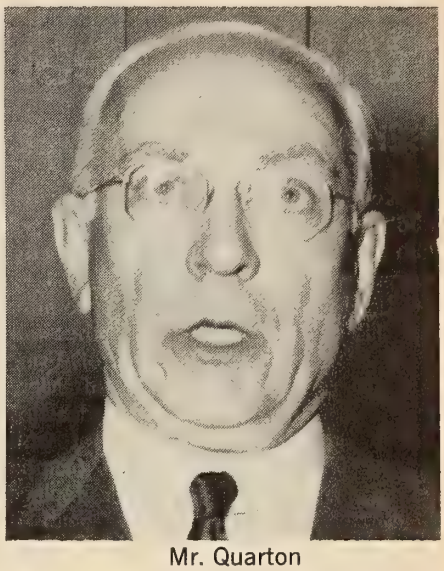
The FCC is never going to say "Station A, you merge with Station B," it was stated. "But the FCC can and will suggest ways to encourage Station A to merge with Station B."

Quarton new chairman of NAB tv board

William B. Quarton, WMT-TV Cedar Rapids, was elected chairman of the NAB television board of directors at a board meeting in Chicago last Wednesday. He succeeds Dwight Martin, WAFB-TV Baton Rouge.

James D. Russell, KKTV (TV) Colorado Springs, was elected vice chairman.

Mr. Quarton was one of seven station executives named to the tv board at a membership meeting earlier Wednesday. Others were Eugene S. Thomas, KETV (TV) Omaha, representing tv-only stations, and Henry B. Clay, KTVH (TV) Little Rock, Ark.; Joseph C. Drilling, WJW-TV Cleveland; Gordon Gray, WKTV (TV) Utica-Rome, N. Y.; Payson Hall, Meredith Broadcasting Co., and Mike Shapiro, WFAA-TV Dallas.



Mr. Quarton

Not a record

Total paid registration at the NAB Chicago was 3,002 but this wasn't an alltime record. The final Chicago figures were 2,321 management and 681 engineering delegates. In 1961 at Washington the total was 3,100.

RAB's Sweeney resigns as of Feb., '63

SELECTION COMMITTEE HOPES TO NAME SUCCESSOR BY MID-SUMMER

Kevin B. Sweeney, president of Radio Advertising Bureau, leaves the radio industry's trade association effective Feb. 28, 1963. A selection committee, under the chairmanship of Frank Fogarty of Meredith Broadcasting, has been at work since last October seeking a replacement as head of the radio organization.



Mr. Sweeney

Mr. Sweeney has been RAB's president since January 1954. He joined the bureau as vice president in charge of sales and promotion in November 1951 when the association was six months old, had six employes and a prospective yearly operating budget of $150,000. RAB now is supported by 1,200 stations, the radio networks and many station representatives. It has an operating budget of $1.2 million and a staff of 58 in New York.

His announcement April 5 said he had advised RAB's directors in a letter last August of his desire to resign and that Mr. Fogarty's committee has been actively seeking his successor since October. Other members of this committee: Harold Krelstein, Plough stations, chairman of RAB's finance committee; Weston C. Pullen, Time-Life Broadcast, chairman of the bureau's executive committee, and Mr. Sweeney, who serves as *ex-officio* member.

His announcement did not indicate his future plans.

Mr. Sweeney said that two years ago he had signed a new five-year contract with an understanding that he would serve three of those years, the firm part of the contract period.

The RAB president said that he and the directors look forward to an orderly transition and that it was his hope that a successor can report by mid-summer "so that he will be fully briefed" by next February.

Mr. Sweeney said that in the three-year period for which he had renewed his service he had hoped "RAB could accomplish four major goals we had set for ourselves. We hoped to develop a technique to develop national business, to make a major breakthrough on business from large retailers, to develop an integrated system of supplementary services and to buy some permanent housing for RAB."

Lowers Shovel ▪ Added Mr. Sweeney: "We are close to achieving all these objectives and it's time to put down the shovel."

RAB's most recent dramatic move to increase the medium's billings was launched a month ago: a six-point plan to make radio more attractive to big advertising agencies (BROADCASTING, March 5). This was a companion campaign to RAB's Radio Test Plan that's aimed to sell major advertisers on radio's sales effectiveness. The later officially was inaugurated on March 1. RAB has purchased a town house in midtown Manhattan and takes possession of it on July 1 after minor alterations (BROADCASTING, Feb. 26).

Mr. Sweeney had been in sales promotion with CBS and ABC, and was general manager of HPL Programs, which syndicated and sold daytime participation programs in several major markets and also produced and sold network programs. When CBS bought HPL and moved it from California to New York, Mr. Sweeney remained on the West Coast as general sales manager and later as operating executive of KFI Los Angeles.

Factor names GMM&B for cosmetic lines

Max Factor & Co. has appointed Geyer, Morey, Madden & Ballard, New York, to handle advertising for a number of its cosmetic products, Marvin Mann, director of Factor's U. S. advertising, announced today (Monday). Products assigned to GMM&B include the treatment line, Erace, Creme Puff, Pan Stik, Pan-Cake make-up, Finishing powder, Eye Make-Up, Swedish Formula hand creme, Hi-Fi fluid make-up and several new products now being developed.

Mr. Mann also announced that Carson/Roberts, Los Angeles, a Max Factor agency since 1958 when it was first appointed to handle the Factor line of men's products, has steadily increased its part of the company's advertising. In the current realignment of product assignments, he said, C/R will continue to handle the men's line, Crew Cut, Parfums Corday, Nail Satin and the company's lipsticks. In addition, C/R has now been given Sheer Genius, Case-Mates, the Hynotique and Primitif fragrance lines and a number of new products that are now in the development state.

The major part of the Factor advertising-promotion expenditures, estimated at some $12 million a year, goes for in-store displays and other point-of-purchase material, with about $4 million going into commissionable media. When the company broke with Kenyon & Eckhardt last January after an association of more than three years (BROADCASTING, Jan. 22), some $3 million in billings were reportedly up for grabs.

PM buys Mutual news; now on four networks

Philip Morris Inc., New York, last week purchased five-minute radio news shows on Mutual, giving it coverage on all four radio networks and a total of 1,017 stations.

The Mutual buy, announced by Roger M. Greene, Philip Morris vice president and director of advertising, calls for four 5-minute news programs daily, Monday-Friday, and seven 5-minute programs on Saturdays.

Mr. Greene already had announced purchases of radio time on the other networks (BROADCASTING, March 19). The company's Alpine, Parliament, Marlboro and Philip Morris brands will be advertised on the Mutual shows.

Benton & Bowles, New York, is agency for Philip Morris on its radio buys.

Mid-South ad institute to hear Collins, Dixon

The second annual Mid-South Advertising Institute will be held this week (Thursday and Friday) at the Peabody Hotel, Memphis, Tenn., with LeRoy Collins, NAB president, and Paul Rand Dixon, FTC Chairman, as the key speakers.

Some of the highlights in addition to the speakers' program will include the presentation of the Advertising Federation of America *Printers Ink* Silver Medal Award and the Memphis Advertising Woman of the Year selection. The institute also plans to put certain key admen to the test with a "Campaign Created Before Your Eyes" wherein local agency men will be selected, tossed into a difficult advertising problem and must create and present a surefire campaign by Friday afternoon.



It's CANAL Street in NEW ORLEANS...



It's MAIN STREET in Ohio's Third Market

That Dayton, Ohio, has no historic, beautiful, and jumping French Quarter is its loss. But Daytonians—together with others in this big market—get along in their own way. And frequently their own way is significantly different than the ways encountered, let us say, along Bourbon Street. ■ Detecting these differences, and local preferences, is the job WHIO (AM-FM-TV) has carved for itself. That, and beaming its powerful signals so directly at these differences and preferences that WHIO becomes automatically an outstanding preference, too. Figures prove it. Just as figures prove that there's more spending money here than in any other area of Ohio. George P. Hollingbery would be delighted to prove all this.

DAYTON, OHIO WHIO-AM-FM-TV

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO AM—1290 KC FM—99.1 MC | WHIO-TV CBS Channel 7 Dayton Ohio

BCH to start centralized billing June 1

FIRM DISCLOSES REP, STATION, AGENCY RATES

Broadcast Clearing House will put spot radio's first centralized billing service into operation June 1, President John E. Palmer announced last week.

Mr. Palmer also disclosed for the first time the rates at which BCH is offering the service to stations, agencies, and station representation firms. He said several clients already have been signed, that others have made verbal commitments and that he hopes to announce their identities soon.

BCH's paper-processing and billing service at first will concentrate on spot radio, but Mr. Palmer said he hopes to expand to television by fall.

"We are taking one step at a time," he said in an announcement issued at the NAB convention in Chicago. "We are not going to try to solve every industry problem in the first month of operation. It's foolish to think that such is possible. We—BCH and the Bank of America [which processes the data for BCH and administers the collection and payment of funds] have been programming and testing the spot radio accounting-billing operation for almost a year now, and it is ready to present to the industry—perfected to the degree that we know it will work and fulfill the promises we have made."

He outlined the three principal "promises" as (1) increased use of spot advertising because of simpler buying and billing practices; (2) reduction of station, agency and rep operating costs in the paperwork area, with fewer discrepancies in billing; (3) prompt delivery of estimates to agencies in a form that will enable them "to virtually eliminate their present contract department," plus faster payments to stations and reps and complete billing and accounting records for all national business.

Rates base ▪ BCH's rates for each client will be based on the volume of business handled for that client. Different rates have been set for stations, agencies and reps, stations to be charged at a higher rate than the others on the theory that the seller has the primary obligation in making his product easier to buy. Here are the BCH rates:

For stations—If a station's gross annual volume is less than $100,000 the station pays a monthly service charge amounting to $1,000 a year. If its gross annual volume is between $100,000 and $250,000 it pays 1% of the volume; if volume is between $250,000 and $400,000, the rate is 0.9%; if $450,000 to $700,000 it is 0.82%; if between $700,000 and $1 million it is 0.74%; if between $1 million and $2 million it is 0.66%, and if annual gross volume is $2 million or over, the rate is 0.6%.

For agencies.—If an agency's gross annual volume is below $1 million it pays a monthly service charge totaling $2,000 a year. If gross annual volume is between $1 million and $6 million, the rate is 0.2%; between $6 million and $12 million, 0.17%; and from $12 million up, 0.14%.

For Reps.—If a rep's gross annual volume is less than $1 million its monthly service fee comes to $1,000 a year. If gross annual volume is between $1 million and $5 million the rate is 0.1%; between $5 million and $10 million, 0.092%; and from $10 million up, 0.085%.

In all cases rates will be adjusted according to actual volume for the year. In the case of stations, all those under the same single group ownership may combine to earn maximum volume rate.

"We feel," Mr. Palmer explained, "that it is the broadcasting medium's own responsibility—and nobody else's—to make broadcasting more attractive to its customers by providing streamlined, standardized billing-invoicing-accounting services to agencies.

BCH is one of three companies currently competing to open up the spot clearing-house field in broadcasting, but is the only one concentrating exclusively on radio at the outset. The others are Broadcast Billing Co. and Central Media Bureau. The former says it began operation Feb. 1 by starting to "phase in" the spot tv paperwork of a client agency which it cannot yet identify (BROADCASTING, April 2).



By using Broadcast Clearing House's centralized accounting-billing-paying system, station representatives, agency executives and station operators can save enough money for a trip to Paris next year. Or so John E. Palmer (l), BCH president, tells Daren F. McGavren (r) of the station representative firm during the NAB convention last week.

Radio-tv entries asked in western ad contest

Entries of radio and tv commercials created in the 13 western states and British Columbia are invited for the annual "Best in the West" competitions of the Advertising Assn. of the West.

Competitions are also held for advertising in magazines, newspapers, direct mail, outdoor, transit farm papers and business publications, as well as one for complete campaigns. The deadline for entries is May 1.

Television Bureau of Advertising is offering cash prizes totaling $575 for the best tv commercials. There are first prizes of $50 and second prizes of $25 for both live and animated commercials of 60 seconds, 20 seconds and IDs, for local commercials and for color commercials. Southern California Broadcasters Assn., San Francisco Radio Broadcasters Assn., the Vancouver Ad and Sales Bureau and a number of individual stations are contributing the $200 cash radio awards for the best regional and national radio commercials and the best local spots.

Faillace offers package

Faillace Productions Inc., New York, which has specialized for 15 years in the production of radio-tv commercials for national advertisers, is introducing a new service for local and regional advertisers. The company will offer an advertiser a package for a specific price, and it will cover the creation and production of a commercial campaign and a time schedule for 52 weeks on a desired radio stations.

SEVEN ARTS' "FILMS OF THE 50's"

spark sales for sponsors

WICU-TV, Erie, Pa., reports explosive viewer response to such diverse items as "Mustang Homes" and Direct Distant Dialing services.

Sponsors of WICU-TV's Local TV Specials credit Seven Arts feature films with outstanding success of newly launched promotions.

George Harris, president of Harris Homes, states that his sponsorship of a Local TV Special over WICU-TV was directly and traceably responsible for the sale of 30 houses in his "Mustang Homes" tract.

And a company spokesman for General Telephone of Pennsylvania said sponsorship of just one of the Seven Arts films had contributed materially to customer acceptance of direct long-distance dialing service inaugurated the day following the program.



Robert Lunquist, Sales Manager, WICU-TV, Erie, Pa., says:

"We bought Seven Arts packages to beef up our movie schedule; to get a bigger audience and results for our advertisers. These fine feature films did both."

SEVEN ARTS' "FILMS OF THE 50's"...MONEY MAKERS OF THE 60's

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

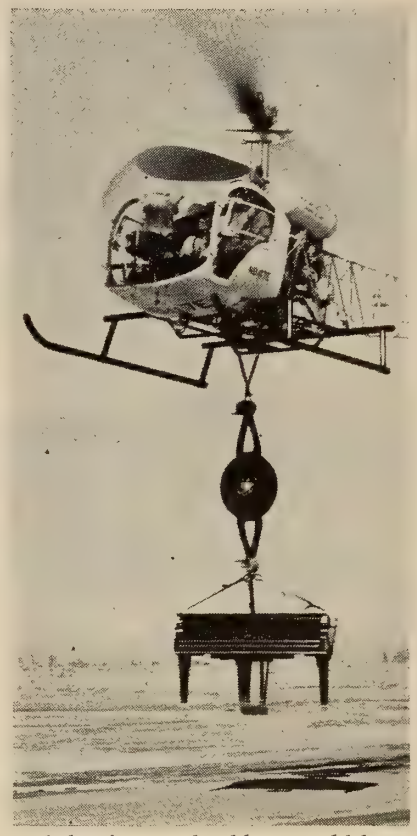
COMMERCIAL PREVIEW: U. S. Rubber's strength

U. S. Rubber Co. will launch a new advertising campaign over ABC-TV and NBC-TV next week to demonstrate through a series of unusual tv-taped experiments an additive in its new tire line which bonds the rubber to the cords of automobile tires.

A series of three commercials taped by MGM Telestudios at U. S. Rubber's proving grounds in Lancaster, Calif., involve several experiments which show that the tread of a tire will not be pulled away from the cord, even under severe conditions.

U. S. Rubber purchased 17 minutes on eight shows on the two networks to introduce the new line beginning next Sunday (April 15). The programs are ABC-TV's *Follow The Sun, Lawman, Cheyenne* and *Hawaiian Eye* and NBC-TV's *The Outlaws, International Showtime, Chet Huntley Reporting* and *Tall Man.* Agency is Fletcher Richards, Calkins & Holden, New York.

The taped experiments present situations in which extremely heavy objects are lifted off the ground by helicopters or cranes. Tires, placed on the supporting cranes were attached in such a manner that the adhesive quality between the carcass



and the tire-tread rubber would have to support all the weight of the object raised.

ABC-TV color plans please NBC-RCA execs

Officials of NBC and RCA reacted with delight last week at ABC-TV's announcement that it will broadcast color programs on a limited basis next season (BROADCASTING, April 2), but they declined formal comment.

But it was still too early to tell last week how much impact the ABC-TV move will have on advertising.

In evening programming, NBC-TV absorbs extra costs for color transmission but passes along some of the program production charges to advertisers. Daytime added color costs are absorbed by the network. ABC-TV's plans here are not known.

CBS-TV's official position—that color will be telecast when the need demands it—has not changed. But should that network decide later to transmit some programs in color next fall, it's believed CBS-TV will do so only on a modified or limited basis.

ABC-TV says it will carry *The Flintstones, Matty's Funnies With Beany and Cecil* and those feature films in color which are in the *Hollywood Special* Sunday night series in the next season, followed by further expansion in 1963-64.

NBC-TV itself expects to increase the number of color shows fed to affiliates. Next season the network will be transmitting 65% of its prime-time programs in color and many commercials on these shows will be in color. This will represent a boost of 19% in color programming over the current season, and 71% over the past season. All automotive - sponsored programs on NBC-TV in the nighttime schedule will be in color.

Market profile service to be printed by ARB

American Research Bureau plans to publish a *Market Digest* in the spring, as part of its Media Management Series.

To be included will be comprehensive market and marketing information: tv households by states and counties, station and market rankings by various criteria and individual market information, including coverage data.

A feature of the *Market Digest* will be a geographically defined "marketing area." The marketing area in which a county is placed will be determined by ARB on the basis of the daytime circulation percentages in a particular county from all tv stations from each surrounding market. The market with the highest sum total of viewers in that county is awarded the county. Thus counties will appear in only one marketing area.

Total retail sales for the marketing area will also be included for both metro and total marketing area.

Market Digest, used in conjunction with ARB local market reports, will provide "a more useful tool for making optimum use of rating data" according to ARB.

U.S. PROPAGANDA ARM

Brower urges government to new persuasive efforts

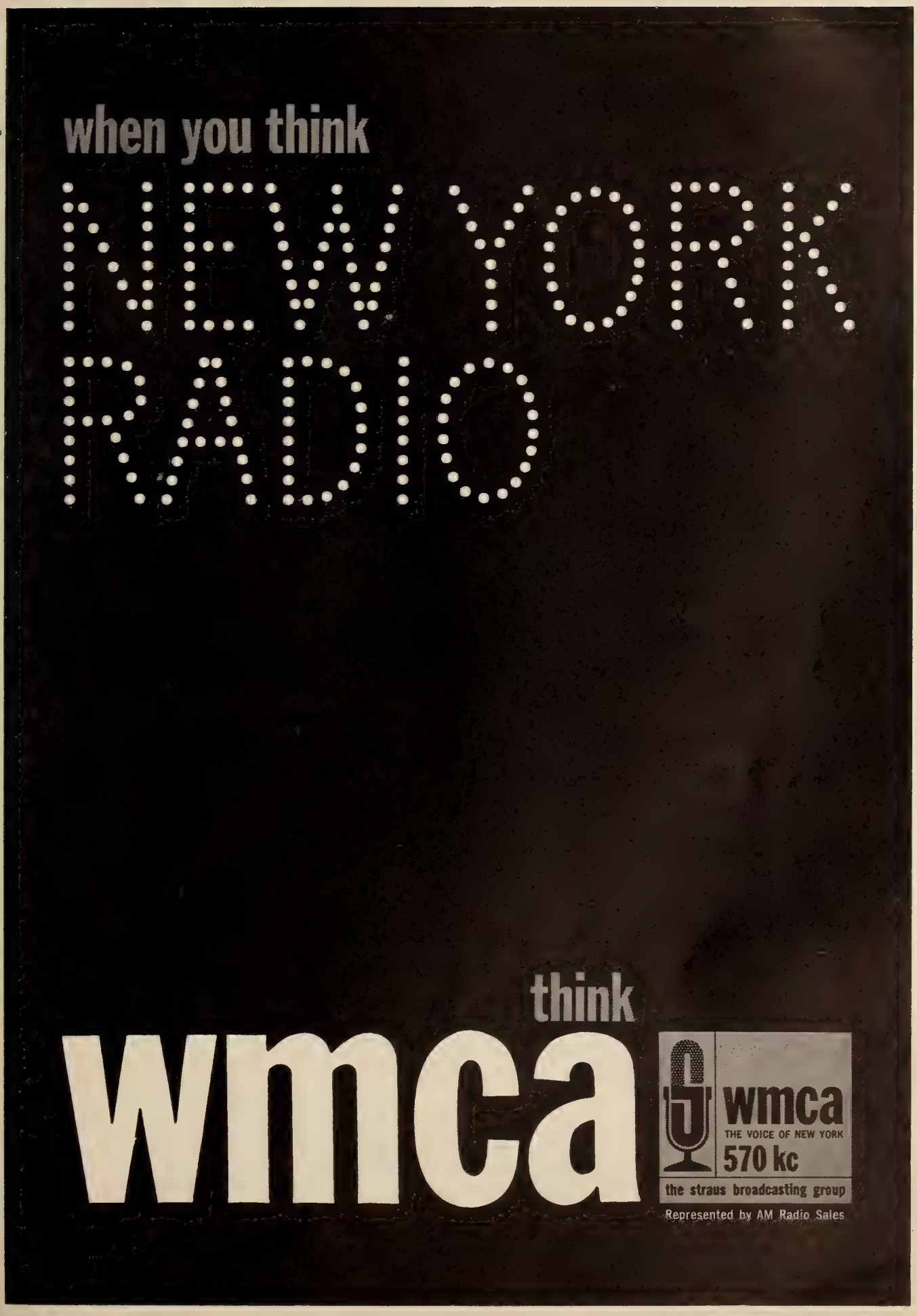
The government was urged Friday by Charles H. Brown, president of BBDO, to put the nation's advertising knowhow to work in the international struggle for men's minds. Addressing the closing session of the western meeting of the Assn. of National Advertisers at Pebble Beach, Calif, Mr. Brower again called for the creation of new governmental position, the Secretary of World Affairs, with cabinet rank and cabinet authority, to direct the nation's international propaganda operation.

The present ideological struggle between the free world and the communists "is a ridiculously one-sided war," the agency president declared. The communists are estimated to be spending more than $4 billion a year for propaganda, he stated, or $4 to every dime being spent by the U. S. "They have 80 to 100 times as many people at work as we do and spend more in Latin America than we spend in the entire world.

"It is a remarkable and most disturbing fact," Mr. Brower commented, "that the U. S. has less capacity, less expertise, less creative talent, less resourcefulness in the art of selling and persuasion than is instantly available to the least likely consumer product in America. And unless somebody—and I said *somebody*—acts on this problem, the U. S. will continue to have none of these things."

The word "propaganda" has "somehow become a dirty word in the U. S.," Mr. Brower said. "Our entire effort at propaganda rests on the laudable but foolish belief that facts speak for themselves. Just tell the people around the world the truth—the bad as well as the good—and they will reach a conclusion of their own."

But there is a great difference between fact and propaganda—between "telling the news and getting people to go along with your ideas," the agency


when you think
NEW YORK
RADIO
think
wmca
wmca
THE VOICE OF NEW YORK
570 kc
the straus broadcasting group
Represented by AM Radio Sales

president stated. "News says that Dr. Salk discovered a vaccine for polio. Propaganda gets people to take the shots. News says great forest fires rage in the Hollywood Hills. Propaganda says (through Smokey the Bear): Be careful with cigarette butts. Break your matches . . . News says (or said years ago) your country is selling savings bonds. Propaganda says (20 years after Pearl Harbor) 'E' bonds help our country and assure your future.

"The difference should be apparent to all."

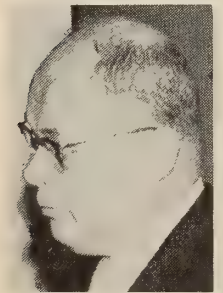
Mr. Brower told the ANA meeting that this is not a time for "cynicism or sarcasm" about the propriety of the nation using professional sales techniques in the Cold War. "Glib talk is no longer simple stupidity. It is gross irresponsibility," when the stakes are the cooperation of "over a billion people, the population of the so-called uncommitted countries of the world. . . . They are the balance of power. They are more people than we have on our side right now."

CMB seminar told of billing by computer

Billing and paying for radio and tv spot placement are among the paperwork functions of an advertising agency suitable for machine handling. This is so particularly if the agency is a major one handling a lot of paperwork connected with timebuying and billing.

As explained by George N. Farrand, vice president-treasurer, Young & Rubicam, in an April 2 seminar held in New York by Central Media Bureau on "Computers in Advertising":

"As soon as the newspaper application is completed, it is intended [at Y&R] to introduce radio and television spot announcements to the computer. Like billing and paying, we shall probably limit the use of the computer for



Mr. Farrand



Dr. Maloney

media documentation to newspapers, spot announcements and, possibly, outdoor advertising. Documentation for magazines and network time do not involve the extensive volume and mathematical calculations that justify such extensive mechanization."

Also appearing was Dr. John Maloney, manager of research development, Leo Burnett Co. Said Dr. Maloney: "Somewhat to the chagrin of a few admen, the computer has made various contributions to the selection of advertising themes." As he explained it, the machine is fed a set of numerical instructions and calculates an estimate of "the relationship between each consumer altitude and the criterion measures and an estimate of the relationship between each consumer attitude and every other attitude that was studied."

Essentially automated procedures can help agency people do their everyday jobs better. "The computer can never replace the buyer but it can be the most valuable tool to him, his clients and media," Mr. Farrand said.

Four 'secret ingredients' of agency growth

"The dominant factor in agency growth is the growth of clients," Fletcher Richards, president, Fletcher Richards, Calkins & Holden, said Wednesday (April 5). "The only agencies that profit by client growth are the agencies that keep their clients. And agencies that keep clients grow with them."

Addressing a meeting of the Western States Advertising Agencies Assn. on the subject "How and Why Agencies Grow," Mr. Richards stressed client growth as the most important factor, responsible for 50% of all advertising-agency growth. Another cause, he said, is new business, which can come through two forces, push and pull. "Pushing, of course, is the virile process, the bailiwick of the true salesman," he stated. Pulling . . . is quite different. It is the simple attraction of an account to any agency through no other power than an agency's reputation. It is anyone's guess which method produces the most business, although I would put my money on 'pull.' "

Mergers are a third means of agency growth, Mr. Richards said. "They do achieve quick growth when over-night growth is desirable or mandatory," he commented. "They do supply experienced and desirable personnel that ordinarily couldn't be hired because they are the heads or partners in a going business.

"But," Mr. Richards declared, "mergers are not fun. They raise about the same amount of domestic hell as would happen if Good Old George and his family moved in with yours." However, he added, "mergers do reduce imbalance in size and services among agencies. And better balance can in turn reduce the need for changes in accounts."

A fourth way for agencies to grow is to grow in stature, Mr. Richards said. This is achieved through cooperation with all other agencies, little or large, working together to improve their common product—advertising. "If stature is important to you," he urged his audience, "achieve it through serving your industry. In doing so you will serve yourself—and grow."

Agency appointments...

▪ Wisconsin Physicians Service, Madison, Wis., (Blue Shield Plan of the state medical society) appoints Geyer, Morey, Madden & Ballard Inc., Racine, as its advertising agency. Spot television will be used.

▪ Beverly Farms Inc. (dairy products), Pittsburgh, has appointed Sykes Adv., that city, to handle its advertising and public relations.

▪ Park & Tilford-Norex Labs, makers of Amitone, Tintex and other products in drug, supermarket and variety chain fields, appoints McCann-Erickson Inc., New York, as advertising agency for a new proprietary drug product.

Sports, news purchases brisk at CBS Radio

CBS Radio's $2 million in new business and renewals during the past few weeks included a sell-out of its sports programs and a near sell-out of its weekend schedule of news, sports and *Dimension* features. Many of the commitments are of 52-week duration, the network reported last week.

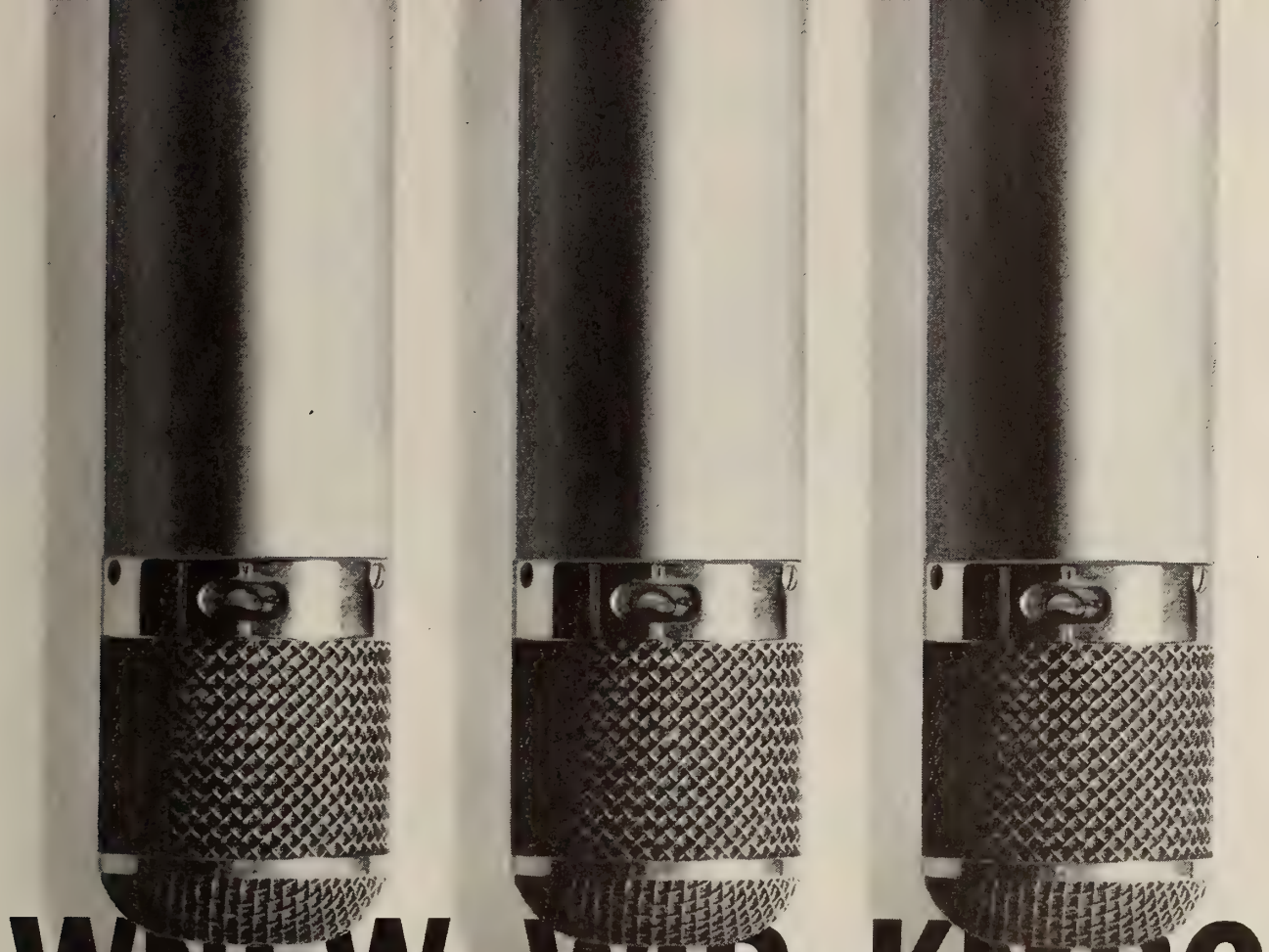
The SRO sign has gone up on such shows as Phil Rizzuto's Monday-through-Saturday *It's Sports Time* (R. J. Reynolds and Hastings Mfg. Co.), Jerry Coleman's 10 weekend broadcasts, *Coleman on Sports* (R. J. Reynolds and Mennen), and the new *Sports-A-Rama* series, with Red Barber (The Gabriel Co., for shock absorbers). Sponsors that have put Art Linkletter's *House Party* close to the sold-out point are Wrigley, Ralston Purina, Kiwi shoe polish, Burlington's support stockings and Bristol-Myers' Mum.

Weekend commitments and renewals have come from Philip Morris, Kraft Foods, Wrigley, P. Lorillard, Mennen, R. J. Reynolds, Hastings Mfg., and Foster-Milburn Co.

Rep appointments...

▪ WHRV Ann Arbor, Mich.: Ohio Stations Representatives, Cleveland.

▪ CTV Television Network Ltd. of Canada: Weed & Co., New York, as exclusive United States representative.



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NEW YORK PHILADELPHIA KANSAS CITY

WELL COVERED. Through its policy of representing a limited number of selected stations in major markets, METRO BROADCAST SALES, the nation's quality Station Representative, offers a thorough, in-depth service to clients, agencies and stations. AS OF APRIL 1ST, METRO BROADCAST SALES WELCOMES ITS NEWEST MEMBER, KMBC RADIO, KANSAS CITY, THE SALES-THROUGH-SHOWMANSHIP STATION. Call your METRO BROADCAST SALES salesman. You'll hear the full story about KMBC... and its companion stations, WNEW, New York and WIP, Philadelphia. All represent radio at its best: Good Listening and Good Selling.

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NEW YORK: PL 2-8228; PHILADELPHIA: LO 8-2900; CHICAGO: 467-6340; ST. LOUIS: MA 1-4800; DETROIT: 873-8600; LOS ANGELES: 385-1424; SAN FRANCISCO: DO 2-[illegible]

Y&R STAFFERS EXIT WITH UNION BILLING

Smock and associates form own agency-strike oil

In a move rarely paralleled in advertising history, 15 members of the Los Angeles office of Young & Rubicam—the complete product group in charge of the Union Oil Co. of California account—have resigned in a body to form a new agency whose first account will be Union Oil. Move becomes effective July 1. Until that date the group will continue to service the account at Young & Rubicam.

The new agency, to be known as Smock, Debnam & Waddell Inc., will be headed by Jack W. Smock as president. He has been vice president in charge of the Y&R L.A. office where he is being succeeded by James C. Armstrong, vice president and account supervisor on Hunt Foods. Mr. Armstrong joined Y&R New York in 1958 after eight years with N. W. Ayer. He was transferred to Los Angeles in 1960 as contact man on Hunt's and in 1961 was made a vice president.

Last week's announcement that Union oil is moving its $4 million-a-year advertising budget from Y&R to the new agency headed by Mr. Smock confirms widespread rumors in Los Angeles advertising circles for the past several weeks (CLOSED CIRCUIT, March 19). Plans to introduce the Gulf Oil Corp. indentification to the West Coast, where Gulf subsidiary Wilshire Oil Co. now operates under its own name, reportedly forced Y&R to choose between Gulf, long standing client of the agency in the area east of the Rockies with annual billings reportedly in excess of $10 million, and Union. The choice by Y&R to retain Gulf, forces the Union Oil Company move to the new agency.

The association between Mr. Smock and Union Oil started at Lord & Thomas, where Mr. Smock was first a copywriter and later account supervisor on



Mr. Armstrong



Mr. Smock

the Union account, and continued when Lord & Thomas became Foote, Cone & Belding. In January of 1951, he moved to Y&R and some six months later Union Oil followed suit. For other SD&W personnel, see FATES & FORTUNES (page 101).

Paint radio spots sell color via ear

W. P. Fuller & Co., San Francisco, has started a 2½-month spot radio campaign for its paint division, with 190 stations in 90 markets participating. It is "the heaviest" radio campaign ever undertaken in the paint industry, according to Palmer Field, Fuller's advertising manager.

The nine one-minute commercials ask listeners to "stare with your ears," while stories of eight colors—grey, brown, white, red, yellow, blue, green and black—are dramatized. Another spot summarizes all the others.

Mr. Field said Fuller is employing the "rich visualization properties of radio in an unusual lyrico-jazz technique" to create images of the paint colors. The commercial for red begins like this: "come with me in your imaginings and we will see good old good and evil red. See it there in the garden (slithering sound effect) curving in circle there —seems to want to leap out." The spot then goes on to explain that red has innocence as well as evil and ends by suggesting, "For any of the many wonderful reds—remember to remember the Fuller Paint Co."

Fuller's agency is Fletcher Richards, Calkins & Holden, San Francisco.

DUCKS & DOLLARS

Disney show boosts sales of all color-set-brands

RCA's tie-up with Walt Disney Productions to promote color tv has been "extremely successful" in selling color not only to the American viewing public, but to RCA's competitors in tv set manufacturing, Jack M. Williams, advertising and sales promotion vice president of RCA Sales Corp., said Tuesday (April 3).

Speaking before a luncheon meeting of the Advertising Club of Los Angeles, Mr. Williams credited early planning by RCA and J. Walter Thompson Co., its agency, for much of the success of *Walt Disney's Wonderful World of Color,* broadcast in color on NBC-TV each Sunday evening, with RCA as alternate sponsor. The planning began more than a year before the color series started on the air last fall, he said, with a search for a program that would sell color, that would appeal to all members of the family and that would be helpful in building a good corporate image for RCA.

Because of Walt Disney's pioneering in the field of color in animated motion pictures, it was concluded that "he could sell color like nobody else," and experience has proved that this conclusion was entirely correct, Mr. Williams said.

The program made its debut Sept. 24, 1961, and sales of color sets, which in previous years had fallen off right after World's Series time, began to rise instead. By November, he stated, RCA's dollar volume of color set sales exceeded that of the sale of its black and white sets for the first time. The series, which hit tv's Top 10 list by its fourth broadcast, now is rated as one of the five "best liked" programs on the air, attracting more than 32 million viewers per week. This is an increase of 20% over the audience for the monochrome

Radio proves it can sell itself—BTS

A New York radio rep firm seems to have uncovered a neglected area of radio promotion. In the belief that radio has long overlooked the power of selling itself on the air, Broadcast Time Sales Inc. several months ago purchased time on WSTC Stamford, Conn., for a campaign designed to reach the advertising residents of Greenwich - Stamford - Westchester. The firm created a series of 12 one-minute commercials, each one dealing with different aspects of the power of "sound selling." The WSTC campaign has run for 20 weeks at the rate of one spot a week, and is continuing.

It wasn't long before the promotion started to grow. As other station managers began hearing the commercials, they requested sets for their own use. By mid-March more than 40 stations in all parts of the country were regularly airing the announcements. Not all are represented by BTS, but its own stations get requests from other stations for copies (or dubs) and for permission to use them. Response to the spots also came from MBS, which said it would run them on the network in addition to feeding the entire package via closed circuit to all Mutual affiliates for their own local use.

Carl L. Schuele, president of BTS, reports some station salesmen use tags on the spots which invite advertisers to call them for additional information on the selling power of radio.

GREAT INSTITUTIONS

...characterized by high ideals



UNITED NATIONS

KWTV
OKLAHOMA CITY

KWTV · OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.

Disney series on ABC-TV, Mr. Williams noted, suggesting that colorcasting may be the reason.

Pre-sold to RCA distributors and dealers at showings starting in May of last year, four months before the broadcasts began, the Disney colorcasts have been as popular with the trade as with the public, the RCA executive stated. Many retailers have opened their stores on Sunday evenings and invited the public in to see the color programs, which he said have been influential in selling other RCA products like radios, record players and tape recorders, as well as color tv sets. He expressed the opinion that the combined enthusiasm of viewers and dealers may have impressed the dealers in other lines of tv receivers to the point that they put pressure on these manufacturers to give them color to sell too.

Business briefly...

Lestoil Inc., for the third consecutive year will co-sponsor tv coverage of the International Beauty Congress at Long Beach, Calif., on KTTV (TV) Los Angeles, through Sackel-Jackson Co., Boston. Beginning Aug. 8 and running through the crowning of the winner on Aug. 18. KTTV will put on 12 telecasts from the beauty pageant, totaling more than 16 hours of air time.

Tidewater Oil Co. is aiming at "socially significant" tv programming this year and will sponsor four *CBS Reports* programs on CBS-TV. The oil company commercials on these special telecasts —set for April 26, May 24, July 5 and a date in October to be announced— will promote the Tidewater corporate image as well as the quality of its Flying A brand products. Foote, Cone & Belding, Los Angeles, is the Tidewater agency.

Joseph Schlitz Brewing Co., Milwaukee, through Post & Morr, Chicago, has purchased one-quarter southeast regional sponsorship in NBC-TV's major league baseball schedule. Other regional sponsors are Anheuser-Busch and Sunray Oil Co., both in for one-half sponsorship in the southwest and central regions. The 50-game schedule of Saturday and Sunday telecasts begins April 14.

Phillips Petroleum Co., Carter Products Inc. and **Bristol-Myers Co.** will sponsor NBC-TV's coverage of "All-America Game," scheduled for June 29 from the War Memorial Stadium in Buffalo, N. Y. The second annual event features outstanding performers of the 1961 college football season, and is conducted by the American Football Coaches Assn. in cooperation with a Buffalo newspaper. Agencies: Sullivan, Stauffer, Colwell & Bayles Inc., New York, for Carter; Lambert & Feasley Inc., New York, for Phillips, and Doherty, Clifford, Steers & Shenfield, New York for Bristol-Myers.

Pearl Brewing, San Antonio, Tex., half sponsor (with American Tobacco Co.) of the radio-tv broadcasts of the new Houston Colts' baseball games, has increased its coverage with the purchase of a state-wide Spanish language network. Key station of the network will be KCOR San Antonio which will relay the games to XEO Brownsville, XEOR MacAllen, KVOZ Laredo and KOPY Alice, all Texas. Agency for Pearl Beer is Tracy-Locke, Dallas.

Horsman Dolls, New York, has appointed The Manchester Organization, Washington, D. C., as its advertising agency. This doll firm has disclosed plans to spend its entire budget in television. The major portion of the campaign will focus on Horsman's latest creation, Thirstee Cry Baby, a doll that cries until a life-sized baby bottle is placed in its mouth. Manchester has already announced the purchase of portions of NBC-TV's *Ruff and Reddy* show and is planning a heavy saturation of spots in other key markets.

Dutch Masters Cigar Corp., New York, has bought a 14-week summer campaign on three CBS-TV nighttime programs: *Password, Eyewitness,* and *Checkmate.* Agency: Papert, Koenig, Lois Inc., New York.

Procter & Gamble Co. has purchased participations in six NBC-TV nighttime programs beginning April 6. Agency: Benton & Bowles Inc., New York.

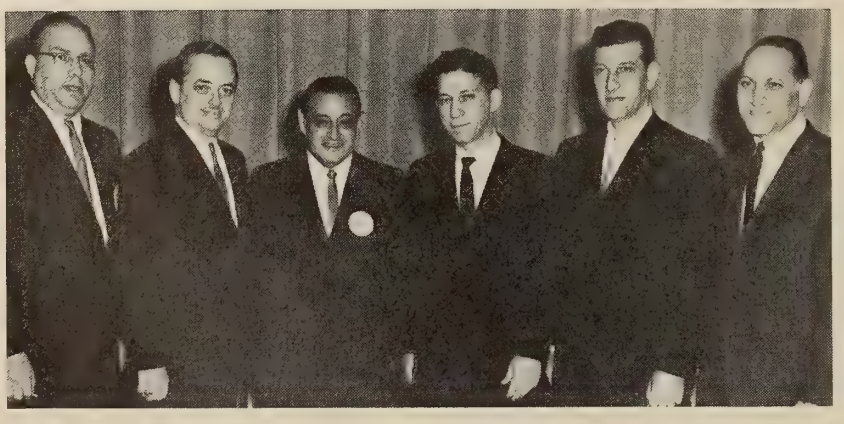
Chrysler Corp. has bought *The Andy Williams Show,* to be broadcast on NBC-TV, Friday, May 4 (9:30-10:30 p.m. EDT). Agency: Leo Burnett Co.

Also in advertising...

Hollywood move ▪ Guild, Bascom & Bonfigli has moved its Hollywood offices to 1777 N. Vine St. New phone is Hollywood 6-6311.

Canadian voices ▪ Dominion Broadcasting Ltd., Toronto, Ont., has been appointed distributor of news reports prepared by *Time* and *Life* in New York. Air-Time Sales Ltd., Toronto, is sales representative for the reports, which are sent on tape to Dominion Broadcasting Co., dubbed with Canadian voices and then distributed to stations. CKRM Regina, Sask., is believed to be the first Canadian station to contact Time-Life organization for this service. Others buying the service include CFRB Toronto; CKSO Sudbury, Ont., and CJAD Montreal, Que.

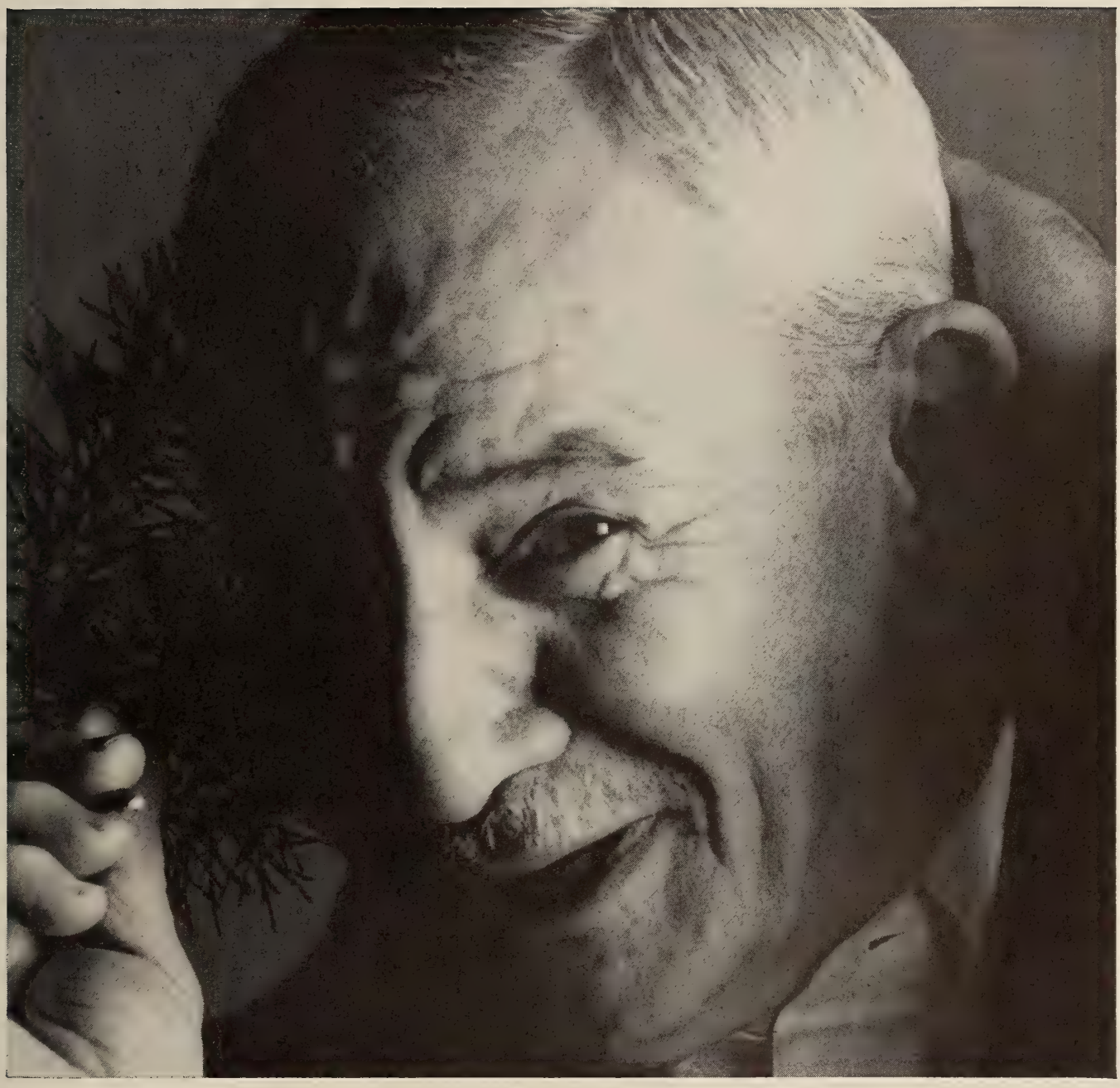
KLFY-TV market study ▪ Avery-Knodel, New York, representative for KLFY-TV Lafayette, La., is distributing to national advertisers and their agencies a new and comprehensive market study titled "Your Guide to Profit in The Unique Southwestern Louisiana Television Market of KLFY-TV." The station is presently the only tv outlet in the market of more than one-half million people, according to Avery-Knodel.



A tribute to past presidents

The Advertising Club of Metropolitan Washington honored its past presidents. Left to right (above) are the former club chief executives active in agency and broadcasting circles: William F. Sigmund (1950-51), associate, Henry J. Kaufman & Assoc.; William E. Coyle (1953-54), then with NBC and currently with Ferris & Co., stockbrokers; Norman C. Kal (1936-37), board chairman, Kal, Ehrlich & Merrick Adv.; Alvan Q. Ehrlich (1939-40), executive vice president, Kal Ehrlich & Merrick Adv.; John Panagos (1959-60), vice president, United Broadcasting Co.; Milton Q. Ford (1960-61), WOL Washington.

Not available when photo was taken were Ben Strouse (1948-49), president of WWDC Washington, and Henry J. Kaufman (1946-47), president, Henry J. Kaufman & Assoc.



"And there I was, big as life, on TV"

(and in one of the top-40* markets, too!)

Flint-Saginaw-Bay City, where else? . . . That's where WJRT "programming from within" is aimed at people in the market by people who know them and their interests best. By the Social Security Administration's John Brown, for instance, who runs the popular question-and-answer period on the "Almanac" show. Judging by his mail, John's helped area people of all ages make long-range retirement plans. (And John's become so interested that he's invested in a 7,000-unit Christmas tree plantation for *his* later years.)

Nothing out of the ordinary for Channel 12, really. Because we're committed to the view that keeping people's interests in front of our cameras keeps their interest in front of the set. That's why, in just 2½ years, some 25,000 area people have appeared on WJRT to represent over half a thousand various interest groups.

Results? An average nightly audience of 75,000 families. People, that is, who have $487 more annual income than the national average.**

Which boils down to a weekly figure of $9 extra for deodorants and shaving cream and breakfast foods. And for whatever *you* sell on TV.

Call Harrington, Righter and Parsons today. *They're* big as life in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

WJRT

**Based on ARB & SRDS Reports, 1960 & 1961*

***Metropolitan wage earners, Sales Management's "1960 Survey of Buying Power"*

WJRT • A GOODWILL STATION • FLINT-SAGINAW-BAY CITY / ABC PRIMARY AFFILIATE

Minow's merry-go-round breaks down

COLLINS GETS OFF AT NAB CONVENTION WITH CAUSTICISMS FOR FCC

For the second straight year the two most controversial figures in broadcasting—FCC Chairman Newton N. Minow and NAB President LeRoy Collins—dominated the industry's annual convention.

The names were the same but the performances were different.

One year ago in Washington these two key figures teamed up to give broadcasters the roughest platform beating within memory.

Last week in Chicago Chairman Minow gave radio a stern lecture about its commercials and programs, but in milder terms than his famed "Vast Wasteland" tag of 1961.

Gov. Collins changed his stance by denouncing in heated terms the FCC's tv programming hearings in Chicago, throwing into Chairman Minow's face a series of reproofs for the way stations are being thrased in public.

This open split with the chairman drew the loudest convention applause in years from more than 2,000 broadcasters. It gave them a new industry hero —an eloquent leader who mustered his political experience to state the broadcasting case.

Chairman Minow was milder in his scolding this year. He added a dramatic new idea—an FCC invitation to an informal conference with NAB on overpopulation of the am band. There was concern, however, at the chairman's suggestion that if radio doesn't houseclean itself the commission will do the job.

Every day produced its high spots and its dramatic moments. Some of the major developments took place in open convention; others in rooms scattered around the vast Conrad Hilton Hotel.

Here are some of the developments:

▪ The all-industry group seeking lower ASCAP rates for tv cleared the air and reshaped its strategy. An open fight was avoided.

▪ NAB shored up its code position by bringing stations into closer touch with radio and tv self-disciplinary structures.

▪ The separate engineering conference provided technical delegates with the latest developments in equipment, particularly miniaturized models.

▪ The equipment show was the largest in history; the business contracted for and the inquiries were the best ever, according to many exhibitors.

▪ Fm showed signs of progress, spurred by stereo and growing public acceptance of the medium.

▪ The continuing fight for access to public proceedings was marked by President Collins' proposal that U. S. Supreme Court proceedings be broadcast to demonstrate the industry's ability to cover the courts without disturbing decorum.

▪ Sales seminars provided helpful tips on ways to get business.

▪ The FCC members took part in the annual question-answer session. Their answers were helpful and informative, though not overly revealing.

All this added up to a generally constructive week. Gov. Collins established himself as a skilled and eloquent trade association head, exerting effective leadership that met with general approval. Chairman Minow continued his role of exacting regulator but he has softened some of the forensic techniques that almost scared the kilowatts out of broadcasters in Washington last year.

Radio Facts ▪ Getting down to the basic facts of business life, Kevin B. Sweeney, president of Radio Advertising Bureau, said radio has the facts and sales techniques capable of carrying it into the billion-dollar bracket within four years but he doubts if stations will cooperate to attain the goal. He made his final RAB appearance at an NAB convention, having resigned effective next February.

Television Bureau of Advertising and Station Representatives Assn. supplied sales clinics during the week, demonstrating methods of effective selling.

Countless meetings of satellite groups were held during the week. Pre-Sunrise Broadcasters, Daytime Broadcasters, Assn. of Maximum Service Telecasters, BMI, Assn. for Professional Broadcasting Education, Clear Channel Broadcasting Service, Broadcast Pioneers, Television Pioneers, National Assn. of Fm Broadcasters and others held business and social meetings. The major networks held business or social sessions.

In his opening luncheon speech April 2, Gov. Collins sounded a call for correction of radio overpopulation and prevention of a similar situation in television. Some 24 hours later he got an answer from Chairman Minow—the proposal for an FCC-NAB conference. NAB promptly and formally accepted. A group of broadcasters to represent the industry will be named within a fortnight. The FCC hasn't detailed ground rules but the pattern is clear.

An unexpected code development



They're all ambassadors with NAB convention credentials after broadcaster goodwill tour to Latin America. Front row (l to r): Willard Schroeder, WOOD - AM - FM - TV Grand Rapids, Mich.; John E. Fetzer, Fetzer stations; Helen S. Duhamel, KOTA Rapid City, S. D.; NAB President LeRoy Collins; Herbert E. Evans, Peoples Broadcasting Co.; D. L. Provost, Hearst Corp.; Worth Kramer, WJR Detroit. Back row: Jose Ramon Quinones, WAPA San Juan, P. R.; George C. Hatch, KALL Salt Lake City; Rex Howell, KREX Grand Junction, Colo.; Thad M. Sandstrom, WIBW Topeka, Kan.; Robert T. Mason, WMRN Marion, Ohio; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Daniel W. Kops, WAVZ New Haven, Conn.; Howard Bell, NAB.

Now available for local programming

THRILLER

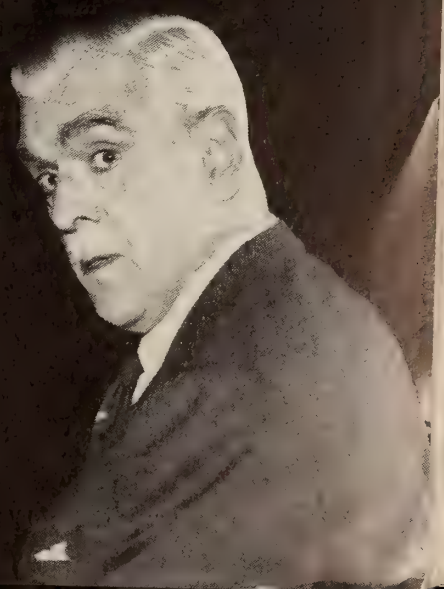
your host and star

BORIS KARLOFF

67 full hours fresh off NBC Network

sold to

New York WPIX
Chicago WGN-TV
Los Angeles KTTV
Detroit WWJ-TV
Buffalo WBEN-TV
Tucson KVOA-TV
Las Vegas KSHO-TV
Phoenix KOOL-TV
Charleston WCSH-TV
Ft. Wayne WPTA-TV
Indianapolis WLW-I
El Paso KROD-TV
Odessa KOSA-TV
Amarillo KVII-TV



mca INC
TV FILM SYNDICATION

598 Madison Ave., New York 22, N. Y.
PLaza 9-7500 and principal cities everywhere

came during a tv code discussion when Vincent T. Wasilewski, NAB executive vice president, disclosed the association has revived the "clearing house" idea to guide stations in acceptability of commercials. The idea is still in the discussion stage but it may be worked out in time for tv board consideration in June.

Best Quarters ▪ Last week's convention enjoyed the finest housing in the 40 years of industry meetings—extensive new auditorium and exhibition facilities in the Conrad Hilton Hotel. More than 2,000 were able to take part in the luncheons.

A long-standing NAB tradition was maintained—the meetings often ran overtime. This led more than once to dwindling attendance as delegates walked out. One dramatized presentation played to a few dozen delegates in a room that seats 2,000.

Fm discussions started Saturday, March 31, as National Assn. of Fm Broadcasters went into sales and research problems. NAFMB joined the next day with NAB, playing to what FCC Commissioner Robert T. Bartley termed the largest audience in the history of the fm medium.

Another early starter was APBE, which dissected the problems of selecting and training broadcast personnel. Broadcast managers and educators exchanged ideas .

Television Information Office, headed by Louis Hausman, revealed the results of a study showing the effectiveness of "area program bulletins" in keeping opinion leaders informed on tv programming.

Another convention development was a statement by Commissioner Bartley that Conelrad is on the way out as the nation's emergency defense warning system for attacks. A new system is being developed by federal agencies.

Employment ▪ Management's employment problems were reviewed at length at a closed-door session, where station managers told of negotiation experiences, and at a later clinic that went into personnel policies.

NAB's annual Distinguished Service Award was presented at the formal opening of the convention to Edward R. Murrow, director of U. S. Information Agency. Ralph N. Harmon, Westinghouse Broadcasting Co. vice president, was the recipient of the NAB Engineering Award.

NAB's structure underwent a series of changes as a number of directors wound up their terms on the radio and tv boards. Radio directors had been elected a month ago. Seven tv directors were elected last Wednesday. At a later meeting of the new board William B. Quarton, WMT-TV Cedar Rapids, Ia., was elected chairman. He has been vice chairman for a year. James D. Russel, KKTV (TV) Colorado Springs, was elected vice chairman.

Chicago was industry headquarters for a week notable because of the constructive approach to the regulatory and commercial problems that face broadcasters. The air is a lot clearer because of the talking and conferring essential to the working out of industry problems.

The convention was a little less exciting but a lot more rewarding in results produced than last year's Washington meeting. Co-chairmen of the convention were Joseph M. Higgins, WIBC Indianapolis, and Mr. Quarton.

Next year's convention—same place, same time (March 31-April 3).

Chicago tv hearing: grounds for divorce

COLLINS, MINOW PART OPINIONS ON MERITS OF PROGRAM HEARING

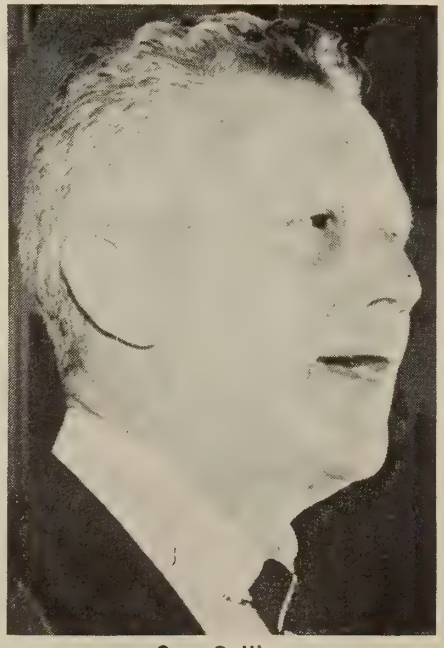
LeRoy Collins, NAB president, broke publicly with FCC Chairman Newton Minow last week and established himself as the hero of the broadcasters' 40th annual convention.

In his address at the opening luncheon of the convention, the former Florida governor disengaged himself from the Collins-Minow entente that had existed since both assumed their offices early last year. The issue on which he chose to take his first strong public stand in opposition to Mr. Minow was the FCC's hearing on local television programming in Chicago.

Gov. Collins called the hearing "unfair and unwarranted." He added: "I feel that it was neither well-advised, nor that it has served a good purpose, nor that it should be repeated elsewhere."

(The next day Chairman Minow replied by reasserting his belief in the virtues of hearings of the kind being pioneered in Chicago [see story page 52]. "You have heard about our drop-in policy," said Mr. Minow, in an insert put into his speech after Gov. Collins had made his address. "If there are enough complaints, Commissioner Lee will drop in on you." Commissioner Robert E. Lee has been conducting the Chicago hearing.)

Stations Yet to Testify ▪ The Chicago proceeding, which is without precedent, has been labeled by the FCC an "inquiry" into the extent of local live programming on the four commercial stations and the one educational station in Chicago. More than 100 witnesses, many critical of New York influence over the network-owned stations in Chicago, testified in the first phase of the hearing (BROADCASTING, March 26). The stations will present their cases in the second phase which begins April 12.



Gov. Collins

In his speech last week, Gov. Collins drew extended applause when he issued his sharp criticism of the Chicago hearing. FCC Chairman Minow was seated at the head table at the time.

"In my opinion," said Gov. Collins, "a hearing on such questions is justified only if there appears substantial cause for the commission to consider revoking or refusing to renew a license. And in such a case the inquiry should be limited to the individual licensee involved, and encompass all of the rights of due process that go along with a quasi-judicial proceeding."

(Although the licenses of some of the Chicago stations are in renewal status, the FCC has specifically said that license renewals are not involved in its special hearing.)

Stations Defended ▪ "It is unfair and unwarranted," Gov. Collins said, "to bring under question all licensees in a market—some with renewal applications pending, and others not—and subject them to the cost and distraction involved to provide information for the commission to use for some undetermined or undisclosed purpose."

He said proceedings like the one in Chicago could intimidate broadcasters into avoiding any programming that might make "some people angry."

"If a broadcaster is to live under the



KTNT

TELEVISION
AND RADIO

announces the
appointment of

PAUL H. RAYMER CO

as its national
representative

KTNT·TV
CHANNEL 11 · CBS-TV
KTNT·AM
1000 Watts · Independent

threat of public thrashings, under legal auspices, by anyone with a grievance," the NAB president said, "then he is encouraged not to be good, but to be acceptable; not to do his best, but to get by with the least possible dissension.

"I hope the commission regards the Chicago hearing as an experiment noble in purpose and intent, but illogical in merit and effect."

Crowd Applauds ▪ Prolonged applause was evoked by three parts of the NAB president's speech: the criticism of the Chicago FCC hearing; a call for ways to correct the "over-population" of radio stations and to prevent the "over-population" of television; and a defense of the American broadcasting system as the best in the world.

On "over-population" of radio Gov. Collins noted that the NAB Radio Board had authorized the creation of a committee to study "this vexing problem." No more important work confronts the NAB, he said.

"It takes money to do well the things that are expected from broadcasting," said Gov. Collins, "and it is futile to think that this kind of financial base can be encouraged by the continued proliferation of an unduly large number of individual, competing broadcasting units.

"The theory of multiplicity as an incentive to excellence and a safeguard against mediocrity is a fine one, but it must be borne in mind that in actual practice there is a point of diminishing returns. No one wants monopoly, but the alternative is not the extreme in the other direction— anarchy through overpopulation of broadcast facilities."

Encouragement ▪ In television, the NAB has taken the position that the development of uhf ought to be encouraged, through such means as proposed legislation requiring that television sets be equipped for both uhf and vhf reception, but not "in a manner to destroy or diminish the services of vhf broadcasters," said Gov. Collins.

"The ideal for television," he said, "is a complementary system fully competitive, both as to networks and stations, but not a plethora of facilities far beyond the needs and capabilities of the nation's communities to support."

The third part of the speech that aroused strong audience approval came toward its end, after the NAB president had warmed up the broadcasters by acknowledging their strong yearning for protection against competition and by adopting their universal attitude of opposition to the FCC's Chicago programming hearing.

"In a general sense," said Gov. Collins, "broadcasting is criticized as the government is criticized. Everybody would like to see the government improved too, and yet few, indeed, among our citizens would not readily admit its basic greatness and their deep sense of loyalty to it. And let us never doubt for one moment the basic loyalty of the American people to our free system of broadcasting.

"If any one of you, however, ever feels even a mild form of inferiority complex because of criticism, I suggest you consider well this fact:

Best in World ▪ "No other nation on earth excels American broadcasting, in any category.

"We cannot say this about our rockets —but we can about broadcasting." At that point came the loudest applause that interrupted his speech.

The NAB president ranged over a broad spectrum of subjects.

He said that the most significant development in NAB activities in the past year was the creation of a unified NAB Code Authority for both radio and television, with Robert D. Swezey appointed as director. He made a special point of saying that liaison between the networks and the Code Authority has been improved.

Until now, he said, liaison between the networks and the code staff had been confined almost entirely to commercials, "but in the future we will work together in the area of programming as well."

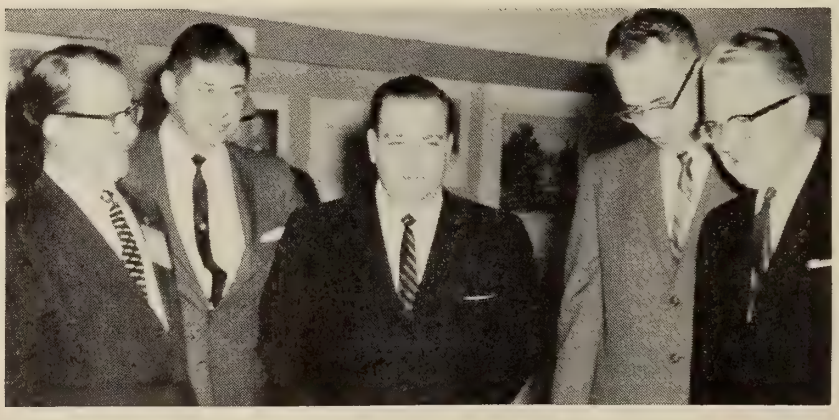
The governor did not amplify, but it is known that a system of network program previewing by the NAB Code Authority has been proposed (CLOSED CIRCUIT, April 2). So far the NAB has been unable to persuade all three television networks to submit to previewing.

The NAB president said that advances made in code affairs in the past year are gratifying, but more ought to be made.

"Our first line of defense against undesirable government interference . . . is the individual broadcaster's own self-discipline," Gov. Collins said. "Beyond this we have the further protection of voluntary collective action to encourage and make more certain individual self-discipline. . . . In my judgment any broadcaster who refuses to support his medium's code intentionally or not is actually working against broadcast freedom."

Urges Open Doors ▪ Gov. Collins also committed the NAB to a campaign to persuade the courts to open their doors to television and radio reporting. As long as trials are public, he said, radio and television ought to be admitted.

"Our stand should be very simple," he said. "Whenever the public has a right to go and hear and see, so does the broadcaster. For, in a very real sense, it is only through the broadcaster's microphone and camera that the overwhelming numbers of citizens



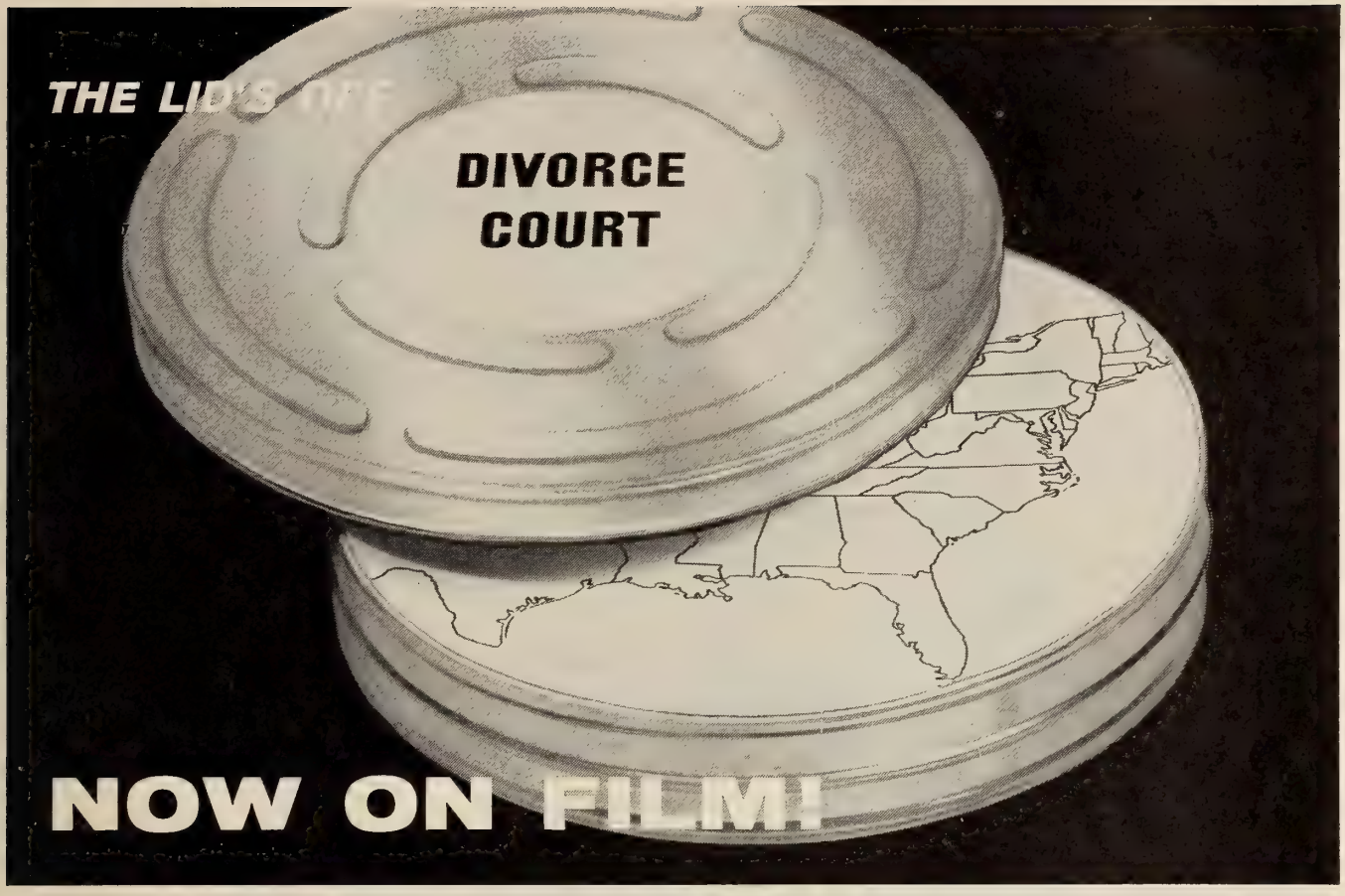
JFK congratulates history award winners

President John F. Kennedy last week paid tribute to two stations whose program entries won radio and tv awards in the annual history contest sponsored jointly by the American Assn. for State & Local History and Broadcast Music Inc. (BROADCASTING, April 2). The President sent messages to J. Leonard Reinsch, WSB Atlanta (radio award), and Norman Bagwell WKY-TV Oklahoma City (tv award).

The two stations were honored for historic programs at the NAB convention. Shown are (l to r): Carl Haverlin, BMI; James R. Terrell, and Mr. Bagwell, of WKY-TV; Elmo Ellis and Mr. Reinsch, WSB Atlanta.

"It is programming of this nature which adds to the stature of the industry which you have served so well for so many years," President Kennedy said.

Allan Nevins, chairman of the Civil War Centennial Commission, sent messages to the stations. He said, "Students of history find it especially gratifying when any radio or television station devotes its facilities to the accurate and interesting presentation of our national past."



Available for the first time on film as well as videotape!

• "DIVORCE COURT" has been successfully proven in the majority of all major U. S. Markets for three years. Advertisers are buying *this program* — not a time period. It is currently attracting more participation advertisers than any other syndicated program.* Your station can now reap the same rating benefits and financial profits from this series of 130 one-hour programs. *Check your rep

• *Dollars and sense prompted these stations to renew contracts for* **multiple** *runs of "Divorce Court". They — and many more — have bought because "Divorce Court" sells:*

KPRC-TV	Houston	WTVJ	Miami
WPIX	New York	WITI-TV	Milwaukee
WAGA-TV	Atlanta	WCCO-TV	Minneapolis
WGN-TV	Chicago	KCRA-TV	Sacramento
WJW-TV	Cleveland	KCPX-TV	Salt Lake City
WJBK-TV	Detroit	KRON-TV	San Francisco
KTVT	Fort Worth / Dallas	WTTV	Indianapolis
		WTVN-TV	Columbus
KGMB-TV	Honolulu	WKRC-TV	Cincinnati
KTTV	Los Angeles		

"DIVORCE COURT"—LOOK AT THE RECORD:

Chicago Daytime Strip 2:30-3:30 pm Mon-Fri	**WGN-TV** against three network O&O's tops every station substantially in metro rating, homes, men and women viewers.
Cleveland Daytime Strip 1:00-2:00 pm Mon-Fri	**WJW-TV** jumps from third place to FIRST in one month. Rating triples.
Miami Daytime Strip 9:30-10:30 am Mon-Fri	**WTVJ** triples rating in first month. Home tune-in quadrupled.
Detroit—Evening 7:00-8:00 pm Thurs	Increases station rating 10 points; **WJBK-TV** tops women's audience in market.
Baltimore—Evening 6:00-7:00 pm Sat	Average one-hour rating more than doubles any other station. **WMAR-TV** tops every station in audience composition and homes.
Sacramento—Evening 5:00-6:00 pm Sat	**KCRA-TV** tops every station in metro rating, homes, men and women viewers.
San Francisco—Evening	On second runs, **KRON-TV's** metro rating, men and women audience almost equal to three other stations combined **in each quarter hour.**
Buffalo**—Evening 6:00-7:00 pm Sun	Jumps station rating 11 points from previous quarter hour; **WGR-TV** averages top rating for the hour.

**ARB—Nov '61
ARB—Jan '61

Storer Programs INCORPORATED

NEW YORK—500 Park Avenue—PLaza 2-7525
CHICAGO—CEntral 6-3863
ATLANTA—876-8500
LOS ANGELES—DUnkirk 3-4691

TvB tells how spot tv adapts to the market

Television Bureau of Advertising unveiled a new spot tv presentation last week advising present and prospective tv advertisers to control advertising support so it matches the market.

Entitled "Selectronic Marketing," the slide presentation with an accompanying script read by TvB President Norman E. Cash and Spot Tv Director William MacRae at the NAB convention in Chicago, documents the marketing advantages of spot tv over other ways of delivering mass audiences. The audiences of magazines and network tv have "haphazard see-saw patterns" which create "a serious problem for advertisers in these media because their advertising messages are being distributed according to the popularity of the medium and not according to the product's requirements." But for advertisers who know their markets, spot tv offers the necessary "control," TvB points out.

Introducing the presentation to the NAB assembly, TvB Chairman A. Louis Read, WDSU-TV New Orleans, explained that it was not intended to promote spot against other forms of television but to support spot by pointing out its unique advertising advantages.

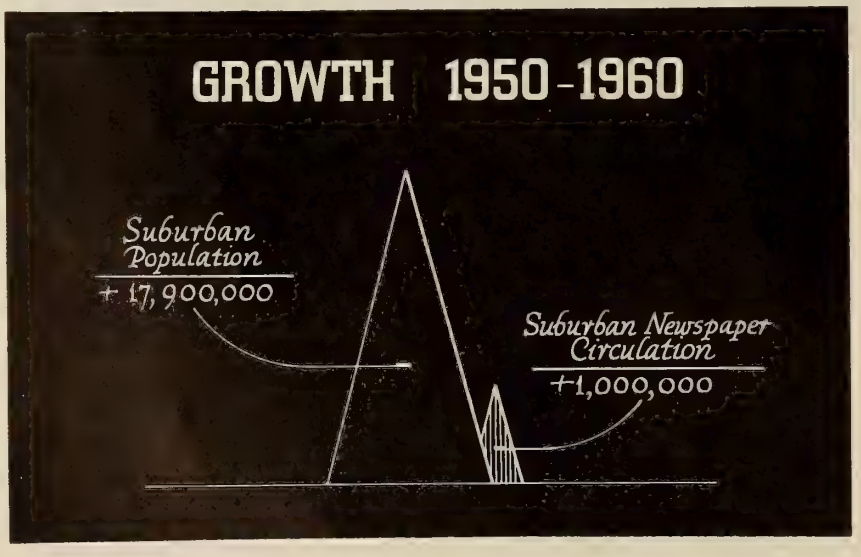
"TvB is not in the business of moving dollars from one part of television to another—that would be cannibalism of the most dangerous sort," Mr. Read said. TvB *is* in the business of attracting new dollars from both new and current users of television, he added, "and one of the areas that requires the new dollars is spot television." Despite "a great fourth quarter" of 1961, spot tv needs additional sales support if it is to continue to expand, because it is facing new competition from other media and from other forms of television itself, Mr. Read asserted.

The presentation supports its theme with many examples of how markets differ for given products. Advertisers are learning to shift their advertising weight from area to area to fit the shifting importance of customers and of competition, it's noted. Just as there are highs and lows in the popularity of top magazines and top network programs, there are also highs and lows in product consumption. One example: "Regular coffee ranges from 18% above its national average in one Nielsen territory to 21% below average in another, a range of 39 points. Instant coffee consumption, on the other hand, ranges from 20% above average in one area to 32% below average in another, a swing of 52 points."

Advertisers are advised that to avoid overspending in some areas and underspending in others, they should match their marketing knowledge with the control made possible through tv spot selections. Control is possible through the selection of commercial length, audience size, schedule frequency, schedule length, etc., adding up to a combination of selections, each possible for each market, and the creation of "Selectronic Marketing."

Advertising based on the popularity of the medium instead of on the product's requirements is typified in the presentation's "water hardness" example, "a matter of vital importance to manufacturers of soaps, detergents and shampoos." It's noted that the capital cities of 48 contiguous states vary in water hardness, as follows: 7 have hard water, 23 have soft water and 14 have very soft water. Santa Fe has soft water in the summer, hard in the winter. Pittsburgh is just the reverse with soft in the winter, hard in the summer.

Such market variances are handled through market-by-market advertising decisions, decisions that are a mark of the advertising professional's ability to shift and control advertising weight. "Control is the mark of the professional, the purpose of selectronic marketing," TvB concludes.



One of TvB's slides underscores spot tv's adaptability to population changes by showing that in a 10-year period, suburban population boomed at a rate far disproportionate to the limited gain in newspaper suburban circulation for the same period.

can find fulfillment of their right to know—and to understand how the government, which is their business, is being conducted."

Gov. Collins proposed a dramatic plan to ask the U. S. Supreme Court "on a trial basis" to "allow the broadcasting profession to show the people what this court, which is of such importance in our democratic system, is really like." The proposal for broadcasting some Supreme Court sessions has already been tentatively made (see story page 92).

NAB membership is now at an all-time high, Gov. Collins reported. The association now has 2,439 radio members and 383 television members.

NAB to continue fight to repeal Sec. 315

NAB delegates at the Chicago convention called for a continued fight for complete repeal of the equal-time provision of the Communications Act (Sec. 315) and for removal of restrictions on free access to the news.

Broadcast service to the public is restricted by arbitrary rulings against admission of cameras and microphones to public events, a convention resolution stated. Another noted that suspension of Sec. 315 in 1960 made possible the Kennedy-Nixon debates.

The convention unanimously adopted a resolution lauding President LeRoy Collins for "outstanding guidance and leadership." It also praised the staff.



Hayseed money ain't HAY!

Turn to the table "Metro Area Retail Sales Per Household," up front in Standard Rate & Data, and you'll see that Fargo-Moorhead is one of the very top rankers in the entire list.

True, we ain't got as *many* households as some —but most advertisers live on their customers' *extra spending*, over and above subsistence levels.

That's another reason why WDAY Radio and WDAY-TV get a lot more advertising than the top outlets in many other *much-larger* markets. Ask PGW for some specifics!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

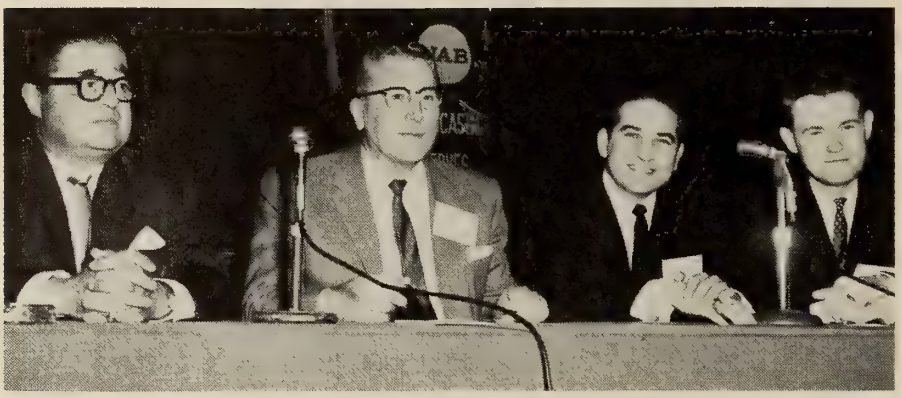
Stereo: Will it be fm's big break?

ADVANCES IMPRESSIVE, BUT PROBLEMS MANY, FM BROADCASTERS TOLD

Stereo offers an exciting new appeal to the nation's fm broadcasters but they aren't agreed that it's worth the cost or that it will bring about the breakthrough fm has been awaiting since World War II.

The problems of the fm medium—and they're numerous as well as harrassing—were dissected by nearly a thousand broadcasters at two related conventions. National Assn. of Fm Broadcasters, the sales arm of the industry, met all day March 31 and the morning of April 1 in Chicago. Then NAFMB joined the industry's trade association, NAB, in a joint NAB Fm Day program that drew the largest fm audience in the medium's history.

These meetings touched the key issues of the medium as speakers and panelists discussed stereo, sales, high-



Panelists at NAB's Fm Day program at Chicago (l to r): Fred Rabell, KITT (FM) San Diego, Calif.; George Thorpe, WVCG (FM) Coral Gables, Fla.; David Polinger, WTFM (FM) New York; Lynn Christian, KODA-FM Houston.

fidelity, equipment cost, personnel problems and station maintenance. No definite results came from the meetings but there are other signs of progress:

- Stereo is attracting more listeners; those who install receiving equipment like the multi-dimensional service.
- NAFMB is working on a plan to raise $200,000 to finance a New York fm sales office similar to Radio Advertising Bureau.
- Several proposals to conduct national fm research as a basic sales weapon are being studied by NAFMB.
- Fm station audiences are showing up in radio ratings in over two score markets.
- Advertising agencies are starting to get the kind of qualitative and quantitative research data they want from fm stations before they will buy time.
- Fm stations are beginning to do a better job of selling timebuyers but they have a long, long way to go.
- NAFMB entered a new administration with 190 members and a cash balance. The new president is T. Mitchell Hastings Jr., Concert Network, who succeeded Fred Rabell, KITT (FM) San Diego. Mr. Rabell moved into the NAB administration as an fm director-at-large.

The large attendance at the NAB Fm Day session moved FCC Commissioner Robert T. Bartley to describe it as the biggest meeting in the history of the fm medium.

The cost of stereo can range from $1,500 to $3,000 at the transmitter, according to William Tomberlin, KMLA (FM) Los Angeles. Speaking at the NAB Fm Day program, he listed other costs as follows: studio equipment, $2,500 to $8,000; tape facilities, $1,000 to $5,000. Additional costs involve conversion of turntables and studio-to-transmitter facilities. That leaves a minimum of $3,000 to $15,000.

Harold Tanner, WLDM (FM) Detroit, said it cost his station over $100,000 "to do it right." Much of stereo's trouble can be traced to receiver deficiency, according to Everett L. Dillard, WASH (FM) Washington. James Gabbert, KPEN (FM) San Francisco, cited high-frequency distortion complaints and Mr. Tanner mentioned improper alignment of sets. All agreed station equipment needs a lot of checking but maintenance costs aren't a serious problem. And all would like to see development of suitable checking equipment. They weren't agreed on stereo's coverage area. Several speakers felt it's about the same as monaural; others saw a loss. The need of efficient receiving antennas was stressed.

Discs vs. Tape ▪ Several panelists showed a preference for discs over tape as a source of programming and complained of the difficulty of finding adequate libraries for full stereo operation. Mr. Dillard said discs have a greater dynamic range and are easier to store and handle.

Commissioner Bartley called stereo "a real hypo for fm." He noted the presence of around 700 broadcasters at the Fm Day session and hinted that "defense networks" will be important results of fm's development.

David Polinger, WTFM (FM) New York, whose station runs stereo 24 hours a day, said the station has a diversified music library of 55,000 selections. Lynn Christian, KODA-FM Houston, said there are enough stereo records available for his 18-hour-a-day service. George Thorpe, WVCG (FM) Coral Gables, Fla., saw a shortage of music for serious and semi-classical music programming.

Mr. Polinger is promoting agency interest in production of stereo commercials whereas Mr. Christian contended monaural commercials are more effective for stereo programming.

Growth ▪ Representing set manufacturers, L. M. Sandwick, of Electronic Industries Assn., said manufacturers feel stereo offers "a great growth opportunity." Answering the charge that set makers aren't turning much advertising to stereo stations, he said the FCC order is hardly a year old and that it came after new lines of equipment had already been designed. He observed that "people who buy stereo receivers first are opinion leaders."

A number of stereo operators said fm monaural signals are better when stations are broadcasting stereo. The cost of producing stereo programs runs about 25% above monaural, Mr. Christian said.

Stereo is "exciting," said E. K. Hartenbower, KCMO-FM Kansas City. The station, with 65 kw power and an 860-foot tower, promotes heavily on its own am, fm and tv facilities. Starting April 1 it increased the stereo schedule—from 12 hours a day to 6:30 a.m.-midnight. A background music service is 40% multiplex. Its business is 80% local and 65% is used in the 5-10 p.m. period, he said. There are 13 fm stations in the market and an fm potential audience of 265,000 homes.

Stereo advertisers at KCMO-FM include Zenith, General Electric, Magnavox and RCA. Promotion includes newspapers, the stations' own news department, a program guide with 5,000 circulation, window banners and other advertising. "Our monaural reception is better because of stereo," Mr. Hartenbower said. He expects to double his billing in the next two years.

The 16-station fm market of Seattle has only three am duplicators, said

Courtland Clark, KLSN (FM) Seattle. The station began stereo last July and now is on 103 hours a week. Richard Kaye, WCRB-FM Boston, described that station's experience in seven years of am-fm stereo. GE and Zenith are clients, he said.

Ben Strouse, WWDC-FM Washington, presided at the NAB Fm Day program.

What Agencies Need ▪ Speaking from the agency viewpoint, Arnold E. Johnson, vice president and broadcast facilities director of Needham, Louis & Brorby, Chicago, offered NAFMB a four-point program to give agencies what they need in buying fm time.

First he called for size-of-audience data, noting buyers hear a lot of "blue-skying" from fm salesmen.

His second suggestion was "labeling of the noses" or the nature of the audience. He said an agency wants to know sex, age, income, education, family size and more refined data on possessions and product usage.

The third idea offered by Mr. Johnson was unduplicated reach and frequency data for specific program combinations or spot patterns or both.

Fourth, he called for "the sales response of the commercial message associated with the various types of unique fm program and station formats." He added: "Superior communication of the sales message may be your key to many presently locked advertiser doors provided documentable supporting evidence can be produced."

Mr. Johnson suggested that an investment in reliable research to enable fm stations to sell to national advertisers "is as necessary for the fm broadcaster in today's advertising economy as was the initial investment in plant facilities. I believe fm has an unprecedented opportunity to forge ahead dramatically and get its share of national advertising budgets if, after careful probing, reliable research data can be produced which will even partially match the enthusiasm most of you operators have for your business."

Breakthrough Plan ▪ A plan "to speed fm's breakthrough into the mass-medium field" was offered by Roger Cooper, American Research Bureau (division of CEIR Inc.). Noting that fm gets only about 1% of the radio advertising dollar, he proposed to NAFMB a comprehensive research project based on nationwide diary measurements.

Explaining ARB's experience with diaries, he said ARB would interview 8,000 households to locate fm-owning households and then get one-week listening records from about 1,000 homes. These would supply verified fm ownership or set count, qualitative profile data of fm households and circulation as well as audience size. The data would be cross-tabulated and am-fm comparisons would be available.

Thus ARB's plan would show number and per cent of fm households for the U.S., major regions and groups of counties classified by population. The data would include circulation by audience groups and day parts; hours of listening by sex and by fm as well as fm-am; volume of listening by men and women.

The cost of this service, Mr. Cooper said, would be $42,300 per nationwide survey. "The agency can't speculate with clients' dollars," he said, and must have "boxcar figures."

Another Plan ▪ Another nationwide fm measurement plan was offered by Nelson & Walker, Oklahoma City, Okla. This company proposed to provide nationwide data at a cost of $60,000 per year. Donald C. Nelson, head of the firm, proposed a door-to-door personal interviewing project testing daily listening habits by neighborhood income clusters. In addition, interviewers would leave program and fm promotional material at each household.

Each market area would be tested on a unit basis—one unit being each day of one week, every three months. Results would include the number of fm owners by income; the number of fm owners by income that have listened during a particular day of the week; the age and sex of listeners; the number of hours fm sets are used, by days of the week; a breakdown of the hours people listen to fm; a promotion of the Nelwalk (Nelson & Walker) subscriber and the fm industry at each household; a check on the promotion effectiveness to measure the gain of fm listeners.

This information, Mr. Nelson said, will answer the fm questions that advertisers ask. It would be known as the Nelwalk Fm Radio Index.

Hooper Explains ▪ The third NAFMB research spokesman, Robert Atkinson, account executive of C. E. Hooper Inc., explained why that firm prefers the telephone coincidental technique for its surveys. He said the latest Hooper reports show a consistent reportable fm audience in 44 markets.

Complaints that agencies demand much more research data from fm than from am stations brought this explanation from Mr. Johnson—agencies know how to characterize the am listener but do not know much about an fm station's audience; Since many fm stations sell a selective audience, the agency naturally needs qualitative breakdowns. B. Van Valkenburg, of CHFI-FM Toronto, Ont., added that he tripled his national business after making a qualitative survey.

Arthur K. Crawford, NAFMB's newly elected vice president, of KCBH (FM) Beverly Hills, Calif., cited a 50% increase in fm sales from 1960 to 1961.



Mr. Hartenbower

Asking the rhetorical question, "Are we really an advertising medium?" he pointed to the paucity of food, medical, transportation and automotive accounts in fm's list of national advertisers.

He told of the elaborate national promotion facilities of other media—Bureau of Advertisers (newspapers), $2 million and 13 men; Television Bureau of Advertising, $1 million and 18 men; Radio Advertising Bureau, $1 million and six men.

"We need a national fm salesman to the medium and a New York headquarters with $200,000," he said.

Expansion ▪ Dave Garroway saw "a golden opportunity" for fm to expand its audience in the "leveling off of television into rigid patterns." He proposed fm stations adopt a new kind of program formula "suited to human experience," citing dramatic world changes in the last 20 years.

An effective fm promotion device, the program guide, was described by Stan Hamilton, WMAL-FM Washington. He said the guides can be made to pay their own way. L. N. Bentson, WLOL-AM-FM Minneapolis, described how his fm station, using automation, operates with a staff of two supplemented by services from the am staffers.

Stereo gimmickry boon to monaural fm—Rabell

The monaural fm operation of KITT (FM) San Diego, Calif., has enjoyed an audience boom since fm stereo came to the market, according to Fred Rabell, station operator.

"Our audience went up 40% when other stations went into stereo," he told



A king-sized gavel of the type used in the British Parliament was presented by Fred Rabell (r), KITT (FM) San Diego, retiring president of National Assn. of Fm Broadcasters, to his successor, T. Mitchell Hastings Jr., Concert Network.

the National Assn. of Fm Broadcasters April 1 at its concluding session in Chicago. And the reason for this? "The stereo stations changed their programming to show stereo's characteristics by means of percussion and ping-pong programs," he explained. Mr. Rabell retired April 1 as president of NAFMB.

Amplifying his views at the NAB Fm Day meeting he said, "The stereo operators let dealers program their stations. I'm very grateful." He conceded he might get into stereo eventually.

One of the earliest fm operators, Henry W. Slavick of WMC-AM-FM Memphis, said stereo can't be sold on a mass basis because of its high-fidelity qualities due to the high cost of sets. All 12 fm signals in the area are monaural, he added. WMC-FM has a 300 kw signal radiated from a tower 980 feet above ground and reaches out well over 100 miles, he said. And he explained the station couldn't very well go stereo anyhow because one subcarrier is used for storecasting and the other for background music. Separate programming was started for WMC-FM three years ago and now 98% is unduplicated.

Webb cites tv's role in reporting on space

Sooner or later tv viewers are going to see an astronaut ride to his death. This somber warning was sounded by James E. Webb, administrator of the National Aeronautics & Space Administration at the NAB Management Conference luncheon Wednesday. This is the price we pay, he said, for wide open reporting of our space program.

Nearly 40 million American homes were tuned in at one time or another to John H. Glenn's globe-girdling space flight and nearly 25 million watched the launch, Mr. Webb said.

Mr. Webb described other NASA projects, including studies of the ionosphere which have benefitted short wave communications. He touched on forthcoming tests of communications satellites, including preparations for the first transatlantic tv transmissions (BROADCASTING, April 2) and the use of tv cameras aboard the Ranger series for closeup views of the moon.

At Chicago: a Minow of many moods

NAB DELEGATES ARE LASHED, LAUDED IN SUMMING UP BY FCC CHAIRMAN

Radio broadcasters heard FCC Chairman Newton N. Minow discuss their medium at the NAB convention last Tuesday (April 2).

The chairman used some tough words, some words of praise, of condemnation, of hope, of encouragement, and of warning.

But most of the station executives in the audience of 2,300 liked most of what they heard. The chairman of tv's "vast wasteland" fame was applauded liberally when he proposed a joint industry-FCC study of the so-called overpopulation of radio stations and a breakdown in am engineering standards (see story, page 27).

Defended Hearings ▪ Mr. Minow also defended the hearings in Chicago on local tv programming offerings and reviewed with pride the FCC's own "promise vs. performance" program over the past year (BROADCASTING, April 2).

The chairman's radio dissertation was based on the public interest—"a healthy occupation for all of us," he said. "For those of us directly concerned with broadcasting, it is more than just healthy. It is mandatory."

Chairman Minow said that it is increasingly obvious, simply by watching the picture tube, that broadcasters have been thinking more about the public interest. "We at the FCC have also been thinking about it and increasingly doing something about it," he said.

Mr. Minow noted that dire predictions were made that radio was "doomed to oblivion" with the advent of tv. "Radio survived television because of its unique gifts—intimacy, immediacy, accessibility and portability." But, he continued, it has been subjected to drastic changes that are still occurring.

Despite a huge increase in the number of stations, radio income per outlet is considerably below the peak years of the late 1940's the chairman said. Too many stations are losing money but, despite this, the FCC's backlog of new applications continues to mount.

Refinements

An extra page was hastily added to FCC Chairman Newton Minow's prepared convention speech after NAB President LeRoy Collins attacked the Chicago tv hearings a day before the chairman spoke. Chairman Minow included Gov. Collins' name in his prepared rebuttal but did not actually mention the governor in his speech.

Gov. Collins introduced the FCC head as representing "the federal government vasteland."

"And the prices of stations continue to spiral up, a contradiction of red ink and rising values," Mr. Minow said.

Rough Talk ▪ On radio, the chairman's words were reminiscent of his appraisal of television a year ago. "The basic format has become music plus news plus commercials . . ." he said. "Sometimes a listener is treated to exceptionally varied fare. . . . But in too many cases the results are incredibly bad.

"In too many communities, to twist the radio dial today is to be shoved through a bazaar, a clamorous casbah of pitchmen and commercials which plead, bleat, pressure, whistle, groan and shout. Too many stations have turned themselves into publicly franchised jukeboxes."

But, he continued, there are encouraging signs that this kind of operation has seen its worst days and nights. In most areas of the country, the listener can usually find what he wants on radio, the chairman said. "Radio brackets and punctuates the day, enabling a listener to participate in events both great and small."

Radio is slowly developing a new personality, Mr. Minow said—its own unique personality. "It is trying on new clothes. It is sowing seeds of a creative rebirth. But the question facing the commission is whether we have created conditions that will encourage

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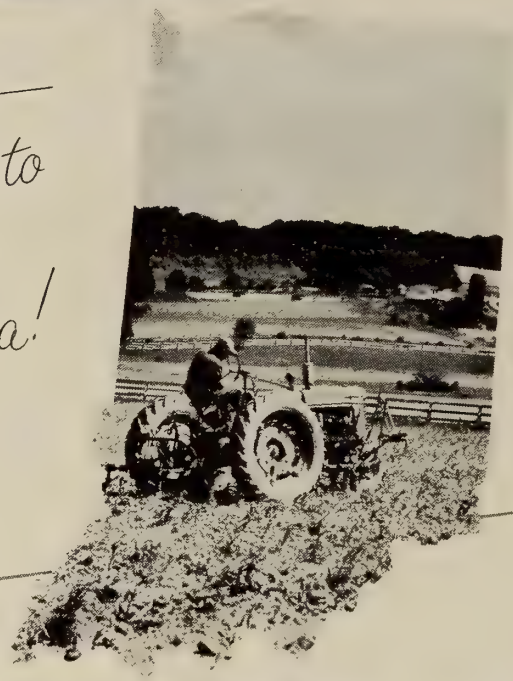
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*Pulse 46-County Area Survey, April, 1961
*Pulse Metropolitan Area Survey, October, 1961

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the maturing of this new personality or stifle and warp it; whether we are compounding rather than solving radio's problems."

Though so many stations are in the red, radio seems to have no mortality rate, he said. "Radio stations do not fade away, they just multiply." The result, Mr. Minow said, has been a string of IOUs to several past owners, more and more raucous commercials, and a licensee so busy trying to pay his debts that he cannot serve the public. He asked:

"Is this the business of the commission? If there are jungle markets overpopulated by quick-buck operators where you have to scream at the listener to survive, is the commission responsible?" In proposing a study of radio, Mr. Minow said he is for the present free enterprise system, with all its short-term drawbacks.

And Now, Chicago ▪ In answering Gov. Collins on the Chicago tv hearing, Chairman Minow said some broadcasters "apparently would like us to ignore our responsibilities to the public interest. Some of you would like us to file complaints about the use of the public airwaves in the wastebasket."

The FCC received "substantial complaints" about Chicago tv programming, he said, and "I say to you frankly and positively: We will not ignore such complaints—and neither should you." The public, he said, is entitled to due process just as is the broadcaster.

"You will not be censored and neither will the public," the chairman stated. "No responsible broadcaster should fear the public he is licensed to serve. No responsible broadcaster should tremble and wilt under criticism instead of listening to the good and rejecting the bad."

Chairman Minow reviewed developments over the past year in educational tv, uhf and the all-channel set legislation, a court decision affirming the FCC's grant of pay tv, the FCC-FTC alerts on fraudulent advertising, adoption of fm stereo standards, the network study and the fact that license renewal grants no longer are "pro forma."

NAB convention draws Japanese broadcasters

A delegation from the National Assn. of Commercial Broadcasters in Japan took part in the NAB Chicago convention last week. Yashisada Yamanaka, president of Nankai Broadcasting Co., and vice president of the association, was leader, supported by Kiyatsugu Yamamoto, managing director of Hokuriku Broadcasting Co., auditor of the association, assistant leader.

Other Japanese broadcasters included

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DETROIT CKLW-AM/FM/TV **BOSTON** WNAC-AM/FM/TV THE YANKEE NETWORK **MEMPHIS** WHBQ-AM/TV
SAN FRANCISCO KFRC-AM/FM **WASHINGTON, D. C.** WGMS-AM/FM

Hideo Fukuda, managing director of Fuji Telecasting Corp.; Yoshihiko Arisaka, director-chief Nippon Cultural Broadcasting Inc.; Denji Atoh, managing director of Asahi Broadcasting Corp.; Kenji Igushi, chief of Tokyo branch, office of Chubu Nippon Broadcasting Co.; Michio Kuroyanagi, assistant chief of broadcasting division of Shizuoka Broadcasting System; Hidenoshin Sasaki, chief engineer, Kansai Telecasting Corp.; Hiroshi Suwa, chief of tv bureau of Tokyo Broadcasting System; Koji Yuri, deputy chief, Kansai Telecasting Corp.; Kazutada Hasegawa, technical chief, Yomiuri Tv Broadcasting Corp.; Masao Ishii, information chief, Yomiuri Tv Broadcasting Corp.; Akira Konose, technical research chief of Yomiuri Tv Broadcasting Corp.; Toshio Nakagawa, Washington correspondent, Mainichi Broadcasting System; Tatsuo Kanno, assistant secretary general, NACBJ.

Innovation marks equipment exhibition

EQUIPMENT SALES THIS YEAR MAY BREAK RECORDS, IT'S THOUGHT

Sales of new equipment and standard radio-tv gear displayed last week during the NAB convention may reach new highs for some lines in the weeks ahead, according to a spot check of manufacturers and distributors during the showing.

A large share of these sales are expected to be in the replacement market, now that original gear has been amortized, especially fm. Prospective fm buyers, especially those wanting to step up to stereo, were plentiful but extremely cautious, exhibitors said, apparently hesitant because of equipment problems many experienced when they first entered fm a decade or so ago.

Prospect Interest ▪ Nearly all exhibitors this year described serious prospect interest as "good" while some used superlatives such as "fantastic." Several, however, admitted that off-the-floor sales could not match last year's mark at the Washington show, but they expressed high optimism on lead follow-ups in the next month or two.

A few appeared concerned over the possible impact of FCC Chairman Newton Minow's talk Tuesday about overpopulation in radio station field (see story, page 27).

Product on Display ▪ High-interest items at this year's NAB show ranged from automatic logging systems, fm stereo gear, color tv, cartridge tape systems and semi- and complete automation systems, to such small devices as wireless microphones and a micro-disc recorder which operates at 2 rpm and puts 24 hours of station monitoring on one nine-inch disc. Re-packaging and new designing of formerly bulky circuits or complete devices into small solid-state plug-in modules also drew wide attention. The expansion of the module-solid state trend was evident in both the tv and radio fields, including fm.

Although the traditional major exhibitors such as RCA, Gates, Collins, GE and Ampex came forth once again with their usual parade of significant product innovations, the growth of the smaller and specialized manufacturer became more apparent this year in the exhibit halls.

RCA's Color Camera ▪ Interest at the RCA area centered on an experimental four-tube color tv camera and a new tv film recording system with automatic controls. The latter unit converts live tv to processed film ready for projection in less than two minutes when coupled with Eastman Kodak Co.'s new Viscomat processor. Higher quality at sustained levels is claimed for the new kinescope gear. RCA's recorder sells at about $50,000. E-K's Viscomat ($12,500) processes positive and kinescope film in about 70 seconds and E-K expects by the year's end to have a new negative film with ASA rating of 250, which will stand the machine's 125° developing temperature, ready for news use.

RCA had adopted a principle long used in color printing in development of its experimental four-tube color camera, the TK-42X. Color printing uses a black plate to give detail to the picture produced by the three color plates. So the TK-42X uses a standard image orthicon as the fourth or "M channel" to give detail to the color picture produced by three vidicon color tubes. Another key feature of the new much-transistorized color camera is its sophisticated zoom lens system using only one big external optic (itself an $8,000 item). The camera can zoom from 1.6 in. to 40 in. focal length. When available? Possibly in two years.

Other new RCA gear included the all-transistorized TR-22 video tape recorder ($62,500), a prototype of which was shown last year and which features simplified controls and plug-in module

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construction. RCA introduced a compact half-track TR-11 tv tape recorder ($35,000) which can operate at either 15 or 7½ inches per second and thereby cut tape costs in half. Tapes are interchangeable with regular machines. A mobile van housing a TR-11SR version was offered complete for less than $50,000. RCA also showed an advanced version of its standard TRT-1B tv recorder introduced in 1959.

Control Equipment ▪ RCA's new generation of control equipment included the TS-100 tv switching system, the heart of which is the "Simcon" (simplified control) transition switcher. Basic module price will be in the $28,000 range.

A complete line of am, fm and tv transmitting gear also was on display at RCA.

Gates' Exhibits ▪ New lines of audio control, programming and transmitter equipment were shown by Gates Radio Co., Harris-Intertype Corp. subsidiary. Gates introduced its new all-transistorized Cartritape 11 cartridge tape system ($598-$1,995) for both monaural and stereo use. Single-slot units feature separate record and playback heads, and can be changed for complete automation system using Cartritape's triple-cue feature.

Gates introduced its new M-6158 dual stereo console ($3,495) with 10 stereo mixers and including a third line amplifier for feeding a monaural signal for simulcast if desired. Also introduced were two new monaural consoles, completely transistorized, with push-button switching control.

Gates' new transistorized fm stereo package was complemented by the company's new line of fm transmitters ranging from 1 to 20 kw. The transmitters included silicon rectifiers, built-in remote control facilities and new cascade exciter providing 30-15,000 cps response. Gates' new SMX-1 stereo generator system ($2,595) for switching existing fm transmitters to stereo will provide two extra multiplex subcarriers for SCA functions.

Emphasis on Fm ▪ Innovations by Collins Radio Co. included emphasis on fm stereo and the company's own cartridge tape system, a product line it previously had only distributed. Other Collins gear ranged the spectrum of broadcast needs.

The new fm equipment included the Collins stereo multiplex generator ($1,500) and 10 w exciter ($2,110). The generator "does away with the inherent instability of the conventional dual channel method of stereo injection," Collins said. Instead, the Collins generator feeds monaural audio and the stereo subchannel to the exciter on a single composite signal. The exciter is a wide band unit which accepts the composite stereo signal directly without using auxiliary modulators for either the stereo or SCA channels.

Collins also showed a complete new line of fm transmitters ranging from 250 w ($4,200) to 20 kw (price on request) but featured its new self-contained 1 kw transmitter ($5,950) with simplified push-button controls.

Another highlight of the Collins exhibit was the compact 808A-1 remote amplified console-turntable ($825) suitable for location work or studio use in small space such as an announcer's booth. Light weight (78 lbs.) and versatility are other features.

New in Big Spaces ▪ Sprouting into a big-space exhibitor this year was ITA Electronics Corp., which has announced a plan in conjunction with EMI/USA Ltd. whereby the two firms would sell and service one another's broadcast products (BROADCASTING, April 2). A substantial stock interest in ITA was acquired about 10 months ago by Triangle Publications Inc., group station operator. ITA displayed its lines of am, fm and tv transmitters and introduced its new series of uhf transmitters ranging from 25 kw ($60,000) to 100 kw ($225,000). A new 40 kw transmitter ($38,500) was added to the fm line.

ITA also displayed its new fm stereo generator ($1,295) and new ACS-2B stereo console ($2,495). The Triangle Stations' new tape program service using the "Triangle" label also was introduced at the ITA space. The service features 13 basic program formats available in various combination units for full seven-day programming of either 16 or 8 hours a day.

Wagner's Documentor ▪ Traffic-stopper at the ITA exhibit was inventor Robert Wagner and his new ITA Documentor which at 2 rpm can record a full 24-hour day's broadcasting on a single 9-inch acetate disc (12 hours to the side). Ten years of the ITA microdiscs can be stored on a five-foot bookshelf, whereas other systems take up to 400 times the same space.

How has inventor Wagner accomplished better than 5,000 cycle fidelity at a mere 2 rpm? By feeding a 70 v, 30,000 cycle signal to the ceramic-imbedded 0.3 mil needle, he can modulate it easily with the program channel. The 2 gram ceramic head is so designed and mounted that it resonates at 30 kc, thereby giving the needle mechanically its needed initial impetus and causing it to heat and partly "melt" and partly inscribe its track in the acetate on the bottom of a clean trough plowed just before by a blunt 1.5 mil, 5 gram saphire stylus. It tracks easily

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WEST —Excellent power AM-FM combination in sunny, growth state. Good real estate included. Tremendous possibilities for owner-operator. Priced at $210,000.00—long terms.

SOUTHWEST—Single-station market daytimer actually making money on monthly gross of $2,500-$3,000. Total price $50,000.00 with $10,000.00 down.

MIDWEST —Last year this single-station fulltimer grossed $172,000.00 and had an excellent cash flow. Continuing to bill at the same rate. Priced at $260,000.00 on terms.

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for playback even with 800 lines per inch (up to 1,200 lines are possible).

A time indicator permits easy reference for playback. The disc is driven through the spindle on a felt stationary plate by a large flywheel inside the machine which turns at 40 rpm. There is no turntable. Price of two-unit console: $2,600.

Mr. Wagner said he is working on a 6 rpm model which will have fidelity above 11,000 cycles for use in a wide range of specialized applications including talking books, music, self-education etc. With dynamic suspension of pickup heads, the units could operate in cars or planes, he said.

GE Innovations ▪ General Electric Co. displayed its "new generation" of transistorized tv gear and other broadcast product innovations, including its new 4½-inch image orthicon camera which features simplified operation and maintenance. The line also includes a standard 3-inch camera and a full spectrum of standard tv and audio components.

Other new introductions by GE last week ranged from a transistorized video distribution amplifier, tv microwave repeater and omnidirection microwave antenna to a four-camera adapter that ties four portable camera chains into one studio switcher system.

Ampex Lines ▪ Ampex Corp. introduced a greatly simplified model of its Intersync picture synchronizer accessory for its video tape recorders. That unit facilitates greater production flexibility in use of the machine as well as built-in test features to help in equipment setups and maintenance.

Another traffic stopper at the Ampex exhibit was an improved and miniaturized "Colortec" color conversion unit for the video tape recorder. The accessory gives full recovery of the original color-burst information without alteration of amplitude or phase, which enables the burst signal to accompany the chroma signal. Previous systems required the insertion of new burst information for the station signal source, which introduced variables affecting color fidelity. Ampex said signal disturbances caused by splices, line hits and dropouts do not cause color break-up as might have happened before.

Ampex also displayed its audio tape gear and accessories as well as its own line of tv recording tape.

Automated Logging ▪ Automatic Tape Control introduced its new system of automatic program logging which functions in association with ATC's system for full or partial automation of station programming. The printed tape produced with on-air performance verifies the exact time, providing the logging information required by the FCC. ATC's "original tape-in-machine" system introduced in 1959 is now in use in over 600 radio and tv stations, the firm said. ATC also introduced its improved Model 55 multiple-magazine deck ($2,995), which can handle up to 55 taped spots, themes and production aids or up to 165 musical selections. A portable "sound salesman" unit ($185) to take the spot to the sponsor was also introduced, along with a companion portable recorder unit ($225).

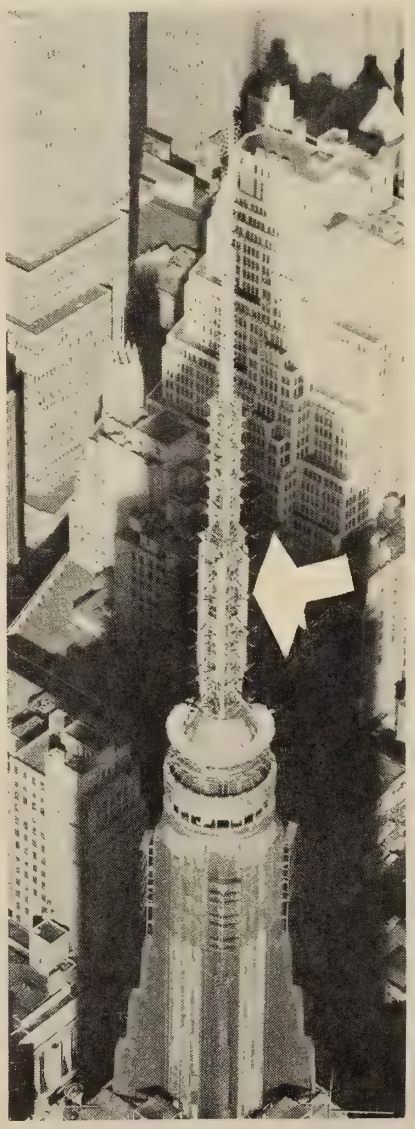
Two-in-One ▪ Another automatic program logging system combined with program automation was introduced by Clark-Root, which showed its new long-playing tape transport that is part of the system. The system's automation control and logging verification are done on the same long strip of paper. Multiple carbons fit billing and other needs. The system is automatically self-correcting at the end of each quarter hour segment. Clark-Root also markets the Alto Fonic tape program service.

Automatic Transmitter Charting ▪ Technical functions at the transmitter site which require logging for the FCC now also can be automatically charted and timed with equipment introduced by General Electronic Labs. The system will operate remote as well as local and the basic equipment consists of four chart units ($2,000). Additional chart units ($109) can be added up to nine. It will work with any dc remote control system. A 24-position chart recorder is under development. GEL also showed its fm stereo generator ($1,750) and introduced a new 5 kw fm stereo transmitter ($13,950) to its line.

Another firm showing new fm stereo gear was Standard Electronics Division of Reeves Instrument Corp., with a new 1 kw fm multiplex transmitter ($5,200) and stereo generator ($1,500).

Sarkes Tarzian Inc. introduced a new all-transistor studio vidicon camera

Towering high over Manhattan



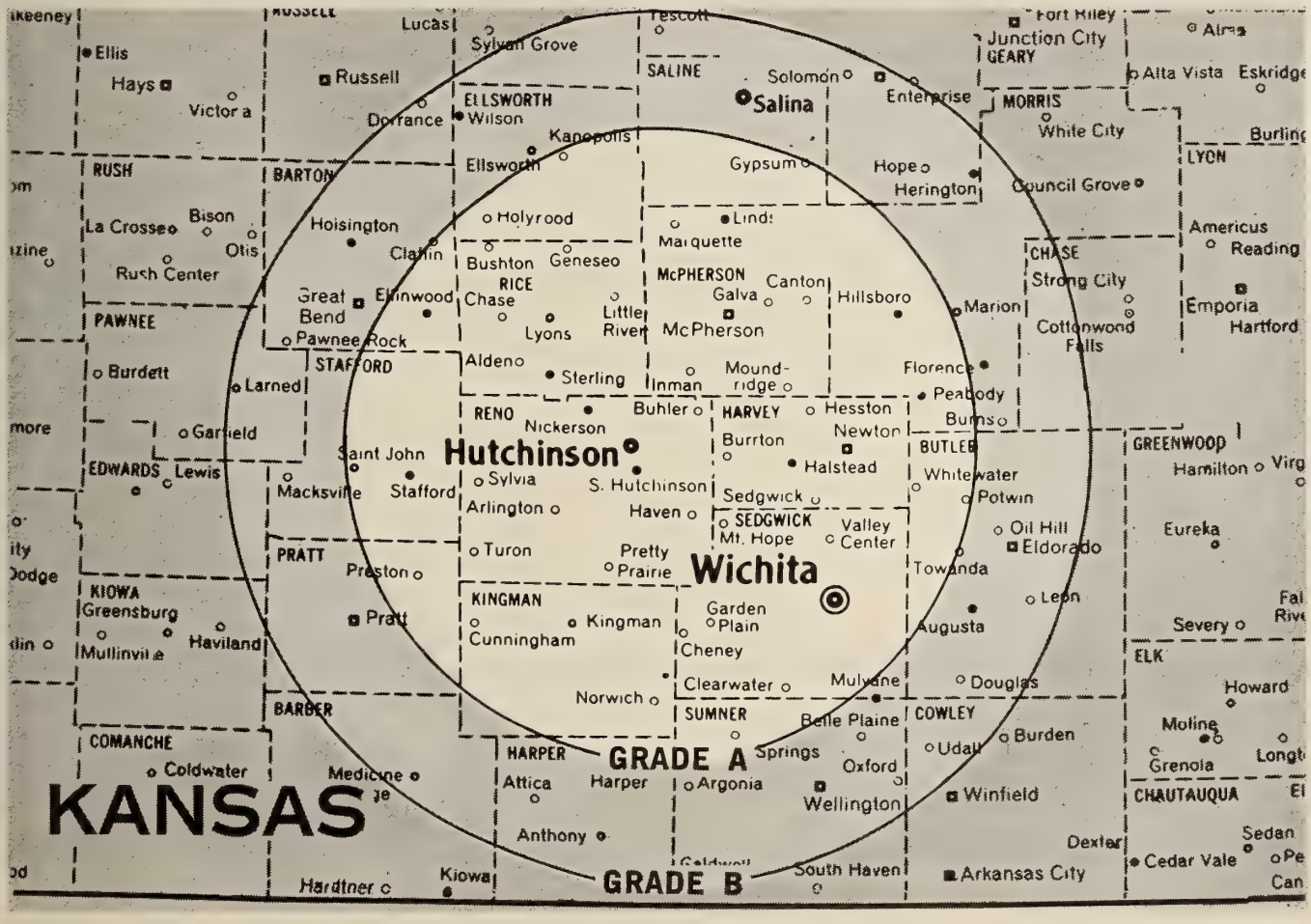
Here is one of the two uhf antenna installations being used for ch. 31 WUHF (TV) New York on the Empire State Bldg. (vertical white bars at lower end of antenna spire indicated by arrow). WUHF is the station which is testing for the FCC the feasibility of the high band in the "canyons" of the big city. A technical description of the gear being used in the $2 million project was given before the NAB engineering conference Wednesday by E. W. Allen, FCC chief engineer.

Municipal Broadcasting System, operator of city-owned WNYC New York, operates WUHF for the FCC. The transmitter is an RCA TTU-50A with 25 kw aural power and 50 kw peak sync power. It's on the 80th floor. Two antennas are being used. One is a directional horn unit by Melpar Inc. installed in a window in the northeast face of the building on the same floor. The other is an omnidirectional antenna, also by Melpar, mounted on the lower five bays of the steel tower atop the building. Its electrical center is 1,330 ft. above sea level.

Mr. Allen described the sampling of 5,000 random dwelling sites which will be undertaken, as well as mobile field observations, to determine quality of the uhf signals. He also related results of a pilot study in December and January involving 100 random locations scattered over Manhattan Island and out to 25 miles from the Empire State Bldg. (BROADCASTING, March 5). The sample was too small to draw any definite conclusions, he said.

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MORE KANSANS VIEW KTVH THAN ANY OTHER KANSAS TV*



BIG MARKET/BIG COVERAGE

Oil, cattle, industry, and agriculture bring diversified economy to one of America's most prosperous areas. Within this rich area, the BIG 100% UNDUPLICATED COVERAGE of KTVH delivers 290,000 TV families with an estimated $1,500,000,000 buying power – but most important, these are Kansas families viewing TV programmed for Kansans. Only KTVH delivers 100% Kansas coverage of this rich Central Kansas area of Wichita, Hutchinson, plus 13 other important communities. To sell Kansas...buy KTVH!

KTVH

THE WICHITA-HUTCHINSON STATION

BLAIR TELEVISION ASSOCIATES
National Representatives

KANSAS

* Nielsen, February 1961

($8,500), solid-state vidicon film camera chain ($7,500 less lens) and transistorized tv switching console ($7,000).

Schafer Electronics introduced its new automatic make-up system ($10,-520) to produce tapes automatically for use with its standard automatic random-selection program tape units. Sequence selection is dialed into the system by a telephone dial-like unit.

TelePrompTer showed its new Amphicon 200 remote projection system ($3,250 with off-air tuner) which projects pictures up to 18 feet wide and is completely portable. Telescript-CPS Inc. showed its new remote controlled dual-head rear-screen slide projector ($3,990) for tv use. Kliegl Bros. introduced a new portable twin sealed-beam floodlight for tv remotes that will work on house current. The two 650-w quartz iodine vajor lamps give light equal to the standard 5 kw studio incandescent. Kliegl also showed a new quartz cyclorama lighting strip for lighting backdrops that is only 5 in. high. Telequip Corp. showed its new sealed-beam Westinghouse lamps for tv use while Century Lighting Inc. displayed its new flexible grid lighting system for studios.

MaCarTa Inc. showed its new cartridge tape carousel for automatic programming. The basic three-carousel rack ($3,100) by MaCarTa is incorporated by International Good Music Inc. as one part of the gear used in its simplimation system of "automation plus programming."

Surrounding Sound Inc. introduced its unique audio tape machine which can produce a variety of unusual sounds through a sequence of four heads, one of which revolves around a large drum to produce time delays ranging from 0.10 seconds to three seconds.

A new entry in the cartridge tape field is Sparta Electronic Corp. with single play-back unit ($450) and record-amplifier ($210). Sparta also showed its new A-50 portable "studio" ($845) which includes twin turntables and console. The cover forms a bench and working table.

New Mikes ▪ New wireless microphones also got lots of attention during the show. Models shown included Comrex, by Visual Electronics; the Mike-Caster, by Federal Mfg. & Engineering Corp., and Itek Electro-Products Co.'s Itek.

Electronic Applications Co. showed a new rugged, tiny wired mike which employs a gold-sputtered dimensionally, stable Mylar diaphragm. Solid-state amplifier components are self-contained in the mike for which are claimed all the advantages of the condensor mike and none of its disadvantages. Electronic Application also is offering a new BBC monograph on mikes and stereo free on request.

Small Monitors ▪ Tiny portable transistorized 8½-in. tv monitors (each $395) drew interest at two exhibits. Miratel Electronics Inc. said its model would operate on batteries while EMI/USA Ltd. said its version would use standard 110v house current.

STL Systems ▪ Raytheon introduced its new 1w dual-link studio-transmitter microwave system ($17,075) which automatically switches to the second unit upon interruption. The Tapco Division of Thompson-Ramo-Wooldridge Inc. showed a new light portable 2000 mc transmitter link for tv remote use which operates with high power of 15w and omnidirectional antenna, eliminating need for "dish" antenna.

The swing to solid-state modules for both tv and audio terminal equipment, distribution and switching gear also was evidenced in product displays at Visual Electronics Corp.'s space. Another firm showing new solid-state module components for these functions included Telemet, successor to the Telechrome Corp.

SHEA ON ASCAP FIGHT

Tv negotiators' head tells why BMI-dumping plan vetoed

The All-Industry Television Station Music License Committee settled back down to work in its fight with ASCAP last week after reporting to the NAB convention on its rejection of the settlement plan that had inflamed broadcasters less than a month before.

Committee Chairman Hamilton Shea of WSVA-TV Harrisonburg, Va., said the controversial proposal for settling the committee's suit against ASCAP emerged from negotiations led by the presiding judge himself and incorporated some of the judge's "feelings about BMI."

This referred to the proposal that broadcasters give up their ownership of BMI, ASCAP's chief competitor, in return for a 17% reduction in the rates ASCAP charges tv stations (BROADCASTING, March 12, *et seq.*).

Mr. Shea said his report was limited to highlights for several reasons including, a shortage of time, desire not to divulge strategy that would be useful to ASCAP, and the fact that the whole issue is involved in a court case and negotiations that in good faith "can become active at any time."

He reviewed the committee's reasons for rejecting the settlement offered last month: (1) There could be no complete divestiture of BMI stock because much of it is owned by broadcasters not associated with the committee; (2) the committee felt it is entitled to a better deal than that offered, and (3) if any change is to be made in BMI's





NEW RCA PORTABLE AUDIO CONSOLE

Type BC-10A

SPECIFICATIONS	
Length:	44 inches
Width:	16½ inches
Height:	10 inches
Standing Height:	31 inches
Weight:	68 pounds
Frequency Response:	70 to 15,000 cycles cps ± 2 db
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You'll find everything for handling remote programs in this handy unit! Includes two 3-speed 12-inch turntables with transistorized amplifiers and solid-state power supply. Frequency response is excellent from 70 to 15,000 cycles. Distortion is less than 3 per cent.

Mixing is provided for turntables, microphones and a remote input. Each of the turntables has individual mixing controls. Two microphones and the remote input are selectable by a three-position switch. (High Level source, such as tape recorder or remote amplifier, can be fed into remote input.)

The console is a one-piece fiberglass unit. The legs are detachable and the unit has convenient handles for carrying. Base of console is flat when legs are in storage position, permitting ease of transportation.

Order now from your RCA Broadcast Representative or write to RCA, Broadcast and Television Equipment, Dept. GB-22, Building 15-5, Camden, N.J.— for full information.

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The Most Trusted Name in Radio



Mr. Shea

status the committee feels it should be done apart from the committee and BMI getting "its own day in court with its own defense" (BROADCASTING, April 2).

He said the committee feels television stations are entitled to a license embodying at-the-source clearance of performing rights to music played in future syndicated tv programs and feature films. This would mean that, eventually, stations would pay ASCAP directly for little more than the music played in their local live programs.

But, he noted, the presiding judge, Sylvester J. Ryan of the U.S. Southern District Court in New York, has indicated he does not think he has the right to grant this sort of license. Committee counsel has until April 10 to file papers supporting the committee's contention that he does have this right.

Mr. Shea said that, whatever Judge Ryan's decision on this question, the losing side is almost sure to appeal to the U. S. Supreme Court and that this procedure probably would take about a year. Then the case would return to Judge Ryan's court for rate-making proceedings which, he said, probably would last several months. But Mr. Shea said he is confident the final outcome will be worthwhile for all concerned.

Time having run out because the NAB program was 45 minutes late, the anticipated question-answer session on copyrights was not held.

Catv must be watched, says Martin

NAB WILL PUSH REGULATORY LEGISLATION 'IF NEEDED'

Community-antenna television is a problem that will "become a crisis in the future," Dwight W. Martin of WAFB-TV, chairman of the NAB television board, said in a special report to last Tuesday's tv assembly at the NAB convention.

He thought it doubtful that catv legislation would be enacted this year because of the relatively little time left in this session of Congress, plus the forthcoming election campaigns. But he assured the broadcasters that NAB would push for legislation this year to protect local commercial television stations if it develops there's a chance of enactment at this session.

Mr. Martin noted that an earlier bill was defeated by one vote. Since then the NAB board has empowered its catv committee to conduct research and introduce new legislation in the current session if circumstances warrant.

He pointed out that NAB does not oppose catv except when it hurts local commercial stations. But this is happening now, he said, not only in small markets but also in two- and three-station markets.

NAB's position is that FCC should regulate catv operations by prohibiting community-antenna systems from repeating programs carried on local stations by agreements that catv systems should pick up programs from local rather than outside stations and by safeguards against degradation of local station signals. (See story, page 88, on pending revision of Rural Electrification Act as relevant to catv.)

All-Channel Chances ▪ Mr. Martin was more hopeful for enactment of legislation this year to require all-channel tuners on tv receivers shipped in interstate commerce. He thought the chances are about 50-50 for passage in this session but said enactment might be followed by court tests of the constitutionality of such a law.

The all-channel bill already has cleared the House Commerce Committee, and FCC has said it would declare a moratorium on deintermixture if the bill were enacted.

Mr. Martin stressed the need for specifying the duration of the moratorium. He suggested nine years as a reasonable term before any further movement of commercial tv to uhf is scheduled. Commerce Committee Chairman Oren Harris (D-Ark.) has said the moratorium should last up to seven years (BROADCASTING, April 2).

Mr. Martin reviewed NAB's position that FCC should be barred from deleting any vhf channel when and if it moves to open up uhf. "Vhf and uhf should complement each other," he said, "and we are strongly opposed to getting out of vhf."



WITH WBT RADIO YOU FOCUS ON THE ONE WHO PAYS THE BILLS

"Is this the one you want me to try, Mom?" Her mother in the background is one of the nation's adults, who receive and control 98% of the U. S. income. In the WBT 48-county basic area, adults receive and control most of the $2,690,786,000 worth of spending money ... and WBT radio has the highest percentage of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more of the adult listeners.

WBT RADIO CHARLOTTE

Jefferson Standard Broadcasting Company

Represented nationally by John Blair & Company.

Sources: U.S. Dept. of Commerce, Spring 1961, Area Pulse and Sales Management Survey of Buying Power, 1960.



"Radio 63 where are you?"
"Everywhere—hereabouts."

WMAL's eggbeater is in the air and on the air twice daily, observing and reporting traffic behavior.
Since about 62% of Greater Washingtonians drive to work in private cars, traffic conditions are mighty interesting to radio listeners.
Trafficopter Reports are broadcast daily with Harden & Weaver 6 to 10 A.M.; with Steve Gilmartin daily from 4 to 6:30 P.M.
As the three members of the Board of Commissioners of D. C. (appointed by the President to govern the city) put it, "This unique helicopter traffic service is performing a real service* to the motoring public of the Washington Metropolitan area."

** To perform a real service for your clients, spot them with Harden and Weaver or Steve Gilmartin. Check with your nearest H-R Representatives, Inc. office.*

WMAL RADIO 63

The Evening Star Broadcasting Co., Washington, D. C.

Affiliated with **WMAL-TV** and **WMAL-FM**, Wash., D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

How to make a small tv market pay off

PANEL DISCUSSES CUTTING COSTS, BOOSTING REVENUES

The problems of that multitude of television stations outside the major metropolitan markets had the floor for several hours last Tuesday at the NAB Chicago convention. They boiled down to these: (1) How do we get the most sales, and (2) How do we keep expenses down? In the words of one broadcaster quoted at the meeting, "All other subjects are academic."

Some, if not all, of the answers to this two-pronged problem were given by five panelists: Stanley Deck, general manager of KDIX-TV Dickinson, N.D.; Stuart T. Martin, president and general manager of WCAX-TV Burlington, Vt.; Robert E. Schmidt, general manager of KAYS-TV Hays, Kan.; Norman (Pete) Cash, president of the Television Bureau of Advertising, and John B. Soell, vice president and general manager of KTVE (TV) El Dorado, Ark. The panel-seminar was moderated by Robert F. Wright, president and general manager of WTOK-TV Meridian, Miss.

Sponsored Shows ▪ Mr. Deck described how his station (serving a market area of approximately 100,000 people) puts outside talent to work, providing not only programming but sales. The local bar association, for example, was persuaded to present a weekly show discussing legal problems. The association arranged for participants, set up the format and subjects to be discussed and produced the entire show. Further, the station found it relatively easy to encourage local banks to sponsor a show on which the area's leading lawyers appeared. Mr. Deck cited similar success with a show produced by the local medical association—and sponsored by local druggists. So also with a program prepared by a ministerial association, and by the local college coach (with sales arranged by the alumni association) and other college talents.

Mr. Deck cited several advantages of exploiting these program opportunities. To begin with, they give the station valuable programming of a local character, involving the audience with the station because so many of the people performing are known personally. And aside from providing commercial revenue, they also provide what Mr. Deck calls "advertising stoppers." He cites the bar association members, for example, as not being likely to "knock" the television station in their dealings with local businessmen.

Capital Control ▪ Mr. Martin addressed his remarks to the subject of controlling money, and specifically to his station's experiences with automated equipment for billing and payroll purposes. He described how, at a total rental cost of $750 a month ($400 above its previous billing equipment budget), WCAX-TV and International Business Machines developed a system which would, among other things, reduce reliance on memory, reduce hand labor and avoid end-of-the-year tax preparation problems. Among the advantages Mr. Martin cited for the system was that it enabled the station to get its bills out on the first of the month, to prepare yearly W-2 (withholding tax) statements in a matter of four or five hours, and to produce a complete availabilities report in six hours.

Mr. Martin held out one general caution on the use of automated systems. Pointing out that when you automate you are merely moving the decision-making process from one place to another, he said that the decision of whether to automate should depend on how much it costs you to make the decision where it's now being made.

Mr. Schmidt, whose Kansas station operates as a "semi-satellite," told the assembly he was there "to give you confidence." He referred to the fact that his station operates with only eight employes. (He noted also that the companion radio operation, a 250 w station, had higher expenses than the television station and, "not incidentally, the gross is higher too.")

Operating Rules ▪ Mr. Schmidt gave some general rules for maintaining an operation on such a slender staff. The first was to reduce as many unknowns and variables as possible to constants —such as marking off all areas of a tv studio for light levels so that no time is lost in setting up for commercials or programs. (Mr. Schmidt said the station uses one vidicon camera and would like to have two but "can't afford the man to put behind it.")



Mr. Wright

Another of his operational clues was to hire young people and "inspire in them a high respect for the profit motive." Experienced people cannot be found to do as many jobs as enthusiastically as is necessary under the budget restrictions dictated by an operation of this size.

Mr. Schmidt, too, held out a caution to his fellow small-station broadcasters. He told about a convention of dogs at which the main problem up for discussion was "what are we going to do with a car when we catch it." This, he said, should be kept in mind by small-market broadcasters when tempted to make elaborate operational investments.

Increasing Revenue ▪ Mr. Cash's talk was directed to bringing money in rather than to saving it. He cited the greatest need of small market broadcasters as that of turning local retailers into tv users, and of diverting them away from their traditional dependence on newspaper advertising. Advising the broadcasters not to "sell from an empty cart," he showed several sets of commercials used successfully in television by such stores as Macy's in New York, Neiman-Marcus in Dallas, Wright Patterson in Dayton

The other cheek

Television's wasteland is being trimmed at least 50%, FCC Chairman Newton N. Minow observed facetiously at the April 4 breakfast meeting of Television Pioneers.

"A year ago it was a vast wasteland," he said. "Now it's only a half-vast wasteland."

This prompted NAB President LeRoy Collins to quip, "Now we can call the chairman Half-Vast Minow."

W. D. (Dub) Rogers, Texas Telecasters, perennial president of the pioneers, participated in the meeting by remote control. He heard proceedings via AT&T line in Lubbock, not making the trip to Chicago because he was running for city mayor. The election was held the day before and Mr. Rogers lost. He delivered his presidential address over the telephone line.

Though he lost the Lubbock election he was re-elected Pioneers president. Glenn Marshall, WJXT (TV) Jacksonville, Fla., presided at the breakfast. He is treasurer of the organization.

If it's NEWS, it's on the WWJ Stations





Newsman **Dick Westerkamp**



Newsman **Paul Williams**



Newsman **Dwayne Riley**



Newsman **Don Perrie**



Newsman **Kirk Knight**



Newsman **William Fyffe**



Newsman **Ven Marshall**



Newsman **Britton Temby**

- 13-man staff of Radio-TV news specialists
- NBC world-wide news correspondents
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WWJ THE **NEWS** STATIONS **WWJ-TV**

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and ZCMI in Salt Lake City. They ranged from hard sell to soft sell, but all shared in common economy in production costs. Many used newspaper artwork, and all were worked out in cooperation with the stations that ran them. Mr. Cash advised his audience to have local clients telephone such users as Macy's, at station expense, and hear first-hand about their experiences with tv.

Mr. Soell said that television operates under a basic law insofar as network or national spot revenues are concerned—that such revenues are directly proportional to the national advertiser's distribution potential in the broadcaster's area. "Neither the FCC, nor the Congress, nor you can alter this rule," Mr. Soell said. Noting that all markets are statistics to these accounts, he offered the advice that the only way smaller stations could solve their revenue problems was to develop local advertisers.

Two Ideas ▪ He offered two suggestions for doing so. The first was to set up machinery for the production of television commercials for prospects, replacing the services of advertising agencies. He noted that KTVE had constructed its own mobile tape unit largely to be able to produce commercials on location in clients' places of business. His second suggestion was to demonstrate the station's penetration to clients, on the basis of sales results, not ratings. Additionally, Mr. Soell offered a general admonition against "unsound" broadcast practices—rate cutting in particular. He also expressed doubt of the wisdom of selling spots on a pre-emptible basis.

Moderator Wright closed the meeting with a suggestion that all small-market stations not now subscribers to the NAB Tv Code seriously consider joining, and persuading other non-subscribers to join. He noted that the great majority of non-subscribers are in the smaller markets.

Conelrad doomed, Bartley tells am session

NEW SYSTEM WILL RELAX RESTRICTIONS ON STATIONS

Conelrad is doomed as the nation's emergency defense warning system, FCC Defense Commissioner Robert T. Bartley told the Wednesday morning am session at the NAB convention.

The government has reached this conclusion but the details of a new warning system still are being worked out, the commissioner said. The new system will be financed by the federal government, he said, and will include a relaxation of restrictions currently imposed on broadcasters.

The new system will be much more reliable and dependable than Conelrad and will utilize private communications facilities, he said. Fm emergency networks will be used and possibly also the audio signal of tv transmitters. Plans to build emergency government stations to operate on commercial frequencies have been junked.

Conelrad will continue as the emergency plan indefinitely while the new system is completed, he said. Both Commissioner Bartley and NAB Executive Vice President Vincent Wasilewski said that it had been anticipated that final details for the new system would be ready for disclosure at the convention but such was not the case.

In other highlights:

▪ Katherine Peden of WHOP Hopkinsville, Ky., discussed the need for broadcasters to participate actively in local civic affairs.

▪ James Hulbert and David Doughty of the NAB staff discussed ways and means for stations to operate without inviting union organization and the desirability of individual employment contracts, respectively.

▪ David L. Megchelson of Dun & Bradstreet, Chicago, discussed "Credit and Collections."

Miss Peden said too many stations send out only disc jockeys and sportscasters to meet the public while management participates "at the country club level." She urged the NAB to make a national survey to determine if broadcasters are accepting their responsibilities as civic leaders.

Slow Progress ▪ Unions have made very little progress in organizing radio stations in the past five years, Mr. Hulbert said. Employe discontent, fear of change and lack of prestige are the primary causes of attempts to organize, he said. He gave these hints for management to keep the unions out:

(1) Use good and defined principles of wage administration; (2) promote from within when possible; (3) keep management doors open to employes and don't wait until there is a serious problem that only a union can solve before communicating with staff; (4) verify or puncture immediately rumors of impending changes; (5) maintain employe discipline; (6) when an employe resigns, find out why, and (7) create a feeling of participation in station activities among employes.

Mr. Doughty said stations have two big assets they often do not protect adequately—top personalities and salesmen. Individual contracts should be executed to protect the station from situations where a key man resigns and is followed by audiences and clients, he said.

Three broadcasters, during a closed labor clinic, told of their experiences in union negotiations. Panelists were Charles H. Crutchfield, WBTV (TV) Charlotte, N. C.; William C. Goodnow, WISN-TV Milwaukee and Harold C. Sundber Jr., WMBD-TV Peoria, Ill. Mr. Hulbert presided. He discussed specific types of contract language. Mr. Doughty spoke on secondary boycotts.

NAB meeting gets record on-air coverage

On-the-air coverage of the NAB convention proceedings in Chicago last week far surpassed that given any past industry meeting. Arthur Stamler, NAB audio-visual specialist, said live and recorded facilities included all networks, major news associations and federal agencies. These agencies carried proceedings to all parts of the world.

The three luncheon speakers—NAB President LeRoy Collins, FCC Chairman Newton N. Minow and James E. Webb, administrator of the National Aeronautics & Space Administration—were heard on all three tv and four radio networks. Others covering the speeches were Movietone and Telenews, National Assn. of Education Broadcasters tape network, Voice of America and U. S. Information Agency tv.

The presentation of the NAB Distinguished Service Award to Edward R. Murrow, USIA director, and his speech were covered live and recorded. WGN-TV Chicago filmed the three luncheon speakers in color and rebroadcast the speeches later. All Chicago tv stations carried convention highlights as did networks and independent radio stations.

Broadcast Pioneers honor four at dinner

Four awards were presented at the 21st annual dinner meeting of Broadcast Pioneers, held April 3 during the NAB Chicago convention.

A posthumous award was presented to Edward Klauber, former CBS executive vice president. Joseph H. Ream, CBS-TV vice president, accepted.

Ted Weems, orchestra leader, received the Pioneers award. Special citations were given William S. Hedges, retired NBC vice president, and Arthur Godfrey, CBS m.c., who was the dinner speaker.

Arthur Hull Hayes, CBS radio president, was chairman of Pioneers hall of fame and awards committee.



Providence . . . dynamic test market,
where the programming punch of WJAR-TV wins total homes and delivers fresh sales power to coverage conscious advertisers. Products thrive in this most crowded television market in the country where WJAR-TV **pin-points** sales from a "must buy" audience.

WJAR-TV

NBC • ABC

Represented by
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OUTLET COMPANY STATIONS IN PROVIDENCE, WJAR-TV-WJAR-RADIO

The THIRD MAN is back!



In a NEW series



More EXCITING than ever



THE THIRD MAN

starring

MICHAEL RENNIE

Proved with top ratings

Montgomery	42.3
Rochester	31.0
Cleveland	27.7
Birmingham	27.1
Albany, Ga.	48.8
Omaha	27.0
Boston	21.6
Tallahassee	41.6
Des Moines	26.6
Albany, Troy, Schnectady	27.7

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CODE SEEN MAKING HEADWAY

Now that association with BAR is at an end, Swezey sees code operations as 'more flexible'

NAB's Television Code continues to make headway as a force for better television, the television assembly of the NAB convention was told last Tuesday.

The controversial plan of Broadcast Advertisers Reports to "grade" stations on the extent of their code compliance (BROADCASTING, April 2) was mentioned only briefly by code officials, although it was a conversation piece in the convention corridors.

Robert D. Swezey, director of the NAB Code authority, told the assembly in his report that he was unfamiliar with BAR's objectives in "grading," but that he was reminded of the monkey who, clutching the Bible in one hand and Darwin's theory of evolution in the other, didn't know "whether I am my brother's keeper or my keeper's brother."

Mr. Swezey said he didn't know what BAR President Phil Edwards had in mind, but that Mr. Edwards is a young man trying to make a living and, since there is no Santa Claus, he was sure Mr. Edwards "has something in mind." He said he was confident the code authority would have a "more flexible" program since BAR—which for several years supplied monitoring information to Code officials—is no longer associated with it.

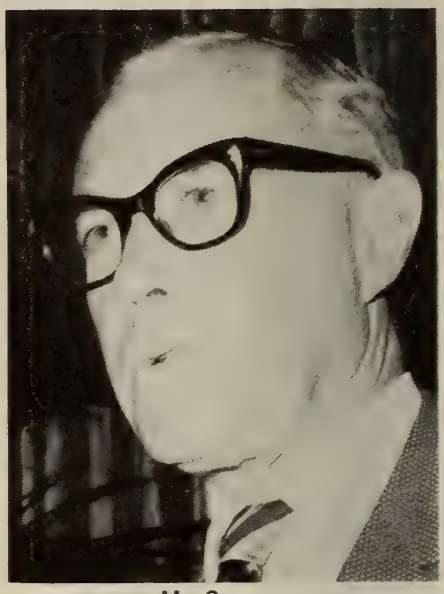
He referred to "the rather irate letter Phil Edwards released to the press" terminating the BAR-Code association (BROADCASTING, March 19) and called it "rather anticlimactic" because Code officials already had told BAR they would not pay more money for the same service delivered by BAR in the past, or the same amount of money for less service.

Dealing with other subjects, Mr. Swezey said he was confident the Code authority would succeed in establishing "a good working relationship with the networks in both New York and Hollywood." Without network cooperation, he said, the Code cannot be fully effective.

Examples of Progress ▪ A report on current Television Code membership put the number of subscribers at 389 stations and the three tv networks, with 22 film companies as affiliates.

E. K. Hartenbower of KCMO-TV Kansas City, retiring chairman of NAB's code review board, said in a brief report that "the growth and influence of the Television Code over the past four years is self-evident to anyone in broadcasting and most people outside it."

A new color-slide presentation to explain the Code to non-broadcasters was unveiled by Roy Danish, assistant of the Television Information Office, which prepared it. Copies are being made available to all Code subscribers for local showings. Stations were urged to use it widely.



Mr. Swezey

Frank Morris, manager of the code authority's Hollywood office, reviewed his department's activities, which he called "your first line of defense against potential code violations in hundreds of first-run syndicated film episodes which are carried over your facilities."

Mr. Morris said his office has had eight separate series to handle this past fall and winter. Since production started last fall, he said, the incidence of violence and objectionable sex material has been "considerably reduced from previous years.

Thanks to the cooperation of such producers as Ziv-UA, Filmaster Productions and Screen Gems as well as the Code authority's efforts, Mr. Morris said, the two former "problem areas" of objectionable sex and violence "have been substantially reduced as matters of major concern in syndicated shows."

He said about 840 scripts and 625 films have been reviewed by his office thus far and that "a whole mountain of code violations has been averted."

Progress in Radio ▪ A clinic on radio code enforcement, held Monday afternoon, offered confessions of a former non-subscriber and tips on how to use the code to increase billings as well as to improve service. It was in charge of Cliff Gill, KEZY Anaheim, Calif., radio code board chairman.

Frank C. McIntyre, KLUB Salt Lake

Courtesy of the National Gallery of Art, Washington, D.C.



70% of those who select WWDC are the family shopper*

One in a series on the fine art of broadcasting by

WWDC

RADIO WASHINGTON

"the station that keeps people in mind"

*Trendex, Washington, D. C. Study, Nov. 1961

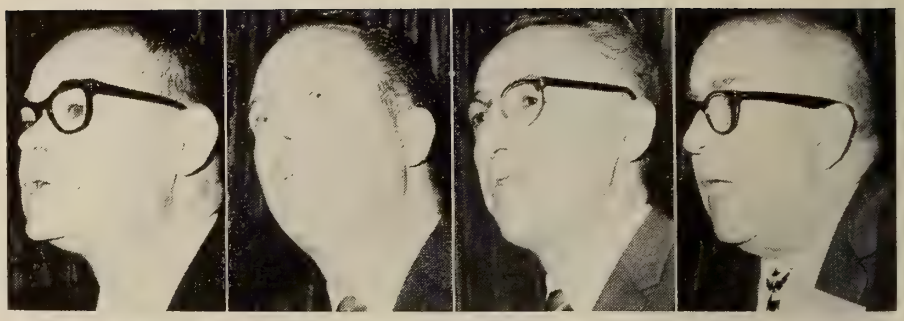
Represented nationally by John Blair & Co.

BLAIR GROUP PLAN MEMBER

City, said a house-cleaning at the station as it subscribed to the code is now bringing good results from a business standpoint. "We were 'quality schlock'," he said. "The industry is in trouble and deserves it. The code could have our industry."

Elmo Ellis, WSB Atlanta, emphasized the importance of a "quality product" and suggested low-grade operation by one station can affect all stations since "we're all in the same boat."

Ben Sanders, KICD Spencer, Iowa, told how his station features 35-second commercials and adheres to the code. It grosses $250,000 a year in a town of 8,774 people, he said. "Radio has been on skid row long enough," he said. "Let's live decently again."



Mr. McIntyre Mr. Gill Mr. Ellis Mr. Sanders

RADIO MISSING BOAT?

RAB's Sweeney says stations too busy fighting each other

Radio now has the facts and the selling techniques to make it a billion-dollar annual medium within four years but it probably won't attain that goal, says RAB President Kevin B. Sweeney.

"We can't count on gains because we are stupid," he told the Tuesday morning radio assembly at the NAB convention. Mr. Sweeney said radio station owners are too busy fighting among themselves to make strong pitches for new business.

Local radio is cannibalistic, disorganized, jealous and critical, he charged, in recounting the reasons other media billings are much higher even though radio has been proved twice as effective in delivering advertisers' messages. "The other media—nowhere near us in advertising efficiency and productiveness —roll up huge increases while we go from agency to agency repeating our battle cry: 'I got more audience than Station B'," Mr. Sweeney said.

Cooperation Needed ▪ Unless radio broadcasters learn to work together successfully they cannot achieve a practical goal for radio—increase in billings from $700 million to over $1 billion, Mr. Sweeney stressed. An RAB presentation to over 1,000 radio executives covered the past 10 years of the medium and projected what could emerge in the future.

Mr. Sweeney asked: "Is radio going to be an advertising wasteland? Radio is ready now . . . everything is go—all the systems, the data, the findings, the programming, the techniques are at an all-time high in readiness. . . . You must take the steps that send us into orbit to keep us from puffing and steaming and going nowhere on the launch pad."

Mr. Sweeney and RAB Vice President Miles David cited results of the association's Department Store Challenge which "contributed proof that radio should be one of the two major media" among local advertisers, who spend $4.5 billion. Mr. Sweeney also cited the new Radio Test Plan as a major technique that could win the big national advertisers back to radio.

It is based on highly specific proposals intended to show advertisers how radio can meet one or more individual selling goals. Robert Alter, RAB director of key account sales, demonstrated actual Test Plan proposals with the name of the prospective advertisers deleted.

Five Accept ▪ Five national advertisers have accepted RAB's challenge in the past month and agreed to test radio, Mr. Sweeney said. Four of them are non-users of radio. He set a goal of 30 new advertisers under the plan, each at an average outlay of $1 million. Mr. Sweeney offered these six suggestions to help cure the ills of radio:

(1) Eliminate the confusion over local and national rates. (2) Simplify rate cards and make them uniform (a media buyer can buy 10 newspapers in the time it takes him to decipher one radio rate card, Mr. Sweeney charged). (3) Simplify the buying-selling process for advertisers and agencies. (4) Clean up station billing and performance procedures and figures. (5) Stir the "creative juices" of agencies. (6) Find a rating system that will give "numbers-happy agencies the answers they want."

He told the broadcasters they are wrong if they think radio's troubles stem only from the FCC and labor. "Dollars are our big problem," he said, and if radio does not begin to sell itself instead of indulging in intramural attacks most stations will not be around much longer to worry about the FCC.

Two outside influences that radio must counter, he said, are increased tv competition and the trend of national magazines to offer regional and local editions to attract advertisers in limited areas.

Radio Month ▪ John Couric, NAB public relations director, detailed aids for broadcasters in an NAB kit promoting May as Radio Month. The kit includes tapes of President Kennedy and members of his cabinet praising radio and its accomplishments in informing and serving the public.

Also included are proclamations for local and state officials to sign declaring May as Radio Month, bumper stickers, car tags (good the year round), jingles and 30 conversation capsules of radio facts.

The jingles were recorded by the Scott-Textor orchestra and have the theme "Radio, The Sound Citizen." They were aired publicly for the first time at the NAB convention.

John Meagher, NAB vice president for radio, presided at the Tuesday morning session.

George C. Hatch, KALL Salt Lake City, chairman of the NAB Radio Board, opened the first radio assembly the afternoon of April 2 with a plea for a realistic solution of the overpopulation of radio. He said an NAB group will look into engineering standards, sharing of facilities and other aspects of the problem.

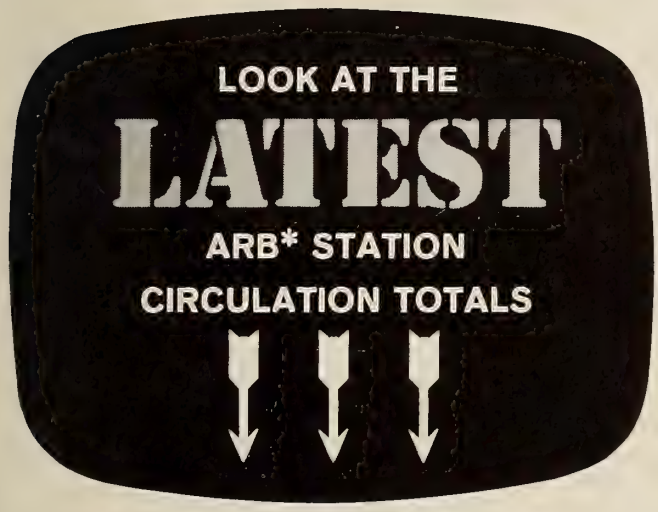
Robert D. Swezey, NAB Code Authority director, started a Radio Code discussion with a call for promotion of the code to the public. He auditioned NAB's new audio symbol for the code. Cliff Gill, KEZY Anaheim, Calif., radio code board chairman, reviewed progress of the enforcement program. He said $80,000 is paid yearly in subscription fees to pay for administration of the code (see code story page 68).

Richard Cheverton, WOOD Grand Rapids, Mich., president of the Radio-Television News Directors Assn., said news departments must have editorial independence. At the same time he said management must closely supervise news operations. He stressed the importance of string correspondents.

Station Representatives Assn. staged a dramatized sales presentation based on a mythical automotive account. Taking part were Lawrence Webb, SRA managing director; Lewis H. Avery, Avery-Knodel; Clifford Barborka, Better Broadcast Bureau; Adam Young, Adam Young Inc., and James Alspaugh, H-R Representatives.









	KTBS-TV CHANNEL 3	STATION Y	STATION Z
TV Home Potential	248,200	231,200	226,100
Net Weekly Daytime	163,300	142,200	144,100
Net Weekly Nighttime	214,400	200,600	197,900
Net Weekly Total	227,500	215,600	211,700
Average Daily Total	153,200	144,800	152,400

*ARB STATION CIRCULATION TOTALS, NOVEMBER, 1961.

KTBS-TV
NUMBER ONE AGAIN

THE KATZ AGENCY, INC.
National Representatives

E. Newton Wray, President & Gen. Mgr. ▪ Ark-La-Tex — 66th Ranking Market — ARB 1961

681 attend NAB engineering conference

RCA'S BROWN SAYS HE DOUBTS UHF WILL BE FOUND BETTER THAN VHF

The NAB's 16th Broadcast Engineering Conference broke all previous records with a total registration of 681 in Chicago last week. The turnout of engineers, coupled with the record management conference registration, helped produce a high traffic flow in the equipment exhibit areas, too (see story page 56).

The surge of interest in technical things and radio-tv gadgetry at the NAB convention was attributed in part to the diversification of the annual show of the Institute of Radio Engineers into non-broadcast electronics (BROADCASTING, April 2).

Dr. George Brown, vice president of research and engineering for RCA, amused his audience at the Wednesday luncheon session with a report that uhf signals "go 10 feet farther into the Holland Tunnel than vhf," a fact found by RCA field crews making independent surveys of the FCC's uhf study in New York which is using experimental WUHF (TV) atop the Empire State Building there (see picture page 58).

Still Doubts ▪ Dr. Brown, however, said he still doubts uhf will be found better than vhf on an all-around basis for tv. Reviewing RCA's experimental research, Dr. Brown observed that color has had a long and hard road, but he now sees the turn into an "open road." This will soon be the time, he said, when one will be thought odd if he does "not" have color.

Dr. Brown said "color sets aren't going to be any cheaper, so you'd better get one now while they're still available."

Luncheon sessions earlier in the week, also with full-house audiences, were addressed by Sir Harold Bishop of the British Broadcasting Corp. and Dr. J. R. Pierce of Bell Telephone Labs. The conference also heard some two dozen technical papers on a wide range of subjects in radio and tv, including fm stereo, video tape applications, automation and solid-state packaging of equipment (BROADCASTING, March 26).

Ralph N. Harmon, vice president for engineering, Westinghouse Broadcasting Co., was awarded the NAB's engineering achievement award for his "distinguished professional career" and leadership in pioneering technical advances. He has been in broadcasting three decades. Because of illness, Mr. Harmon was not present.

Jack Petrik, KETV (TV) Omaha, headed the broadcaster committee in charge of the technical meeting, assisted by George W. Bartlett, NAB manager of engineering.

Among those giving technical papers last week, Ralph L. Haberstock, Gates Radio Co., said equipment now in use will let a radio station virtually run by itself. He cited the development of cartridge tape gear which takes the jam out of the control room as one example. John A. Moseley, Moseley Assoc., described a new microwave remote control unit which can perform functions heretofore possible only by telephone lines and linear control equipment.

Two speakers emphasized the need for quality control in fm stereo broadcasting. Frank McIntosh, Washington, D. C., consulting engineer, reviewed operation under the FCC's standards and explained areas where stations can make improvements to enhance the quality of the signal. Frank D. McLin, Collins Radio Co., described his firm's new transistor-powered fm system for both monophonic and stereo transmissions. He showed how it can be used in background music multiplex service, too.

Transmitter Trouble ▪ Practical, quick steps to find the cause of transmitter breakdowns were given by two Collins engineers, Richard L. Uhrik and Everett J. Gilbert. They suggested that since regular engineers are busy running a station, management should consider hiring undergraduate engineering students on a part-time basis to work out a pre-planned fault isolation system.

Color tv sets produced now have performance characteristics as good as most black-and-white sets, Clyde Hoyt, RCA Home Instrument Division, reported. On the whole, color sets today require less than one-fourth the service of three to five years ago, he said. "Color kinescopes are now being made in the factory at the same shrinkage rates as black-and-white kinescopes," Mr. Hoyt said. "This is an interesting barometer of manufacturability."

John H. DeWitt Jr., president of WSM-AM-TV Nashville, Tenn., told a tv session about WSM-TV's experience with transistorized components in part of its studio gear. He said no deterioration of picture quality with time has been noticed. General use of well-designed transistorized equipment will greatly reduce maintenance cost, Mr. DeWitt said, which will "be the delight of management as well as a comfort to the chief engineer."

Progress in transistor gear also was the subject of a paper prepared jointly by J. F. Wiggin and R. E. Putman of General Electric. In tests of GE equipment using transistor circuitry, over 900,000 hours of operation were logged to one transistor failure. They also cited advantages of reduced power consumption, reduced heat, better mechanical characteristics and improved stability and reliability over tubes.

J. D. Bloom, chief engineer of WWL-TV New Orleans, described how a new Louisiana law regulating the quality of



Orrin W. Towner (l), WHAS Louisville, with Dr. Pierce.

Achievement of a Decade and a Half of FM Engineering Research . . .

THE NEW GATES FM-20B . . . The Most *Advanced* 20,000 Watt FM Broadcast Transmitter Ever built. ■ Here is absolute, confirmed reliability in high power FM, with matchless *dimensional-sound* performance. So many new features make the difference. ■ Cascade modulation – providing lowest distortion and widest response for a whole new world of stereo. Solid state power supplies with a 3 to 1 current and 2 to 1 safety factor. New impeller design to reduce blower noise to a low whispering hum. Two 4CX10,000D tetrode tubes for long life. Remote control facilities included. A completely self-contained 20-kilowatt model – not a combination of lower powered transmitters. ■ Get the full technical story on this new *Advanced Twenty* today. Literature on request.



GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

HARRIS INTERTYPE CORPORATION

QUINCY, ILLINOIS

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C. • In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

work performed by tv repairmen has driven the "phony operators" out and has helped to restore public faith in repair shops. The law was first adopted in 1958 and amended two years ago.

Even the British Broadcasting Corp. must sweat out a government committee's general inquiry on renewal of its charter, but at least it's only once every decade, Sir Harold Bishop, BBC's engineering director, told the opening engineering conference luncheon Monday.

How far and how soon BBC can expand radio-tv program services and upgrade its facilities technically—including fm in radio and addition of uhf channels and color in tv—must await the recommendations of the Pilkington Committee, expected this summer after 18 months of hearings, he explained.

Sir Harold said he has been watching pay-tv developments in the U.S. but BBC opposes pay tv in Britain because its programs go to everyone who pays for a receiver license. "Payment for individual programs is the essential condition of pay tv," he said, "and the BBC would not support any action likely to damage or impoverish the public service of television provided for the nation as a whole."

Another Service ▪ If the Pilkington Committee supports BBC's proposals, Britain may have a second BBC noncommercial tv service, open up new stations in uhf to facilitate this expansion and change tv standards from the old 405-line system to Europe's 625-line, 8-mc system, he said. Under the standards change, uhf also will be needed to accommodate the commercial tv service, he said.

It's "now or never" for the standards change, he felt, a move that already has been endorsed by another government study group. The shift would take place over a period of time to ease the burden on viewers.

BBC conducted tests of the uhf band in 1957-58, he recalled, but next fall a more comprehensive series of field tests will be conducted in London with two and possibly three uhf transmitters. Transmission will be in both monochrome and color. A one-channel test isn't adequate to probe all aspects, he indicated.

BBC has been experimenting seven years in color, using the NTSC system, Sir Harold said, and last year asked for permission to start a color service but was turned down. "As things stand now," he said, "it may be three years or so before we can make a start."

Radio in Britain, a BBC monopoly, is anything but dead, Sir Harold said, and is undergoing "a remarkable revival in public interest." The BBC wishes to add a fourth program to its long-known three radio program services. This fourth service would be chiefly fm, he said, and consist of four or five hours of local programs daily in main urban areas and some rural communities.

Accomplishment of these radio-tv goals will require an increase in the annual $11 receiver license fee, Sir Harold said, but BBC feels that "a valuable national asset is worth paying for."

High-power broadcasting from satellites directly to radio-tv sets in the home is "a good many years away," Dr. John R. Pierce, executive director of research for the Communications Principles Division of Bell Telephone Labs., told the Tuesday luncheon meeting of the engineering conference. But even when it is technically feasible he couldn't understand any reason why broadcasters would want to use the technique. To be considered in addition to language and time barriers is the simple fact that the people in each small area would be more interested in local weather, news and other events than in what is happening 1,000 miles away, he said.

Dr. Pierce reviewed the background of communications satellite development, including AT&T's Telstar, to be launched during the second quarter of this year. He cited extensive international cooperation in this field and said there is no problem on the foreign scene. The major problem is domestic, he said, and indicated this is the government's desire to make space a federal monopoly by law. He wasn't sure the "people in Washington" really understood how hard it is to make a new, complex system not only technically successful but also "economically viable."

Broadcast Contributions ▪ Space and satellites are going to benefit much more from the contributions of communication arts than vice versa, he felt.

As for the progress of communication satellites, Dr. Pierce explained that because of booster limitations at the present time, the emphasis must be on simple satellites and more sophisticated ground installations. The technical reliability of booster vehicles now is lower than that of the satellites, he said, but there are still big questions about the reliable functioning of mechanical things in space because much remains to be tried out. A "very knotty problem" for which a good solution is wanting, he said, is the question of altitude controls to keep the satellite where it should be once it is put up there.

Put impact before income: Murrow

USIA CHIEF SAYS TV EXPORTS MOLD IMAGE ABROAD

The 40th annual convention of NAB formally opened in Chicago last Monday morning with the presentation of NAB's distinguished service award to Edward R. Murrow, former CBS newsman-commentator-executive and now director of USIA.

NAB President LeRoy Collins praised Mr. Murrow for both "singular achievement" and "continuing service" to broadcasting, in presenting the award. Mr. Murrow, in delivering the convention's opening address, urged the nation's broadcasters to present a balanced picture of the U. S. in the television product they sell abroad. He indicated he doesn't believe they have shown as much regard for the impact of their product as for the income from it.

Joseph M. Higgins, WIBC Indianapolis, convention co-chairman, presided. He read a telegram to the NAB from President Kennedy praising the "fresh spirit your association has displayed in meeting the enormous challenges of a public responsibility. . . . As President of the United States, I am sure I speak for all Americans in extending my appreciation for your very special services to the nation this year. You are furnishing vigorous proof that broadcasting serves America."

Chicago Mayor Richard J. Daley welcomed broadcasters to the Windy City with unstinting praise for the public service records of Chicago radio-tv stations. Taking note of the current Chicago tv programming hearings (see page 44), Mayor Daley said that the people of Chicago "certainly have been kept abreast" of city, state, national and international affairs by the local tv stations. He gave a warm endorsement of broadcast editorials so long as they are researched and prepared by an adequate news staff.

Tenth Award ▪ Mr. Murrow became the 10th recipient of NAB's top award for distinguished service to broadcasting. "I know of no man who more adequately measures up to [the] standard . . ." entailed in the award, Gov. Collins said of the 1962 winner. The award itself praised Mr. Murrow, "who has epitomized broadcast journalism at its finest through discerning commentary, courageous reporting and conspicuous dedication in war and peace." Judge Justin Miller, former NAB president, won the NAB award last year.

Mr. Murrow began his speech by saying he had intended to begin with a "tortured history" of communication going clear back to the pony express. However, he said, he realized that everybody already knew what he had intended to say and that he had fallen



Good Music* rings up sales in Southern California
over KFAC AM and KFAC FM *two stations for the one price

KFAC AM-FM

The Music Stations for Southern California
24-hour simultaneous AM-FM at one low cost
Represented by The Bolling Company, Inc.

PRUDENTIAL SQUARE • LOS ANGELES

into the traps of bureaucracy with such a speech and, to accompanying applause, promised to skip it.

In suggesting that the broadcasters exercise care in selecting the television material they sell to foreign countries, Mr. Murrow said that no government agency should have a voice in determining what broadcasters export. "But I suggest you would do well to acknowledge that in the volatile world in which we live celluloid and magnetic tape are a strategic commodity. Those who do export of it must show concern and consideration for its use.

"I have doubt," he added, that what is being said abroad about the people of this land is in accord with what the people of this land would have spoken in their name." He said he understands television exports last year were valued at up to $45 million.

Mr. Murrow indicated he was as concerned about television documentaries as he was about entertainment programs. "Muck-raking," he said, is in "an honorable tradition. . . . I have even ventured some small portions of it myself." But, he added, "its export to an audience abroad without knowledge of its circumstances results in its being seen in isolation, by and of itself alone." Foreign audiences, he added, may not understand that its purpose is to criticize and help bring about change in the conditions exposed.

Urges Care ▪ "When you put your tapes and kines in your salesman's bag," he continued, "you should have regard for what goes into it, as well as for what you hope it brings back. Not everything done abroad is perpetrated in the national interest." Television exporters, he said, should "have as much regard for impact as they have for income."

Mr. Murrow said the coming of global television will only increase these problems. And the first satellite designed to relay television signals between continents, he said, will be launched within "bare weeks" from Cape Canaveral.

"A communication system is totally neutral," he said. "It has no conscience, no principle, no morality. It has only a history. It will broadcast filth or inspiration with equal facility. It will speak the truth as loudly as it will speak the falsehood."

He urged the broadcasters to consider carefully what they say over a global network that will reach millions of people who "have starving bellies, diseased children and squalid hovels."

What to Say is Problem ▪ "Global television," he said, "will not bring more wisdom to our minds. It will only give wider dissemination to what our minds have to say. I suggest the problem of what we are to say is one to which the broadcast world might well turn its mind."

Mr. Murrow also advised the broadcasters that his agency is interested in acquiring more of the material they produce. Networks and stations have provided USIA with both radio and television material which the agency has tailored to its own foreign-information needs.

He said USIA has "no desire to compete" in areas normally served by commercial broadcasters. But the agency does want to provide an increasing amount of the broadcaster's product in countries where television is just getting started, he said.

He suggested that such placement will not only further the national interest but will, "in the long run," contribute to the expansion of commercial television markets.

TV AD 'SEAL OF APPROVAL'

Wasilewski says NAB considers 'clearing house' to help stations judge accuracy of commercials

The formation of a "clearing house" to help guide stations on the acceptability of tv commercials is being considered by NAB and television code authority officials, NAB Executive Vice President Vincent T. Wasilewski revealed last week.

He made the disclosure in answer to a question at the NAB convention's Monday afternoon television assembly. He did not elaborate except to say that the idea requires serious legal study because it raises "boycott" questions.

Other NAB spokesmen said afterward that the idea is receiving "active" study by the top NAB and code officials and may be ready for consideration by the NAB board at its June meeting.

They described the plan as an adaptation of a proposal once made by Roger Clipp of the Triangle stations. Mr. Clipp proposed several years ago that the code seal be displayed on "approved" commercials in much the same way that *Good Housekeeping* magazine issues a seal for use on advertising it accepts.

They said the current plan anticipates that the clearing house would be operated by the code authority and that its function probably would consist of indicating that specific commercials are considered not misleading. The office almost necessarily would start on a limited scale, they asserted.

Network Favor ▪ The networks are pushing for establishment of such a clearing house, according to NAB authorities. But they said there are important problems which must be solved in addition to the "boycott" question mentioned by Mr. Wasilewski.

One of these appears to involve the Federal Trade Commission's views of such a plan and how it should work. Another, but related, problem was summed up in the question: "What would happen if the code authority certified a commercial as not misleading and the FCC subsequently challenged the same commercial and perhaps even ruled that it *was* misleading?"

The value of having some sort of central file was noted in the television assembly by broadcasters who pointed out that stations often spend a great deal of time—fruitlessly in many cases—trying to verify commercial copy claims about whose accuracy they have no sure information.

Panel on Responsibility ▪ The subject

The sandpaper wasn't meant to scratch

The Federal Trade Commission isn't apt to enforce a literal interpretation of its so-called "sandpaper-case" decision unless literal interpretation is necessary to block deceptive advertising claims. Charles Sweeny, chief of FTC's food and drug advertising branch, offered this assurance last week in a session at the NAB convention.

Douglas Anello, NAB general counsel, had contended that literal interpretation of FTC's decision in the case, which ruled against the use of an allegedly false sandpaper-shaving demonstration for Colgate Palmolive's Rapid Shave, would prevent the advertising of ice cream if the product itself were shown. This would result, he said, because ice cream would melt under tv lighting and FTC's decision would prohibit the use of a substitute.

Mr. Sweeney replied that although he could not speak for the commission, he was sure it would not object to the use of mashed potatoes, say, in place of ice cream—"unless you were trying to show, for example, that your brand of ice cream stands up under the tv lights."

He then added: "We've got a lot of things that worry us more than that."

of broadcaster responsibility for not accepting misleading commercials was canvassed by a panel consisting of Kenneth A. Cox, chief of FCC's broadcast bureau; Charles Sweeny, chief of FTC's food and drug advertising branch; Douglas Anello, NAB general counsel, and Stockton Helffrich, manager of the Code authority's New York office.

Mr. Cox left no doubt that FCC, although it defers to FTC's "expertise" on advertising, is "vitally concerned" with broadcasters' commercial practices and holds them responsible not only for the programming they present but also for the commercials they carry. The test FCC will employ in judging them on the latter score is whether they use "reasonable care" to avoid presenting misleading commercials, Mr. Cox asserted.

He said FCC plans no punitive action against "isolated mistakes made in good faith"—but warned that a pattern of willful violations would be something else, reflecting on the broadcaster's character. In judging local commercials, he said, stations are largely on their own and should demand substantive proof of any claims or guarantees that seem misleading.

He cited NAB, local Better Business Bureaus and other sources, such as FTC's *Advertising Alert* bulletin, as authorities that stations would find helpful in evaluating questionable cases.

Truth in Advertising ▪ Mr. Sweeny stressed that FTC intends "to keep the pressure on for more truthful advertising, not less." He said that stations can depend on networks to screen network commercials and that NAB probably can advise on most national spot commercials but, like Mr. Cox, he felt local advertising is essentially a matter for local evaluation.

Mr. Helffrich reveiwed the work of his code office "from storyboard to finished print" in promoting agency-advertiser compliance with the code. He thought it understandable that some stations fear they will lose business if they repeatedly insist that advertisers submit proof of the claims made in their commercials. But he said that in general the attitude of broadcasters has never been better.

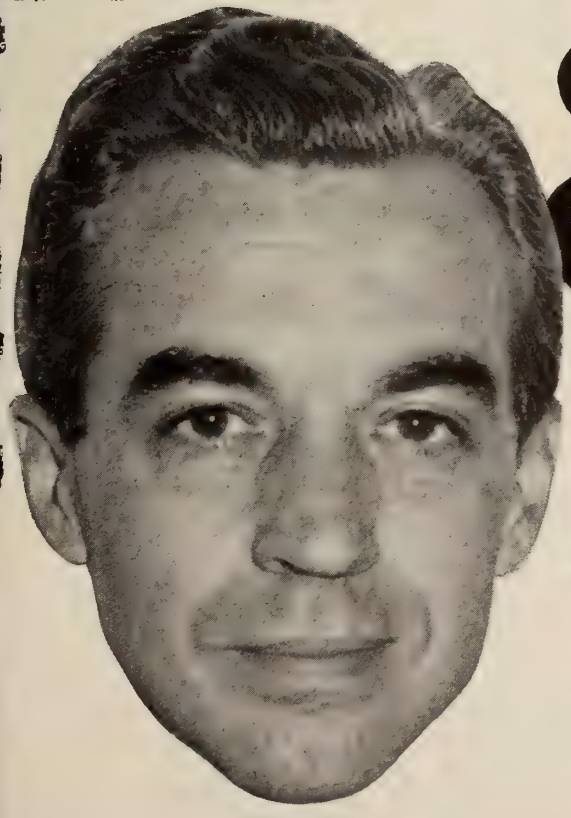
NAB's Mr. Anello protested against what he called "a double standard—one for newspapers and one for radio and television."

This prompted Mr. Cox to observe that there would probably always be a double standard, since broadcasters are licensed and newspapers are not. But he ventured that this meant broadcasters would operate on a higher level of standards than newspapers do.

Some observers contended—privately—that Mr. Cox's original premise was not valid: that since FCC defers to FTC on misleading-advertising questions, and since FTC has a single standard for all media, there is no reason for radio-tv to be governed by stricter policies in this area.



Dwight Martin, WAFB-TV Baton Rouge, has completed his service as chairman of the NAB television board of directors. Elected to succeed him at a board meeting in Chicago is William B. Quarton, WMT-TV Cedar Rapids.



IN DENVER
ONLY KLZ
CAN OFFER YOU
DON ROBERTS

A great selling voice . . . an excitingly different, vibrant personality . . . an adult buying audience . . . you get ALL THREE in "The Don Roberts Show," 5:30 to 9:00 a.m., Monday through Saturday. The show's daily format of the best music, top CBS, regional and local newscasts, direct weather reports, plus lost and found bulletins and human interest stories, sends Denver to work entertained and well informed.

Versatile with experience in radio ranging from sportscaster and news reporter to emcee of his own shows, Don Roberts brings to the KLZ morning hours, a warmth and sincere friendliness to every listener and puts your commercials in a frame of believability sure to pay off in sales results. Put Don Roberts to work now, for your product.

Call your Katz man or Lee Fondren, Denver

560 First On The Dial
KLZ radio
CBS IN DENVER

NOW NUMBER

3

IN FLORIDA

ORLANDO-DAYTONA

Fastest growing market in Florida

	Nat. Mkt. Ranking*	Homes* TV
Miami	27	556,600
Tampa	42	419,500
Orlando-Daytona	65	288,000
Jacksonville	75	256,500

*Television, 1962

WESH-TV

Florida's Channel 2

REPRESENTED BY AVERY-KNODEL



Covers more of Florida than any other TV Station

BROADCASTERS PROBE FCC

Convention ends with commission panel session; some questions and answers—but few surprises

The final event of the NAB convention was the FCC's annual meeting held in the presence of several thousand broadcasters. Clair R. McCollough, Steinman Stations, presided at the session, held Wednesday afternoon. The questions were good but the answers mostly went into details of problems and contained few surprises.

A congressional prediction came from Commissioner Robert T. Bartley, who said he anticipates suspension of Sec. 315 (equal time) in time for the 1964 Presidential campaign, but doubted if Congress would suspend it for the local elections this year or in 1964.

Commissioner T. A. M. Craven raised the hopes for automatic logging approval when he said he'd inspected the new equipment in the NAB exposition and felt it is more accurate than logging by station personnel.

Don't Panic ▪ Chairman Newton N. Minow led the Commission comments with a tip to station managers: "Don't panic when you get a letter of inquiry from the FCC." He added that there is no prejudging in these letters; Commissioner Craven reminded the broadcasters they are merely staff actions.

The shortest answer of the afternoon came from Commissioner Bartley, who said "No," when asked if he favored Chairman Minow's suggestion that radio networks be allowed to own more stations. Commissioner Robert E. Lee was concerned about the future of radio networks and didn't know if the Minow idea is the answer, but it's worth exploring, he said.

Why not require all radio sets to be am-fm combinations as part of legislation to require tv sets to be all-channel models, someone suggested. Frederick W. Ford said the radio situation just isn't analogous, since there's lots of am and fm service all over the country and this isn't true of uhf.

Reporting on the uhf test in New York, Commissioner Lee said preliminary results show uhf is as good as vhf as far as 25 miles out, a finding supported by RCA's own tests. He expects the FCC study to be completed before the Dec. 31 deadline.

Commissioner Lee advised stations to take a close look at purported double-billing practices. These could become connected with use of the mails with intent to defraud, he said, and suggested an industry committee should study double-billing. Commissioner Ford said that other media billing practices should also be studied.

Community Antenna Control ▪ Commissioner Rosel H. Hyde said the FCC still wants rulemaking authority over community antenna systems, defeated by one vote in the Senate two years ago. This authority could be used where catv hurts local service to rural areas.

Commissioner Bartley said the staff is being pressured to produce new fm rules and they should be ready for consideration in 30 to 60 days. He voiced hope for the adoption of a new set of fm rules by mid-summer, with a partial freeze until that time.

Chairman Minow said the Commission is moving toward a ratio formula in evaluating a station's commercial time rather than basing its appraisal on the number of announcements.

Commissioner Lee said he favored acceptance by the Commission of the NAB code rules on time segments and the number of spots, adding a suggestion that broadcasters join industry trade associations.

In an exchange on fm-am separate programming, Commissioner Lee favored separate programming except for a minor percentage of broadcast time. He said the time may come when there will be separate programming requirements and perhaps even separate ownership. But Commissioner Bartley added, "We will require separate programming before requiring separate ownership."

Stick to Vote ▪ A lengthy exchange dealing with proposed rule-making covering license fees led to a poll of the commissioners. All stuck to their original 4-3 vote and cited their reasons. Commissioner Ford didn't object to the fees themselves but felt Congress should set the schedule inasmuch as the commission has no taxing authority. Chairman Minow ducked a broadcaster's question about the merits of charging the same fees for 250 w and 50 kw stations. Commissioner John S. Cross opposed the fees unless universal among all regulatory agencies.

Chairman Minow said the commission doesn't know if it will extend its local tv programming hearings to other markets. There's no plan to hold radio hearings of this type, he said. Commissioners Ford and Lee agreed with him. This was in answer to a query from the floor.

Other floor questions dealt with display of a sponsor's name during an entire tv program and with uhf-translator problems.

Impromptu Session ▪ Earlier, in an impromptu "panel" session while votes

for new directors were being tallied at the Wednesday-morning tv business meeting, Commissioner Ford said it was clearly within the rights of stations to editorialize on behalf of political candidates, particularly in light of the dwindling number of newspapers in the country. He said FCC reached this conclusion informally after WMCA New York supported Sen. Kennedy in his campaign for the presidency.

But he cautioned that although Sec. 315 does not apply to political editorials, principles of fairness should be followed. He suggested, however, that reply time should be given to a spokesman for the competing candidate, not to the rival candidate himself, if Sec. 315 is to be kept out of play.

Asked whether a station could be required to sell time for political broadcasts if it didn't want to, he said he hesitated to answer without knowing all the circumstances. He doubted that FCC could categorically require a station to sell political time, but pointed out that political coverage ordinarily is among the factors which FCC regards as part of the community service that stations should provide.

PROGRAMMING

MCA says it plans to broaden scope

PROSPECTUS HINTS FIRM WILL DROP TALENT ROSTER

MCA Inc. is considering acquisitions within the entertainment industry in areas in which the company currently does not operate.

The company disclosed these plans in a prospectus issued on March 27 for the public offering of 72,028 shares of common stock. MCA is presently engaged in the production and distribution of tv programs, which accounted for about 85% of last year's gross income of $82.4 million, and the representation of artists, which produced about 10% of revenues. The remainder came from miscellaneous activities.

Long-standing agreements with various unions have precluded MCA from operating in such entertainment areas as the production of motion pictures for theaters, the ownership of broadcast stations and the manufacture of phonograph records. This exclusion was related to MCA's dual role as an agent and as a tv producer. Last October, MCA, which had functioned as a tv producer with waivers from various unions, agreed with the Screen Actors Guild that as of next September it would stop either its tv production or artist representation activity.

The prospectus indicated strongly that MCA would decide to continue with its more lucrative production business and relinquish its talent-agency functions. The company, the prospectus said, has "under analysis and consideration plans for the continuation of its present activities in television" and is exploring "other various possible courses for the further development and diversification of the company's activities." It added: "If any plans materialize which relate to precluded areas, the company's artists' representation activities would be terminated."

Skelton Studios closes

Skelton Studios in Hollywood has been closed for an indefinite period, the company announced. The shut-down follows CBS-TV's decision to transfer production of *The Red Skelton Show* to its own Hollywood Studios in Television City.

The move was reportedly due to a

ROANOKE-VIRGINIA'S NO. 1 TV MARKET*

(57th IN THE NATION)
with 317,900 TV HOMES
as compared to
309,000 in MARKET B
282,800 MARKET C



* SOURCE TELEVISION MAGAZINE

The people who live in this vast metropolitan, urban and rural market look to WSLS-TV 10 (NBC in ROANOKE, VA.) for quality entertainment and authortative information!!

WSLS-TV 10 | National Representatives AVERY-KNODEL, INC.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV:

April 9-13, 16-17 (6-6:30 a.m.) **Continental Classroom,** probability and statistics.

April 9-13, 16-17 (6:30-7 a.m.) **Continental Classroom,** American government.

April 9-13, 16-18 (10:30-11 a.m.) **Play Your Hunch,** part.

April 9-13, 16-18 (11-11:30 a.m.) **The Price Is Right,** part.

April 9-13, 16-18 (12-12:30 p.m.) **Your First Impression,** part.

April 9-13, 16-18 (11:15 p.m.-1 a.m.) **Tonight,** part.

April 9, 16 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

April 10, 17 (7:30-8:30 p.m.) **Laramie,** part.

April 11, 18 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

April 11, 18 (10-10:30 p.m.) **Bob Newhart Show,** Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

April 11, 18 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood Assn. through Cunningham & Walsh; Mead-Johnson through Kenyon & Eckhardt.

April 12 (10-11 p.m.) **Sing Along With Mitch,** Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

April 13 (9:30-10:30 p.m.) **Bell Telephone Hour,** AT&T through N. W. Ayer.

April 14 (5-6 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

April 14 (7:30-8:30 p.m.) **Tales of Wells Fargo,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

April 14 (9:30-10 a.m.) **Pip the Piper** General Mills through Dancer-Fitzgerald-Sample.

April 14 (10-10:30 a.m.) **Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

April 14 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

April 8 7-7:30 p.m.) **Bullwinkle,** part. **Wonderful World of Color,** RCA and Eastman Kodak through J. Walter Thompson.

April 15 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

April 15 (6-7:30 p.m.) **Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

April 15 (8:30-9 p.m.) **He Is Risen,** U. S. Steel through BBDO.

April 15 (10-11 p.m.) **Du Pont Show of the Week,** Du Pont through BBDO.

April 17 (9-10 p.m.) **Rainbow of Stars,** Chrysler through Leo Burnett.

revamping of the weekly series for next season, when it will expand from 30 minutes to a full hour. Discussions are in progress between Skelton and CBS over possible acquisition of the studios by the network at some future date, but no definite decision has been reached.

MGM-TV to enter field of non-fiction shows

MGM-TV is further diversifying its production by entering the non-fiction and service program field, John B. Burns, vice president in charge of sales, has announced.

Ted Rogers, twice a winner of Sylvania Awards and a specialist in service and non-fiction programming, has joined MGM-TV as a staff producer and will be responsible for developing many programs in this new area, Mr. Burns said.

Mr. Burns said the termination of Hearst Metrotone's daily news service to ABC-TV this month will make more facilities available for the new venture. MGM-TV is a partner in Hearst Metrotone News with Hearst Corp.

Mr. Rogers was with NBC-TV from 1955 to 1958 as executive producer of the *Kaleidoscope* specials and *Home* and as a producer of *Wide Wide World.*

Metropolitan has also licensed 13 one-hour episodes of *The Asphalt Jungle* for WTTG and KOVR.

Mr. Burns also announced the appointment of Herman Keld to the newly created position of sales coordinator for MGM-TV (see FATES & FORTUNES, page 105).

In his new post, Mr. Keld will be responsible for coordinating planning and marketing strategy on all feature-film sales and all syndicated off-network program sales.

MGM-TV also announced that 30 one-hour episodes of *Cain's Hundred,* now on NBC-TV, and 26 episodes of *Northwest Passage* (in color) will be available for re-run in the fall. Metropolitan Broadcasting has purchased *Cain's Hundred* for WNEW-TV New York, WTTG (TV) Washington and KOVR (TV) Stockton, Calif. *Northwest Passage* has been purchased by KCOP (TV) Los Angeles, WBRE-TV Wilkes-Barre, Pa., and WFAA-TV Dallas.

UAA at 1,000 mark in post-'48 film sales

United Artists Assoc. has completed its 1,000th sale of post-'48 feature films with the purchase of 32 United Artists features by KMBC-TV Kansas City, Erwin H. Ezzes, executive vice president of UAA, announced last week.

KMBC-TV's buy of UAA's A-OK Group raised the total number of stations which have bought this package to 75. UAA distributes a total of 325 post-'48 UA, Warner Bros. and RKO Features, which are released in six packages.

Walter Reade, Sterling set terms of merger

The terms of a merger between theater-owner Walter Reade Inc. and tv film distributor-producer Sterling Television Co. have been set forth in a registration statement filed with the Securities & Exchange Commission. Walter Reade-Sterling Inc., Oakhurst, N.J., proposed to file 462,857 shares of common stock to be offered in exchange for outstanding shares of Class A and Class B common stock of Sterling on a straight exchange basis.

Sterling distributes feature films to television and distributes and produces certain tv film series, among them *Silents Please!,* formerly on ABC-TV and slated for a return to tv with new episodes. Sterling has a half-interest in Wolper-Sterling Inc., which has produced such specials as "The Legend of Rudolph Valentino" and "Hollywood: The Golden Years."

For the year ended March 31, 1961, Sterling had gross revenues of $938,242, net income of $53,591 and earnings of 12¢ per share. The combined Reade-Sterling earnings for the year ended Dec. 27, 1962, were: gross income $9,079,387, net income $120,021.

After the stock exchange there will be 1,488,571 shares of common stock outstanding, of which Walter Reade Inc. will own 68.9% and president Saul J. Turell (former head of Sterling), 10.4%.

The statement said the company contemplates paying an annual salary of $41,600 each to Walter Reade Jr., board chairman, Mr. Turell and Edwin Gage, administrative vice president.

Film sales...

Big Time Wrestling from Calgary (Foothills Athletic Club, Calgary): Sold to KGO-TV San Francisco; CFCN-TV Calgary; CFRN Edmonton, Alberta; CKCK-TV Regina, Sask.; CFQC-TV Saskatoon, Sask.; CJOH-TV Ottawa; CKLW-TV Detroit-Windsor; U. S. Armed Forces Radio & Tv Network (28 foreign air bases). Now in 7 markets.

Jeff's Collie (Lassie re-runs) (ITC): Sold to Ideal Toy Co., through Grey Adv., for use in 11 markets: Atlanta, Baltimore, Boston, Cincinnati, Cleveland, Dallas, Hartford-New Haven, Philadelphia, Pittsburgh, Providence and Washington. Now in 117 markets.

Crime and Punishment (Banner Films): New first-run film series of 39 half-hour episodes, featuring discussions with inmates of California penal institutions, produced by Collier Young Assoc., has been sold to KTLA (TV) Los Angeles, WFAA-TV Dallas,

One station told us . . .

"The New Ozalid system saved us at least 1½ people!"

Sure, the station was enthusiastic! And why not? In just one year, 144 stations and 2 station reps (at last count) have adopted the lower cost Ozalid simplified data processing system for faster billing methods, short-cut traffic procedures, and more accurate, more current availabilities. Regardless of station size, the Ozalid system brings speed simplicity, accuracy to internal operations. This isn't our opinion . . . it's your own industry's opinion.

WMAL, WMAL-FM, WMAL-TV, Washington, D. C. (Mr. Dick Stakes, Controller) "The system was originally installed to help eliminate paperwork involved in the preparation of our daily station logs. These logs formerly took two girls one full day to prepare. Now they're done in two hours . . . by one girl!"

WBYS, Canton, Illinois (Mr. Charles E. Wright, Gen. Mgr.) ". . . purchase of this machine was one of the wisest management decisions made in many years of broadcasting. When a small station such as WBYS can save what it does, I am sure any station in the country can do likewise."

WLBC-TV, WLBC-WMUN, Muncie, Indiana (Mr. W. F. Craig, V. P.) "The original investment was paid for in a few months by the elimination of one full-time person and the lessening of overtime on other office personnel. The thing that surprised us, too, was the cost for paper supplies was less last year than it had been during the years we used ordinary paper!"

WISN, WISN-TV, Milwaukee, Wisconsin (Mr. John E. Hinkle, Chief Acc.) ". . . has saved this company at least 1½ people. It has eliminated all overtime! I personally recommend it for its time-saving ability, its economy, and, most important, its accuracy!"

WFLA, WFLA-TV, Tampa, Florida (Mr. George W. Harvey, V. P., Gen. Mgr.) ". . . we use it for producing our daily log for television which runs 22 pages, as well as a daily availability sheet . . . Ozalid procedures have saved us time, personnel, and money!"

For full information about this system, write Ozalid, Dept. 493, Johnson City, New York.

OZALID
WE REPEAT
OZALID

DIVISION OF GENERAL ANILINE & FILM CORP., BINGHAMTON, N. Y. IN CANADA: HUGHES-OWENS CO. LTD., MONTREAL

By-the-numbers selling: salvation for the first-run?

Next season's supply of first-run syndicated film series may have been increased 33⅓% by the seventh annual meeting of TV Stations Inc. in Chicago last Monday. From three to four shows, that is.

The film buying (over $10 million in 1961) and advisory service maintained by 118 television stations, screened a pilot film for the 225 broadcasters and guests representing 175 tv markets. If enough are willing to buy it, and it's so indicated, TV Stations Inc. may become a new force in tv program production.

In 1956 there were 29 new film series offered to individual broadcasters. This past season there were seven. For the coming fall—until last Monday—there appeared to be only three: CBS Films' *Aba of the Jungle,* Ziv-UA's *The Story of . . .* and ITC's *Sir Francis Drake.*

The scarcity of first-run syndications has come largely from (1) the increasing number of off-network reruns put into syndication (there will be 71 this fall, there were 30 the past season and only 7 two seasons ago); TV Stations Inc. says 2,274 hours have been released in the last 11 months; (2) the growing cost of selling a first-run film series, which has required producers to cut production budgets, in turn reducing program quality, hurting ratings and losing advertiser renewals.

(A secondary development has been the increase in biographical and historical shows, exercise programs and other relatively low-budget offerings. TV Stations Inc. calculates 400 hours of these programs have been released in 11 months.)

Roughly two-thirds of all revenues from syndicating a new tv series comes from top 40 markets. Half of that comes from the top five. The other third is from all other television markets, and the cost of selling that final third is disproportionate.

It was after syndication reached this state that TV Stations Inc. acted. President Herb Jacobs thought it would be a constructive service to expedite liaison between the program producer or distributor and the final third of the prospect list.

Mr. Jacobs knew that scores of series for which pilots are made never reach production because (1) the networks can't accommodate them all and (2) the producer—and his financial backers—do not have enough incentive in existing syndication. Mr. Jacobs felt that TV Stations Inc., representing a large number of medium- and small-market stations, could muster enough eco-

WNEW-TV New York, WTTG (TV) Washington, WTTV (TV) Indianapolis, KOVR (TV) Sacramento and WTVH (TV) Peoria, Ill. Now in 7 markets.

Post-'48 Columbia Pictures Feature Films (Screen Gems): Sold to WTAR-TV Norfolk, Va.; WTVW (TV) Evansville, Ind., and KHSL-TV Chico, Calif. Now in 73 markets.

The World of . . . (Ziv-UA): New David Wolpers series sold to WNBC-TV New York, WJBK-TV Detroit and WBEN-TV Buffalo. Now in 3 markets.

Thriller (MCA-TV): sold to WDSU-TV New Orleans; WLWI (TV) Indianapolis; WCHS-TV Charleston, W. Va.; KROD-TV El Paso; KOSA-TV Odessa, Tex; KVII (TV) Amarillo, and WMAL-TV Washington. Now in 26 markets.

Supercar (ITC): Sold to Remco Inc., toy manufacturer, for use in 13 markets: Albany and Buffalo, both New York; Cincinnati; Cleveland; Dallas; Houston; Indianapolis; Milwaukee; Portland, Ore.; Providence, R.I.; Rochester, N.Y. Also sold to WTOL-TV Toledo, Ohio; WAFB-TV Baton Rouge, La.; KVAL-TV Eugene-Roseburg, Ore.; WJTV (TV) Jackson, Miss.; KTVB (TV) Boise, Idaho; WSEE-TV Erie, Pa.; WDAU-TV Scranton, Pa.; WGAN-TV Portland, Me.; WTVT (TV) Tampa-St. Petersburg, Fla.; KVOO-TV Tulsa; WTVN (TV) Columbus, Ohio; WSM-TV Nashville; KID-TV Idaho Falls, Idaho; WHTN-TV Huntington, W. Va.; KVIP (TV) Chico-Redding, Calif., and WBRC-TV Birmingham, Ala. Now in 91 markets.

Blockbuster (Jayark Films): Feature-film package sold to KPLC-TV Lake Charles, KALB Alexandria, KLFY-TV Lafayette and WAFB-TV Baton Rouge, all Louisiana; WABI-TV Bangor and WAGM-TV Presque Isle, both Maine. Now in 181 markets.

Films of the Fifties (Seven Arts Assoc.): Vol. 3 of Warner Bros, features sold to WJAR-TV Providence, R.I.; WIS-TV Columbia, S.C.; WFMY-TV Greensboro, N.C.; WCSC-TV Charleston, S.C.; KSHO-TV Las Vegas, and KNDO (TV) Yakima, Wash. Now in 31 markets.

December Bride (CBS Films): Sold to KABC-TV Los Angeles. Now in 35 markets.

Program notes...

'Hennesey' goes off-network ▪ NBC Films announced last week that *Hennesey,* now on CBS-TV, will be syndicated to stations this fall. The company said 96 half-hour episodes will be available. The transfer of the series is being handled by Leonard Kramer for the William Morris Agency. NBC International will distribute the series overseas.

Sammy signs ▪ Sammy Davis Jr. has signed with Programatic Broadcasting Service for exclusive world-wide syndication of his *That's Entertainment*—full hour, five-times weekly radio program. The show is now being aired in 17 Australian markets and on four West Indies stations. It will be available to U. S. fm stations on an exclusive market basis, with Programatic affiliates having first refusal.

New alliance ▪ Filmways, Inc., New York and Magnum Photos, Inc., that city, have joined hands for the production of television films. In the new association the photographer members of Magnum Photos will be assigned to directorial and editorial capacities for specific Filmways productions.

Du Pont series ▪ Lewis Freedman, producer and director, will produce a series of seven dramas in color for NBC-TV's new Du Pont series during the 1962-1963 season beginning in September (Sundays, 10-11 p.m. EST). Mr. Freedman is producing five of the current *Du Pont Show of the Week* programs. Another seven shows in the new Du Pont series will be produced and directed for NBC-TV by Franklin Schaffner and Fielder Cook.

Harmon joins ABC Radio ▪ Tom Harmon, CBS sportscaster, is joining ABC Radio network and will conduct a 10-minute sports news program five days a week (Mon.-Fri., 6:40-50 p.m. EST) and six five-minute weekend news shows, starting Sept. 1. General Motors' United Motors Service will sponsor. In addition, ABC Radio currently is negotiating for radio rights to the June heavyweight championship fight between Floyd Patterson and Sonny Liston, which will be telecast only by closed circuit.

In syndication ▪ *Checkmate,* full hour CBS-TV thriller, is now available for syndication by MCA TV film syndication division. Seventy hours of the series are being sold for local station programming.

Bolger syndicated ▪ TeleSynd, a division of Wrather Corp., is syndicating

nomic assurances from the lower third of the prospects list to encourage such production. That being done, a distributor would need to sell only the relatively easy top 40 markets to make a go of a series.

In a trial run last year, Mr. Jacobs and producer Bob Stabler of Filmaster Productions arranged for TV Stations Inc. members to back production of *The Beachcomber* film series. It was then produced and sold in over 100 tv markets last season.

This year Mr. Jacobs' candidate is producer Sam Gallu's *The House on K Street*. It was this show's pilot which was screened for TV Stations Inc. clients last Monday.

After the screening only one broadcaster was unwilling to buy it.

On the basis of that response, which Mr. Jacobs expects to correct into 100-114 actual sales, *The House on K Street* will be produced.

(Mr. Gallus, who has produced such series as *Navy Log, The Blue Angels, Behind Closed Doors* and *Border Patrol,* says his new venture is about the exploits of a "criminalist," who uses scientific methods to detect crime (whereas, a criminologist is one who studies the causes of crimes). He first produced the pilot several years ago in association with CBS, but when that network failed to proceed with production he assumed ownership.)

To Mr. Gallu and other producers this new plan in television programming offers promise of new clients. To broadcasters in the market for first-run syndications it may offer a new choice. To distributors it may offer new possibilities of doing business where they could not afford to before. To local and regional advertisers it may offer the opportunity to sponsor new tv programs. To the viewer it may offer new entertainment. It could be contagious.

The Ray Bolger Show, formerly on ABC-TV from 1953-1955.

Gadabout-Gaddis ▪ A half-hour film series in color or black and white, *Gadabout Gaddis—The Flying Fisherman,* was placed into distribution at the NAB convention in Chicago by Gaddabout-Gaddis Productions Inc., a new company headquartered in the Statler Bldg., Boston. N. W. Russo, executive vice president, resigned from his post as northeastern sales manager, NTA, to head the new firm.

Robber series ▪ The Four Star *Cops and Robbers* series which ran on CBS-TV as *Richard Diamond, Private Detective,* has been put into syndication by CBS Films, which reports first sale to Metropolitan Broadcasting Co., Stations WNEW-TV New York and WTTG (TV) Washington.

Desilu's first ▪ WPIX (TV) New York has appointed Desilu Sales Inc. for sale and syndication of its documentary programs. Richard W. Dinsmore, vice president of sales, Desilu, said WPIX is the first tv station to place programming with Desilu. A total of six shows, all documentaries, will be handled by Desilu for WPIX.

Hopalong resyndicated ▪ NBC Films is resyndicating *Hopalong Cassidy.* Available are 47 one hour episodes and 52 half-hour episodes.

Golf lessons ▪ Featuring aspects of how the game is played, Leonard Anderson Assoc., New York, will produce the first of a new half-hour series of golf programs, *The Golf Clinic.* Pros such as Jay Herbert and Harry Cooper will demonstrate skills and talents in the program, which will be screened about May 1st.

15-minute tv series ▪ Universal Entertainment Corp., New York, has announced plans to syndicate a new 15-minute tv film series, *Beauty Tips for Teens,* featuring Ern Westmore.

Will stay home ▪ *The Ed Sullivan Show* (CBS-TV, Sun., 8-9 p.m. EST) is withdrawing from its planned April 22 appearance at the Seattle World's Fair, according to producer Bob Precht, because of difficulties in the show's programming schedule.

Tape supplier ▪ WBT Charlotte is supplying tapes used in its English language broadcasts in answer to Radio Moscow to Maxwell Air Force Base, Ala. They will be used to help students there develop counter themes to specific elements of Soviet propaganda. The tapes had been requested by the base.

New golf show ▪ Despite unsuitable weather conditions in Omaha during winter, WOW-TV, that city, presented the "world premiere" of a new golf game, *Putt for Dough.* The game is played in the station's large studio. Two contestants will make two nine-hole rounds of the specially built indoor golf course. Winner receives a cash prize ($25) and returns the following week to meet a new contestant. The title is taken from an old proverb of the sport: "You drive for show; putt for dough."

Page One ▪ The "Walk in My Shoes" episode of the Bell & Howell *Close-Up* series of tv documentaries (ABC-TV) has been named winner of the 1962 Newspaper Guild of New York "Page One" award for radio-tv. The guild's citation called the program "a sensitive documentary of Negro life in America presented by a courageous sponsor, Bell & Howell, which has been unafraid to tackle controversial subjects."

New color cartoon series ▪ National Telefilm Assoc., New York, has introduced *Tintin,* a new all-color cartoon series, last week at the NAB convention. *Tintin* may be integrated in existing children's shows or programmed as an individual series.

Bowling show ▪ WTVW (TV) Evansville, Ind., following the successful results of various bowling shows it carried in 1961, has announced it is building two Brunswick bowling alleys in its studios in conjunction with a campaign to promote live daytime audience participation programs.

Sebring classic ▪ Radio and tv coverage of the annual Sebring Sports Car Endurance Race, held in Sebring, Fla., on March 24, is available to stations by Triangle Publications Inc., Philadelphia. Radio coverage consists of ten direct reports from Sebring and a wrap-up. A half-hour film, in color and black-and-white, includes highlights of the race to viewers.

Coast to coast ▪ Man-and-wife team of George and Betty Skinner has joined the talent roster of KABC Los Angeles under an unusual arrangement whereby they will tape a daily show in New York City and at their home in Fairfield County, Conn., especially for KABC, which broadcasts the new program at 3:15-4 p.m., Mon.-Fri., having begun March 26. East Coast news of special interest to Southern Californians, interviews with visitors to New York from Los Angeles and similar special interest material will be featured in the new series.

Puppet show ▪ Jamel Productions Inc., New York, and Morey Bunin, originator of the Bunin Puppets, have entered into an agreement for the coproduction of a series of five-minute filmed puppet programs for syndication to tv stations by Jamel, starting in September. Producer-director Gil Cates heads Jamel and will supervise production of the series. The Bunin Puppets were spotlighted on a CBS-TV program in the early 1950's.

Oil field series ▪ Steve Allen's Meadowlane Enterprises Inc., Hollywood, plans a one-hour filmed adventure series entitled *The Boomers.* Set against the background of the oilfields, the series was created by Jack Donahue, former managing editor of the *Los Angeles Mirror.* Casting is slated to start shortly and Mr. Allen will meet with network offi-

cials in New York soon to discuss possible sales.

Charity record ▪ Bing Crosby and Bob Hope have completed a half-hour recording, *The Road to Help,* written for the religious overseas aid campaign, sponsored by Catholic Relief Services, Church World Service and United Jewish Appeal. On the same disk, Lawrence Welk and Fred McMurray are heard in a 25-minute program, *A Time To Remember.* The record is available to stations free from Empire Broadcasting Corp., 480 Lexington Ave., New York.

Tv awards ▪ National Academy of Television Arts & Sciences' trustees have voted to present a bronze medallion to President John F. Kennedy, citing his distinguished service "for restoring to the American people the spirit of the Lincoln-Douglas debates." The "Emmy" award organization will present a similar citation to Richard M. Nixon for his participation in the pre-election "Great Debates" in 1960.

Fm listeners ▪ WDHA (FM) Dover, N. J., decided to have an open house to celebrate its first anniversary. The station invited listeners to tour its facilities by means of five spots aired daily during the week preceeding the event. On the big day, 3,500 listeners showed up, including some from New York and Pennsylvania.

College Capers ▪ WWIL Ft. Lauderdale, Fla., is joining forces with city officials to provide diversion for thousands of college students gathered on the beach there. The station is offering a program called *College Capers* in which it gives home town news, temperatures, and interviews of the students and personalities in the area.

Accepted ▪ W. W. Warren, executive vice president of KOMO-TV Seattle, has announced that two programs produced by the station have been accepted for inclusion in the Television Affiliates Corp. (TAC) Library. The programs, *Smoke Jumpers* and *Crop Duster,* will be available with over 60 other TAC films for showing on subscriber stations.

Series of three ▪ A series of three half-hour programs on contemporary problems, based on studies conducted by the Twentieth Century Fund, will be produced for the National Educational Television Network. The programs will deal with the rapid economic change in Europe, the need for arms control, and the definition and enjoyment of leisure. Writer and producer of the series is Ralph Tangney of KETC (TV) St. Louis.

Science interviews ▪ Argonne National Lab., Argonne, Ill., is offering radio stations a taped series, titled *Background,* of 13 five-minute interviews with top scientists there. Ed Ronne of Argonne is producer.

Jazz series ▪ A new half hour series, *Jazz Scene U.S.A.,* produced by Steve Allen's Meadowland Productions Inc., will go into production in mid-April in Hollywood and New York. The series, consisting of 39 musical films featuring top jazz musicians, is planned for syndication in the U. S. and abroad.

Passing years ▪ Wolper Productions will produce a new series of 30 half-hour documentaries, *The Passing Years,* for Ziv-United Artists, which is currently syndicating Wolper's *The Story Of* programs. The new series will depict highlights of a particular year, backed by the popular music of the time. The pilot, covering 1927, went into production last week.

Program award ▪ The "People Need People" program on the *Alcoa Premiere* series on ABC-TV and "They Walked in Darkness," one hour documentary produced and broadcast by KTLA (TV) Los Angeles, received 1962 Mental Health Awards as best national and local tv programs "having made an outstanding contribution to the citizens of California."

Adds television ▪ Jule Styne, the producer-composer, has reactivated Jule Styne Productions and has set up a tv department to develop ideas for new tv series. The company was previously engaged in theatrical production only. It is located at 237 West 51st St., New York.

Columbia up ▪ Screen Gems' parent company, Columbia Pictures Corp., reports six-month earnings of $2,050,000 or $1.30 per share for the period ended Dec. 30, 1961. These figures compare with $1,095,000 or 66 cents per share for the like period of fiscal 1960, based on 1,497,650 shares of common stock outstanding.

Syndicator joins TvB ▪ The tv syndication division of Buena Vista Distribution Co., New York, has become a member of the Television Bureau of Advertising. The organization is the first syndication firm to join TvB. Buena Vista recently placed Walt Disney's *Mickey Mouse Club* in tv syndication.

Free to stations ▪ A 13-minute color documentary "Brewer's Heritage," produced for the U. S. Brewers' Assn. by Peter Elgar, has been made available free to tv stations. Address: Brewers' Assn., 535 Fifth Ave., New York.

Radio homework

Something new has been added to the study of history at Pasadena (Calif.) City College: a standing assignment for students to listen to *76 Party Time* sponsored by Union Oil Co. through Young & Rubicam, Los Angeles, on KFI Los Angeles, Saturdays from 8:30 p.m. to midnight.

The program is made up of half-hour remote live pickups of dance bands, alternated with half hours of recorded music of the big bands of the early 30's. In assigning the program as required listening, history professor Jack Anderson asked his students to compare today's bands with those of the depression era on the theory that the kind of music popular in any period of history reflects the mood of the public at that time.

Color animation method cuts costs, says firm

A new process of color animation which is shot directly on film without the use of cells through the use of costumed actors, puppets or models to produce the drawings of cartoon characters has been introduced by Westworld Artists Productions, Inc., New York.

The technique, called Colormation, supplements Westworld's Animascope process which eliminated hand animators and inkers but required cells and opoquers for color after the initial shooting.

Leon H. Maurer, president of Westworld, said the new process can produce color cartoons for about one-tenth the cost required by conventional techniques because of the elimination of hundreds of hand animators, inkers and painters.

He estimated that production costs for an Animascope cartoon feature ranges from about $1,800 to $3,600 a minute and that the new Colormation technique is expected to cut these costs in half. Westworld is currently planning the production of several Colormation cartoon tv features using comic strip characters, Mr. Maurer said.

TAC signs new members

Television Affiliates Corp. signed WDBJ-TV Roanoke, WESH-TV Daytona Beach, Fla., and KOTA-TV Rapid City, S. D., as TAC subscribers during the NAB convention, Robert Weisberg, president, announced last week. Membership in TAC, which distributes documentary-educational programs produced by local stations to subscribers, now totals 44 stations, according to Mr. Weisberg.

Seven series receive 'Saturday Review' awards

The *Saturday Review of Literature* last Friday (April 6) announced its tenth annual awards to seven tv and radio programs for "distinguished achievement in the public interest."

Television programs honored were *The Huntley-Brinkley Report* (Texaco Inc. and R. J. Reynolds), NBC-TV; *CBS Reports* (AT&T), CBS-TV (with special commendation for episode "Biography of a Bookie Joint"); *Leonard Bernstein and the New York Philharmonic* (Ford Motor Co.), CBS-TV; *NBC White Paper*—"Angola: Journey to a War," (Mead Johnson & Co. and Timex Corp.), NBC-TV; *Hallmark Hall of Fame* (Hallmark Cards Inc.), NBC-TV, and *New York Philharmonic Young People's Concerts*, (Shell Oil Co.), CBS-TV.

Radio series honored were *The Metropolitan Opera*, (Texaco Inc.), on a special radio network.

In addition, 30 print advertisers were cited for "distinguished advertising in the public interest."

First run among series released by CBS Films

CBS Films Inc. is releasing for syndication five series totaling 173 half hours and including a first-run production, James T. Victory, general sales manager, has announced. The programs are scheduled for a fall start on stations.

The first-run program is titled *Aba of the Jungle*. It consists of 39 half hours being filmed in color on location in various locales of South and Central America. The series is being produced by Colorvision Corp., Hollywood, for distribution by CBS Films. The producer is Albert Gannaway, who has been responsible for *The Big Picture* and *Grand Ole Op'ry*. The new series is about the adventures of a youngster called Aba.

The other programming consists of four off-network series: 51 half hours of *Call Mr. "D"* (carried on CBS-TV as *Richard Diamond, Private Detective*), and 41 one-hour episodes from *The Lineup, Gunslinger* and *The Investigators*.

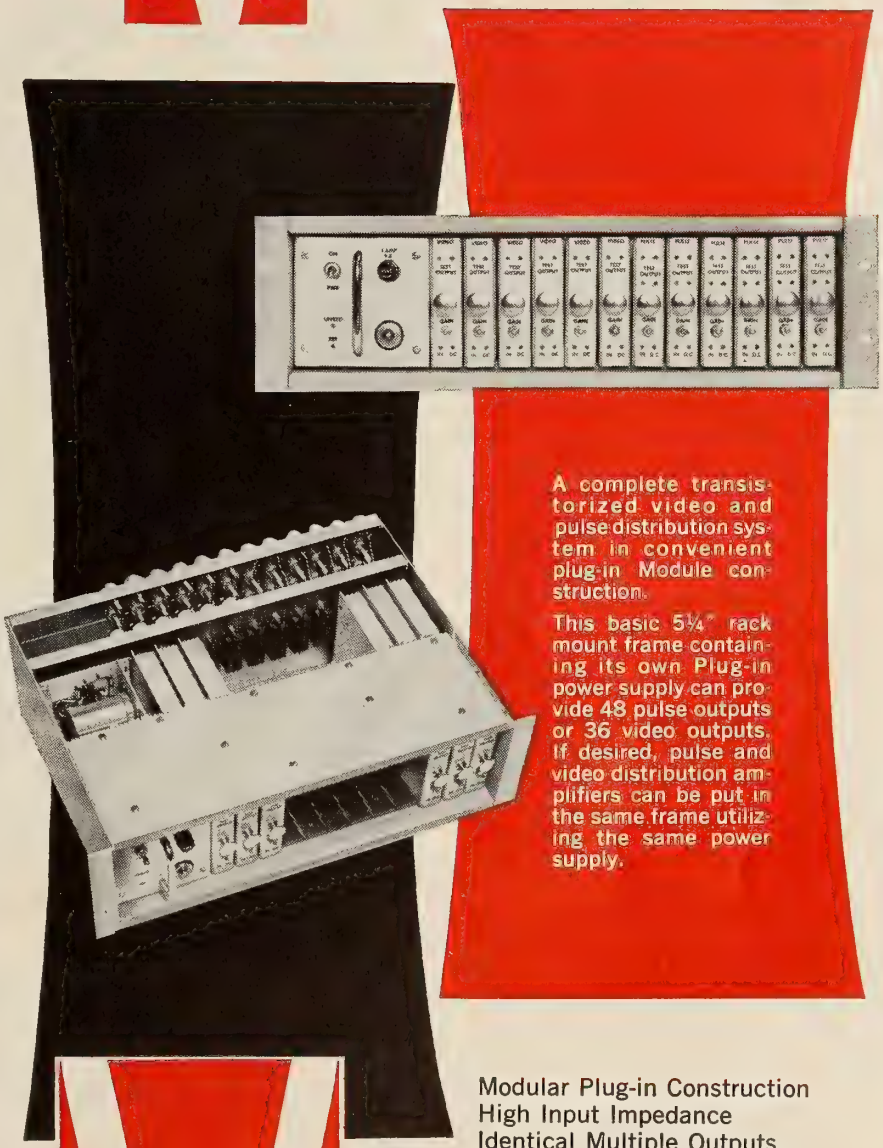
ASCAP sues six stations

A series of suits alleging infringement of copyrights has been instituted by members of the American Society of Composers, Authors & Publishers against six radio stations in the state of Washington. The actions were filed in various U.S. District Courts in the state against KGA Spokane, KGMI Bellingham, KGY Olympia, KLOQ Yakima, KLYK Spokane and KPQ Wenatchee.

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LOEVINGER WARNS OF AT&T POWER

Firm would be reluctant to invest, antitrust chief says

An administration spokesman warned last week that domination of the proposed communications satellite corporation by AT&T could delay the day when satellites are used to relay television "throughout the country and the world."

Assistant Attorney Gen. Lee Loevinger, the Justice Department's antitrust chief, told the Senate Antitrust Subcommittee he fells AT&T would be reluctant to hasten the obsolescence of its existing tv transmission equipment by pushing the development of communications satellites.

Arguing for the administration's satellite bill (S 2814), he said the widely owned corporation proposed would not be susceptible to single-company domination and would achieve the early establishment of a communications satellite system. The bill provides for ownership divided equally between the public and the carriers.

Other witnesses agreed AT&T domination might have the effect described by Mr. Loevinger. But they argued that company can dominate any private corporation, and called for government ownership as the only way to protect the public interest.

Several witnesses charged the FCC has never been able to regulate AT&T. Dr. Dallas Smythe, a former FCC chief economist, said that "using FCC regulation of the proposed corporation as a selling point" for private ownership is "a fraud" on the public and Congress.

Government Ownership ▪ The subcommittee is headed by Sen. Estes Kefauver (D-Tenn.), who with five other senators has proposed legislation (S 2890) to create a government-owned corporation to operate the satellite system. Sen. Kefauver said the hearings were to investigate the antitrust aspects of the satellite bills. But the proceedings have also provided a congenial forum for those who support government ownership of the space system.

Mr. Loevinger's warning about AT&T control was directed against such proposals as those introduced by Sen. Robert S. Kerr (D-Okla.), chairman of the Senate Space Committee, and Rep. George Miller (D-Calif.), chairman of the House Science Committee. These bills would limit ownership to the common carriers.

AT&T, he noted has "extensive investment in facilities used for transmission of network television programs to stations throughout the country. . . . It is my understanding that, with sufficient capacity, television programs can be transmitted from the satellite system to stations throughout the country and the world."

But a company dominated by AT&T, he said, would carefully consider what effect such satellite use would have on existing investments in cable facilities. He said this is an example of the conflict of interest that could arise in an AT&T-dominated satellite corporation.

Although the Kerr bill (S 2860) has been virtually bypassed in the Senate as a result of the compromise between the administration and the Space Committee on the ownership principle (BROADCASTING, April 2), the idea of limiting the corporation to common-carrier ownership is still very much alive in the House.

Harris Bill ▪ The House Commerce Committee, in hearings on the various space communications proposals, appeared almost unanimously in favor of giving the corporation to the common carriers exclusively (BROADCASTING, March 26). Rep. Oren Harris (D-Ark.), committee chairman, however, has since introduced a bill (HR 11040) similar to the compromise measure. He said he felt his committee should have all proposals before it when it considers the matter in closed session.

In supporting private ownership—provided is widely distributed—Mr. Loevinger said a government monopoly would "eliminate the advantages of competition and diversity" just as private monopoly or limited private ownership would.

He said the value in permitting the carriers to participate in ownership is that they would bring to the system many needed skills and thus help achieve a space communications system "at the earliest possible date." But he said other companies, including those manufacturing communications equipment, should not be excluded.

But Dr. Smythe, who is currently professor of communications at the U. of Illinois, said that "tinkering with the mechanics of regulation" will not prevent AT&T domination. The idea that private monopoly can be regulated, he said, already "has seriously eroded the integrity of private enterprise and government in the communications field."

Dr. Smythe, who said government ownership is preferable to any private monopoly plan, was particularly harsh in his assessment of the FCC. He said the commission, rather than regulating the common carriers, has been helping them— particularly AT&T—in their effort "to obtain a private monopoly of communications satellites." The commission has supported the principle of a corporation limited to the carriers.

Rep. Emanuel Celler (D-N.Y.), another witness, also criticized the FCC and AT&T. But he advocated private ownership of the system, as proposed in a bill (HR 10772) he has introduced.

Rep. Celler, chairman of the House Judiciary Committee and its Antitrust Subcommittee, said the administration bill does not contain "sufficient safeguards to protect the public interest."

Wants Full Compliance ▪ Rep. Celler's bill would give the President discretionary authority to veto acts by both the corporation and federal agencies to "assure full compliance" with national space communications policy.

More testimony on the space communications issue begins tomorrow (Tuesday), when the Senate Commerce Committee starts a four-day hearing. Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, will preside.

The hearing will be on the Administration bill and on an amended version of the proposal offered by Sen. Kefauver. The amendment is identical to the government-ownership bill originally sponsored by Sens. Kefauver, Ralph Yarborough (D-Tex.), Wayne Morse (D-Ore.), Maurine Neuberger (D-Ore.), and Quentin N. Burdick (D-N.D.).

Fisher eyes Congress

Carlton Fisher, owner of KUGN Eugene, Ore., has announced his candidacy for the Republican nomination for the House from Oregon's 4th district. He will seek the seat to be vacated by Rep. Edwin R. Durno (R) who has announced his candidacy for the Senate, running against the incumbent Democrat, Wayne Morse, this fall. Mr. Fisher has served in the state legislature.

D.C. law firm offering briefings on FCC rules

A series of conferences explaining FCC rules and telling broadcasters what to do to comply with them is planned by the Washington, D. C., law firm of Daly & Ehrig. Emphasis is placed on engineering rules and FCC inspection procedures, Harry J. Daly said.

The first two conferences were held in Puerto Rico and New York for some 40 broadcasters. The next is planned for Pittsburgh at the Pick-Roosevelt on April 13. The law firm intends to hold

others throughout the country later this year. There is no charge for the conferences, Mr. Daly said.

A series of examinations are given the participants for use at intervals with their own station personnel. "Station personnel should never have to worry about station inspections," Mr. Daly said. "Every station manager should know exactly the manner in which the rules are being kept and his own inspections should show any areas which should be strengthened."

The FCC last week...

▪ Dismissed a request by WBOY-TV Clarksburg, W. Va., for a cease-and-desist order to keep Fortnightly Corp. from operating its community antenna tv system until it complies with common-carrier provisions. The commission said the catv system does not constitute a common carrier and reaffirmed earlier conclusions that it has no jurisdiction over such systems. Fortnightly transmits programs of WSTV-TV Steubenville, Ohio, to Clarksburg. WBOY-TV and WSTV-TV are both Friendly Stations.

▪ Decided to allow KERO-TV Bakersfield, Calif. to remain on ch. 10 until Dec. 1. Ch. 10 is to be replaced by ch. 23 on that date, making Bakersfield all-uhf (BROADCASTING, Feb. 26).

DEINTERMIXTURE DELAY

AMST wants Hill to require lengthy moratorium period

The Assn. of Maximum Service Telecasters, meeting in conjunction with the NAB convention last week, urged that Congress write a strong legislative history on the all-channel legislation which would clearly define the terms and restrictions of any moratorium on deintermixture (BROADCASTING, April 2).

It should be specified that such a moratorium would be binding on both present and future FCCs, AMST said. At its 7th annual meeting, the association said that any moratorium should be of sufficient length to permit a "vast majority of Americans" to equip their homes with all-channel receivers.

Lester W. Lindow, AMST executive director, said the association would have preferred that any all-channel bill passed by Congress also prohibit the FCC from shifting vhf stations to uhf. "However, AMST . . . believes that an all-channel bill, coupled with the FCC's representations to Congress and strong congressional committee reports, is an acceptable way to bring about a nationwide tv system which would make use of both the 12-vhf-channel and the 70-uhf-channel systems on an intermixed basis," he said.

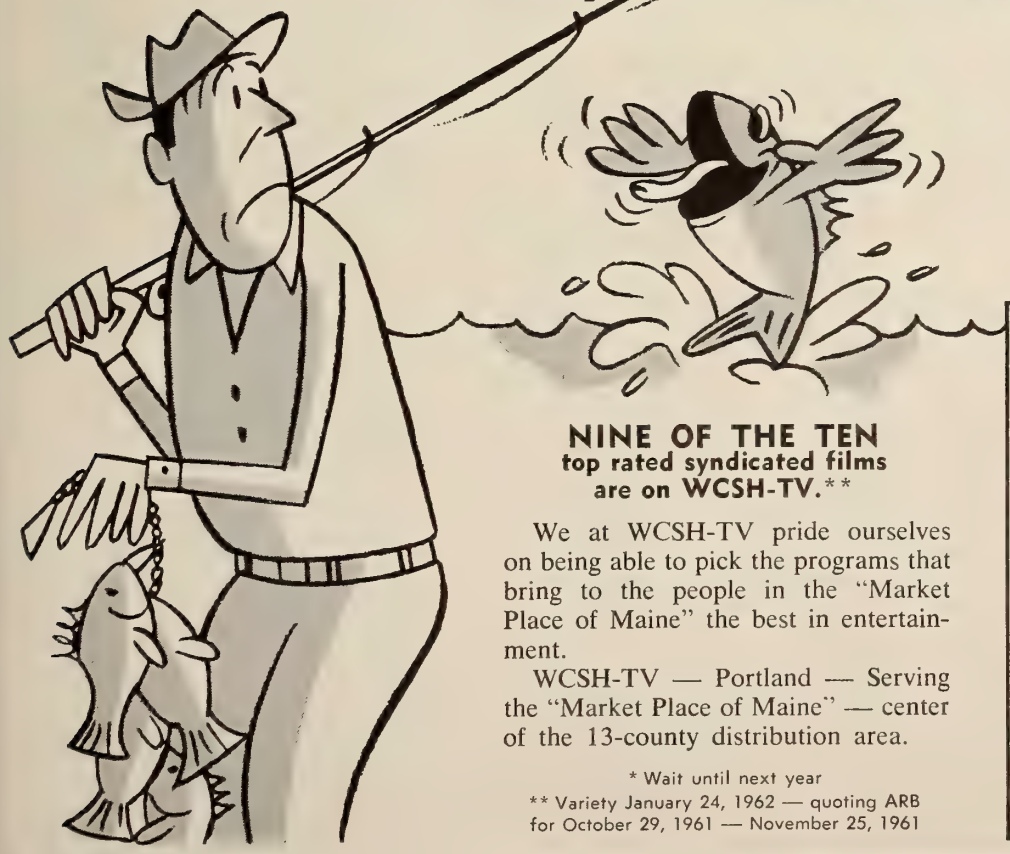
The AMST membership (160 stations operating with maximum permissible power) also went on record as opposing simultaneous operation by a tv station on vhf and uhf. Such a plan, as proposed by Electronics Industries Assn., is inconsistent with future development and expansion of tv and would lead the way to an all-uhf system, AMST said.

On proposals to drop in vhf channels at reduced mileage separations, the association said that such a method of allocation would undermine the growth and expansion of an 82-channel tv system. AMST said it is making field measurements of the FCC's uhf test in New York (WUHF-TV) at distances 25 to 65 miles from the transmitter. Such is the normal coverage area of a vhf station and the FCC is measuring signals no farther than 25 miles from the transmitter, AMST said.

Record Attendance ▪ Over 220 broadcasters were in Chicago for the AMST meeting, a record attendance for the association's seven years. The present membership of 180 stations represents a growth from 40 charter members in 1956.

Jack Harris, KPRC-TV Houston, was re-elected president. Other officers

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MAINE BROADCASTING SYSTEM
WCSH-TV—(6), Portland
WLBZ-TV—(2), Bangor
WCSH-Radio, Portland
WLBZ-Radio, Bangor
WRDO-Radio, Augusta

elected were Charles H. Crutchfield, WBTV (TV) Charlotte, N.C., first vice president; Lawrence H. Rogers II, WKRC-TV Cincinnati, second vice president, and Harold Essex, WSJS-TV Winston-Salem, N. C., secretary-treasurer.

Also elected to the board of directors:

Roger W. Clipp, WFIL-TV Philadelphia; John H. DeWitt Jr., WSM-TV Nashville; John B. Epperson, WEWS (TV) Cleveland; Harold Grams, KSD-TV St. Louis; John S. Hayes, Post-Newsweek Stations, Washington; Harold Hough, WBAP-TV Ft. Worth; C. Howard Lane, KOIN-TV Portland, Ore.; Mr. Lindow; David C. Moore, WGR-TV Buffalo, N. Y.; James W. Moroney Jr., WFAA-TV Dallas; Carter M. Parham, WDEF-TV Chattanooga, Tenn.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; D. L. Provost, WBAL-TV Baltimore; Ward L. Quaal, WGN-TV Chicago; Edgar B. Stern Jr., WDSU-TV New Orleans; Harold C. Stuart, KVOO-TV Tulsa and W. W. Warren, KOMO-TV Seattle.

Named to the AMST executive committee were Messrs. Harris, Crutchfield, DeWitt, Essex, Hayes, Petersmeyer and Rogers.

Sprague hints Japanese plan cheap color tv

An electronics industries spokesman told the House Ways & Means Committee last week that he understood a Japanese color television set had been designed and would be sold in the United States for one-third less than the selling price of an American color tv set within the next three or four years.

Robert C. Sprague, of Sprague Electronics, representing the Electronic Industries Assn., did not amplify this statement. Mr. Sprague was testifying on the administration's trade bill (HR-9900).

The statement came as Mr. Sprague was discussing Japanese electronic imports. Half of the home and portable radio sets sold in the U. S. last year were imported, he pointed out; 70% of all transistor radios sold to Americans were of Japanese manufacture. Japanese electronic shipments of all types to the U. S., Mr. Sprague said, rose from $250,000 in 1955 to $94 million in 1960 and to an estimated $120 million in 1961. He noted that Japanese salaries and wages are one-fifth those of U. S. workers.

Right of review upheld by legal conference

The right of a federal agency to review or not to review an examiner's initial decision at its discretion was defended last week by top lawyers engaged in the practice of administrative law.

The action, recommending the right of discretionary review by government units, was taken by the Administrative Conference of the U.S., meeting in Washington.

The meeting adopted the resolution offered by its committee on organization and procedure after all references to items which might be subject to judicial review were deleted and referred to a committee on judicial review.

The conference's recommendation will go to the President and to Congress. It will not become law unless legislation is adopted putting it into effect. Pending in Congress is a bill introduced by Sen. John A. Carroll (D-Colo.) which would in large measure provide discretionary review power to all agencies (S-1734). The FCC at present has this authority in its statute.

The conference, over which Circuit Judge E. Barrett Prettyman presided, will meet again June 29. Its final meeting of the year will take place Oct. 16. FCC General Counsel Max D. Paglin is vice chairman of the conference; FCC Commissioner Rosel H. Hyde is chairman of the committee on enforcement and compliance procedures.

Takes fight to highest court

A New York City broadcaster whose radio station has a long and honored record of editorializing has carried to the U. S. Supreme Court a legal battle to get the state to recognize urban areas in apportioning state districts for the legislature.

Moving within a week of the Supreme Court's momentous Tennessee apportionment decision, R. Peter Straus, president of WMCA New York, filed last week with the high tribunal an appeal against the dismissal of his suit by a lower federal court.

Mr. Straus' suit was dismissed Jan. 11 by a three-judge federal court in New York. This court ruled that the 14th Amendment does not restrict the power of a state to discriminate among voters on a geographical basis. The suit was instituted May 1, 1961 by WMCA Inc., Mr. Straus and employes of WMCA.

Last week's move was taken following the Supreme Court's ruling March 26 in the Tennessee case. In this action the Supreme Court majority held that a federal court does have jurisdiction to try a complaint against the apportionment practices of a state.

Why has WMCA gotten into a legal battle over representation in the New York state legislature? Mr. Straus answered last week that this was the logical extension of a broadcaster's editorial responsibilities.

"If a broadcaster is going to editorialize," Mr. Straus said, "then he must be prepared to take personal action to carry out the objective he is seeking."



WMCA President R. Peter Straus reviews the station's filing on the steps of the Supreme Court.

NAB moves to prevent federal subsidy to catv

Fears have arisen that an innocuous bill approved by House Agricultural Committee revising the Rural Electrification Act (HR-10708) might lead indirectly to the federal government lending money for the establishment of community antenna systems. The matter is considered significant enough for both the NAB and the National Community Tv Assn. to write the committee.

NAB's Hollis Seavey objected to language in the bill which might be interpreted as authorizing financing through REA of catv systems (AT DEADLINE, April 2).

NCTA's William Dalton wrote the committee opposing any inference that REA-financed telephone companies could use government finances to establish catv systems. This appeared, Mr. Dalton pointed out, in a colloquy between Rep. W. R. Poage (D-Tex.), author of the bill, and Frank Renshaw, assistant REA administrator. NCTA recommended that the bill be amended to prohibit this.

The bill was initiated to permit private, independent telephone companies

to supply closed circuit tv facilities for educational tv systems. The REA statute permits loans only for voice communications. The committee ordered the bill reported to the full House.

KBOM revocation proposed by examiner

Deliberate efforts to deceive the commission about stock ownership in KBOM Bismarck-Mandan, N. D., by its officers were the basis for a recommendation last week by hearing Examiner Charles J. Frederick that the FCC revoke the station's license. (BROADCASTING, July 24, 1961).

That certain stockholders who had no knowledge of the transactions may suffer financially from the revocation is regrettable, the initial decision said, but "the only conclusion possible from the facts is that the license should be revoked."

Mr. Fredericks found that officers and directors of KBOM knowingly and willfully misrepresented the ownership of the license; that major transfers of control took place without the FCC's being informed and that they lied about them under commission inquiry. The examiner said the commission must be particularly strict in cases involving ownership because the public has a right to know who controls the station they listen to. "It isn't a question of 'forgiveness,' it is a question of maintaining standards so high that no one essentially associated with a licensee will dare deviate from them," he said.

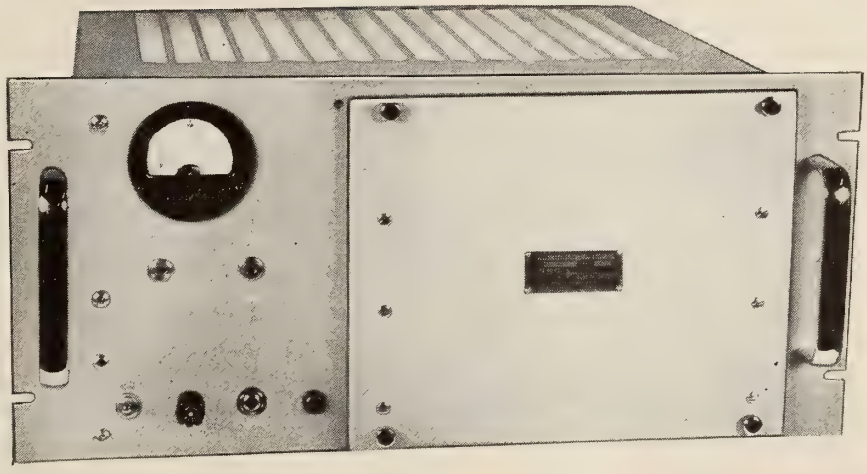
Stockholders in Mandan Radio Assn., KBOM licensee, whose complicated transactions brought about the examiner's decision included Charles Kempel, Richard C. Johnson, John K. Harris, Cliff Nygard and Merril T. Elberg.

ABC backed by court on fm interference

The FCC erred by not giving ABC a hearing before revising the grant of an Aurora, Ill., fm station to a lower frequency and causing interference to the ABC's Chicago fm outlet, the U. S. Court of Appeals in Washington said last week in reversing an FCC grant.

The unanimous three-judge court, in an opinion written by Circuit Judge Charles A. Danaher, said ABC was correct in arguing that its WENR-FM license was modified without a hearing. The FCC in July 1960 granted WMRO (FM) Aurora, Ill., 107.9 mc, then in November changed it to 95.1 mc. This caused interference to WENR-FM on 94.7 mc, involving 30 square miles and 5,361 people. The commission said that this is an insignificant number of people and denied ABC's objection.

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DAYTIMERS OPPOSE PRE-DAWN PLAN

They're urged to take case to listeners, congressmen

Pre-sunrise operation and upcoming congressional hearings on minimum daily hours of operation highlighted the annual meeting of the Daytime Broadcasters Assn. in Chicago April 1.

Comments from the floor ranged from the suggestion that the industry campaign to get practical broadcasters appointed to the FCC to a possible resolution seeking NAB support against FCC rulemaking that would restrict the pre-sunrise operation of daytime am stations.

Rep. George Shipley (D-Ill.) told the 140 daytime operators present how to get action from Congress through making the people in their areas aware of service that would be lost if pre-sunrise operation is restricted. He said that the FCC was forced to back down on deintermixture because the public raised such an outcry to their congressmen.

The congressman, author of one of eight bills now pending in the House to permit daytime stations to operate from 6 a.m. to 6 p.m. (local time), praised the daytime-only stations for the public service they provide in pre-sunrise hours.

Hearings ▪ The House Commerce Committee announced just two days before the DBA meeting that a hearing on the 6-6 minimum operation bills would be held April 16-17.

Pre-sunrise service was stressed throughout the 2½-hour meeting. It began with a factual analysis of the FCC rulemaking by Ralph J. Bitzer, St. Louis consulting engineer. Also discussing the rulemaking were Washington consulting engineer Everett Dillard and DBA attorney Ben Cottone. Comments are due at the FCC May 15, having been postponed from an original deadline of Feb. 8 at the request of DBA.

Ray Livesay, DBA board chairman of WLBH Mattoon, Ill., said stations are performing a public service when they tell of the possible consequences of the pre-sunrise rulemaking. This comes about, he said, because the public stands to lose a service which it now has.

Case History ▪ Bob Thomas, manager of WJAG Norfolk, Neb., detailed the steps his station has taken to get public support in the pre-sunrise fight. As a result of the campaign by Nebraska stations, he said, each member of the state's congressional delegation has received over 1,000 pieces of mail. If a listener can write only one letter "we advise him to write to [FCC Chairman Newton] Minow," Mr. Thomas said.

WJAG took out a full-page ad in the Norfolk paper (which owns the station) to explain that its service may be curtailed, Mr. Thomas said. Sixteen Nebraska daytime stations have formed a committee to coordinate their publicity efforts, he said.

William W. Allen, of the Farm Bureau, told the daytimers that they provide an important service for farm population that no other media can duplicate. Mr. Allen and George Volger, president of KWPC Muscatine, Iowa, urged the stations to stress the commercial loss they would sustain if pre-sunrise operations are substantially curtailed. Mr. Volger said 20-25% of KWPC's revenue comes from winter pre-sunrise operation and said other services to listeners would have to be curtailed if this revenue is lost.

Richard Adams, DBA president from WKOX Framingham, Mass., stressed that DBA supports the same goal as that of the new pre-sunrise committee (which met later in the day, see below) and that the two organizations complement each other. He and Mr. Livesay urged daytime stations to join the association at $25 per year and contribute financially in the fight against restrictive FCC rules.

Newly-elected DBA directors introduced at the meeting included Israel Cohen, WCAP Lowell, Mass.; Jack Hankins, WGOL Goldsboro, N. C.; Al Evans, KOKA Shreveport, La.; Thomas Rogers, WCLT Newark, Ohio; Bob Neathery, KALM Thayer, Mo., and Joe Leonard, KGAF Gainesville, Tex., who also is DBA secretary-treasurer.

Pre-sunrise group condemns FCC plan

Bitter denunciations of the FCC's proposed rules restricting pre-sunrise operation by most radio stations dominated the organizational meeting of the Pre-Sunrise Broadcasters Committee in Chicago last week.

Some 200 daytime and fulltime station executives heard Sen. Carl Curtis (R-Neb.) hit the FCC proposal as "arbitrary, unreasonable" and an example of "centralized power control in Washington . . ." being used against the best interests of the public.

The meeting was called by Sherwood J. Tarlow, chairman of the Pre-Sunrise Committee and president of the Tarlow Assoc. stations. "We need one unified voice . . . to defeat this unprovoked attack" on 705 U. S. radio stations, Mr. Tarlow said, asking for support by fulltime as well as daytime stations.

All speakers, including Washington attorney Marcus Cohn and consulting engineer Everett Dillard, stressed that all stations which operate with different daytime and nighttime facilities—as well as daytime only outlets—will be adversely affected if the new rule is adopted. The rulemaking was issued last December and comments now are due May 15.

Mr. Tarlow asked that stations join the committee and pledge $100 each for legal and engineering fees for preparation of comments. The committee also plans to appear before the House Commerce Committee hearings April 17-18 on daytime broadcasting (see story, this page). Regional chairmen are being named in geographical areas to solicit station subscribers to the committee.

Well-Justified ▪ Sen. Curtis said his office and others on Capitol Hill have been flooded with "well-justified complaints" against the FCC rulemaking. He said that stations have a "property right which should not be destroyed by an arbitrary action of the federal government."

The FCC proposal is a rule against the public interest because it would deprive people of local radio service they now have and should have, the senator said. Only small, local stations can provide the type of radio service needed, and now furnished, in Nebraska, he maintained.

Sen. Curtis said he introduced S-2198, which provides that all stations may operate with daytime facilities from 6 a.m. to 6 p.m. daily and prohibits the FCC from restricting the current operating hours of any station without a hearing.

Mr. Cohn charged that the FCC has abdicated its responsibility in the present case "by the simple stroke of a pen." He also said the commission has been "arbitrary and less than candid" in making public statements that the proposed rule would have no great effect on the industry. The function of the FCC is to judge each case on its merits and the agency did not do this in issuing the pre-sunrise rulemaking, Mr. Cohn said.

Mr. Dillard said that if the rule is adopted, all stations except those which now operate on unlimited time with the same antenna and power will lose something they now have "one by one." Complaints by dominant stations will snowball, he said, and no burden of proof of destructive interference will be placed on the complainant. The speakers noted that pre-sunrise operation with daytime facilities has been standard since 1941.

Also stressed was the revenue losses anticipated if stations are forced to forgo their pre-sunrise operation. This would cause a decline in program quality and in service to the public, the speakers maintained.

TV FOR CHILDREN

HEW sponsors conference on television, delinquincy

The Dept. of Health, Education & Welfare will bring social scientists and broadcast industry officials together in a conference next month on the effects of "crime and violence" on television on children. The conference will also consider children's programming and how to improve it.

HEW agreed to sponsor the conference at the request of Sen. Thomas J. Dodd (D-Conn.), whose Senate Juvenile Delinquency Subcommittee has been investigating television sex and violence.

The conference, to be held in two stages about a month apart, will plan research projects. The first stage is tentatively scheduled about May 1, the second about June 1.

Sen. Dodd said that many of the witnesses before his subcommittee reported that research is needed. These included NAB President LeRoy Collins, FCC chairman Newton N. Minow and HEW Secretary Abraham A. Ribicoff.

Ribicoff Interested ▪ The HEW head, in agreeing to sponsor the conference, said the subject is an important one that requires "careful, professional scrutiny." He assigned Bernard Russell, his special deputy assistant for juvenile delinquency, to work with Sen. Dodd's aides.

The ideas for the conference originated with Dr. Ralph Gary of Boston U., a special consultant to the Juvenile Delinquency Subcommittee. It is expected that participants will be broadcasters and experts on children.

Mr. Russell said the conference will explore "the constructive as well as the bad."

The first stage will consist of a small group of specialists who will suggest research projects and ways of accomplishing them.

Children's Programming ▪ At the same time, representatives of television, publishing and the creative arts will consider children's programming, the kinds that would be both beneficial and satisfying to children.

The second stage will include industry leaders, representatives of advertisers, advertising agencies, government agencies and foundations.

Examiner favors AFTRA in decision on KXTV

A National Labor Relations Board hearing examiner last week recommended that KXTV (TV) Sacramento, Calif., be required to bargain in good faith with the American Federation of Tv & Radio Artists. The intermediate report and recommended order by Trial Examiner Maurice M. Miller was issued April 3 and followed hearings held between Dec. 20, 1960, and Jan. 27, 1961. AFTRA employes went on strike against the station Sept. 26, 1960.

KXTV Vice President-General Manager Robert S. Wilson said the station has always been willing and ready to bargain with AFTRA but that "the union has not been willing to sit down in good faith negotiations. Thus far the NLRB has sustained KXTV on every other charge filed by the unions against the station." He pointed out that the NLRB earlier in the week threw out the final appeal by the National Assn. of Broadcast Employes and Technicians on a decertification election held last February.

The trial examiner's recommendation goes to the full NLRB for final action.

FCC moves two channels, asks comments on others

Two rulemakings involving tv channel allocations have been made final by FCC and comments are invited on two other proposals.

▪ Ch. 14 was shifted from Modesto to San Mateo, both California, and reserved for noncommercial educational use. Ch. 17 was dropped in at Modesto "in view of indicated interest in a low uhf channel replacement." The rulemaking had been requested by the National Educational Television & Radio Commission, which stated the College of San Mateo would apply for the etv channel.

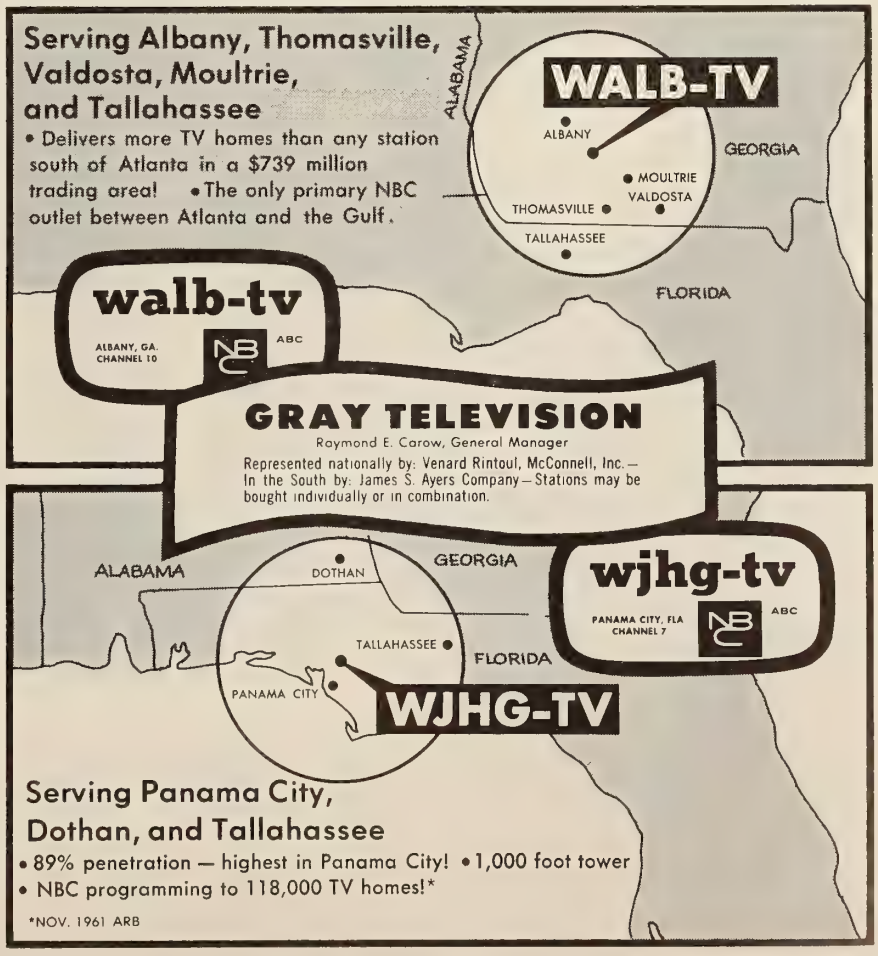
▪ Ch. 19 was shifted from Palm Springs to Indio, both California, with ch. 27 deleted from San Diego and shifted to Palm Springs. The arrangement solves the adjacent channel mileage separation problem of the permittee of ch. 18 San Bernardino, Calif.

▪ Comments were invited on a proposal by the Canadian Dept. of Transport to assign ch. 24 to East Lansing, Mich., for educational use by deleting that commercial channel from Coldwater, Mich. This counterproposal stemmed from the Canadian agency's disapproval of a plan to assign ch. 18 to East Lansing.

▪ A plan to shift ch. 2 Henderson to Las Vegas, both Nevada, by KLRJ-TV, licensee on that channel, was opened for comments. If adopted, the FCC will consider further action on KLRJ-TV's request to modify its license accordingly.

NLRB backs WWTV ruling

National Labor Relations Board upheld a ruling by an examiner that WWTV (TV) Cadillac, Mich. (Fetzer Tv Inc.), engaged in unfair labor practices during bargaining negotiations. NLRB took the action March 29.



BRIGHT SPOTS IN COURT ACCESS FIGHT

ABA asks about test plan; Collins urges demonstration

A long drive by broadcasters to show lawyers and the judiciary how radio and tv can cover court trials is showing definite signs of results.

Two key developments last week inspired hope that the American Bar Assn. will approach the matter from a judicial standpoint.

- The ABA's special Canon 35 Committee (courtroom coverage ban) has asked Radio Television News Directors Assn. to submit details of its plan to run a series of courtroom coverage tests in all parts of the country.
- NAB President LeRoy Collins proposed at the NAB convention that some of the U. S. Supreme Court's proceedings be broadcast to demonstrate the public benefits of coverage.

These two bright spots revived coverage hopes that had been darkened recently by a resolution of the U. S. Judicial Conference condemning broadcast reporting of the courts.

Richard Cheverton, WOOD-AM-TV Grand Rapids, Mich., is author of the nationwide test proposal. He offered it at the ABA's Feb. 18 committee hearing on Canon 35 (BROADCASTING, Feb. 19, *et seq.*). Last week John Yauch Sr., Newark, N. J., chairman of the ABA's Canon 35 group, asked RTNDA to submit complete speculations for his project. This is not a commitment but to those who have fought in the Canon 35 wars it represents ABA interest in demonstrations of coverage.

The Cheverton plan calls for film or video tape coverage of trials in selected cities, ABA deciding whether the coverage should be broadcast or merely reviewed on closed circuits. ABA will study the results.

FCC Chairman Newton N. Minow last week informed the ABA committee he is in favor of the RTNDA tests idea. He said the time has come to amend the canon, though he agreed broadcast coverage should not disturb legal proceedings.

Gov. Collins' Supreme Court idea drew applause at the NAB convention's April 1 luncheon. He noted ABA's concern over the public image of the courts, saying lawyers should help broadcasters "make it possible for the people to hear and see the courts as they actually function.

"I propose that we start at the top and ask the U. S. Supreme Court on a trial basis to select some cases involving issues of great interest and importance to the American public, as for example the recent one dealing with legislative apportionment, and allow the broadcasting profession to show the people what this court, which is of such great importance in our democratic system, is really like.

"Let the people hear the brilliant arguments of the advocates, see the judges at work. What an exciting experience for the people—what a meaningful aid this would prove in developing understanding of our government here and all over the world!"

NAB has already contacted some of the Supreme Court members on the subject but there's no indication of any progress at this point.

A new satchel

New York Herald Tribune salesmen made successful use of a competitive medium in their calls on advertisers and agencies. The salesmen carried transistor radios and distributed printed statements by John Hay Whitney, editor-in-chief and publisher, who explained that today's big stories are reported almost at once to millions of people by radio and tv. Recognition of this forces a newspaper to dig "harder than ever" and to be "more selective and livelier in its reporting and to sharpen its analysis of causes and implications."



KALL, Intermountain pick Petry

George Hatch, president of KUTV (TV) KALL Salt Lake City and chairman of the Intermountain Network, signs a contract in Chicago last week making Edward Petry & Co. their representative. The KUTV-Petry affiilation becomes effective May 1, while the date Petry will take over representation for the 63-station Intermountain Network has not been announced. Looking on are (l to r, standing) Brent Kirk, KUTV general manager; Lynn Meyer, IMN president, and Edward Petry.

Broadcasters earn 8 Headliner awards

The Headliners Club of Atlantic City, N. J., last week named WTVJ (TV) Miami, KTLA (TV) Los Angeles and KHOU-TV Houston as recipients of annual Headliners Awards.

WTVJ's editorials were cited for their consistently good quality while KTLA's coverage of the Hollywood Hills fire and KHOU-TV's coverage of Hurricance Carla reaped individual honors. A network news award was presented to Douglas Edwards of CBS-TV for his "consistently outstanding" nightly show, *Douglas Edwards and the News.*

In radio, NBC took network honors for its news coverage, which were exemplified, the committee said, by Martin Agronsky's coverage of the Eich-

mann trial. Mr. Agronsky just one week before received a duPont award for that coverage (BROADCASTING, April 2). Other radio awards went to WTOB Winston-Salem, N. C. (consistently outstanding news coverage); WNOE New Orleans (consistently outstanding editorials exemplified by its series "A City's Shame"); and KNUZ Houston (public service for its "exceptional" coverage of hurricane Carla).

The radio-tv awards, as well as other awards in all fields of news media, will officially be presented at the 28th annual Headliners dinner in Atlantic City on May 5.

LEADING THE LEADERS

Boosting special shows first builds tv's image, says TIO

The results of a study pointing up the importance of special program bulletins in improving so-called opinion leaders' opinions of television programming were released last week by the Television Information Office.

A review of TIO's activities, presented to the NAB convention's television assembly Monday afternoon by TIO Director Louis Hausman, noted that people who received monthly reports on news, public affairs and other special-interest programming have detected more improvement in programming than people who did not receive these reports.

The study, Mr. Hausman said, was made by the Psychological Corp., independent research firm, among 900 opinion leaders who have been receiving the monthly bulletins sent out in many communities as a cooperative project of the local stations. Their answers were compared with those given by people who had not been receiving the bulletins.

In the "bulletin group," Mr. Hausman reported, 33.5% said they thought tv programming was better than a year ago—as against 26% of the "non-bulletin group" who noted improvement. The two groups were about the same in seeing no change—51% of the bulletin group, 53% of the others—but those who had been receiving bulletins were less inclined to think programming had worsened: On this question 21% of the non-bulletin group answered "worse" as against 15.5% of those on the mailing lists.

These advance program listings, singling out special-interest programs scheduled by local stations, are currently distributed by 87 tv stations in 28 markets. They total 140,000 bulletins a month, according to the TIO report.

Mr. Hausman's review also called attention to the recent TIO-financed study by Elmo Roper & Assoc. showing tv's progress in public acceptance and public trust; TIO's four-part "Television in the USA" color-slide presentation for showing to both local and national groups; the TIO library's service in answering an average of 850 requests per month seeking information about television, TIO's background services for its sponsors, and its work in developing textbooks and other materials promoting the use of commercial television in teaching.

Among projects now in the works are "Television for Children," a local programming report similar to TIO's earlier "Interaction" report on public affairs programs, and a social studies resources book for teachers which is patterned after "Television and the Teaching of English," already distributed to almost 60,000 teachers.

Mr. Hausman also noted that TIO had developed a new color-slide presentation explaining the NAB Television Code. This presentation was previewed at Tuesday's television assembly.

TIO's members (sponsors) now total 160 stations plus the three tv networks and NAB, Mr. Hausman reported.

KCOP starts regular color

KCOP (TV) Los Angeles this Friday (April 13) will begin colorcasting on a regular basis with a premiere evening of five-and-one-half hours of color programming.

Included in the initial programming will be MGM-TV's *Northwest Passage* series, *Cameo Theater* (formerly *Matinee Theater*) and the 1949 film, "The Inspector General," starring Danny Kaye, which will be seen twice—at 8:30 p.m. and at 10:45 p.m.

The station plans to announce its full color schedule later this month.

McGavren study finds weekend listening up

A study by the Daren F. McGavren Co. of average radio tune-in levels in 1960 and 1961 reveals that while there was little change in weekday levels, weekend and evening hours tune-ins showed some increases last year over 1960.

Data for the study were on stations in 58 Pulse markets and 46 Hooper markets of 100,000 and over radio homes. The computations were made by Claire R. Horn, McGavren's director of research, from data supplied by The Pulse and Hooper. According to Daren F. McGavren, president, the gains in average weekend and evening set usage levels are "especially significant since weekend and evening audiences make important contributions to total circulation."

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ABC-TV GIVES UP HALF HOUR

Friday period surrendered for local programming; Goldenson, Moore fill in affiliates on fall plans

ABC-TV surprised its affiliates by announcing at their annual convention March 31 that the Friday 10:30-11 p.m. (EST) period will be returned to them for local programming in the 1962-63 season.

The announcement, at a session in Chicago preceding the NAB convention, brought a burst of applause from the estimated 500 ABC-TV affiliate executives on hand. The period is currently occupied by the last half-hour of *Target: the Corruptors,* not scheduled to return next season.

New Management ▪ ABC-TV's decision not to program the Friday-night half-hour shared the spotlight with introduction of the network's new top management team; announcement of a change in programming philosophy and a new fall lineup reflecting the network's plans to "get back into show business"; an offer to make some concessions to get wider clearance of news and public affairs programs, and the disclosure that ABC-TV will start feeding color programs next fall (BROADCASTING, April 2).

Leonard H. Goldenson, president of ABC's parent American Broadcasting-Paramount Theatres, introduced Thomas W. Moore, who became vice president in charge of the network when President Oliver Treyz was dismissed two weeks ago (BROADCASTING, March 26), and pledged him support to "take us to the very top" in the race with CBS-TV and NBC-TV.

Fast Rise ▪ Mr. Goldenson told the affiliates that ABC-TV had risen from "almost nothing" to the center of contention in the past five years but during the past year had seemed to reach a "plateau." The decision to make changes, he said, was made "several weeks ago and included a revision of program philosophy: "Never forgetting that we are a mass medium" but also seeking more diversity and vitality.

"We are going back into show business," he asserted.

Mr. Moore assured the affiliates that the new management team intends to "make every effort to achieve the greatest success possible." He said ABC-TV's new fall lineup is "the best we've ever had" and that sales progress is good.

He said he is searching for the best possible programming chief—the job he held before his elevation to the top operating job—and indicated that some of the candidates under consideration are already in the network's program department.

Barnathan Tribute ▪ Mr. Moore paid tribute to "the genius, the mind and the support" of Julius Barnathan, former president of the ABC owned television stations division and before that ABC-TV vice president for affiliate relations, who has been named Mr. Moore's No. 1 executive as vice president and general manager of the network. Mr. Barnathan stressed his intention to coordinate the efforts of all ABC-TV departments into a concerted forward push.

James C. Hagerty, news, special events and public affairs vice president, pleaded for more general clearance of programs offered by his department. He said he realizes stations have problems of their own on this score and offered to discuss compromises to solve them.

He said he would be willing, for instance, to cut the 11 p.m. news to 10 minutes so that affiliates could add a five-minute report and wrap up the entire newscast in a 15-minute package —if this would improve clearances.

Bigger News Staff ▪ In a review of his department's expansion in the past year he said ABC's Washington news staff has been increased from 12 to 26 men and will move into its own building in the fall; that New York manpower has been increased 50%; that a new bureau has been opened in Buenos Aires and that one will be opened shortly in Mexico City. ABC-TV, he said, is building "the best news department in the business.

Giraud Chester, daytime programming vice president, said that in the fourth year of daytime programming ABC-TV is "getting into the home stretch" in competition with the other networks. He said ABC-TV's daytime homes-delivered average has risen from 1.2 million in 1959 to 2.3 million thus far in 1962—and should rise further with the addition of the new Ernie Ford show starting this week and other new entries including the *Discovery* public-affairs series for children starting in the fall.

Jules Powers, director of children's programming, described plans for *Discovery*, billed as the network's most expensive program.

Dille Renamed ▪ John F. Dille Jr. of WSJV-TV South Bend-Elkhart, Ind., re-elected chairman of the ABC-TV Affiliates Assn. (see page 102), said that after two meetings with Mr. Moore and his new management team the affiliates' board had "real enthusiasm" and a feeling of rapport with network officials in their cooperative approach toward solving mutual problems and advancing ABC-TV.

ABC-TV color plans (BROADCASTING, April 2) were disclosed by Mr. Goldenson in a second appearance before the affiliates. He said ABC-TV's owned stations have decided it's time to start carrying color and that ABC-TV's feeds to those stations could be picked up and retransmitted in color by any affiliate which has the necessary equipment. Afterward, officials estimated this equipment would cost a station "less than $10,000."

Starting this fall ABC-TV will transmit in color its *Flintstones* and *Matty's Funnies* series and such movies in its *Hollywood Special* series (Sun., 8-10 p.m. EST) as are available in color. In 1963-64 the list will be expanded, Mr. Goldenson said.

Moore Presents Programs ▪ A program-by-program rundown on 1962-63



Government, tv management and entertainment converge at ABC-TV's dinner for affiliates after their annual meeting in Chicago March 31 preceding NAB convention: (l to r) Newton Minow, FCC chairman; Thomas Moore, vp in charge of ABC-TV; Tennessee Ernie Ford, star of new ABC-TV daytime series, and Leonard Goldenson, president of AB-PT.



ABC-TV's President Moore tells affiliates of network's fall schedule

program plans was presented by Mr. Moore, with excerpts or stars from the most of new shows, including *Going My Way, Stanley Burke, Our Man Higgins, Mr. Smith Goes to Washington, Combat, Gallant Men, Dickens & Finster—Men at Work* and *McHale's Men.*

Stars of both new and established shows were on hand for the presentation. They included Ernie Ford, the Lennen Sisters from the *Lawrence Welk Show,* Vince Edwards (*Ben Casey*), Gene Kelly, Connie Stevens, Fess Parker, Clint Walker, and Sterling Holloway, as well as newsmen Ron Cochran, Howard K. Smith, Bill Lawrence, Bill Shields, Jules Bergman, Lisa Howard, Alex Dreier and Roger Sharp.

TRAINING OF POTENTIAL BROADCASTERS

More technical background needed, educators are told

Broadcast educators met in panel sessions with professional broadcasters during the NAB convention and learned there are widely divergent ideas on how to train the new radio-tv generation. But they did feel more technical experience might be desirable at the school level, plus more adequate on-the-job training of new personnel by stations.

Their discussions took place at the meeting of the Assn. for Professional Broadcasting Education March 31-April 1. The APBE session also was the forum for an announcement of the results of an extensive personnel survey of radio-tv by James H. Hulbert, NAB manager of economics and personnel. The 96-page study, a joint NAB-APBE project, disclosed that the typical tv manager or employe fares much better economically than his radio counterpart and that the educational level of all in broadcasting is high (BROADCASTING, April 2).

Need Tougher Training ▪ At the March 31 session on how to educate the potential broadcaster, panelist P. A. Sugg, executive vice president of NBC-owned stations and NBC Spot Sales, held that the present college broadcasting courses are not "tough enough." He felt both standards and grading are "too low" and said educators have allowed students to specialize too much in one particular field. Mr. Sugg suggested stations also are partly to blame for accepting employes with training that is too narrow.

Eldon Campbell, vice president and general manager of WFBM-AM-FM-



Board members of the APBE elected at the NAB Chicago convention (front row, l to r): W. C. Swartley, WBZ Boston, re-elected vice president; Dr. Harold Niven, U. of Washington, new president; W. Earl Dougherty, KXEO Mexico, Mo., re-elected secretary-treasurer. Back row: Richard M. Brown, KPOJ Portland, Ore.; Dr. Bruce Linton, U. of Kansas, outgoing president; William Holm, WLPO LaSalle, Ill.; Howard Bell, NAB executive secretary; Leo Martin, Michigan State U.

TV Indianapolis, urged APBE to contact college-trained broadcasters now in the industry to see how they are getting along. "We should try to find out what the professional school did for him," he said, "and where courses fell down when he needed them." Mr. Campbell believes background courses in political science are most important.

Louis Hausman, director of the Television Information Office, said the potential broadcaster should have a broad, four-year liberal arts course with emphasis on political sciences and humanities. He said a "broad overview" of the Communications Act is basic, too.

College students in radio-tv want to start actual broadcasting as soon as possible, Dr. D. Hugh Gillis, Boston U., observed. Thus "it is up to the educators to let them get their feet wet as soon as possible, but without neglecting the arts and sciences," he said. Dr. Stanley Donner, Stanford U., said broadcasters should understand that experience is not a major trait of the average new employe. He urged educators to instill in students a desire to uphold the highest traditions of broadcasting, something comparable to the Hippocratic oath of the physician.

Internship ▪ Dr. Glenn Starlin, tv consultant to the U. of the State of New York, proposed a period of internship in broadcasting after completion of college work. He hoped stations would encourage new graduates to work to learn the "nuts and bolts" of their operations, but he felt a student "must be an educated man before he becomes a professional."

Joe M. Baisch, vice president and general manager of WREX-TV Rockford, Ill., told the March 31 luncheon session that the educator must mingle more with the professional broadcaster to get a better understanding of the training required to graduate "more knowledgeable" students. But he felt station executives also could help the educator in his work by bringing "reality into the arena with theory."

Mr. Baisch did not agree with the theory that profit is "synonymous with sin." He said only a representative of a profitabe station "could relay the principles which could establish the proper perspective for students." One example he cited is the need for station salesmen who are not "idolators of the dollar," men who can "keep the dollar sign in focus" but at the same time develop good public service ideas that enhance the value of the station, client and community.

The April 1 panel discussion focused on the problems of inadequate on-the-job training of new personnel. Better station indoctrination programs are a necessity, the panel concluded, because college training in radio-tv techniques is not qualification enough for a top-level position at networks or stations. Participants included Ted McDowell, WMAL-TV Washington; Prof. Worth McDougal, U. of Georgia; Dr. Edgar E. Willis, U. of Michigan; Prof. Robert B. Lacy, Oklahoma State U., and Prof. Buren C. Robbins, Southern Illinois U.

Dr. Harold Niven, U. of Seattle, was elected president of APBE, succeeding Dr. Bruce Linton, U. of Kansas. W. C. Swartley, WBZ Boston, and W. Earl Dougherty, KXEO Mexico, Mo., were re-elected vice president and secretary-treasurer, respectively. Howard H. Bell, NAB vice president, continues as executive secretary of APBE, membership of which includes some 70 universities offering a major program in radio-television.

President Niven last Monday announced the first recipients of the annual Harold E. Fellows Memorial Scholarship Awards, $1,100 stipends for a year's study by juniors, seniors or graduate students. First year winners: James L. Crum, senior at U. of Missouri and staff member at KOMU-TV Columbia, Mo., and Lt. Ernest Eugene Pell, AFRS, who will enter graduate school at Northwestern next fall. Lt. Pell is the son of Ernest Pell Sr., WPSD-TV Paducah, Ky.

319 broadcasters get safety awards

NSC HONORS 243 RADIO, 69 TV STATIONS, 7 NETWORKS

The National Safety Council's 1960 public interest awards for "exceptional service to safety" were announced last week in Chicago. The noncompetitive honors went to 243 radio and 69 tv stations and one tv and six radio networks. Awards also went to other mass media and advertisers.

Network winners included ABC Radio, CBS Radio, NBC Radio, CBC Radio, California Farm Network (regional), Dixie Productions Public Service Network (regional) and CBC-TV. The broadcaster and advertiser winners also will be considered for the Alfred P. Sloan Awards for Highway Safety to be made early next month.

The winners geographically:

Alabama—Florence: WOWL.

Arizona—Phoenix: KPHO-AM-TV, KRIZ, KRUX; Tempe: KYND.

Arkansas—Crossett: KAGH; Hot Springs: KBHS; Pocahontas: KPOC.

California—Fresno: KFRE and KRFM (FM); Hollywood: KFWB; King City: KRKC; Long Beach: KLON-FM; Los Angeles: KABC, KLAC; Pasadena: KRLA; San Diego: KGB, KSDS-FM; San Francisco: KCBM, KGO, KRON-TV; Santa Barbara: KIST; Stockton: KJOY, KSTN.

Colorado—Colorado Springs: KYSN; Denver: KLZ-TV; Greeley: KFKA; Littleton: KMOR.

Connecticut—Fairfield: WICC; Hartford: WCCC, WTIC-AM-TV; New Haven: WAVZ, WNHC-AM-TV; Waterbury: WATR; West Hartford: WHNB-TV.

Delaware—Wilmington: WAMS, WDEL, WILM.

District Of Columbia—Washington: WRC-TV, WWDC.

Florida—Clearwater: WTAN; Coral Gables: WVCG; Jacksonville: WPDQ; Miami: WQAM. Mount Dora: WMDF; Orlando: WDBO-AM-TV; Pensacola: WCOA; St. Petersburg: WSUN; Sanford: WTRR; Tallahassee: WCTV(TV), WRFB; Tampa: WALT, WFLA-AM-TV.

Georgia—Athens: WGTV(TV); Atlanta: WAGA-TV, WLWA(TV), WQXI, WSB-AM-TV; Valdosta: WGOV; West Point: WBMK, WRLD.

Hawaii—Honolulu: KNDI.

Illinois—Chicago: WBBM, WGN-AM-TV, WMAQ, WNBQ(TV), WTTW(TV); Decatur: WDLM East Moline; WDZ; Quincy: KHQA-TV, WTAD; Springfield: WTAX.

Indiana—Fort Wayne: WKJG-AM-TV; Gary: WGVE-FM; Indianapolis: WFBM, WIBC, WLWI(TV); South Bend: WSBT-TV.

Iowa—Des Moines: KDPS-FM; Ottumwa: KLEE, KTVO(TV); Waterloo: KXEL.

Kansas—Coffeyville: KGGF; El Dorado: KBTO; Emporia: KSTE-FM, KVOE; Great Bend: KVGB; Hutchinson: KWHK; Marysville: KNDY; Phillipsburg: KKAN; Topeka: WIBW-AM-TV; Wichita: KLEO, KTVH (TV), KWBB.

Kentucky—Bowling Green: WKCT; Irvine: WIRV; Leitchfield: WMTL; Louisville: WAVE, WKLO.

Louisiana—Lake Charles: KPLC-AM-TV; New Orleans: WDSU-AM-TV, WNOE, WTIX, WVUE-TV, WWL-AM-TV, WWOM, WYES-TV; Shreveport: KTAL-TV.

Maryland—Baltimore: WCAO; Havre De Grace: WASA.

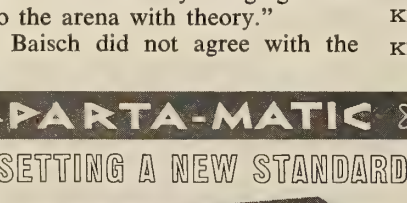
Massachusetts—Boston: WBZ, WMEX, WORL; Springfield: WSPR; Taunton: WPEP.

Michigan—Dearborn: WKMH; Detroit: CKLW, WJR, WWJ-AM-TV; Flint: WJRT-TV; Houghton Lake: WHGR; Kalamazoo: WKLZ, WKMI, WKZO-AM-TV; Saginaw: WSGW; Tawas City: WIOS.

Minnesota—Benson: KBMO; Faribault: KDHL; Minneapolis: KEVE, WCCO; North Mankato: KEYC-TV; Rochester: KROC-TV;

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Montana—Havre: KOJM.
Nebraska—Grand Island: KMMJ—Lexington: KRVN; Lincoln: KFOR; Omaha: KFAB.
New Hampshire—Dover: WTSN; Manchester: WGIR.
New York—Buffalo: WEBR; Hempstead, L. I.: WHLI; New York: WABC, WCBS, WMCA, WNBC-AM-TV, WNEW-AM-TV; Rochester: WHEC, WSAY; Syracuse: WSYR-TV; Wellsville: WLSV.
North Carolina—Albemarle: WABZ; Asheville: WISE, WLOS-TV; Charlotte: WBT-AM-TV; Kinston: WELS.
North Dakota—Williston: KEYZ.
Ohio—Akron: WAKR; Bellefontaine: WOHP; Cincinnati: WCKY, WCPO-TV, WLW, WLWT(TV), WZIP; Cleveland: KYW-TV, WBOE, WCRF-FM, WERE, WGAR, WHK; Columbus: WCBE-FM; WTTM; WTVN(TV); Dayton: WAVI, WHIO-AM-TV, WING, WLWD(TV); East Liverpool: WOHI; Hamilton: WMOH; Marietta: WCMO-FM; Marion: WMRN; Middleport: WMPO; Middletown: WPFB; Sandusky: WLEC; Toledo: WOHO, WSPD; Youngstown: WKST-TV.
Oklahoma—Oklahoma City: KWTV(TV), WKY.
Oregon—Corvallis: KLOO; Eugene: KERG; Portland: KGW, KISN, KJR, KNEW, KOIN, KPOJ, KXL.
Pennsylvania—Beaver Falls: WBVP; Bloomsburg: WHLM; Bradford: WESB; Lewisburg: WITT; Philadelphia: WRCV; Pittsburgh: KDKA-TV, KQV, WPIT, WTAE (TV); Scranton: WARM, WDAU-TV, WEJL, WGBI; Stroudsburg: WVPO.
Rhode Island—Providence: WEAN, WLKW, WPRO-TV.
South Carolina—Barnwell: WBAW; Cheraw: WCRE; Clemson: WSBF-FM; Florence: WBTW, WJMX; Greenville: WFBC-TV; Spartanburg: WSPA; Sumter: WSSC.
South Dakota—Sioux Falls: KELO-AM-TV, KSOO-AM-TV.
Tennessee—Chattanooga: WRIP; Columbia: WKRM; Memphis: KWAM, WHER, WKNO-TV, WMCT-TV; Nashville: WLAC.
Texas—El Paso: KROD; Fort Worth: KXOL; Gainesville: KGAF; Houston: KTRK-TV; Laredo: KVOZ; Lufkin: KTRE-TV; Midland: KCRS; San Antonio: KONO; Waco: KEFC-FM, WACO.
Virginia—Charlottesville: WINA; Farmville: WFLO; Richmond: WRVA.
Washington—Longview: KBAM; Seattle: KOMO-AM-TV, KTNT-TV, KVI.
West Virginia—Huntington: WSAZ-TV; Wheeling: WWVA.
Wisconsin—Eau Claire: WEAQ; Milwaukee: WMIL, WTMJ.
Wyoming—Cheyenne: KVWO.
CANADA — *Alberta* — Calgary: CFAC; Edmonton: CHED; Lethbridge: CJLH-TV.
British Columbia—Trail: CJAT.
Manitoba—Brandon: CKX-TV.
Ontario—Brampton: CHIC; Brantford: CKPC; Fort William: CJLX; Hamilton: CHML; Leamington: CJSP; London: CFPL, CKSL; Ottawa: CJOH-TV; Peterborough: CHEX; Sault Ste. Marie: CJIC-TV; Sudbury: CKSO-AM-TV; Toronto: CFRB, CHUM, CKEY, CKFH; Woodstock: CKOX.
Quebec—Point Claire: CFOX; Quebec: *Yukon Territory*—Whitehorse: CFWH.

NBC Radio's gains reported to affiliates

More than half the sponsored time on network radio is on NBC Radio, William McDaniel, executive vice president in charge of the network, told its affiliates' executive committee last week. NBC Radio's gross billings last year, he added, were the highest since 1951.

Mr. McDaniel spoke at a breakfast meeting of top NBC officials with the radio affiliates' executive group in Chicago last Tuesday, during the NAB convention. He also reported that since January NBC Radio has carried 52 hours of special news and public affairs programming, most of it sponsored.

Through committee chairman William Grant of KOA Denver the affiliates commended NBC Radio for "maintaining its dominant position in programming and sales" and especially for its news-public affairs programming.

Committeemen on hand were Mr. Grant; Gus Brandberg, KVOO Tulsa; Bob Eich, WDSM Duluth; Tom Barnes, WDAY Fargo; Tom Carr, WBAL Baltimore; George Harvey, WFLA Tampa, and Lyell Bremser, KFAB Omaha.

Heading the network delegation with Mr. McaDniel were NBC Board Chairman Robert W. Sarnoff, President Robert E. Kintner, Senior Executive Vice President David C. Adams and Station Relations Vice President Tom Knode.

Floating tv station

KTNT-TV Seattle-Tacoma intends to bill itself as "the world's first tv station afloat." The British luxury liner, *Dominion Monarch*, will move into Seattle harbor in early June to establish itself as a floating hotel for visitors to the Seattle World's Fair. KTNT-TV's general manager, Max Bice, completed arrangements last week to move the station's Seattle studios and office aboard the 700-foot liner. The ch. 11 station has agreed to lease 11,000 square feet of the ship.

AP tells how reporters get news from tv set

Associated Press reporters in the Washington bureau watch tv for their first bulletins and leads when covering President John Kennedy's news conferences that are broadcast live.

The live broadcasts drain the bureau's physical resources, Frank J. Starzel, AP general manager, said in his annual report last week to members of the news cooperative. He said the broadcasts require the bureau to mobilize as many as 35 persons to cover all angles at the speed demanded. Bulletins and leads are written from tv while the reporters are locked up in the presidential conference room. Besides additional newsmen, more monitors, deskmen, dictationists, photographers and motorcycle couriers are needed, he said.

Mr. Starzel's report also noted other effects of radio and tv on the news service organization. Broadcasting members in the U. S. increased 141 during 1961, boosting the total of radio-tv stations taking the service to 2,263. Foreign radio-tv memberships rose by 75%. These membership gains were contrasted by a slight over-all decline among domestic publications. He said 19 new leased-wire newspaper members were added as against 22 withdrawals.



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Capital Cities sales, earnings up in 1961

Capital Cities Broadcasting Corp., New York, last week reported increased sales and earnings during 1961, and announces the purchase of a substantial interest in a major transit advertising company.

Frank M. Smith, Capital Cities president, announced earnings of $1,088,197 in 1961 compared to $800,285 in 1960. Sales increased from $8,421,321 in 1960 to $11,803,781 last year. Earnings per share increased from 70 cents to 93 cents, cash flow increasing from $1.33 to $1.61 per share.

Mr. Smith said the acquisition of a substantial interest in New York Subways Advertising Co. from Walter O'Malley, former owner of the Brooklyn Dodgers, was approved last week by the New York Transit Authority. The company will be operated by Capital Cities' associates in the venture, O'Ryan & Batchelder Inc., the nation's largest transit advertising organization, Mr. Smith said.

During 1961, Capital Cities acquired WPAT-AM-FM Paterson, N. J., which serves the New York metropolitan area, and WKBW-AM-TV Buffalo, N. Y. Other stations in the group: WROW-AM-FM and WTEN (TV), all Albany, N. Y.; WCDC (TV) Adams, Mass.; WTVD (TV) Durham, N. C., and WPRO-AM-FM-TV Providence, R. I.

Muzak award to Fetzer

John E. Fetzer, president of the Fetzer Stations, last week was presented with the Muzak Corp.'s Golden Ear Award for 1961 in Chicago. Mr. Fetzer was honored for his contributions to public service in communications on national and international levels. Fetzer Stations: WKZO-AM-TV Kalamazoo, WWTV-AM (TV) Cadillac, WJEF-AM-FM Grand Rapids, all Michigan; KOLN-TV Lincoln and KGIN Grand Island, both Nebraska.

Media reports...

Expanding ▪ WWRL New York has bought a building adjoining its present quarters and is now in the process of constructing new offices, studios and recording rooms.

ABC in Louisiana ▪ KTAC-TV (ch. 3) Lafayette, La., now under construction by Acadian Television Corp. with Sept. 1 target date, was signed as an ABC-TV affiliate during last week's NAB convention. KTAC-TV manager is James Pollack.

EQUIPMENT & ENGINEERING

Monocle tv receiver developed by Hughes

Tv directors and stage managers soon may sprout monocle-like tv receivers on their heads for monitoring purposes. This would be one of a multitude of applications for a lightweight electronic-optical viewing device developed by Hughes Aircraft Corp., Fullerton, Calif.

Demonstrated with a closed circuit tv camera at a news conference last week in New York, the device, called an Electrocular, resembles a small L-shaped flashlight with a monocle at one end. The monocle is a transparent mirror positioned 1½ inches in front of one eye by the bubular L-shaped housing which contains a miniature cathode ray tube in the long leg of the L and a mirror in the short leg to reflect the tube's image onto the viewing eyepiece. The headset also is designed to support an earphone and microphone. Hughes designed the Electrocular for use in five major areas: military, space exploration, aviation, industry and medicine.

The image seen by the wearer is superimposed on whatever background is in his immediate line of sight, thus making it possible for a person working at a particular task to view directions fed into the device from cameras located in another area. The visual information, which appears circular and green-tinted, may come from a number of sources simultaneously while permitting the wearer to move about freely in performing other necessary work.



The Featherweight electrocular headset (see above) provides a picture up to eight feet in diameter. The unit also is designed to support an earphone and microphone for communicating with the camera source.

Roto-Log device

A new method for saving time and money in radio-tv traffic departments—a device called Roto-Log—is being offered by Rotolite Sales Corp., Stirling, N. J., which is making the claim.

According to the company, the daily typing of hectograph or mimeograph masters can be done away with by use of the Diazo method of reproduction.

The complete program log for each day is typed once on the Roto-Log, from which any number of copies can be made on the Rotolite Diaza Whiteprinter. For example, a Monday log can be reused the following Monday merely by changing the date and making any program changes necessary, the company says. The Whiteprinter permits erasing and retyping. It also can be used as a general office copying machine, according to Rotolite. Cost: $129.50 with tube developer.

AT&T says 'Telstar' is ready, willing and able

AT&T reported all systems "Go" last week in the first simulated test of the company's communications satellite transmitter ground station at Andover, Me. The tracking antenna transmitted a signal to a dummy satellite five miles away and worked "perfectly," according to AT&T engineers.

The $10-million Andover station has been established to conduct experiments with Bell's "Telstar" communications satellite, scheduled to be launched from Cape Canaveral sometime this spring. AT&T will pay for the launching facilities. Later the National Aeronautics & Space Administration will launch its own "Relay" satellite. Both are active relays, and will circle the earth in low-level orbits. The satellites will be used to relay voice, telegraph and television transmissions over great distances.

Better year for Ampex seen

Ampex Corp. will have a net income of between $2.4 and $2.5 million for the fiscal year ending April 30, according to William E. Roberts, president.

For the nine months ended Jan. 31, Mr. Roberts pointed out, Ampex had a net income of $1,311,000 (17 cents per share). Sales for the current fiscal year are expected to reach over $80 million, Mr. Roberts said. The gross for fiscal 1961 was $70,105,000.

Ampex ended its 1961 fiscal year with a net loss of $3,930,000.

Ring and Kershner form new electronics firm

Delta Electronics Inc., a new Washington-based research and development company, has been established with Andrew D. Ring as chairman and Stephen W. Kershner as president.

The firm, which was incorporated March 13 with a capitalization of $100,000, will also engage in light manufacturing. It is located at 4206 Wheeler Ave., Alexandria, Va.

Other officers: Charles S. Wright, vice president in charge of engineering; Kenneth Owen, vice president and general manager; Marvin Blumberg, secretary and treasurer; Howard T. Head, consultant on advanced engineering projects, and Ralph E. Cannon Jr., senior project engineer. All are associated with Mr. Ring in various capacities in A. D. Ring & Co., consulting engineers. The company says it is prepared to carry on work in (1) high quality industrial audio equipment; (2) antennas for hf, vhf and uhf; (3) special instrumentation; (4) radio frequency transmitting and receiving equipment.

Prodelin completes move

Prodelin Inc. has opened its new 70,000-square-foot one level plant in Millstone Township, N. J., and has completed its move from Kearny, N. J.

The new facility contains the plant, general offices and laboratory on a 150-acre site.

Prodelin, a pioneer in microwave antenna and transmission line systems, designs and manufactures antenna systems combining high-power rigid and semi-flexible aluminum and copper sheathed air-dielectric coxial cables and associated connectors.

Technical topics...

Imported recorder ▪ Martel Electronics Sales Inc., Los Angeles, has been named agent and importer of a new transistorized portable tape recorder manufactured by Uher, Munich, West Germany. The "4,000 Report" is designed for professional use. Its price is $369, including power supply, directional microphone and leather case. It operates on a six volt battery or four dry cells. Retailers include Harvey Radio, New York, and Allied Radio, Chicago.

NBS split ▪ The National Bureau of Standards' Radio Standards Lab. at Boulder, Colo., has been divided into two divisions. Dr. Yardley Beers will be chief of the radio standards division and Dr. George E. Schaffer, of the circuits standards division. The laboratory continues to be headed by Dr. John M. Richardson.

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5000 WATTS. No. 1 January-February 1962 Hooper . . . double of all other area stations. Lowest cost per thousand audience . . . in fast growing Tampa-St. Petersburg market.

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RADIO 62
Beckley - W. Virginia..

1000 WATTS. No. 1 Hooper and Pulse surveys, serving 9 big counties in heart of West Virginia. Lowest cost per thousand audience . . . featuring great personalities.

WNAR
RADIO 111
Philadelphia Area

500 WATTS. No. 1 latest Hooper survey report, covering large Philadelphia and Norristown market . . . where bulk of consumers live and buy. Lowest cost per thousand audience.

WQTY
RADIO 122
Jacksonville - Florida

1000 WATTS. Rahall Radio's newest baby, with new eye-catching radio format. Climbing daily in ratings. Get the facts on low-cost coverage in greater Jacksonville market.

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CAB BUCKS BBG PROPOSAL

Private broadcasters say Canadian content plan is unfair to small-market, non-network tv outlets

The Canadian Assn. of Broadcasters opposed proposals by the Board of Broadcast Governors to require television stations to average 55% Canadian program content from 6 p.m. to midnight during any four-week period after Sept. 30, 1963. Public hearings on changes in Canadian broadcasting regulations were heard by BBG at Winnipeg starting Tuesday, April 3.

The CAB opposition said stations throughout Canada require different treatment and fixed percentages of Canadian program content would not be fair to supplementary network or non-network stations in smaller markets. The CAB said the best earning time for most television stations is between 6 and 8 p.m.

BBG's plan to increase the hourly advertising allowance for Canadian advertisers on programs with Canadian content would work a hardship on smaller stations, CAB said in opposing that plan. BBG proposes to permit 12 minutes of advertising per hour for Canadian advertisers using Canadian-content programs, instead of the 7 minutes allowed advertisers using non-Canadian-content programs.

Canadian Broadcasting Corp. also opposed an increase in hourly advertising content, but upheld BBG's proposal to require 55% Canadian program content in the evening.

CAB suggested a one-minute increase in advertising time in half-hour Canadian-content programs instead of 4-¼ minutes for non-Canadian programs.

Private broadcasters backed BBG's proposal to allow British commonwealth programs up to 28 hours per 4-week period to be substituted for Canadian content, and programs in excess of this time for half Canadian content. They suggested that similar privileges be accorded French language stations for films imported from French language countries.

Independent Television organization, presenting the stations of Canada's second television network, told the BBG that the proposed program regulations would result in inferior Canadian television productions and drive viewers to tune in American border stations.

BBG intimated that a proposal for CFTO-TV Toronto to carry educational programs of the Metropolitan Educational Television Assn. (New York City) during certain hours each week is likely to be approved. The programs would count towards the station's Canadian program content percentage.

Britain sets probe into tv violence

Television violence has become a national issue in Britain. The government has initiated a large-scale sociological probe into the impact of tv on young people, with particular reference to juvenile delinquency.

The Independent Television Authority, which has regulatory power over Britain's commercial network, and the British Broadcasting Corp. have agreed to cooperate.

The ITA has promised to finance the inquiry, which was first suggested several months ago by Chairman Sir Ivone Kirkpatrick. At that time Sir Ivone emphasized that the probe should not merely be negative but that it should also consider how tv could reduce delinquency.

The government minister announcing the probe said, "I do not think we are looking for a form of censorship. We are looking for a form of self-restraint."

Despite much concern over the impact of tv advertisements, the probe, as presently conceived, will examine only programs. No date has been set for its start. The first move will be a conference of experts to decide on the inquiry's framework.

Two recent events have brought the question of tv violence to a boiling point.

The first is the death by hanging of a boy shortly after he had watched the *Cheyenne* episode "The Bad Penny" in which there is a hanging scene. This was shown on March 17. Criticism has been levelled not only at the episode itself but also at the tv company concerned, which showed it at 6:30 p.m. on Saturday, a peak children's viewing time.

A Member of Parliament has pointed out to the Postmaster General that during the past 18 months three boys have been found dead from hanging after watching crime programs. He asked him to use his powers to ban hanging scenes. The Postmaster General refused, saying that since these deaths both the ITA and BBC-TV had been careful about such programs. The most recent death brings the number to four.

The other event was a scene from a BBC-TV adaptation of Charles Dickens' novel "Oliver Twist" in which a man kills his girl friend.

U. K. considers banning cigarette commercials

Following a recent report by the Royal College of Physicians suggesting a close link between smoking and lung cancer, the government is considering a ban against tv cigarette advertising.

The Independent Television Authority is collecting full information about such advertising. The facts and figures will be considered at the next meeting of the ITA Advertising Advisory Committee.

Members of this group include rep-

Japanese ad spending

Japanese broadcasters were less than $30 million short of surpassing newspapers in their share of their country's total advertising expenditures of $586,111,000 last year. The unofficial breakdown of media expenditures, as reported by Dentsu Adv. Ltd., Tokyo: Television, $149,722,000; radio, $49,444,000; newspapers, $228,889,000; magazines, $34,722,000; direct mail, $25 million; others, $89,167,000, and export advertising, $9,167,000.

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resentatives of the Ministry of Health, the British Medical Assn., the British Dental Assn., and the Pharmaceutical Society as well as advertisers.

The tobacco companies spend an estimated $14,000,000 a year on the medium.

Cigarette commercials are already banned during the children's program period, which runs from about 4:40 to 6 p.m.

ITA strike settled; Equity wins boosts

The five-month-old British actors' strike against the commercial network (ITA) was settled last week (April 3) when Equity, the actor's union, accepted a boost in minimum fees that would double and in some cases triple the current scale.

Involved, too, was Equity's victory in gaining payment—which it has sought for some time—for the number of stations using a particular program. The cost of the settlement to the commercial network: An estimated $5.6 million annually.

Aside from Equity getting what it wanted, the strike produced other results. BBC-TV programs appeared in the top 20 listings for the first time as a result of the blackouts of some of Britain's top shows. Production of *Man of the World,* a new series starring Craig (*Peter Gunn*) Stevens, was abandoned. The series was to have been offered for syndication in the U. S. Several hundred technicians also were laid off their jobs.

Halifax production house

Dansil Assoc. Ltd., Halifax, Nova Scotia, has established what it says is the first radio and tv program packaging and commercial production house in the Maritime Provinces. The company address: Suite 111, Brentwood Park, Olivet St.

Dansil is piloting a syndicated children's program and is running a children's program five days a week on the local Halifax CTV outlet.

Rand Martin, former commercial production director for CJCH-TV Halifax, is in charge of the operation.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Howard



Mr. Foster

William K. Foster and **John S. Howard,** account supervisors, Ted Bates & Co., New York, elected vps. Mr. Foster joined Bates in 1958 as account executive and was named assistant vp in December 1960. Mr. Howard joined agency in 1960. **Paul Reardon, Conant Sawyer** and **Frank Thompson,** media supervisors, were elected assistant vps.

Robert E. Field, Donald F. Mahlmeister and **Richard P. Monley** elected vps of MacManus, John & Adams, Bloomfield Hills, Mich. They are account executives—Mr. Field on Cadillac autos, Mr. Mahlmeister in retail field and Mr. Monley on American Oil Co.-Standard Oil (Indiana).

Jack W. Smock, vp in charge of Young & Rubicam's Los Angeles office, resigns to become president of Smock, Debnam & Waddell, newly formed Los Angeles advertising agency (see story page 38). **Robert C. Debnam,** Union Oil account supervisor, and **Paul R. Waddell,** copy director, both of Y&R's Los Angeles office, become vps and principals of new agency. Other SD&W personnel: **Robert Sowell,** head of merchandising; **Ray Pedersen,** art director; **Tom Connolly,** head of production; **Reg Spurr,** copywriter; **James King,** tv producer; **David Van deWalker,** office manager and **Maxine Greeness,** assistant; **Julie Herrell,** media buyer; **Marylinda Miller,** media; **Norman Blackburn,** traffic; **Mary Kostoff,** copy.

Philip R. Warner, who recently joined BBDO, New York, as management supervisor, elected vp. Before joining BBDO, Mr. Warner was vp and account supervisor with Benton & Bowles, that city.

Edmund R. Dewing Jr., group supervisor, Harold Cabot & Co., Boston advertising agency, elected vp.

Channing M. Hadlock elected vp and director of radio and tv for Chirurg & Cairns, New York and Boston advertising agency. He joined James Thomas Chirurg Inc. in 1959 prior to its merger with Anderson & Cairns Inc.

David McCullough, account supervisor, Compton Adv., New York, elected vp.

Richard V. Lombardi, radio-tv director, Hoag & Provandie, Boston advertising agency, elected vp. Mr. Lombardi will continue as agency's radio-tv director, post he has held since 1959.

Barbara Bender and **Samuel Abelow,** copy group heads, Grey Adv., New York, elected vps.

Frank M. Baker, vp, Grant, Schwenck & Baker, Chicago, elected

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governor of sixth district of Advertising Federation of America. He succeeds **Wendell D. Moore,** vp, MacManus, John & Adams, Bloomfield Hills, Mich.

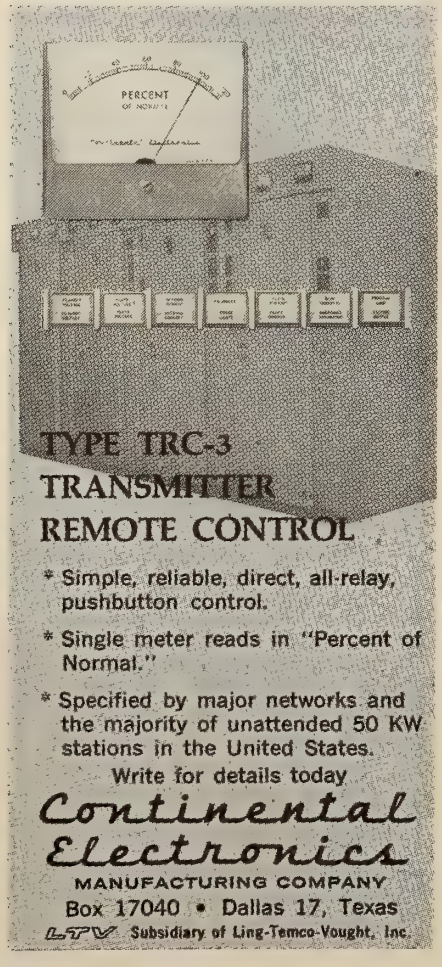
Robert M. Gamble Jr., president, Robert M. Gamble Inc., Washington advertising agency, elected chairman of Chesapeake Council, American Assn. of Advertising Agencies.

Les Rossi, former vp, Asher B. Etkes Assoc., advertising and pr agency, appointed advertising manager, S. A. Schonbrunn & Co., Palisades Park, N. J. Schonbrunn makes Savarin, Medaglia d'Oro, Brown Gold and Old Dutch coffees. Previously, Mr. Rossi was account executive with J. Walter Thompson Co., New York.

Bern Kanner, vp and associate media director, Benton & Bowles, New York, promoted to manager of media department.

Allen A. Arthur, former advertising director, Crowell-Collier Broadcasting Corp., Los Angeles, forms Allen A. Arthur & Assoc., advertising and pr firm, San Francisco, at 112 Market St.

Sid Marshall appointed director of Young & Rubicam's Hollywood commercial production center, succeeding **John Freese,** who will retire in June after 14 years with agency. Mr. Marshall, who joined Y&R in 1954, will supervise all tv commercial production in agency's Los Angeles and San Francisco offices as well as supervise west coast production of commercials for New York headquarters.



ABC-TV Affiliates meet

John F. Dille Jr., WSJV-TV South Bend-Elkhart, Ind., re-elected chairman of ABC-TV Affiliates Assn. at meeting in Chicago preceeding NAB convention, that city, last week. **Thomas P. Chisman,** WVEC-TV Hampton-Norfolk, Va., re-elected to affiliates board. New board members: **W. W. Warren,** KOMO-TV Seattle; **Martin Umansky,** KAKE-TV Wichita; **Lawrence H. Rogers II,** Taft Stations. Mr. Chisman was elected vice chairman of affiliates group; Mr. Warren, secretary, and Mr. Umansky, treasurer.

John Shima, media director, Kenyon & Eckhardt, Los Angeles, and **Paul Roth,** Benton & Bowles, New York, named media group heads at Kenyon & Eckhardt, New York.

Robert J. Heckenkamp, formerly with MacManus, John & Adams, Bloomfield Hills, joins Page, Winchester & Connelly, Birmingham, both Michigan, as media director.

Douglass L. Alligood, merchandising director, WCHB Inkster, Mich., joins BBDO, Detroit, as marketing account representative and media specialist.

Fred N. Dittmar, Dayton Power & Light Co., Dayton, Ohio, elected governor of fifth district of Advertising Federation of America, succeeding **Gordon Brunn** who becomes board chairman. Other officers elected: **Wilbur J. Janszen,** first lt. governor; **George Andrick,** second lt. governor; **Bradford W .Smith,** third lt. governor; **George M. Martindale,** fourth lt. governor; **Rod Covey,** secretary, and **Walter Hoy,** treasurer.

James G. Sherman, vp and executive art director, McCann-Erickson, Chicago, and **Daniel E. Kelly,** formerly with Foote, Cone & Belding, join Needham, Louis & Brorby, Chicago, as executive art director and tv writer, respectively. **Joseph Creaturo,** with NL&B for eight years, appointed executive tv art director.

Edward P. Ockenden, creative director, M. W. Hartung & Assoc., New Holland, advertising agency, appointed to newly created post of advertising and sales promotion manager, Schick Inc., Lancaster, both Pennsylvania.

John J. P. Odell, vp in charge of marketing, Keyes, Madden & Jones, Chicago, joins Leo Burnett Co., that city, in an account supervisory capacity on April 16.

Bill Stejskal, sales service coordinator, KABC-TV Los Angeles, appointed tv commercial production manager, Carl Falkenhainer Adv., that city. **Claire Moses,** Goodman Adv., and **Margaret McDermott,** Compton Adv., join Falkenhainer as associate media director and media assistant, respectively.

J. Edwin Chapman, vp, Earle Ludgin & Co., Chicago-based advertising agency, appointed copy chief.

Charles A. Gardner and **William Ballard,** both formerly with J. Walter Thompson Co., New York, join Lennen & Newell, that city, as senior copywriters.

Edward J. Smotzer, copywriter, BBDO, Pittsburgh, joins Fuller & Smith & Ross, that city, in similar capacity.

Edward Wilson elected vp of Foote, Cone & Belding, Los Angeles. Mr. Wilson, who has been with agency's Los Angeles office for 11 years, is currently account supervisor, directing advertising for Seaboard Finance Co. and Forest Fire Prevention (Smokey Bear) campaign. Previously he worked on Purex, Sunkist, and other agency accounts.

Paul Dictor, traffic manager, Erwin Wasey, Ruthrauff & Ryan, named traffic manager at Fuller & Smith & Ross, New York.

Andrew J. Lazarus, pr director, Gulton Industries, and **DeWolfe Hotchkiss,** tv art director, Benton & Bowles, join Muller, Jordan & Herrick, New York advertising agency, as pr director and art director for audio-visual programs, respectively.

THE MEDIA

William Whitsett, general manager, KCOP (TV) Los Angeles, relinquishes that post having fulfilled an arrangement with Nafi Corp. under which he agreed to manage station for six-month interim period following resignation of Alvin G. Flanagan last October (FATES & FORTUNES, Oct. 23, 1961). Mr. Whitsett, former administrative vp of Nafi's broadcast division, will announce future plans after taking brief vacation. Before joining Nafi, he had served for ten years as general counsel of Don Lee Div. of RKO General.

Howard N. Johansen, general manager, WENE Endicott, N. Y., appointed national sales manager, WHIM-AM-FM Providence, R. I.


Mr. Box

Ves R. Box, assistant general manager, KRLD - TV Dallas, elected vp. Mr. Box joined KRLD radio in 1940 as sports announcer and became chief announcer in 1947. He was appointed assistant program director for KRLD-TV in 1950, and two years later was promoted to program director. Mr. Box has served as assistant general manager since 1959.

Geno Cioe, national sales manager, Knorr Broadcasting Corp., appointed director of Detroit office of H-R Television Inc. and H-R Representatives Inc. Before joining Knorr, Mr. Cioe was senior account man with Headley-Reed in Chicago.

Frank Breslin, vp and general manager, WEOK-AM-FM Poughkeepsie, N. Y., joins WJRZ-AM-FM Newark, N. J., as commercial sales manager. **Herman (Sonny) Fields,** WJRZ sales executive, appointed local sales manager. **Richard J. Jennings,** assistant managing editor, NBC Radio's *Monitor,* joins WJRZ as director of news and public affairs.

Sam Worsham, account executive, KTVH (TV) Hutchinson - Wichita, Kan., promoted to assistant general sales manager. Mr. Worsham joined station in September 1959 in present capacity.

Walter Kay, formerly with Metropolitan Broadcasting Co., appointed local sales manager and executive producer, WOOK-TV Washington, which has scheduled target date of mid-summer.

Bernie Souers, account executive, WTTV (TV) Bloomington-Indianapolis, promoted to local sales manager.

Thomas Coe, sales department, International Latex Corp., joins sales staff, WOOD-TV Grand Rapids.

James J. Chetwood, announcer-engineer, WCTW-AM-FM New Castle, Ind., joins engineering staff, WLBG-AM-FM Laurens, S. C.

Phil Stout, announcer, WNPV Lansdale, Pa., and **Paul Gordon,** news editor, WBUD Trenton, N. J., join WTOA (FM) Trenton as operations manager and news director, respectively.

John E. Miller, account executive, WIAR-AM-FM Winston-Salem, N. C., promoted to commercial manager.

M. H. (Doc) Yager, president of Yager Pontiac Inc. and Yager Leasing Corp., Albany, N. Y., named general chairman of development fund campaign of Mohawk-Hudson Council on Educational Television, which will attempt to raise $348,000 to activate WMHT (TV) Albany (ch. 17).

Paul Downs, account executive, WAVY-AM-FM Portsmouth, Va., joins WAMS Wilmington, Del., as general manager. Mr. Downs' appointment was incorrectly reported in BROADCASTING, April 2, as joining WMAS Springfield. **Robert Donahue** continues as manager of WMAS-AM-FM Springfield, Mass.

Keith Glatzer, program and news director, WFOR Hattiesburg, Miss., named program director, KTVE (TV) El Dorado, Ark. **W. R. Eason,** KTVE's assistant treasurer, appointed business manager.

John Dean, announcer, WCAU-TV Philadelphia, and **Tom Stanwood,** program director, WAQE-AM-FM Baltimore, join WIBF (FM) Jenkintown, Pa., as production directors and host, respectively.

Michael J. Sciosia, production supervisor, WXEX-TV Richmond-Petersburg, joins WTOL-TV Toledo as director of *11th Hour News Final.*

Bill Biery, cartoon program host, WWL-TV New Orleans, resigns to join KCOP (TV) Los Angeles as host of *Felix the Cat Cartoonaronny* program.

Rouen J. Westcott, account executive, H-R Representatives, joins The Katz Agency, on tv sales staff of Los Angeles office. **Michael J. Lutomski,** formerly on sales staff of WWJ Detroit, joins tv staff of Katz' Detroit office, replacing **Robert Cook** who transferred to Los Angeles.

Anne Snyder, former director of NBC traffic department in New York and recently with traffic department of KHJ Los Angeles, joins KABC Los Angeles as sales coordinator.

CCBS re-elects chairman

Edwin W. Craig, WSM Nashville, was re-elected chairman of the Clear Channel Broadcasting Service at its annual meeting April 1 in Chicago. The radio group also re-elected **Harold Hough,** WBAP - AM - FM Fort Worth, as treasurer and **Victor A. Sholis,** WHAS Louisville; **James D. Shouse,** Crosley Broadcasting Co., and **Ward L. Quaal,** WGN Chicago, to serve with Messrs. Craig and Hough as the executive committee. A total of 58 executives of the 12 CCBS member-stations and guest stations were present for the meeting, held in conjunction with the NAB convention.



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NAFMB elects new complement of officers

A new slate of officers and directors was elected March 31 at the opening session in Chicago of the National Assn. of Fm Broadcasters. Seated (l to r): **Lynn Christian,** KODA-FM Houston; **Bill Baird Jr.,** WFMB (FM) Nashville, Tenn., secretary; **T. Mitchell Hastings Jr.,** Concert Network, president; **Arthur K. Crawford Jr.,** KCBH (FM) Los Angeles, vice president; **Abe Voron,** WQAL (FM) Philadelphia, treasurer. Standing: **Hugh Trotter,** WSEV-FM Sevierville, Tenn.; **Fred Beard,** WJDX-FM Jackson, Miss.; **Stan Hamilton,** WMAL-FM Washington; **Ted Leitzell,** WEFM (FM) Chicago; **David Polinger,** WTFM (FM) Lake Success, N. Y.; **Paul F. Braden,** WPFB-FM Middletown, Ohio; **Jack R. Kennedy,** CFRB-FM Toronto, Ontario.

Chaz Barrington, account executive, KBOI-AM-FM-TV Boise, Idaho, resigns to form own advertising employment agency, ADS/Associated Personnel Services, Salt Lake City. Mr. Barrington, 23-year veteran of broadcasting and advertising, will specialize in personnel placement in radio and television industries.

Mort Nusbaum, Rochester, N. Y., radio personality, resigns all radio affiliations to concentrate on his daily *How's Business?* tv financial series on WROC-TV, that city.

Eric Bose, account executive, WCKY Cincinnati, assumes additional duties as assistant sports director.

Alexander Cabot, news director, WAVA-AM-FM Arlington, Va., appointed chief news correspondent.

Howard Cosell, veteran sports commentator, appointed manager of sports for ABC Radio Network. **Tom Harmon,** CBS sportscaster for past 12 years, joins ABC Radio for daily sports program (6:40-6:50 p.m. EDT, Monday-Friday) and for eight 5-minute programs on weekends starting Sept. 1.

Ted Street, formerly with WPOP Hartford, Conn., joins night news department, WHB Kansas City.

Hendrik J. Berns, editorial staff, *Miami News,* joins news department, WGBS-AM-FM Miami.

Bob Penrod, newsman and air personality, WGVA Geneva, joins WIBX Utica, both New York, as night news editor and announcer.

William H. Brubaker, news staff, KXLY - AM - FM - TV Spokane, joins KPOJ-AM-FM Portland, Ore., as news director.

Charles Aldinger, UPI, Atlanta, transfers to news agency's Miami office.

William B. Hartsfield named editorial consultant to WSB-AM-FM-TV Atlanta.

Bill Delzell, former program director and announcer, KMMJ Grand Island, Neb., joins KMEO Omaha.

Richard Fennel, operations manager, WRDW-TV Augusta, joins announcing staff, WLOS-TV Asheville, N. C.

Milton Klein, former sales manager, KFWB Los Angeles, joins sales department, KHJ-TV, that city. **Larry Hays,** KHJ's production manager, promoted to special events director and assistant to director of programming.

Kenneth Lyons, comptroller, WGMS-AM-FM Washington, named comptroller of RKO General National Sales Div., New York.

Steve Fentress, newsman, KMOX-TV St. Louis, appointed manager of news and public affairs departments.

Quentin Kelly, former publicist and feature writer, MGM Studios, joins KTVU (TV) Oakland-San Francisco as publicity director.

John Hurlbutt, Charles Bartling and **Dave Durrett** join WPDQ Jacksonville, Fla., as air personality, newsman and salesman, respectively.

Bill Dane, former program director, KFDA Amarillo, joins KLPR Oklahoma City as air personality.

Roger Ferrier joins KISN Vancouver, Wash.-Portland, Ore., as air personality.



PROGRAMMING

Charles Barclay and **Robert F. Briody** elected vps of Raymond Scott Enterprises, New York producers of musical and electronic commercials. Mr. Barclay will serve as general manager; Mr. Briody as office manager.

Charles Schnee resigns as president of Writers Guild of America, West, due to pressure of personal affairs. **James Webb,** president of union's screen branch, succeeds Mr. Schnee as WGAW president. **Allen Rivkin,** screen branch vp, becomes president of that section of guild. Arrangement will hold until WGAW elections in May 1963, as officers are elected for two-year terms.


Mr. Jaffe


Mr. Hyams

Leo Jaffe, first vp and treasurer, Screen Gems Inc., New York and first vp and treasurer of parent Columbia Pictures Corp., elected first vp and chairman of finance committee of Screen Gems and executive vp of Columbia Pictures. **Jerome Hyams,** vp and general manager of Screen Gems, elected executive vp and general manager of SG and has been elected to Columbia's board of directors. **Bert Schneider,** director of business affairs for SG, elected treasurer. **Milton Rogin** and **Thomas Howell** elected vps of Cellomatic Div. of Screen Gems. Mr. Rogin was president of Cellomatic Corp. and Mr. Howell was vp before its purchase by Screen Gems last January.

Henry Ushijima, vp and executive producer, John Colburn Assoc., Chicago, resigns to devote more time to active production in tv and films. He will continue to serve Colburn as contract producer-director, but will also produce independently through his own firm, Henry Ushijima Films Inc. **Fred Jochum,** formerly with Atlas Film Corp., joins Colburn as account executive and production manager.

Lewis W. Shollenberger, director of special events and news, ABC, Washington, elected member of board of trustees of National Academy of Television Arts & Sciences. **Weston Harris,** program manager, WRC-TV Washington, elected member of NATAS's Washington chapter's board of governors. He fills vacancy created by **Rob Diefenbach,** who recently resigned as WRC's publicity coordinator.

George M. Benson, treasurer, Selective Communications Corp., New York, appointed general manager. **Bruce Eells** and **Carl Eastman** named SCC's sales consultant and production consultant, respectively. Mr. Benson has also been serving Educational Television for the Metropolitan Area Inc. as business and financial consultant.

Robert Blackmore, NBC Films representative in San Francisco, named sales executive for Central States. **Con Hartsock** joins NBC films as sales executive for Southwest.

Robert P. Chenault, for past five years producer in charge of commercials at Warner Bros. and Four-Star Productions, joins Don Fedderson Commercial Productions, Hollywood, as production manager of new organization. While at Warner Bros., Mr. Chenault also produced *Bell Science Series* for Bell Telephone Co.

Joseph Calvelli, free-lance writer who recently completed work on screen play for "My Six Loves" at Paramount Pictures, signed by Metro-Goldwyn-Mayer as associate producer in charge of stories for new full-hour dramatic series, *Sam Benedict,* starring Edmond O'Brien. Series will debut on NBC in September.

Robert Sulliver, assistant financial editor, *Los Angeles Times,* is now handling twice-daily market and business news reports on KABC Los Angeles at 8:45 a.m. and 5:05 p.m. each business day.

Elliott Arnold, novelist and tv writer, appointed story consultant for *Rawhide,* CBS-TV series, for which he wrote two original teleplays used this season and two more for 1962-63 season.

Joseph Gallagher, CBS sports department, joins Sports Network Inc., New York, on production staff.


Mr. Kayle

Milton P. Kayle, vp in charge of business and legal affairs, Independent Television Corp., New York, resigns to become executive vp of VIP Radio Inc., subsidiary of Whitney Communications Corp., which owns and operates Herald-Tribune Radio Network (WVIP Mount Kisco, WGHQ Kingston, WVOX - AM - FM New Rochelle, and WFYI Garden City, all New York). He will assume new duties at VIP Radio in mid-April. Mr. Kayle became associated with ITC in March 1957 when production company acquired Television Programs of America, where he was general counsel. Subsequently, he was elected ITC's secretary in 1959 and vp in charge of business and legal affairs in February 1960.

Judy Adkins, casting director, *My Three Sons,* appointed casting director in charge of talent placement for all incoming productions at Don Fedderson Productions, Hollywood.

EQUIPMENT & ENGINEERING

Gerhard E. Kadisch, vp and director, General Ceramics Corp., Keasbey, joins Bogen-Presto Div., The Siegler Corp., Paramus, both New Jersey, as vp for marketing.

Robert H. Sommer, coordinator of manufacturing costs control, Sylvania Electric Products, New York, elected

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controller of General Telephone & Electronics Labs, that city. Both companies are subsidiaries of General Telephone & Electronics Corp. Mr. Sommer joined Sylvania in 1952 as junior cost accountant in Newton, Mass., and was appointed to his present post in 1959.

William F. E. Long, manager of Philco Corp.'s microelectronics department, returns to Electronic Industries Assn., Washington, as director of marketing services. Mr. Long was first manager of EIA's marketing data department. He succeeds **George W. Westfall** who has resigned.

C. Arthur Foy, marketing manager, Vega Electronics Corp., Cupertino, Calif., appointed director of Vega Microphone Sales Co., Los Altos, newly formed sales company to market firm's Vega-Mike wireless microphone systems. In addition, Mr. Foy will serve as marketing consultant to Vega Electronics.

Donald C. Bright, vp, instrument-industrial division, Hoffman Electronics Corp., Los Angeles, joins Zenith Radio Corp., Chicago, as director of government and special products division.


Mr. Shaw

John Shaw, for past six years president of Western Lithograph Co., Los Angeles, elected president of Mobile Video Tapes Inc., Beverly Hills, succeeding **Lester E. Hutson,** board chairman. Mr. Shaw joined Western Lithograph, subsidiary of Standard Packaging Corp., in 1954 as vp and general sales manager. Mobile Video Tapes, organized in 1959 to develop and operate mobile tv recording studios, recently has diversified into graphic arts field through acquisition of three companies: Econolist, Kerr Printers Inc. and Kerr Lithographers.

Wellington F. Scott, corporate counsel, Raytheon Co., Lexington, Mass., assumes added duties as secretary of company, succeeding **Richard P. Axten,** who becomes director of Raytheon's financial relations. Mr. Scott joined electronics firm as an attorney in 1956 and was appointed corporate counsel in July 1961.

Harold R. Mumma, midwest industrial sales manager, CBS Electronics Sales Corp., Chicago, joins semiconductor division, Motorola Corp., that city, as regional distributor manager.

Raymond J. Klemmer, associate head of planning, GPL Div., General Precision Inc., Pleasantville, N. Y., promoted to divisional planning manager.

Richard L. Young Jr., managing editor, the *Charlotte* (N. C.) *News,* and former pr manager for Ford Motor Co.'s southern pr office, joins Philco Corp., Philadelphia, as assistant director of pr. He is succeeded by **Perry Morgan,** associate editor.

GOVERNMENT


Mr. Wheeler

Romney Wheeler, former tv director, U. S. Information Agency, resigns to join pr department, RCA, New York. Mr. Wheeler, who had served as director of USIA's tv service since it was organized in November 1958, was succeeded by Charles H. Hill (WEEK'S HEADLINERS, Feb. 19). Previously, Mr. Wheeler was director of NBC's European operations and president of NBC International Ltd. He had remained at agency until now at request of USIA Director Edward R. Murrow, as advisor to tv service.

ALLIED FIELDS

H. Reid Strieby, senior research analyst, MarPlan Div., McCann-Erickson, Chicago, joins Market Facts Inc., that city, as associate study director.

Josiah (Jock) A. Flournoy, formerly with U. S. Trust Co., New York, joins Broadcast Clearing House, that city, as administrative assistant.

Beverly A. Simmons, formerly with WSB-AM-FM-TV Atlanta, and **Mrs. Elspeth Simmons Corley,** formerly with WIIN and John E. Pearson Co., both Atlanta, form Sim-Cor & Co., supplementary office service for radio-tv stations and advertising agencies, that city.

INTERNATIONAL

Julian Roffman named general manager of CKKW Kitchener, Ont.

Joseph Pyne, host and air personality, CKGM Montreal, Canada, joins KABC-AM-FM Los Angeles in similar capacity.

DEATHS

John W. Beck, 35, chief engineer, KTAR-TV Phoenix, died of heart attack March 31 at his home in that city, where he had been making plans to leave following morning for NAB convention in Chicago. Before moving to Arizona in 1953 to assist in construction of ch. 12 (then KTYL-TV Mesa), Mr. Beck had been associated with WTOP-TV Washington.

FCC STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 28 through April 4.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

ACTION BY BROADCAST BUREAU

Marion, Ind.—Geneco Bcstg. Inc. Granted uhf ch. 31 (572-578 mc). ERP 21.9 kw vis., 11.8 kw aur. Ant. height above average terrain 185 ft., above ground 235 ft. Estimated construction cost $70,000; first year operating cost $70,000; revenue $75,000. P.O. address 708 S. Branson St., Marion. Studio and trans. location Marion. Geographic coordinates 40° 33′ 26″ N. Lat., 85° 39′ 52″ W. Long. Trans. RCA TTU-1B, ant. RCA TFU-24DM. Legal counsel Spearman & Roberson, Washington, D. C.; consulting engineer Ralph J. Bitzer, St. Louis, Mo. **Eugene C. Thompson**, sole owner, is in real estate rental business. Geneco is applicant for am station in Marion.

APPLICATIONS

Tuscumbia, Ala.—Elton H. Darby. Uhf ch. 47 (668-674 mc). ERP 220 kw vis., 110 kw Ant. height above average terrain 345 ft., above ground 368 ft. Estimated construction cost $263,003; first year operating cost $100,000; revenue $100,000. P. O. address 509 N. Main St., Tuscumbia. Studio location Tuscumbia, trans. location Sheffield, Ala. Geographic coordinates 36° 46′ 37″ N. Lat., 87° 40′ 34″ W. Long. Trans. RCA TTU-12A, ant. RCA TFU-24DM. Consulting engineers Kear & Kennedy, Washington, D. C. Mr. Darby is licensee of WVNA Tuscumbia and permittee of WVNA-FM. Ann. April 4.

***Hartford, Conn.—Connecticut Educational Tv Corp.** Uhf ch. 24 (530-536 mc). ERP 204.2 kw vis., 98 kw aur. Ant. height above average terrain 902 ft., above ground 503 ft. Estimated construction cost $253,269; first year operating cost $150,000. P. O. address c/o Ben. A. Hudelson, Trinity College, Hartford. Studio location to be determined, trans. location Avon, Conn. Geographic coordinates 41° 46′ 29″ N. Lat., 72° 48′ 20″ W. Long. Trans. GE TT-25-A, ant. GE TY-25-B. Legal counsel Dow, Lohnes & Albertson, Washington, D. C.; consulting engineers A. D. Ring & Assoc., Washington, D. C. Ann. April 3.

New am stations

ACTIONS BY FCC

Albany, Ga.—Lynne-Yvette Bcstg. Co. Granted 1250 kc, 1 kw D. P. O. address Albany. Estimated construction cost $28,180; first year operating cost $36,000; revenue $48,000. Principals: **David E.** and **Madeleine O. Fleagle** (each 50%). Mr. and Mrs. Fleagle own WDMF Buford, Ga. Ann. March 28.

Elkton, Md. — Suburban Bcstg. Corp. Granted 1550 kc, 250 w D, DA. P. O. address 2901 Philadelphia Savings Fund Bldg., 12 S. 12th St., Philadelphia 7. Estimated construction cost $25,160; first year operating cost $36,000; revenue $45,000. Principals: **Leon Edward Pamphilon** (52.6%), **Glenn L. Musser** and **Howard S. Frazier Inc.** (each 23.4%) and others. Mr. Pamphilon is government employe; Howard S. Frazier Inc. is business consulting firm; Mr. Musser is vice president of research engineering firm. Action April 3.

Lancaster, S. C.—Palmetto Bcstg. System Inc. Granted 1560 kc, 1 kw (500 w-CH). P. O. address 351 Yorkmont Rd., Charlotte, N. C. Estimated construction cost $13,530; first year operating cost $30,000; revenue $36,000. Principals: **B. L. Phillips Jr., Michael C. Turner** and **John D. Martin** (each one-third). Mr. Phillips has been announcer and engineer for WSOC-TV Charlotte, N. C., and is announcer and engineer for WIST Charlotte; Mr. Turner is announcer for WIST; Mr. Martin is sales manager for WLCM Lancaster. Granted with engineering condition; presunrise operation with daytime facilities precluded pending decision in doc. 14419. and program tests not to be authorized until permittee has submitted evidence to prove that Messrs. Phillips and Turner have severed their connections with WSOC and WIST. Action March 28.

APPLICATIONS

Centre, Ala.—Radio Centre. 1590 kc, 1 kw D. P. O. address Sturdivant St., Centre. Estimated construction cost $24,714; first year operating cost $28,000; revenue $34,000. **Fleeman H. Boney**, sole owner, is attorney and has been judge of city court for past two years. Ann. March 30.

Cottonwood, Ariz.—Peter Viotti. 1600 kc, 1 kw D. P. O. address 1 S. Sitgreaves, Flagstaff. Estimated construction cost $27,160; first year operating cost $32,400; revenue $48,000. Mr. Viotti owns furniture business. Ann. March 30.

Marietta, Ga.—Cobb County Bcstg. Co. 1090 kc, 1 kw D. P. O. address box 38, Punxsutawney, Pa. Estimated construction cost $22,590; first year operating cost $42,750; revenue $49,000. Principals: **Sheridan W. Pruett** and **Charles M. Erhard Jr.** (each 50%). Mr. Pruett owns 51% of WPME Punxsutawney, Mr. Erhard 21%. Messrs. Pruett and Erhard each own 33.3% of WWCH Clarion, Pa. and 50% of applicant for new station in Sutton, W. Va. Ann. March 30.

Geneseo, Ill.—Geneseo Bcstg. Co. 1500 kc, 250 w D. P. O. address 116½ S. State St., Geneseo. Estimated construction cost $34,533; first year operating cost $36,000; revenue $40,000. Principals: **Ernest G. Swint** and **Dale R. Swanson** (each 50%). Mr. Swint has been engineer for WBBQ and WJBF (now WBIA), both Augusta, Ga., and owns two-way radio service; Mr. Swanson owns retail drug store. Ann. April 2.

Corinth, Miss.—The Progressive Bcstg. Co. 1350 kc, 1 kw D. P. O. address box 1078, Corinth. Estimated construction cost $27,852; first year operating cost $24,000; revenue $34,525. Principals: **James D. Anderson** and **Frank F. Hinton** (each 50%). Mr. Anderson is chief engineer of WCMA Corinth; Mr. Hinton owns wholesale oil business. Ann. March 29.

Rapid City, S. D.—Midcontinent Bcstg. Co. 880 kc, 50 kw unl., DA-N. P. O. address Phillips at Thirteenth, Sioux Falls, S. D. Estimated construction cost $230,319; first year operating cost $225,000; revenue $275,000. Principals: **Joseph L. Floyd, N. L. Bentson** and **Edmond R. Ruben** (each one-third). Midcontinent owns KELO-AM-TV Sioux Falls, KPLO-TV Reliance, KDLO-TV Florence, all South Dakota, and 37% of KSO Des Moines, Iowa. Messrs. Floyd, Bentson and Ruben own WLOL-AM-FM Minneapolis, and each 21% of KSO. Ann. March 30.

Renton, Wash.—Washington Bcstg. Co. 1420 kc, 500 w DA-D. P. O. address box 216, Renton. Estimated construction cost $6,700; first year operating cost $60,300; revenue $78,000. Principals: **M. L. Williams, Stephen C. Wray** and **Raymond H. Pounder** (each one-third). Messrs. Pounder and Williams are salesmen for KIXI Seattle, Wash.; Mr. Wray is announcer for KIXI. Ann. April 3.

Green River, Wyo.—Daniel E. Breece. 1400 kc, 250 w, unl. P. O. address box 436, Lander, Wyo. Estimated construction cost $16,000; first year operating cost $45,000; revenue $45,000. Mr. Breece owns 32% of KOVE Lander. Ann. March 30.

Existing am stations

ACTIONS BY FCC

WIVY Jacksonville, Fla.—Designated for hearing application for change of facilities from 1050 kc, 1 kw, D, to 1080 kc, 1 kw, DA-1, unl.; dismissed as moot Sept. 2, 1960 petition by WIVY for waiver of sec. 1.351 of rules. Action March 28.

WROK Rockford, Ill.—Waived sec. 3.24 (g) of rules and granted increased daytime power on 1440 kc from 1 kw to 5 kw, with DA, D, continued nighttime operation with 500 w; engineering conditions and presunrise operation with daytime facilities precluded pending decision in doc. 14419. Action March 28.

WBBY Wood River, Ill.—Designated for hearing application for mod. of cp to change station designation to Wood River-Alton. Comr. Craven dissented. Action March 28.

WANS Anderson, S. C.—Granted increased daytime power from 1 kw to 5 kw, continued operation on 1280 kc, 1 kw-N, DA-N; engineering condition and pre-sunrise operation with daytime facilities precluded pending decision in doc. 14419. Action March 28.

APPLICATIONS

KBAR Burley, Idaho—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 2.

KORK Las Vegas, Nev.—Amendment to application for cp (which requested an increase in daytime power from 250 w to 1 kw) to change frequency from 1340 kc to 780 kc, increase power to 50 kw, unl., change ant.-trans. location and install DA-D-N (DA-1) (3 tower array). Ann. March 29.

New fm stations

ACTION BY FCC

Miami, Fla.—Harvey Sheldon. Granted 104.3 mc, 3.88 kw. Ant. height above average terrain 296 ft. P. O. address 23 Central Ave., Lynn, Mass. Estimated construction cost $16,792; first year operating cost $23,457; revenue $55,000. Mr. Sheldon is permitee of WUPY(FM) Lynn, Mass. Action March 29.

ACTION BY BROADCAST BUREAU

McKenzie, Tenn.—McKenzie Bcstg. Co. Granted 101.6 mc, 2.8 kw. Ant. height above average terrain 165 ft. P. O. address 421 Paris St., McKenzie. Estimated construction cost $15,200; first year operating cost $12,000; revenue $6,000. Principals: **Michael R.** and **Florence Ellen Freeland** (each 50%). Mr. Freeland owns license of WFWL Camden, Tenn.; Mrs. Freeland is secretary-treasurer of licensee of WFWL. Action March 28.

APPLICATIONS

Terre Haute, Ind.—Paul Dean Ford. 102.7 mc, 1.08 kw. Ant. height above average

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

terrain 26.4 ft. P. O. address 4341 S. 8th St., Terre Haute. Estimated construction cost $2,330; first year operating cost $15,000; revenue $20,000. Mr. Ford is broadcast engineering consultant, applicant for new am station in Casey, Ill., and has minor interest in applicant for new am station in Blytheville, Ark. Ann. March 30.

Garden City, Kan.—Ark-Valley Bcstg. Inc. 97.3 mc, 10.9 kw. Ant. height above average terrain 230 ft. P. O. address box 247, Garden City. Estimated construction cost $7,900; first year operating cost $6,300; revenue $12,000. Applicant is licensee of KNCO Garden City. Ann. March 30.

Las Vegas, Nev.—Mrs. E. W. Cragin. 101.9 mc, 20 kw. Ant. height below average terrain 20.6 ft. P. O. address 2820 W. Charleston Blvd., Las Vegas. Estimated construction cost $21,100; first year operating cost $24,000; revenue $24,000. Mrs. Cragin owns motion picture theatre and is copartner in hi-fi components retail store. Ann. April 4.

Ownership changes

APPLICATIONS

KIQS Willows, Calif.—Seeks assignment of cp from **Vern C. Hatfield, Walter D. Stewart** and **William F. Ward** (each one-third), d/b as **Glenn County Bcstrs.** to new corporation made up of same principals, d/b as **Glenn County Bcstrs. Inc.**; no consideration involved. Ann. March 29.

WMDF Mount Dora, Fla.—Seeks assignment of license from **WMDF Inc.** to **Robert A. Lewis**, trustee. Ann. April 3.

WBIW Bedford, Ind.—Seeks assignment of license from **Central Bcstg. Corp.** to **Bedford Bcstg. Corp.**, newly formed wholly owned subsidiary of Central Bcstg. Corp.; no consideration involved. Central owns WKBV-AM-FM Richmond, and WBAT Marion, both Indiana. Ann. March 29.

WINN Louisville, Ky.—Seeks assignment of license and cp from **Winn Bcstg. Corp.** to **Kentucky Central Bcstg. Inc.**; consideration $500,000. Kentucky Central is owned by **Bluegrass Bcstg. Inc.**, licensee of WVLK-AM-FM Lexington, WFKY Frankfort, WCMI-AM-FM Ashland, all Kentucky, and WHOO-AM-FM Orlando, Fla. Ann. March 30.

KFBB-AM-TV Great Falls, Mont.—Seeks transfer of all stock in **KFBB Bcstg. Corp.** from **David E. Bright** (55%), **Ernest L. Scanlon** (25%) and **Daniel T. O'Shea** (20%), to **Lawrence S. Berger** (30%), **Irving B. Harris** (30%), **Donald B. Nathanson** and **Burt I. Harris** (each 20%), d/b as **Harriscope Bcstg. Corp.**; consideration $350,000. Messrs. Berger, Irving and Burt Harris and Nathanson have interest in KTWO-AM-TV Casper, Wyo.; Messrs. Irving and Burt Harris and Mr. Nathanson have interest in KKAR Pomona and KLFM(FM) Long Beach, both California. Ann. March 27.

WRNW Mt. Kisco, N. Y.—Seeks transfer of 42.5% of stock in **Incorporated Meliphon** from **Gordon W.** and **Bertha H. Edwards** (15%), **Richard W. Burden, Julius Frank Geilenkirchen** (each 12.5%) and **H. Dean Corse** (2.5%) to **Carleton Campbell** (present owner of 11.2%); consideration $8,500. Ann. March 28.

WDOD-AM-FM Chattanooga, Tenn. — Seeks assignment of license from **WDOD Bcstg. Corp.** to **Bowling Green Bcstrs. Inc.**; consideration $225,000. Bowling Green is owned by **Cy N. Bahakel**, d/b as **Greenwood Bcstg. Inc. Mr. Bahakel** owns WABG-AM-TV Greenwood, WKOZ Kosciusko, both Mississippi; WKIN Kingsport, Tenn.; WWOD-AM-FM Lynchburg, WRIS Roanoke, both Virginia; WLBJ Bowling Green, Ky., and KXEL-AM-FM Waterloo, Iowa. Mr. Bahakel is applicant for sale of WKOZ. Ann. March 26.

KBLE-FM Bellingham, Wash.—Seeks assignment of cp from **L. N. Ostrander** and **G. A. Wilson** (each one-half), d/b as **Eastside Bcstg. Co. to L. N. Ostrander, G. A. Wilson** and **Don J. Bevilacqua** (each one-third), d/b as **Birch Bay Bcstg. Inc.**; consideration $937.50. Assignee is licensee of KARI Blaine, Wash. Ann. March 30.

KLOQ Yakima, Wash.—Seeks transfer of 50% of all stock in **Yakima Bcstg. Corp.** from **William E. Shela** to **Virginia S. Richardson**; consideration $20,517. Mrs. Richardson and her husband own crop dusting and flying businesses. Ann. April 4.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that Feb. 7 initial decision which looked toward granting application of Suburban Bcstg. Corp., for new am station to operate on 1550 kc, 250 w, DA, D, in Elkton, Md., and denying application of Lancaster County Bcstrs. for similar facilities with 1 kw in Lancaster, Pa., became effective March 29 pursuant to sec. 1.153 of rules. Ann. April 3.

■ Commission gives notice that Feb. 7 initial decision which looked toward denying application of Plains Radio Bcstg. Co. for (1) additional time to construct fm stations KRKY Denver, Colo., WFFM Cincinnati, Ohio, KFMV Minneapolis, Minn., KFMC Portland, Ore., and KPRN Seattle, Wash., and (2) assignment of cps for those stations to United Communications Inc., became effective March 29 pursuant to sec. 1.153 of rules. Plains Radio showed lack of diligence in constructing stations, trafficking in cps, and United made no survey of programming needs of communities. Ann. April 3.

STAFF INSTRUCTIONS

■ Commission on March 29 directed preparation of document looking toward affirming Dec. 6, 1961 initial decision which would grant application of John Coleman, William R. Brown and Donald R. Williams, d/b as Regional Radio Service, for new am station to operate on 1460 kc, 500 w, DA, D, in Rantoul, Ill., conditioned that program tests will not be authorized until permittee has submitted evidence to prove that Messrs. Brown and Williams have severed their connections with WDWS Champaign, Ill.

Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Strafford Bcstg. Corp. to increase hours of operation of WWNH Rochester, N. H., from daytime only to unl., with DA night, continued operation on 930 kc, 5 kw. Action April 4.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward revoking license of Mandan Radio Assoc. for KBOM (1270 kc, 1 kw-LS, 250 w-N) Bismarck-Mandan, N. D., for unauthorized transfer of control and other violations. Ann. April 30.

Routine roundup

■ Commission notified Lake Area Broadcasting Co., that it has incurred an apparent liability of $1,000 because KOLS Pryor, Okla., operated prior to sunrise and engaged in other technical violations. KOLS has opportunity to, within 30 days, contend by statement whether it should not be held liable or why the forfeiture should be reduced. Action March 28.

■ Commission notified WNOE, Inc., that it has incurred an apparent liability of $10,000 on evidence that WNOE New Orleans, La., conducted a "rigged" contest. WNOE is further advised that it can, within 30 days, file a statement why it should not be held liable or why the forfeiture should be reduced to a lesser amount. Action March 28.

■ By letter, commission denied petition by North Shore Bcstg. Inc., for waiver of sec. 3.265 of rules to permit operation of trans. of WEAW-FM Evanston, Ill., by restricted operator permit holder. Action March 28.

■ By letter, commission granted request by Shenval Bcstg. Co. (WHPL), Winchester, Va., and accepted for filing as of Jan. 31 its application tendered Jan. 12 to change from daytime to unl., with DA-2, continued operation on 610 kc with 500 w. Comr. Ford not participating. Action March 28.

■ By memorandum opinion & order, commission (1) denied request by Storer Bcstg. Co. for waiver of previous sec. 1.351(b) of rules; (2) returned as unacceptable its tendered application to increase daytime power of WJW Cleveland, Ohio, from 10 kw to 25 kw, continued operation on 850 kc, 5 kw-N, DA-2, without prejudice to Storer resubmitting its application, accompanied by required engineering showing, in event it believes its proposal is acceptable for filing under Jan. 31, 1962 "clear channel" criteria; and (3) dismissed as moot opposition of WHAS Louisville, Ky. Action March 28.

■ By letter, commission denied request by Western Bcstg. Corp. for reinstatement of its application for new daytime am station to operate on 1530 kc, 1 kw (250 w-CH), in Pikesville, Md., which was dismissed Oct. 19, 1960 pursuant to request of applicant. Action March 28.

■ By separate memorandum opinions & orders, commission denied petitions for stay by Wometco Enterprises Inc. (WTVJ, ch. 4), Miami, Fla., pending commission action on its petitions for rehearing or pending an appeal of (1) Feb. 14 grant to Scripps-Howard Radio Inc., to relocate trans. site of WPTV (ch. 5) West Palm Beach, from point about 2 miles north of West Palm Beach to about 12 miles southwest of that city, increase ant. height to 990 ft., with vis. ERP 100 kw and aur. ERP 50 kw, and (2) Feb. 21 grant to WEAT-TV Inc., to relocate trans. site of WEAT-TV (ch. 12) West Palm Beach, from about one mile southwest of West Palm Beach to about 12 miles southwest of that city, increase ant. height from 310 ft. to 990 ft., and vis. ERP from 100 kw to 306 kw (maximum lobe 316 kw), with aur. ERP 153 kw. Action March 28.

■ By memorandum opinion & order, commission (1) denied request by A. H. Belo Corp. for waiver of sec. 1.356 concerning interim fm application processing and (2) retained in files its application to increase ERP of WFAA-FM Dallas, Tex., from 47 kw to 57 kw, pending finalization of fm rulemaking in doc. 14185. Comr. Cross dissented. Action March 28.

■ Commission revised secs. 4.15 and 1.328 (a) of its rules relating to tv translator stations to extend license period of such stations from one to three years, on staggered basis according to 18 geographic areas, and to require filing of renewal applications 90 days prior to expiration of license instead of 60 days as now. By report & order, commission is making new requirements effective as of May 4. By separate order, to get new staggered system going, it is extending present licenses of translator stations in certain states as follows: Virginia, North and South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, Missouri, Kentucky, Tennessee, Indiana, Illinois, Michigan, Wisconsin, Puerto Rico, and Virgin Islands—to Aug. 1, 1962. Oklahoma and Texas —to Oct. 1, 1962. Kansas and Nebraska—to

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Dec. 1, 1962. Iowa and South Dakota—to Feb. 1, 1963. Minnesota and North Dakota—to April 1, 1963. Wyoming—to June 1, 1963. Montana—to Aug. 1, 1963. Idaho—to Oct. 1, 1963. Washington—to Dec. 1, 1963. Oregon—to Feb. 1, 1964. Alaska, Hawaii, and Guam—to April 1, 1964. Colorado—to June 1, 1964. Action March 28.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted in part petition by Jefferson Standard Bcstg. Co. to correct transcript of oral argument in Greensboro-High Point, N. C., tv ch. 8 proceeding, but denied request to strike lines 24 and 25 on page 4249 and lines 1 through 14 on page 4250 of transcript. Action March 29.

By Chief Hearing Examiner James D. Cunningham

■ Granted joint petition by Voice of Cape Henlopen Inc. (applicant for new daytime am station to operate on 1520 kc, 250 w, in Rehoboth Beach, Del.), Bi-States Bcstrs. (applicant for new daytime am station to operate on 1520 kc, 1 kw, DA, in Ocean City-Somers Pt., N. J.), and VIP Bcstg. Corp. (to increase power of WFYI Mineola, N. Y., from 10 kw to 50 kw, continued operation on 1520 kc, DA)—(1) approved agreement for withdrawal filed March 12; (2) approved March 2 agreement between Voice of Cape Henlopen and Bi-States Bcstrs. whereby Voice application would be dismissed on immediate payment of $750 and additional payment of $750 contingent upon ultimate grant of Bi-States application or any application with which it may in future be merged and (3) approved March 6 agreement whereby VIP would reimburse Bi-States for 50% of any sums it may pay to Voice pursuant to March 2 agreement; dismissed Voice application with prejudice. Applications were consolidated for hearing with Saul M. Miller, Kutztown, Pa. Action April 3.

■ Granted petition by Waterland Bcstg. Corp., to extent that it seeks dismissal of its application for new am station in Fenton, Mich., which is consolidated for hearing in docs. 14085 *et al.* (Community Service Bcstrs. Inc., Ypsilanti, Mich.), but dismissed Waterland's application with prejudice. Action April 3.

■ Granted joint petition by Lord Berkeley Bcstg. Inc., and Grand Strand Bcstg. Co., applicants for new am stations to operate on 950 kw, 500 w, D, in Moncks Corner and Myrtle Beach, S. C., respectively, approved agreement whereby Lord Berkeley would pay Grand Strand $1,000 for expenses incurred in connection with its application, in return for its withdrawal; dismissed Grand Strand application with prejudice; and referred Lord Berkeley application to presiding hearing examiner for appropriate disposition. Action April 3.

■ Granted petition by Pennland Bcstg. Inc. and dismissed its application for new am station in McSherrystown, Pa., which is consolidated for hearing in docs. 14425 *et al.*—Saul M. Miller, Kutztown, Pa., *et al.*, but application dismissed with prejudice; dismissed as moot petition by Bel Air Bcstg. Co. for dismissal of Pennland. Action April 2.

■ Granted petition by Broadcast Bureau and extended from March 30 to April 6 time for filing response pleadings to petition of Frontier Bcstg. Co. to intervene in proceeding on applications of Laramie Community Tv Co., division of Collier Community Tv Inc., Laramie, Wyo., for cps for vhf translator stations, *et al.* Action April 2.

■ Granted petition by WDYL Radio Inc. (WDYL), Ashland, Va., and dismissed its am application which was consolidated in hearing in docs. 14488 *et al.* Action April 2.

■ Granted petition by BCD Bcstg. Co. to extent that it seeks dismissal of its application for new am station in Richmond, Va.; application dismissed with prejudice; and remaining applications in consolidation retained in hearing status. Action April 2.

■ Denied petitions by Rockland Radio Corp., Spring Valley, N. Y., to enlarge issues with respect to Rockland Bcstrs. Inc., Spring Valley, and to enlarge issues with respect to Rockland Bcstg. Co., Blauvelt, N. Y., in proceeding on their am applications, *et al.* Action March 30.

■ Granted petition by Radio Trumbull to extent that it seeks dismissal of its application for new am station in Niles, Ohio, but dismissed application with prejudice; retained in hearing status remaining applications in consolidation (Kent-Ravenna Bcstg. Co., Kent, Ohio, *et al.*) Action March 30.

■ Terminated and certified to commission for appropriate action proceedings in matter of revocation of license of Palms Bcstg. Corp. for WGRC Green Cove Springs, Fla., and cease and desist order to restrain Frank Van Hobbs from further unauthorized operation of that station. Action March 29.

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: April 30 and May 28 on am application of Don H. Martin (WSLM), Salem, Ind.; April 30 and May 31 on applications of WIDU Bcstg. Inc. and Al-Or Bcstg. Co. for new am stations in Asheboro and Mebane, N. C.; May 4 and June 4 on am application of Fifth Market Bcstg. Inc. (WGSM), Huntington, N. Y.; May 7 and May 31 on applications of GROSSCO Inc. and The Valley Bcstg. Co. for new fm stations in West Hartford and Ansonia, Conn. Action March 28.

By Hearing Examiner Basil P. Cooper

■ Pursuant to ruling of examiner at April 2 hearing closed record with respect to application of Virginia Regional Bcstrs., Chester, Va.; granted motion by Virginia Regional and severed its application from consolidated proceeding in docs. 13624 *et al.*; and ordered that such proposed findings of fact and conclusions as any party may wish to file with respect to Virginia Regional shall be filed on or before April 30. Action April 2.

By Commissioner John S. Cross

■ Granted petition by Alkima Bcstg. Co., and Howard Wasserman, both West Chester, Pa., and extended to April 30 time to respond to petition for reconsideration filed by Herman Handloff, Newark, Del., in proceeding on their am applications. Action March 30.

■ Denied petition by Massillon Bcstg. Inc., for additional time to appeal from March 7 initial decision and to file exceptions insofar as it requests an extension of time until 30 days after action on Massillon's petition to enlarge issues, but granted to extent that time for filing exceptions is extended to May 7 in proceeding on its am application, *et al.* Action March 30.

■ Granted petition by Lawrence Ollason, receiver in Bankruptcy for Gila Bcstg. Co., to extent of extending time to May 25 to file exceptions to Feb. 23 initial decision which looked toward denying applications of Gila for renewal of licenses KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW and KWJB-FM Globe, all Arizona; referred to commission *en banc* that portion of petition requesting that Mr. Ollason, as receiver in bankruptcy, be substituted for Gila Bcstg. Co. Action March 29.

By Hearing Examiner Charles J. Frederick

■ Rescheduled May 1 hearing for April 30, in San Francisco, Calif., in proceeding on application of KSAY Bcstg. Co., for renewal of license of KSAY San Francisco. Action March 28.

By Hearing Examiner Millard F. French

■ Upon request of applicant Elbert H. Dean and B. L. Golden, continued from April 10 to April 18 time to file proposed findings and from April 17 to April 25 for replies in proceeding on their application for new am station in Lemoore, Calif. Action April 2.

■ Granted request by Bi States Company (KHOL-TV), Kearney, Nebr., to the extent of continuing April 3 further prehearing conference to April 10 in proceeding on its application and Topeka Bcstg. Association Inc. (WIBW-TV), Topeka, Kan. Action March 28.

■ Granted motion by Strafford Bcstg. Corp. (WWNH), Rochester, N. H., reopened record in proceeding on its am application, received in evidence applicant's affidavit and closed record. Action March 28.

■ Denied "Motion for Evansville Issue" filed by Radio Haddonfield Inc. as to applicant Salem County Radio in proceeding on their applications for new am stations in Haddonfield and Salem, N. J., *et al.* Action March 27.

By Hearing Examiner Walther W. Guenther

■ Granted motions by Broadcast Bureau and by applicant and corrected transcript of record as indicated unless objection to corrections made on hearing examiner's own motion, as identified by asterisks, is filed within five days after release of order in proceeding on application of W. E. Baysden for new am station in Jacksonville, N. C. Action March 28.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 4

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,646	62	151	638
FM	930	51	186	142
TV	484[1]	76	84	108

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 4

	VHF	UHF	TOTAL TV
Commercial	469	91	560
Non-Commercial	42	14	56

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28

	AM	FM	TV
Licensed (all on air)	3,636	908	484[1]
Cps on air (new stations)	68	67	73
Cps not on air (new stations)	146	186	84
Total authorized stations	3,850	1,161	652[2]
Applications for new stations (not in hearing)	450	119	40
Applications for new stations (in hearing)	182	19	65
Total applications for new stations	632	138	105
Applications for major changes (not in hearing)	486	88	38
Applications for major changes (in hearing)	61	4	11
Total applications for major changes	547	92	49
Licenses deleted	1	0	2
Cps deleted	1	2	2

[1]There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. [2]Includes one STA.

VIRGINIA

1960 U.S. CENSUS OF HOUSING

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
State totals	3,966,949	1,072,840	911,121	84.9	271,726	886,191	82.6	70,527
COUNTY TOTALS								
Accomack	30,635	9,589	8,047	83.9	1,578	6,295	65.6	73
Albemarle	30,969	7,991	6,663	83.4	1,715	5,614	70.3	231
Alleghany	12,128	3,164	2,683	84.8	600	2,453	77.5	118
Amelia	7,815	1,861	1,530	82.2	253	1,064	57.2	17
Amherst	22,953	5,223	4,226	80.9	812	3,849	73.7	139
Appomattox	9,148	2,424	1,839	75.9	321	1,907	78.7	57
Arlington	163,401	54,498	51,238	94.0	26,227	50,040	91.8	8,190
Augusta	37,363	9,789	8,373	85.5	2,047	7,945	81.2	259
Bath	5,335	1,469	946	64.4	227	1,114	75.8	—
Bedford	31,028	8,293	6,905	83.3	1,171	6,416	77.4	301
Bland	5,982	1,485	1,030	69.4	72	1,091	73.5	—
Botetourt	16,715	4,569	3,637	79.6	1,033	3,781	82.8	143
Brunswick	17,779	4,277	3,235	75.6	314	2,851	66.7	59
Buchanan	36,724	8,071	6,098	75.6	756	5,019	62.2	136
Buckingham	10,877	2,728	1,941	71.2	279	1,695	62.1	65
Campbell	32,958	8,737	7,184	82.2	1,412	7,312	83.7	326
Caroline	12,725	3,073	2,413	78.5	434	2,250	73.2	116
Carroll	23,178	6,356	5,386	84.7	618	4,374	68.8	20
Charles City	5,492	1,145	870	76.0	76	696	60.8	38
Charlotte	13,368	3,488	2,511	72.0	210	2,485	71.2	—
Chesterfield	71,197	18,907	16,588	87.7	6,238	17,089	90.4	1,772
Clarke	7,942	2,162	1,733	80.2	434	1,875	86.7	159
Craig	3,356	962	842	87.5	145	649	67.5	—
Culpeper	15,088	4,111	3,793	92.3	947	3,310	80.5	183
Cumberland	6,360	1,613	1,277	79.2	102	951	59.0	45
Dickenson	20,211	4,639	3,612	77.9	346	3,486	75.1	39
Dinwiddie	22,183	4,196	3,190	76.0	619	2,936	70.0	245
Essex	6,690	1,729	1,490	86.2	238	1,148	66.4	50
Fairfax	275,002	65,245	60,283	92.4	31,411	61,586	94.4	11,861
Fauquier	24,066	6,294	5,248	83.4	1,238	5,029	79.9	258
Floyd	10,462	2,921	2,398	82.1	272	2,174	74.4	22
Fluvanna	7,227	1,839	1,341	72.9	357	1,278	69.5	41
Franklin	25,925	6,672	5,495	82.4	914	5,120	76.7	90
Frederick	21,941	6,045	5,058	83.7	1,414	5,085	84.1	103
Giles	17,219	4,611	3,709	80.4	667	3,860	83.7	140
Gloucester	11,919	3,484	2,700	77.5	563	2,863	82.2	39
Goochland	9,206	2,051	1,705	83.1	342	1,456	71.0	100
Grayson	17,390	4,863	4,159	85.5	518	3,440	70.7	126
Greene	4,715	1,149	838	72.9	141	505	44.0	—
Greensville	16,155	3,991	3,186	79.8	410	2,868	71.9	107
Halifax	33,637	8,174	6,104	74.7	645	5,746	70.3	137
Hanover	27,550	7,170	6,021	84.0	1,330	5,492	76.6	290
Henrico	117,339	33,394	29,985	89.8	11,935	31,327	93.8	3,398
Henry	40,335	10,297	7,979	77.5	1,632	8,314	80.7	341
Highland	3,221	917	677	73.8	153	698	76.1	—
Isle of Wight	17,164	4,283	3,279	76.6	589	3,423	79.9	251
James City	11,539	2,683	1,884	70.2	539	2,173	81.0	78
King and Queen	5,889	1,514	1,036	68.4	116	958	63.3	—
King George	7,243	1,963	1,539	78.4	346	1,604	81.7	79
King William	7,563	1,981	1,545	78.0	353	1,594	80.5	72
Lancaster	9,174	2,679	2,170	81.0	433	2,006	74.9	24
Lee	25,824	6,658	5,218	78.4	697	4,117	61.8	136
Loudoun	24,549	6,445	5,066	78.6	1,377	5,231	81.2	290
Louisa	12,957	3,380	2,840	84.0	480	2,144	63.4	50
Lunenberg	12,523	3,383	2,817	83.3	419	2,503	74.0	61
Madison	8,187	2,198	1,755	79.8	248	1,414	64.3	20
Mathews	7,121	2,231	1,867	83.7	620	1,678	75.2	132
Mecklenburg	31,428	7,949	6,487	81.6	1,135	5,579	70.2	62
Middlesex	6,319	1,883	1,512	80.3	172	1,386	73.6	37
Montgomery	32,923	8,622	7,250	84.1	2,003	6,999	81.2	427
Nansemond	31,366	7,871	6,107	77.6	865	5,523	70.2	188
Nelson	12,752	3,369	2,671	79.3	243	2,169	64.4	—
New Kent	4,504	1,112	905	81.4	223	861	77.4	36
Norfolk	51,612	13,092	10,645	81.3	2,837	11,131	85.0	974
Northampton	16,966	4,939	3,895	78.9	752	3,529	71.5	100
Northumberland	10,185	2,855	2,434	85.3	404	2,206	77.3	21
Nottoway	15,141	4,096	3,161	77.2	699	3,166	77.3	144
Orange	12,900	3,588	2,922	81.4	597	2,370	66.1	109
Page	15,572	4,473	3,563	79.7	748	3,462	77.4	75
Patrick	15,282	4,068	3,372	82.9	315	2,817	69.2	106

Continued on page 112

By Hearing Examiner Isadore A. Honig

■ Granted petition by Victoria Bcstg. System, applicant for new am station in Redfield, S. D., for leave to amend its application so as to change trans. site and to effect other changes as reflected by amendment; application removed from hearing, and returned to processing line. Action March 30.

■ Granted *nunc pro tunc* petition by Broadcast Bureau and further extended to April 6 date for filing proposed findings and conclusions in proceeding on am applications of WEXC Inc., DePew, N. Y., *et al.* Action March 30.

■ On own motion, struck as unacceptable, reply by Mrs. Evelyn R. Chauvin Schoonfield (WXFM [FM]), Elmwood Park, Ill., in fm proceeding in docs. 12604 *et al.* Action March 30.

By Hearing Examiner Annie Neal Huntting

■ Granted petitions by Airon Inc., for leave to amend its application for new am station in Decatur, Ind., to reduce ant. height from 145 ft. to 95 ft. for purpose of eliminating hazard to air travel due to proximity of two airports, and to top-load ant. system proposed in amendment tendered March 15. Action April 2.

■ Granted petition by Radio One Five Hundred Inc., Indianapolis, Ind., and extended to April 13 time for exchange of its engineering exhibit relating to possible 2 and 25 mv/m overlap with existing and proposed operations of WSVL Shelbyville, Ind., in consolidated proceeding in docs. 14085 *et al.* Action April 2.

■ Granted petition by Broadcast Bureau and extended from April 2 to April 23 to file proposed findings and from May 1 to May 22 for replies in proceeding on am applications of Catskills Bcstg. Co., Ellenville, N. Y., *et al.* Action March 29.

By Hearing Examiner David I. Kraushaar

■ Granted petition by KEAP Bcstg. Inc. (KEAP), Fresno, Calif., party respondent, and accepted late request for appearance in proceeding on am applications of John E. Grant and Allen C. Bigham Jr., both Salinas, Calif. Action April 2.

■ Denied petition by Six Nations Tv Corp. for reconsideration of examiner's Feb. 19 order granting petition by Syracuse Civic Tv Assn. Inc. for leave to amend its application in Syracuse, N. Y., tv ch. 9 proceeding. Action April 2.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Clay Service Corp. for leave to amend its application for new am station in Ashland, Ala., to delete requested frequency of 910 kc with 1 kw power and add frequency of 1500 kc with 500 w power, and delete secs. V-A and V-G and accompanying exhibits and substitute revised secs. V-A and V-G and exhibits tendered with the petition; application removed from hearing status and returned to processing line. Action April 2.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Tropical Telecasting Corp. and extended time from March 29 to April 12 for filing proposed findings, from April 30 to May 14 for filing reply findings and from May 17 to May 31 for filing replies to conclusions in Corpus Christi, Tex., tv ch. 3 proceeding. Action March 28.

By Hearing Examiner Chester F. Naumowicz Jr.

■ On own motion, continued April 3 prehearing conference to April 20 in proceeding on application of Bill S. Lahm for additional time to construct WRNE Wisconsin Rapids, Wis. Action March 30.

■ Granted petition by Lorain Journal Co., and continued April 5 prehearing conference to April 10 in proceeding on applications of WWIZ Inc., for renewal of license of WWIZ Lorain, Ohio, *et al.* Action March 29.

By Hearing Examiner Hebert Sharfman

■ Granted joint petition by Rockland Bcstg. Co., Blauvelt, and Rockland Bcstrs., Inc., Spring Valley, both New York, to extent that time for exchange of proposed non-engineering exhibits is continued from April 11 to April 30, and hearing on non-engineering part of proceeding is continued from April 18 to May 7 in proceeding on their am applications, *et al.* Action April 2.

■ On request of Delaware Valley Bcstg. Co. (WAAT), Trenton, N. J., scheduled oral argument for April 6 on its petition for leave to amend its am application. Action March 29.

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RADIO-TV SET COUNTS continued

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
Pittsylvania	58,296	14,350	11,084	77.2	1,542	10,822	75.4	278
Powhatan	6,747	1,442	1,254	87.0	302	1,096	76.0	55
Prince Edward	14,121	3,700	3,042	82.2	746	2,635	71.2	62
Prince George	20,270	4,030	3,464	86.0	1,223	3,427	85.0	230
Prince William	50,164	11,893	9,945	83.6	2,794	10,768	90.5	735
Princess Anne	76,124	18,473	16,490	89.3	6,482	16,658	90.2	1,829
Pulaski	27,258	7,378	6,167	83.6	1,188	6,016	81.5	273
Rappahannock	5,368	1,418	1,147	80.9	202	1,030	72.6	—
Richmond	6,375	1,750	1,313	75.0	144	1,297	74.1	21
Roanoke	61,693	16,589	14,495	87.4	5,582	14,932	90.0	1,388
Rockbridge	24,039	6,322	5,077	80.3	999	4,734	74.9	95
Rockingham	40,485	10,792	9,486	87.9	2,967	7,896	73.2	327
Russell	26,290	6,436	5,101	79.3	531	4,479	69.6	142
Scott	25,813	6,672	5,390	80.8	732	4,199	62.9	98
Shenandoah	21,825	6,507	5,624	86.4	1,359	5,468	84.0	21
Smyth	31,066	7,821	6,513	83.3	1,385	6,295	80.5	147
Southampton	27,195	6,670	5,056	75.8	872	4,857	72.8	141
Spotsylvania	13,819	3,663	3,164	86.4	259	2,923	79.8	—
Stafford	16,876	4,540	3,560	78.4	703	3,791	83.5	206
Surry	6,220	1,552	1,196	77.1	187	1,093	70.4	—
Sussex	12,411	2,932	2,115	72.1	298	1,772	60.4	79
Tazewell	44,791	11,409	9,446	82.8	1,983	9,291	81.4	398
Warren	14,655	4,258	3,783	88.8	1,207	3,176	74.6	64
Washington	38,076	10,044	8,555	85.2	1,307	7,709	76.8	204
Westmoreland	11,042	2,932	2,210	75.4	326	1,915	65.3	87
Wise	43,579	10,927	8,953	81.9	1,161	7,657	70.1	159
Wythe	21,975	5,900	5,246	88.9	965	4,227	71.6	147
York	21,583	5,724	4,622	80.7	1,037	4,901	85.6	373
Independent Cities								
Alexandria	91,023	28,572	25,768	90.2	11,015	25,896	90.6	3,475
Bristol	17,144	4,843	4,129	85.3	1,166	4,333	89.5	433
Buena Vista	6,300	1,664	1,334	80.2	375	1,413	84.9	79
Charlottesville	29,427	9,389	7,932	84.5	2,605	6,583	70.1	354
Clifton Forge	5,268	1,689	1,537	91.0	613	1,393	82.5	93
Colonial Heights	9,587	2,946	2,558	86.8	827	2,815	95.6	218
Covington	11,062	3,311	3,169	95.7	975	2,942	88.9	37
Danville	46,577	14,120	12,385	87.7	3,931	11,595	82.1	562
Falls Church	10,192	2,812	2,666	94.8	1,379	2,650	94.2	393
Fredericksburg	13,639	3,887	3,384	87.1	1,038	3,163	81.4	340
Galax	5,254	1,587	1,344	84.7	257	1,367	86.1	81
Hampton	89,258	23,917	20,976	87.7	7,901	21,949	91.8	2,192
Harrisonburg	11,916	3,500	3,185	91.0	1,245	2,978	85.1	231
Hopewell	17,895	5,053	4,378	86.6	1,343	4,326	85.6	460
Lynchburg	54,790	16,144	14,109	87.4	4,132	13,389	82.9	1,273
Martinsville	18,798	5,219	4,708	90.2	1,377	4,519	86.6	446
Newport News	113,662	29,969	25,167	84.0	7,017	26,157	87.3	2,306
Norfolk	305,872	81,831	69,813	85.3	21,398	71,181	87.0	5,630
Norton	4,996	1,388	1,309	94.3	285	1,043	75.1	22
Petersburg	36,750	10,803	7,692	71.2	2,039	8,470	78.4	455
Portsmouth	114,773	30,619	25,163	82.2	6,321	26,816	87.6	1,617
Radford	9,371	2,535	2,155	85.0	768	2,215	87.4	365
Richmond	219,958	66,595	56,720	85.2	16,129	55,130	82.8	4,349
Roanoke	97,110	30,179	26,799	88.8	9,928	26,121	86.6	2,315
South Boston	5,974	1,770	1,463	82.7	421	1,332	75.3	89
South Norfolk	22,035	6,013	4,744	78.9	996	5,314	88.4	167
Staunton	22,232	5,973	5,469	91.6	2,002	4,905	82.1	318
Suffolk	12,609	3,843	3,298	85.8	943	3,192	83.1	241
Virginia Beach	8,091	2,780	2,435	87.6	834	2,454	88.3	237
Waynesboro	15,694	4,501	4,008	89.0	1,403	3,707	82.4	276
Williamsburg	6,832	1,449	1,242	85.7	359	1,162	80.2	119
Winchester	15,110	4,834	4,478	92.6	1,845	4,038	83.5	489
Metropolitan Areas								
Lynchburg	110,701	30,104	25,519	84.8	6,356	24,550	81.6	1,738
Newport News-Hampton	224,503	59,610	50,765	85.2	15,955	53,007	88.9	4,871
Norfolk-Portsmouth	578,507	152,808	129,290	84.6	38,868	133,554	87.4	10,454
Richmond	408,494	118,896	103,293	86.9	34,302	103,546	87.1	9,519
Roanoke	158,803	46,768	41,294	88.3	15,510	41,053	87.8	3,703
Washington, D.C.	2,001,897	590,621	544,488	92.2	258,398	527,787	89.4	94,044

Continued on opposite page

BROADCAST ACTIONS
by Broadcast Bureau

Actions of April 3

KNND, Radio Station KOMB, Cottage Grove, Ore.—Granted mod. of license to change name to Radio Station KNND.

WRLB(FM) Long Branch, N. J.—Granted cp to install new ant. system and increase ERP to 1 kw.

Actions of April 2

WMLO Beverly, Mass.—Granted mod. of cp to change ant.-trans. and main studio locations to north of Clinton St., south of Crane River, Danvers; change type trans. and make changes in ant. system (increase height).

KBMW Breckenridge, Minn.-Wahpeton, N. D.—Granted mod. of cp to change type trans.

WHLS Port Huron, Mich.—Granted request for cancellation of license for auxiliary broadcast trans.

KCKN Kansas City, Kan.—Granted request for cancellation of license for alternate main broadcast trans.

WETO Gadsden, Ala.—Granted extension of authority to May 15 to remain silent.

WMGA Moultrie, Ga.—Granted request for cancellation of cp which authorized installation of alternate main and auxiliary trans.

WHJD Hazlehurst, Ga.—Granted request for cancellation of cp; call letters deleted.

■ Following stations were granted extensions of completion dates as shown: WCIN Cincinnati, Ohio, to Sept. 14; WPGH (FM) Pittsburgh, Pa., to Aug. 1.

Actions of March 30

WPRP Ponce, P. R.—Granted license covering decrease in night power, change of ant.-trans. and studio location, installation of new trans. and change to non-DA.

WDBQ Dubuque, Iowa—Granted increased daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N; and install new trans.; conditions.

■ Following stations were granted SCA on multiplex basis: Plentywood Bcstg. Co., Plentywood, Mont.; WNNJ-FM Sussex County Bcstrs. Inc., Newton, N. J.; WTVN (FM) Taft Bcstg. Co., Cincinnati, Ohio; KNIX (FM), Aztec Radio Inc., Phoenix, Ariz.

■ Granted renewal of license for the following low power broadcast stations: Interstate Bcstg. Corp., Wapheton, N. D., and Midwest Radio Tv Inc.

KNOE-TV Monroe, La.—Granted cp to change ERP vis. to 316 kw; aur. to 158 kw; type trans.; redescribe studio and trans. location (not a move); and make other equipment changes; without prejudice to any action which commission may take with respect to pending application for renewal of license.

KHFR(FM) Monterey, Calif.—Granted cp to install new ant.

WKLS(FM) Atlanta, Ga.—Granted cp to install new trans., increase ERP to 19 kw, and change type trans.

WSVS Crewe, Va.—Granted increased power on 800 kc, D, from 1 kw to 5 kw and install new trans.; remote control permitted; engineering conditions.

WEGA-TV Savannah, Ga.—Waived sec. 3.613 of rules and granted mod. of cp to make changes in ant. system, equipment, change trans. and studio location to 0.8 miles NNE of Pembroke, Ga.; ERP vis. 316 kw; aur. 158 kw; ant. height 1,040 ft.

WJET Erie, Pa.—Granted mod. of cp to change type trans. (1 main trans.).

K06AZ, K11BZ Cody, Wyo.—Granted extension of completion date to Sept. 30.

■ Granted renewal of license for following stations: KTIS Minneapolis, Minn.; KUOM Minneapolis, Minn.; KYNT Yankton, S. D.; WTCN-TV Minneapolis, Minn.; KBFS Belle Fourche, S. D.; KDBM Dillon, Mont.; KDIO Ortonville, Minn.; KEVE Golden Valley, Minn.; KFML Denver, Colo.; KFSC Denver, Colo.; KGHS International Falls, Minn.; KGIW Alamosa, Colo.; KMOR Littleton, Colo.; KTOE Mankato, Minn.; KXRA Alexandria, Minn.; KZIX Fort Collins, Colo.; WKLK Cloquet, Minn.; WTCN Minneapolis, Minn.; KFML-FM Denver, Colo.; WAYL (FM) Minneapolis, Minn.; WLOL-FM and SCA Minneapolis, Minn.; KOA-TV Denver, Colo., and KSEN Shelby, Mont.

Actions of March 29

WKLW(FM) Grand Rapids, Mich. — Granted SCA on multiplex basis.

KUXL, Charles J. Lanphier, Golden Valley, Minn.—Granted assignment of cp to C. J. Lanphier Inc.

WZYX, Guidon Bcstg. Co., Cowan, Tenn.—Granted acquisition of positive control by **Hughes H. Brewer** through purchase of stock from **James F. Spencer.**

WOPI-AM-FM, Pioneer Bcstg. Corp., Bristol, Tenn.—Granted acquisition of positive control by **Donald W. Owen** through purchase of stock from **Bill B. Stone** and **William B. Rowland.**

KOOD Honolulu, Hawaii—Granted change of remote control authority.

Carter Publications Inc., Fort Worth, Tex.—Granted cp and license for new low power station.

KFOY-TV Hot Springs, Ark.—Granted cp to change ERP to vis. 60.2 kw; aur. to 30.1 kw; redescribe studio and trans. location; install new trans. and change type trans., and make other equipment changes.

K78BB Granite Falls, Minn.—Granted cp to change frequency to ch. 78 and ERP of uhf tv translator station.

WEKZ-FM Monroe, Wis.—Granted cp to install new trans.

WGMM Millington, Tenn.—Granted mod. of cp to change type trans.

WKDE Altavista, Va.—Granted mod. of cp to change ant.-trans. location; studio location; type trans.; make changes in ground system; and delete remote control operation.

■ Following stations were granted extensions of completion dates as shown: KUSU-TV Logan, Utah, to Oct. 12; *WEGA-TV Savannah, Ga., to Oct. 11; KHQ-TV (main trans. & ant.) Spokane, Wash., to Sept. 29; WMTW-TV (aux. trans.) Poland Spring, Maine, to Aug. 1, and WSTE (TV) Fajardo, P. R., to Sept. 27.

Actions of March 28

WINN Atlanta, Ga.—Granted change of remote control authority.

■ Granted cps for following vhf tv translator stations: Elk Mountain Tv Co. on chs. 11 and 13, Saratoga, Wyo., to translate programs of KFBC-TV (ch. 5) Cheyenne, Wyo., and KTWO-TV (ch. 2) Casper, Wyo., via intermediate translator; Hettinger Tv Assn. on ch. 7, Hettinger, N. D., KDIX-TV (ch. 2) Dickinson, N. D.; Rushville Rotary Club on ch. 2, Rushville, Neb., KSTF (ch. 10) Scottsbluff, Neb., condition; Television Viewers Assn. on ch. 11, San Mateo and Ambrosia Lake, N. M., KOAT-TV (ch. 7) Albuquerque, N. M.

Minnesota Valley Tv Improvement Corp., Granite Falls, Minn.—Granted cp for new uhf tv translator station on ch. 74 to translate programs of WCCO-TV (ch. 76) Minneapolis, Minn., via intermediate translator; condition.

KVOO, Southwestern Sales Corp., Tulsa, Okla.—Granted transfer of control from **Gertrude Skelly** and **Joan Skelly Stuart,** executrices of estate of W. G. Skelly, to **Joan Skelly Stuart,** individually and as executrix of estate of Gertrude Frank Skelly.

WDAE-FM Tampa, Fla.—Granted mod. of SCA to add sub-carrier frequency 41 kc.

K70BY Globe-Miami, Ariz.—Granted license covering changes in uhf tv translator station.

K71AM, K76AO Olivia, Minn.—Granted licenses covering change in trans.

KO5AB, K12AE Powell, Wyo.—Granted cps to replace expired permits for vhf tv translator stations.

K07BY, K11BN Eureka, S. D.—Granted cps to replace expired permits for vhf tv translator stations and specify type trans.

WSB-FM Atlanta, Ga.—Granted cp to install a new ant. and change ant. height to 740 ft.

WGFA Watseka, Ill.—Granted cp to make changes in ant. pattern.

WIZE Springfield, Ohio—Granted cp to move ant.-trans. location; make changes in ant. system (changes in height); remote control permitted.

WBNR Beacon, N. Y.—Granted cp to install new trans. as auxiliary trans. at main trans. location using DA-D.

KTRH Houston, Tex.—Granted cp to install new trans. as auxiliary trans., DA-2.

WCPO Cincinnati, Ohio—Granted cp to install new alternate-main trans. (main & alt.-main).

WDRC Hartford, Conn.—Granted cp to install new trans. as auxiliary trans. at main trans. location, DA-1.

WCRV Washington, N. J.—Granted cp to install new trans. as auxiliary trans. at main trans. location; remote control permitted.

KFRD Rosenberg - Richmond, Tex.—Granted cp to install new trans.

KXFM(FM) Fort Worth, Tex.—Granted mod. of cp to change ant.-trans. location;

Continued on page 119

Continued from opposite page

OHIO

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
State totals	9,706,397	2,852,557	2,665,989	93.5	1,195,319	2,632,163	92.3	386,026
COUNTY TOTALS								
Adams	19,982	6,055	5,290	87.4	1,042	4,428	73.1	206
Allen	103,691	30,442	28,602	94.0	13,183	27,299	89.7	1,984
Ashland	38,771	11,834	11,066	93.5	4,984	11,051	93.4	1,229
Ashtabula	93,067	27,173	25,425	93.6	11,001	24,690	90.9	2,358
Athens	46,998	12,543	11,231	89.5	3,696	10,317	82.3	605
Auglaize	36,147	10,526	9,881	93.9	3,678	9,453	89.8	566
Belmont	83,864	25,968	23,773	91.5	9,052	23,683	91.2	2,921
Brown	25,178	7,414	6,627	89.4	1,767	6,152	83.0	284
Butler	199,076	56,032	52,207	93.2	22,986	52,104	93.0	7,416
Carroll	20,857	5,818	5,296	91.0	1,958	5,335	91.7	238
Champaign	29,714	8,845	8,056	91.1	3,045	8,127	91.9	705
Clark	131,440	38,931	36,232	93.1	15,707	36,406	93.5	4,998
Clermont	80,530	21,286	19,714	92.6	7,699	19,784	92.9	2,696
Clinton	30,004	8,915	7,950	89.2	3,025	8,160	91.5	869
Columbiana	107,004	32,088	29,940	93.3	12,170	29,401	91.6	2,884
Coshocton	32,224	10,152	9,187	90.5	3,126	8,360	82.3	508
Crawford	46,775	14,410	13,229	91.8	5,441	12,987	90.1	1,114
Cuyahoga	1,647,895	496,926	468,656	94.3	226,914	463,906	93.4	85,212
Darke	45,612	13,804	12,754	92.4	5,233	12,537	90.8	1,286
Defiance	31,508	8,931	8,494	95.1	3,664	8,138	91.1	562
Delaware	36,107	10,143	9,092	89.6	3,715	9,552	94.2	1,330
Erie	68,000	20,046	19,002	94.8	9,058	18,660	93.1	2,264
Fairfield	63,912	19,041	17,713	93.0	7,718	17,901	94.0	19,041
Fayette	24,775	7,601	6,910	90.9	2,752	6,769	89.1	7,601
Franklin	682,962	200,763	187,925	93.6	92,457	187,423	93.4	200,763
Fulton	29,301	8,501	8,170	96.1	3,256	7,503	88.3	8,501
Gallia	26,120	6,913	5,858	84.7	1,395	5,718	82.7	6,913
Geauga	47,573	12,533	11,460	91.4	5,863	11,488	91.7	12,533
Greene	94,642	25,199	23,960	95.1	11,676	23,514	93.3	25,199
Guernsey	38,579	11,546	10,518	91.1	3,383	9,866	85.4	11,546

Continued on page 119

When your bank says "NO"

Because of the special nature of our industry, banks are often reluctant to offer needed financial services to broadcasters.

Communications Capital Corporation specializes in:

1. *The purchase of notes and other negotiable paper resulting from the sale of a station.*
2. *Equipment financing.*
3. *General financial services.*
4. *Financing of accounts receivable.*

Communications Capital will be pleased to analyze and make constructive recommendations for solutions to the financial problems of broadcasters. Preliminary services without obligation. All inquiries are confidential.

COMMUNICATIONS CAPITAL CORP.

3504 TIME AND LIFE BUILDING, NEW YORK 20, CIRCLE 5-2870

Suggestion: Clip this ad and file for future reference

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales Manager. Somewhere there is a salesman ready to take over a new operation in a small market, along the Atlantic seaboard. This man is successful, experienced, has plenty of ideas and is ready to sink roots and grow into an expanding operation. $5000 guarantee plus liberal incentives. Box 518K, BROADCASTING.

Sales

You'll find a real sales opportunity in a top rated station in a well established, progressive community in western Montana. There are plenty of prospects for advancement and a large volume of sales for the right man. For complete information, send a complete resume to Box 196K, BROADCASTING.

Florida East Coast fulltimer in metropolitan market needs experienced salesman with proven sales record. $100 base plus 15%. Give complete resume first letter. Box 40K, BROADCASTING.

"Florida boom area major market fulltime regional number one ratings, number one community image. We need a self starter and strong closer with desire to make money. You get a guaranteed salary plus a percentage plus monthly incentive bonuses, hospitalization, insurance and paid vacations. Housing plentiful and reasonable. Prefer younger man, extensive local radio sales experience essential, college background preferable. Send complete resume, references and photo. Tell all in your first letter." Box 262K, BROADCASTING.

Sales manager for 5 kw CBS outlet, medium market in midwest. Excellent opportunity. Radio experience necessary. Box 288K, BROADCASTING.

Family man. Middle Atlantic half-million market. Suburban living conditions. Mail resume and salary expected. Box 331K, BROADCASTING.

Sales-promotion and research man or woman for major market. Knowledge and experience in general sales promotion essential. This is a position for a creative person. Please send resume including salary requirement to Box 377K, BROADCASTING. All replies will be kept confidential.

Sales manager. Must be willing to invest in and direct sales for New England daytimer. Excellent opportunity for man not afraid to go out and sell a good product. Must have sales experience. Send all particulars, including photo in first letter. Write Box 499K, BROADCASTING.

Attention deejays . . . if you can sell your own show, let's put it on TV. First phone helps, but is not required, if you are strong on sales. New Fresno area indie with radio rates offers extremely rewarding commissions for personalities who can sell your own shows. Send photos, resume, and references to Harold Gann, KDAS-TV, Box 321, Hanford, California.

"Attention . . . Radio salesmen in southern states. If you're sharp and are now making less than $300.00 per week, you're on the wrong boat. If you want to make this and more, contact John C. Greene, Jr., John Greene Enterprises, 107 E. Parrish Street, Durham, N. C. or phone 383-6641."

I-f you have Presperation, Inspiration, Enthusiasm, opportunity for $6-8000. KFRO, Longview, Texas.

Executive calibre salesman 4th largest market in U. S. High commissions. FM Stereo WLIR, Garden City, N. Y.

Help Wanted—(Cont'd)

Sales

Salesman with proven ability needed by gulf coast leader. Send resume and full details first letter. Must be high type individual with steadfast reputation. Box 524K, BROADCASTING.

Southeastern—Top Rated Metro Station—needs experienced salesman with management potential for immediate opening. Must be 30-43, married—have excellent references. Guarantee—moving expenses—rapid advancement for creative producer. Send photo—complete resume. Box 527K, BROADCASTING.

Opportunity for a salesman in the fabulous Rocky Mountain empire. Salary and commission. Write Ellis Atteberry, Radio KCOL, P. O. Box 574, Fort Collins, Colorado.

Executive caliber salesman with proven sales and promotion background. Full time travel, protected territory. Send resume, pix, Bess Gilmore, Community Club Awards, Westport, Connecticut.

Madison, Wis.—excellent sales opportunity now for proved performer. Top rated music/news station. Good money, good future, good living. Contact sales manager, WISM, Madison, Wis.

Washington D. C. Area. Need bright salesman who can sell Quality Music (WPAT-type) format. We have no high ratings; no agency angels, just Good Music; excellent results; fabulous acceptance. Contact Ed Winton or Ted Dorf immediately for a good deal. WQMR and WGAY-FM, Washington, D. C. Phone Whitehall 6-1050.

Salesman to call on radio stations, schools, and other businesses with old line tape recorders and other automatic equipment. You will have specified territories and liberal commission. Give complete details, references, and letter to P. O. Box 20627, Atlanta 20, Georgia. Letters kept confidential.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Announcers

Experienced announcer—prefer first phone Michigan 5kw medium market. Send resume, photo, and tape. Box 209K, BROADCASTING.

Southeastern regional station — medium market—needs top flight morning man immediately. Must be personality with sell-ability and experience. Replace a $15,000 man. Send hour tape—resume, picture and references to Box 299K, BROADCASTING.

Top 40 station, Southwest, needs first phone men. Your chance to learn number 1 radio. Send tape and details. Box 363K, BROADCASTING.

Wanted: Experienced announcer with first ticket. No maintenance. Hottest small town station in Central Nebraska. Salary open! Box 405K, BROADCASTING.

Experienced announcer with 1st phone wanted by smooth sound New Hampshire station. This is a permanent opening with a secure future for the right man. Starting salary $100 a week. Send tape and resume to Box 411K, BROADCASTING.

Wanted: Announcer with first class phone for 5000-10,000 watt Wisconsin station. Good music, top rated. Write Box 437K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

New FM—Eastern Pennsylvania: Announcer, single prefer first phone, but "not necessary." We have small apartment for you. Write Box 461K, BROADCASTING.

Experienced newscaster, reporter, writer. Mature voice, adult approach. Midwest 5 kw in top 20 market. Send resume, photo, tape. Box 489K, BROADCASTING.

Washington, D. C., immediate opening, experienced announcer to handle news and top 40 dj. Rush tape. Box 503K, BROADCASTING.

Anncr/Eng 1st phone. Take over chief's responsibility. Need good voice for top day time station in East Coast rural market. Maintenance experience or desire to learn necessary. Good hunting, fishing, bathing and boating. Send tape and resume to Box 516K, BROADCASTING.

Newsman daily,—gather, air local coverage thrice, experience necessary. Independent 250. Box 522K, BROADCASTING.

Have immediate opening for qualified announcer-engineer. Send tape and resume to Roy Faubion—KPAN Radio Station, Drawer 472, Hereford, Texas.

Announcer with 1st phone for evening board shift. Vacation, sick leave and insurance benefits. Send audition and particulars (including salary requirements) to: Paul D. Rahders, KSDN, Aberdeen, South Dakota.

Northern Maryland independent needs fully experienced announcer for immediate opening. Send audition tape, resume and photo. WASA, Havre de Grace, Maryland.

Staff announcers for 5000 watt full-time AM 40 miles from Philadelphia. Experienced mature voices. Fringe benefits. WCOJ, Coatesville, Pennsylvania.

Position available—experienced evening deejay—top 40 format. Mature voice, news ability essential .Send tape, resume WENY, Elmira, New York.

Experienced announcer-d.j. immediately, adult am-fm tape, resume to Ted Barker, WJOY, Burlington, Vermont.

1st phone announcer, experienced for small friendly town. WNJH, c/o Box 351, Coatesville, Pennsylvania.

Morning man. Tight format. Must be experienced. Good pay. WTKO, Ithaca, New York. Send tape and resume.

Experienced announcer with 1st phone wanted for Maryland—Eastern Shore station. No maintenance. Call Mr. Lee, TAlbot 2-3301, Easton, Maryland.

$725 mo. Anchorage, Alaska 5 kw. Adult music. Board—news. No beginners. Immediate opening. Airmail tape and full qualifications to Bill Harpel, 605 W. Main, Santa Maria, Calif.

Wanted: Combination man and first class engineer. Study type only. Send references to WHPL, P. O. Box 486, Winchester, Virginia.

Announcer; D.J.; newsman. Some experience. Car. Adding to staff. WPAC, Patchogue, New York.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Help Wanted—(Cont'd)

Technical

Wanted: A competent technical man with 1st ticket who likes creative, challenging work. 5000 watt full-time East Coast AM. $100 per week. Box 519K, BROADCASTING.

By April 15th—1st phone combo for new daytimer within 75 miles Washington, D.C. Heavy on maintenance, some announcing, assume Chief's duties. Rush resume, photo, tape and salary desired to Box 376K, BROADCASTING.

Chief Engineer N.Y.S. Strong on maintenance—excellent salary. Box 384K BROADCASTING.

Chief engineer, first class technical man with am-fm installation and operation experience for well equipped compact operation in southwestern Ohio. Technical ability first consideration. Details and salary expected to WAVI, Dayton, Ohio.

Engineer-Announcer: For new FM Good Music station in Eastern Pennsylvania. Prefer single man willing to start at reasonable salary with increases as we grow. We can offer living quarters. Write Box 460K, BROADCASTING.

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for its new relay station at Greenville, North Carolina. These positions for the operation and maintenance of two high power transmitting plants and a receiving plant require a minimum of five years responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability; $5,820 to $8,860 per year; promotional opportunity. Positions are in the career civil service. Must be American Citizens; for further details write to: Mr. Horace R. Holmes, Employment Branch, Personnel Division, U. S. Information Agency, 1776 Pennsylvania Ave., N.W., Washington 25, D. C.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Production-Programming, Others

Experienced, energetic, dependable traffic manager, Texas network station. Box 396K, BROADCASTING.

Wanted—Production manager for good music format station. Need creative idea man who can handle production and limited amount of air work. Top station in excellent Florida market. Box 425K, BROADCASTING.

$20,000 base. Needed Now. Top notch sports director with colorful background as well-known sports figure preferred. Knowledge of all sports essential, professional delivery of copy needed. If without reputation, do not apply. Send photo, audio or video tape with accent on behind-desk sportscast, play-by-play secondary. Include complete resume. Box 438K, BROADCASTING.

Large mid-west radio-tv operation considering hiring a Woman Newscaster. The person in mind is one with good news background, who can handle regular Radio-TV newscasts . . . not women's programs. Send resume, tape and photo. Box 462K, BROADCASTING.

Wanted . . . Top midwest Independent station looking for top news director . . . man who can take charge and gather local news. Two mobile units. Send tape, picture and resume to Box 481K, BROADCASTING.

Immediate opening experienced News Director full time station, mobile equipment, beepers, correspondents, single station market midwest. Submit resume and starting salary expected. Personal interview arranged. Box 491K, BROADCASTING.

Persuasive copywriter experienced, for network station—Texas resort city. Box 388K, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Wanted: Girl general office manager. Traffic, correspondence, billing and payroll. Some air work. Write Bob Michael, Manager, Radio WATS, Sayre, Pennsylvania.

Experienced production technician with first class license. Must be adept in recording special effects and production tapes, and have knowledge of music. Send resume and references to WRYT, Pittsburgh 30, Pa.

RADIO

Situations Wanted—Management

Need job soon! Top sales ability! Announcing—production—12 years radio/tv—College graduate — Prefer midwest. Box 316K, BROADCASTING.

Manager-heavy sales—small to medium market. Twelve years experience. Mature. Excellent record of regional and national sales on client and agency level plus good background of local advertiser and creative selling. Far west only. Box 389K, BROADCASTING.

Twenty-years experience in leading metropolitan New York radio stations as Program Director, Production manager, programming expert. Creator of nationally accepted radio patterns and sales gimmicks. Presently employed (as head of creative department). Desires to relocate for managerial position with station or work in Southern California. Call Popular 2-6534—No. Hollywood, Calif., Month of April. Box 471K, BROADCASTING.

Experienced tv manager, 31, desiring small radio-management in Midwest or Southwest. Family man. Box 480K, BROADCASTING.

Can you use selling manager? Local, national, merchandising experience in multi-station market? Educated family man. Creative, versatile, cost-conscious. Box 497K, BROADCASTING.

You don't pay me till your station makes money. No "Ivory Tower" planner, but a sales—heavy, creative station manager. Gulf coast or south west preferred. Reply in strictest confidence to: Box 512K, BROADCASTING.

Manager. Fourteen years radio experience—programming, sales. Station being sold. Box 526K, BROADCASTING.

Announcers

College graduate B.A., experienced announcer-dj, sales background. East coast only. Box 382K, BROADCASTING.

DJ; tight production; resonate voice; experienced, willing to relocate, veteran. Box 400K, BROADCASTING.

Sports announcer seeking sports-minded station. Excellent voice, finest references. Box 402K, BROADCASTING.

Personality dj desires position with growing eastern station. RCA institutes trained, college, tight production, mature voice. Well rounded knowledge of good popular music — tape, pix, resume. Box 430K, BROADCASTING.

Experienced first phone morning deejay. Authoritative news. Forty hour week. Please state salary. Box 432K, BROADCASTING.

Exceptionally Great DJ—Desiring to relocate! Presently employed, 2 years college, married, 25, no drifter. 6 years in major Eastern market, former assistant pd of 50 kw. Top rated, good news, tight production, deep resonate voice for any format in nation's top 15 markets. Contact now! Box 443K, BROADCASTING.

Announcer, veteran, single, with 3 years experience authoritative news and sports presentation. Excellent knowledge of good music. Have resume and tape available. Box 452K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer-Newsman desires Hawaii. 25, veteran, broadcasting school graduate. Presently employed—midwest station. Box 445K, BROADCASTING.

Announcer, dj, 4½ years, married, relocate 100 miles (around) New York City. Box 448K, BROADCASTING.

Disc jockey, announcer, experienced. Bright sound, married, not a floater. Good tight production. Box 451K, BROADCASTING.

D-J, news, production, copy. Tight board. Excellent voice, delivery. Now Florida employed. Box 463K, BROADCASTING.

Your choice for N.E. Top 40 personality or country dj—promoter personality. 8 years present location. Aggressive salesman—or invest to $10,000 in N.E. situation. Box 464K, BROADCASTING.

Announcer dj. Tight format, combo trained in tv production. Box 472K, BROADCASTING.

10 years experience play-by-play sports. Thorough knowledge all phases announcing, copy, production. Single, vet, 28. Desire position including minor league baseball, college or scholastic football, basketball. Box 476K, BROADCASTING.

Personality dj-bright, swinging, with morning experience. Prefer medium market in West; consider all. 2½ years experience, 27, married. Box 477K, BROADCASTING.

DJ-Announcer—Young, cheerful, swinging, tight board. I'm an early bird. Hard worker. Loves radio and lives radio 25 hours per day and 8 days per week. Prefers Eastern market. Box 492K, BROADCASTING.

7 year pro, wants permanent spot. Married, family, versatile. Missouri or close by. Box 493K, BROADCASTING.

Announcer-newscaster. Tight board, authoritative, single, prefer west or midwest. Box 494K, BROADCASTING.

Change in ownership. Aggressive young man must relocate. Prefer medium sized market. Good references. Box 496K, BROADCASTING.

Announcer, 5 years experience, desires to "get out from under" owner-manager with no experience. New England only. Box 498K, BROADCASTING.

Announcer: Recent broadcasting school graduate—Presently working in the south—Wants job in midwest. Box 504K, BROADCASTING.

DJ-Newsman, 3 years experience. Bright, tight production. Personality or staff, any music. P.D. experience. College. Want permanence. Box 505K, BROADCASTING.

Colored announcer—dj, young, cheerful swinging sound. Experienced, tight production. Competent. Box 506K, BROADCASTING.

D.J.-announcer. Bright sound, tight board, 4 years experience, authoritative news, no floater. Degree, married. Box 508K, BROADCASTING.

Experienced, all around airman. First phone. Have been chief. Forty hours. Box 511K, BROADCASTING.

Swingin jock—over 6 years. Top ratings—want major market. Box 513K, BROADCASTING.

Florida, California, Texas: Top forty dj—news—first phone 3 years experience. Not frantic, but alive. Box 517K, BROADCASTING.

1st phone, 7 years experience, top 40 to sweet music. Competent, dependable. Would consider sales sideline. Florida only, resident 5 years. Personal interview required. Top references, no maintenance. Box 500K, BROADCASTING.

1st phone announcer—5 years experience. Married. Presently employed in Florida and seeks employment in home state only. Box 525K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Stop right here! Extremely versatile—tops any style. Family. Talented, bright, ambitious—seeking challenge, and progress. Only majors or comparable pay, if less. Prefer general northeast area. Box 520K, BROADCASTING.

Deejay: Fun, frolic, first phone. Johnny Bowles, 778-5510, Louisville, Kentucky.

Staff announcer—Two years experience. Single—31—hard worker. Go anywhere. Bob Cohen, 234 Crescent St., New Haven, Connecticut. UN 5-3528.

Dependable, versatile. 8½ years radio; all formats—4 months tv experience. Radio and/or tv; Cal Hardwick, 1407 St. Louis, Dallas, Texas.

Available immediately—Young, single, draft free announcer. Ability to work hard, with cooperation. Wayne Crego, WMNE, Menomonie, Wisconsin.

Twenty-two years experience. Radio-TV. Records. News. Public Relations. 38 yrs. old. Married, three children. Must locate by May 1st. Top References. Consider on the air, programming, or small station management. Reliable Joe Martin. 4326 Hickory, Omaha, Neb. Prefer Southwest, or middlewest.

N.Y. Girl announcer, experienced, young. College graduate, very attractive. Excellent diction. Jane Martini, 117 W. 48th St., N.Y.C. Room 46. AU 1-3915.

Idea Man top forty dj—News 3 years experienced, college degree, first phone available. Currently in top 100 market. Have metro market ability. 1402 Savoy, Dallas, Texas.

Young, cheerful sounding dj wants opportunity to prove himself. Midwestern Broadcasting School graduate. Offers enthusiastic play-by-play sportscasting. Will relocate. Write Tom Mirshak, 1235 Clover Avenue, Rockford, Illinois.

Swinging dj-announcer, fast board. Bright sound, not a prima donna. Not a floater. Available immediately. George A. Phinn, 825 Quincy Street, Brooklyn 21, N. Y.

Experienced, married, 34, prefer west, 2477 W. Fir, Merced, California—phone RA 2-3159.

Announcer, tight board, some experience, resonant voice, want to settle. Emmett Ramsey, Cardington, Ohio.

Have first phone, will travel—married, 28, limited dj experience, willing to work. Prefer country and western. Roland G. Roy, 400 W. Orangethorpe, Fullerton, California.

Technical

Chief engineer or staff with large station. Over 20 years experience AM-FM, directional, 50 kw. Box 479K, BROADCASTING.

Present chief desires to relocate in Wisconsin, Minnesota, or Omaha area. Box 529K, BROADCASTING.

Good combo, chief engineer-announcer, nine years in broadcast. Prefer south-east. Available now. Phone Hamp Clark, Harperville, Mississippi—486-2546.

Engineer, 50, single, sober, life experience 250w to 50kw. Also public utility. Wants vacation transmitter operation or where some maintenance initiative is needed. W. V. Rockefeller, Wood River, Nebraska.

Production—Programming, Others

Experienced, energetic reporter-newscaster; authoritative delivery. Presently employed. Prefer metropolitan area, radio or tv. Box 431K, BROADCASTING.

Newsman employed at major station, top five market. Wish to relocate in midwest. Married, ten years experience, college degree, management background. No hurry. Box 478K, BROADCASTING.

Top sports announcer: Seeking sports minded station with play-by-play. Over 6 years experience radio-tv. Box 510K, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Program/Operations Director for quality station. 13 years experience, 10 programming. Presently P.D. 75,000 population. Midwest best offer by June. Learn my attributes, perhaps we can get together. Box 486K, BROADCASTING.

Pro . . . for metro, west coast preferred. College graduate, family. Currently Program Director million market. Deejay, interviews, production, sales background. Growth imperative. Box 490K, BROADCASTING.

Top flight P.D., Programming, production, promotion know how. Presently Asst. Manager at number 1 station in medium market. 1st phone, family man, prefer West Coast. Box 514K, BROADCASTING.

Desire creative, purposeful position. Commercial or educational. 32, family. Masters. 14 years experience. Newspaper: Editor. Radio: Announcer, news director, production manager. ETV: Producer-director, program director, operations manager. Public relations 2 years. Presently director of broadcasting state university, teaching, managing FM. Box 483K, BROADCASTING.

TELEVISION

Help Wanted—Sales

Broadcast equipment sales engineer midwest territory, continuity director, program — production manager, newscaster, radio announcer. Contact E. M. Sears, Box 62, Bloomington, Indiana.

Announcers

TV newsman for large Florida market. Experience or good potential as reporter-writer, on-camera performer, able to handle 16mm cameras. Send short VTR or SOF. Box 950J, BROADCASTING.

Announcer-switcher, experienced for South Texas station. Box 398K, BROADCASTING.

Southeastern, 3 station VHF market. Progressive network outlet needs one more professional account executive. Generous guaranteed salary plus commission from first dollar, other benefits. Send full resume to Box 474K, BROADCASTING.

Staff announcer—tv only. Must be strong on booth work and on-camera commercials. Prefer married man 25-30 with at least 2 years in minor market. Leading station in Northeast 7 channel market. No hot shots or lover boys need apply. Send full resume and salary requirements immediately to Box 502K, BROADCASTING.

VHF in East Texas—All networks—needs all around announcer for on-camera commercials, news, sports. Prefer background in secondary market tv in Texas or general Southwest area. Top radio man without tv experience could qualify. Must be 20-30 years of age. Send letter with full background, voice tape, snapshot. Apply Marshall Pengra, KLTV-TV, P. O. Box 957, Tyler, Texas.

Immediate opening, experienced staff announcer. Send tape, picture, complete resume and references to: Ralph Webb, Program Manager, KWTX-TV, Box 7128, Waco, Texas.

Wanted: On-camera newsman with experience as a reporter-writer and able to use 16mm camera. Will be part of two city newscasting team. Please submit resume including salary requirements, recent photo and audio tape. Richard O'Neill, WICD, Danville, Illinois.

Technical

Northeast tv station needs permanent man immediately with 1st phone for transmitter and some studio operation. Send details airmail. Box 501K, BROADCASTING.

Educational station in southeast metropolitan area expanding engineering staff, needs first phone. Write, send all details, experience, salary. Box 521K, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Wanted: TV newsman with radio or tv news experience who likes to dig for news as well as be on-camera. Box 383K, BROADCASTING.

Continuity writer with speed and creativity for VHF in southwestern resort city. Box 397K, BROADCASTING.

Theater-television post: young man to teach tv courses, plus acting and directing courses, direct one play a year and help develop educational tv programs; good university background required; at middlewest men's university beginning September. Box 484K, BROADCASTING.

Director-Switcher: Send resume, picture and salary requirements. Production director; KTIV, Sioux City, Iowa.

Male or female creative continuity writer. Immediate opening. Must be self starter. Emphasis on local writing. Full station benefits—Send pix—resume—references. Bob Smith, Program Director, WTVO-TV, Rockford, Illinois.

TELEVISION

Situations Wanted—Management

Operations manager. 10 years tv experience: 3½ years operations manager. 35 years old. M.S. degee in tv production. Want east coast location in large market. Box 488K, BROADCASTING.

Sales

Radio-TV Sales—10 years experience in time sales with major broadcasting companies, and presently part owner of regional rep company, desires responsible sales position preferably in the Eastern U. S. Box 439K, BROADCASTING.

Television and Radio Announcer. An able performer with production know-how. Wants progressive station. Box 466K, BROADCASTING.

Announcer presently employed in major So. Western market seeks relocation with California station where earning potential depends upon ability. Midwest college speech graduate—27—family. For further information write: Box 470K, BROADCASTING.

Excellent tv announcer with deep experience on-camera and booth. Seeks staff work in big East or Midwest market. 11 years radio/tv. Box 495K, BROADCASTING.

Technical

First phone engineer, one year training, plus one year experience in tv station operations, seven years experience as licensed movie projectionist. Trainee type position acceptable. Will relocate. Details, resume furnished. Box 346K, BROADCASTING.

TV engineer—10 years experience, 34, presently employed Europe—return states May 31. VTR operation, maintenance, editing, video, projection, first phone, highest references. H. J. Hall, 7 Square De Versailles, Grandes Terres, Marly Le Roi, France.

14 years experience—Desires transmitter situation. Phone Portland, Oregon—228-0355.

Production-Programming, Others

Honest and dependable—10 years experience all phases of television.—26 years old, married. No drifter.—Versatile. willing to learn more.—Prefer switching and directing.—Desire to relocate. For more information, write Box 302K, BROADCASTING.

Film-Editor, 4 years experience CBS, NBC stations, college, tv school graduate. Knows projection, production, newsfilm, film packages. Will relocate. Box 509K, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Director - writer - producer seeks position with challenge, responsibility and future. Box 387K, BROADCASTING.

College graduate, draft-free, wants experience in small station. Box 401K, BROADCASTING.

Producer-Director with 8 years experience in all phases television desires opportunity as Production Manager or assistant Program Director. Resume available. Box 473K, BROADCASTING.

Producer/Director/Writer—8 years creative experience television production with major eastern station. Emphasis on live local and network shows. Married, college degree. Box 482K, BROADCASTING.

Program Manager. 10 years tv experience: 6½ years director, 2½ years production man: 1 year program man and film buyer. 35 years old; with present station 8 years. M.S. degree in tv production. Desire east coast location in commercial or educational station. Box 487K, BROADCASTING.

Film Editing: Position wanted, young man, over four years experience. South Florida or Mid-west preferred. Box 523K, BROADCASTING.

FOR SALE

Equipment

1 TD-3A TV camera pedestal, excellent condition. Box 344K, BROADCASTING.

16" Rek-O-Kut transcription arm, GE cartridge, 3 speed hystersis turntable. All—$45.00. Western Electric type limiter amplifier—$95.00. Box 3095, Philadelphia 50.

1 KW Dumont Transmitter, including side band filters, spare tubes, misc. assortment of co-axial elbows. Complete and in excellent condition. First cash offer over $12,000 takes. KCHU, Box 18, San Bernardino, California.

RCA 5kw tv transmitter. Low band, presently on Channel 5. Complete with transmitter console, harmonic filters, sideband filter, diplexer, dummy load, and demodulators. Available now. KCSJ-TV, Pueblo, Colorado.

Gates 250W AM transmitter, good condition, just removed from service. WANE—Fort Wayne, Indiana.

For Sale. W.E. 504B2 FM 3 k.w. transmitter. W.E. 5A FM monitor. 37M4 Collins 4-bay antenna 280 ft. 1⅝" Andrews Coax, elbows, hangers and miscellaneous fittings. All tuned ready to operate on 102.7 m.c. Contact Henry Fones, C.E., WDIA, Memphis.

Complete Schafer automation for broadcasters, complete with four tape recorders, two automatic turn tables, also have cartridge tape recorders and play back units, also regular reel recorders. Call: Warren G. Gilpin, 766-6077, or reply P. O. Box 20627, Atlanta 20, Georgia.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflen Line,$40.00 for 20' length; ⅞" ditto, 90¢ foot; 6 feet. Dishes with hardware, $150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

RCA equipment for complete 250-watt station, includes BTA-250L transmitter, 100' tower, tuning unit. Contact Russell Pope for equipment's serviceability. Complete $3705 cash. Oroville (Calif.) Mercury.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Used TV equipment; Special effects amplifier system, studio Zoomar lens, Video tape recorder. No junk. State prices wanted. Box 229K, BROADCASTING.

Need everything for 1 KW 4-bay FM operation. Also 5-inch oscilloscope. Box 475K, BROADCASTING.

Wanted: B&W oscillator (#200) and distortion meter (#400) will pay to $175.00 if good or fair condition. Have late model Hickock mutual conductance tube checker to sell or trade. KATI, Casper, Wyoming.

Vidicon Film Camera Chain—Projector—Multiplexer—wanted. Write Chief Engineer, KQED-TV, San Francisco, California.

Dumont camera focus coils, yokes, pulse transformers, C-cable plugs. Send list, prices to Crossland, KUHT, 3801 Cullen, Houston 4, Texas.

Used Micro-wave stl for church group. Write Box 691, Miami 47, Florida.

Ampex 351, 352 or 400 deck only, full track monaural. Fred Vogel, 142 W. 49 St., NYC. Circle 5-5686.

WANTED TO BUY

Stations

A.M. Station Buyer requests that you forward complete information regarding your station's market, etc. Box 335K, BROADCASTING.

Desire medium wattage daytimer in midwest. Include all details first letter: power, station background, location, billing, etc. Justify price asked. Box 485K, BROADCASTING.

Experienced broadcasters seek profitable multiple market facility in midwest or southwest. Will pay cash or terms. Confidence assured. Box 326K, BROADCASTING.

Want interest in N.E. station. Invest to $10,000. Top rated personality. Warm, sincere, humorous—p.d.—production. Strong local sales. Box 465K, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics. 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Be a Disc Jockey. Learn announcing & engineering—FCC 1st class license. Nation's leading D.J.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio, Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting April 17 and June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting May 9, July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Instructions—(Cont'd)

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

MISCELLANEOUS

ATC and similiar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Tape recording business opportunity—good money in your own community making tapes and records. Full or spare time business. $1 brings idea-packed booklet explaining all you need to know to cash in on interesting unexploited career with small investment. Cook Laboratories, 101B Second St., Stamford, Conn.

Radio Production Spots. Top quality at lowest prices. Audition tape available for stations. International Radio Productions, 1930 Greenville Ave., Dallas, Texas.

We Guarantee increased ratings with fantastic Lange (one)—Liners! Demonstration record free! Lange, 5880 Hollywood Blvd., Hollywood, California.

Need interviews? First person news filled with ideas. $3.00 for 3 month trial. Montgomery Audio, Litchfield, Illinois.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

RADIO

Help Wanted—Management

OPPORTUNITY NOT CONNECTED WITH RADIO-TV

A new company with nation-wide growth plans looking for ambitious men with the following

QUALIFICATIONS:

- Successful radio-tv time salesman
- Ability to record and produce programs
- Ability to manage office and employees
- Possess mature judgment and taste
- Ten year resident of community with excellent contacts
- Pass rigid qualification and reference inspection.

This is an above average opportunity! The men we are looking for must meet all of the above qualifications as they will be our representatives in their respective communities. Re-location not necessary, but some travel may be. Interviews will be conducted locally. Include picture and present salary with resume.

Box 469K, BROADCASTING

WANTED

Aggressive East Coast major market good music station needs top man for production, announcing and ideas. Send tape and full information to A. Roberts—Apt. 2Q—Charles River Pk.—1 Emerson Place—Boston, Mass. No tapes returned.

Help Wanted—(Cont'd)

Production—Programming, Others

METEOROLOGIST

A professional weather forecaster for the staff of radio and TV station. Must meet qualifications for professional membership in the American Meteorological Society. Here is an excellent opportunity to work in one of the best equipped weather stations in the broadcast industry. We are pioneers in the use of full weather facilities for broadcasting. Write for employment application to Personnel Office, Crosley Broadcasting Corporation, 140 W. 9th Street, Cincinnati, Ohio.

Announcers

SUMMER REPLACEMENT...

Possibility of permanent association with out-state Michigan's number one radio facility, WTAC, Flint-Saginaw-Bay City-Midland. Need experienced, bright sounding alive and alert personalities for well-balanced, tight radio production. Send tape and resume to Gene Milner, General Manager, WTAC, Flint, Michigan.

RADIO

Situations Wanted—Announcers

MIKE LAURENCE

Creative air/on camera personality formerly with **WMGM,** New York. 538¾ N. Sycamore, Los Angeles 36, Calif. WEbster 8-9536.

TELEVISION

Help Wanted—Announcers

DJ WANTED FOR IN-PERSON TEEN SHOW

Leading national manufacturer requires services of talented, youthful, clean cut disc jockey as master of ceremonies for live, free admission show geared to teenagers. Tour in New England and Southeast July and August. Sobriety and outstanding references essential. Preference given to applicants with in-person experience teen shows. Tour transportation furnished. Send resume, tape, photo and salary requirements. Box 515K, BROADCASTING.

EMPLOYMENT SERVICE

ADS/ASSOCIATED PERSONNEL SERVICES*

Placement Specialists for Television and Radio Personnel:
Station Manager
Commercial Manager
Program Director
News Director
Copy Writer
ANNOUNCERS
ADVERTISING AGENCY PERSONNEL

REGISTER WITH US NOW—
ADS/ASSOCIATED PERSONNEL SERVICES

P. O. Box 2343 — Salt Lake City 10, Utah
Chaz Barrington, General Manager
(Suggestion: Clip this ad for future reference)
*Licensed & Bonded

INSTRUCTIONS

FIRST PHONE IN 6 WEEKS

Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned classrooms. American Academy of Electronics. 303 St. Francis St., Mobile, Alabama.

MOVING?
SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, worksaving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

FOR SALE

Stations

SOUTHERN ARIZONA

Top fulltimer, ideal climate owner-operator can realize $100,000 potential in this expanding market. $50,000 buys. Long term obligation non-interest bearing.

Box 224K, BROADCASTING

FULL TIME FACILITY

On Air Since 20's
Excellent South Central Market
—$150,000, with terms—
Box 528K, BROADCASTING

Radio station WDAR, 1350 kc 1000 watts of power, Darlington, S. C. For quick SALE. $75,000.00. Terms can be arranged. Gates equipment in good condition. Reason for selling—bad health.

For Sale—(Cont'd)

Stations

Ala	metro	daytimer	110M	terms
Ark	metro	daytimer	75M	$40dn
Ga	metro	fulltimer	137M	29%
Ind	metro	fulltimer	410M	$90dn
La	metro	daytimer	135M	29%
N. Y.	metro	fulltimer	235M	29%
Tenn	metro	fulltimer	400M	$100dn
Va	metro	fulltimer	350M	29%
Wash	metro	daytimer	105M	terms

and others: also newspapers & trade journals

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

Ga. single regional $50,000—Ark. single regional $79,500—Tex. single regional $49,500—Colo. single regional $50,000—Tex. metro regional $250,000—Tex. major regional $200,000 just 12½% down, 10 yrs. balance—Okla. single $97,500—Ark. medium regional $150,000—Tex. major FM station $75,000—Ga. single regional $75,000 only $15,000 down—Tenn. major power. Billed over ¼ million annually past several yrs. $350,000 about $80,000 down—Fla. major power $550,000—Ark. major regional fulltimer $180,000—Fla. metro power fulltimer $185,000 with $40,000 down—La. single $40,000—Miss. small single $37,500—Tex. single regional $70,000—N. M. medium regional $150,000—Tex. medium fulltimer $150,000—Tenn. major power fulltimer $225,000—20 others!
PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

SOUTHWEST. Exclusive. Full time. Absentee owned. Doing $50,000. Asking $80,000. Very excellent terms to qualified buyer.
ROCKY MOUNTAIN. Daytime. Absentee owned. Gross $100,000 in 1961. Has done as high as $150,000. Asking $150,000. 29% down.
SOUTHWEST. Top market in state. Full time. #1 station in market. Valuable real estate. Asking $435,000. 29% down.
CALIFORNIA. Full time. $18,000 down.
JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

For Best Results You Can't Top A* CLASSIFIED AD *in
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 113

remote control location (studio location); ERP to 20 kw; ant. height 280 ft.; make changes in ant. system, and change type trans.

■ Following stations were granted mod. of cp to change type trans.: KLIP Fowler, Calif.; KROS Clinton, Iowa; WJOI Florence, Ala.; WVJS Owensboro, Ky.

WRSA, Radio Station WRSA Inc., Saratoga Springs, N. Y.—Granted request for cancellation of license; call letters deleted.

KFNF Shenandoah, Iowa—Granted extension of authority to June 21 to sign-off at 7:15 p.m., Monday through Saturday, and sign-off at 7:30 p.m., on Sunday, except for special events.

KNEL Brady, Tex.—Granted extension of authority to June 30 to sign-off at 7:00 p.m.

KELE Phœnix, Ariz.—Granted extension of authority to June 19 to remain silent.

■ Following stations were granted change of remote control authority: WGBI Scranton, Pa.; WVOW Logan, W. Va., while using non-DA; KAVE Carlsbad, N. M.

WNAE Warren, Pa.—Remote control permitted.

KSFA Nacogdoches, Tex.—Remote control permitted.

KTER Terrell, Tex.—Remote control permitted.

■ Following stations were granted extensions of completion dates as shown: K13BR Two Dot Tv Repeater Assn., Big Elk Valley, Lebo Valley and Two Dot, Mont., to Sept. 28; KLIP Fowler, Calif., to May 30, and KANI Wharton, Tex., to May 15.

Action of March 26

Great Lakes Television Co. Titusville, Pa.—Granted cp for new uhf tv translator station on ch. 70 to translate programs of its proposed station on ch. 64, Oil City, Pa.

Rulemakings

■ Commission invites comments by April 30 to notice of proposed rulemaking looking toward shifting ch. 2 from Henderson to Las Vegas, Nev., as petitioned for by Southern Nevada Radio and Tv Co. (KLRJ-TV, ch. 2), Henderson. If rulemaking is adopted, commission will take further action as may be deemed appropriate with respect to Southern's request to modify its license accordingly. Action March 28.

■ By further notice of proposed rulemaking in doc. 14398, commission invites comments by April 30 to alternate proposal which would assign *ch. 24 to East Lansing, Mich., for educational use, by deleting that commercial channel from Coldwater. Canadian Department of Transport did not concur to previously proposed *ch. 18 assignment to East Lansing, but did concur to alternate plan. Action March 28.

■ By report & order, commission finalized rulemaking in doc. 14484, effective May 7, and shifted ch. 14 from Modesto to San Mateo, Calif., reserving it for noncommercial educational use in latter city, and "dropped-in" ch. 17 at Modesto in view of indicated interest in low uhf channel replacement. Proceeding stemmed from petition by National Educational Tv & Radio Center which stated that College of San Mateo would apply for reserved channel. Comr. Ford not participating. Action March 28.

■ By report & order, commission finalized rulemaking in doc. 14273 and amended tv table of assignments by shifting ch. 19 from Palm Springs, Calif., to Indio, substituting ch. 27 at Palm Springs and deleting latter channel from San Diego, effective May 7. Shifting ch. 19 from Palm Springs to Indio will resolve adjacent channel mileage separation problem of ch. 18 grantee in San Bernardino. Action March 28.

PETITIONS FILED

Sec. 3.1 and 3.67 Moseley Associates Inc., Santa Barbara, California (3-23-62)—Requests amendment of rules so as to permit use of intermittent subsonic tones (A9 emission) by standard broadcast stations when used for relaying information relative to operating parameters of broadcast trans. to suitably designated controlling point for remote control purposes in conjunction with authorized STL station, when deemed to be in best interests of station's operation. Ann. March 30.

Sec. 3.606 Wisconsin Citizen's Committee for Educational Television Inc., Madison, Wis. (3-23-62)—Requests amendment of rules so as to reserve ch. 9 for educational tv use in Central Wisconsin. Ann. March 30.

RADIO-TV SET COUNTS continued

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
Hamilton	864,121	264,387	249,177	94.2	109,359	241,688	91.4	264,387
Hancock	53,686	16,583	16,010	96.5	7,798	15,377	92.7	16,583
Hardin	29,633	8,887	8,036	90.4	2,938	7,806	87.8	8,887
Harrison	17,995	5,453	4,991	91.5	1,621	4,825	88.5	5,453
Henry	25,392	7,486	7,139	95.4	2,730	7,054	94.2	7,486
Highland	29,716	9,428	8,665	91.9	2,729	8,027	85.1	9,428
Hocking	20,168	6,056	5,204	85.9	1,622	5,302	87.5	6,056
Holmes	21,591	5,434	3,896	71.7	1,398	3,550	65.3	5,434
Huron	47,326	13,614	12,617	92.7	5,505	12,411	91.2	13,614
Jackson	29,372	8,550	7,799	91.2	1,977	7,355	86.0	8,550
Jefferson	99,201	29,001	27,193	93.8	11,130	26,980	93.0	3,312
Knox	38,808	11,791	11,161	94.7	4,413	10,779	91.4	1,256
Lake	148,700	40,582	38,570	95.0	18,933	39,062	96.3	5,808
Lawrence	55,438	15,892	13,476	84.8	3,979	14,096	88.7	1,503
Licking	90,242	27,155	25,833	95.0	10,884	25,314	93.2	3,129
Logan	34,803	10,754	9,998	93.0	3,902	9,742	90.6	571
Lorain	217,500	59,489	55,239	92.9	24,600	56,087	94.3	7,946
Lucas	456,931	138,930	130,666	94.1	61,497	130,435	93.9	17,701
Madison	26,454	7,050	6,313	89.5	2,294	6,164	87.4	955
Mahoning	300,480	85,961	80,859	94.1	38,026	80,777	94.0	12,219
Marion	60,221	17,895	16,498	92.2	7,355	16,661	93.1	1,990
Medina	65,315	18,025	17,083	94.8	8,173	16,839	93.4	2,453
Meigs	22,159	6,608	5,617	85.0	1,642	5,579	84.4	508
Mercer	32,559	8,770	8,477	96.7	3,345	7,964	90.8	434
Miami	72,901	22,399	21,009	93.8	9,960	20,954	93.5	2,768
Monroe	15,268	4,604	3,970	86.2	1,149	3,793	82.4	257
Montgomery	527,080	154,899	145,839	94.2	72,067	146,396	94.5	28,736
Morgan	12,747	3,819	3,331	87.2	1,084	3,078	80.6	149
Morrow	19,405	5,575	5,176	92.8	1,724	5,117	91.8	329
Muskingum	79,159	23,853	21,756	91.2	7,930	21,224	89.0	1,969
Noble	10,982	3,373	3,065	90.9	754	2,526	74.9	192
Ottawa	35,323	10,476	9,886	94.4	4,339	9,826	93.8	971
Paulding	16,792	4,897	4,500	91.9	1,455	4,402	89.9	140
Perry	27,864	8,297	7,445	89.7	1,804	7,414	89.4	349
Pickaway	35,855	9,330	8,359	89.6	2,690	8,778	94.1	959
Pike	19,380	5,188	4,399	84.8	1,386	4,276	82.4	195
Portage	91,798	24,075	22,292	92.6	9,840	22,856	94.9	2,605
Preble	32,498	9,355	8,547	91.4	3,143	8,782	93.9	599
Putnam	28,331	7,494	7,150	95.4	2,579	6,666	89.0	247
Richland	117,761	34,420	31,730	92.2	14,369	31,494	91.5	3,259
Ross	61,215	16,894	15,237	90.2	5,340	14,802	87.6	1,442
Sandusky	56,486	16,572	15,929	96.1	7,400	15,619	94.2	1,321
Scioto	84,216	25,324	22,959	90.7	7,889	22,169	87.5	1,434
Seneca	59,326	16,677	15,768	94.5	7,065	15,319	91.9	1,248
Shelby	33,586	9,530	8,872	93.1	3,404	8,848	92.8	833
Stark	340,345	99,306	93,621	94.3	44,287	92,210	92.9	12,260
Summit	513,569	151,866	143,760	94.7	72,902	143,275	94.3	24,037
Thumbull	208,526	59,166	55,556	93.9	23,973	55,599	94.0	7,157
Tuscarawas	76,789	23,429	21,402	91.3	8,177	20,551	87.7	1,431
Union	22,853	6,811	6,193	90.9	2,395	6,153	90.3	639
Van Wert	28,840	8,839	8,351	94.5	3,662	8,164	92.4	492
Vinton	10,274	2,894	2,487	85.9	547	2,442	84.4	138
Warren	65,711	17,447	15,942	91.4	6,075	16,206	92.9	1,978
Washington	51,689	15,285	13,793	90.2	4,294	12,754	83.4	671
Wayne	75,497	20,416	18,594	91.1	8,160	17,348	85.0	1,983
Williams	29,968	9,233	8,686	94.1	3,293	8,197	88.8	399
Wood	72,596	20,296	19,489	96.0	9,075	18,912	93.2	1,847
Wyandot	21,648	6,358	6,161	96.9	2,614	5,624	88.5	—
Metropolitan Areas								
Akron	513,569	151,866	143,760	94.7	72,902	143,275	94.3	24,037
Canton	340,345	99,306	93,621	94.3	44,287	92,210	92.9	12,260
Cincinnati	1,071,624	326,009	306,298	94.0	130,955	299,507	91.9	53,078
Cleveland	1,796,595	537,508	507,226	94.4	245,847	502,968	93.6	91,020
Columbus	682,962	200,763	187,925	93.6	92,457	187,423	93.4	41,106
Dayton	694,623	202,497	190,808	94.2	93,703	190,864	94.3	35,352
Hamilton-Middletown	199,076	56,032	52,207	93.2	22,986	52,104	93.0	7,416
Huntington-Ashland	254,780	74,452	64,020	86.0	20,476	65,940	88.6	7,884
Lima	103,691	30,442	28,602	94.0	13,183	27,299	89.7	1,984
Lorain-Elyria	217,500	59,489	55,239	92.9	24,600	56,087	94.3	7,946
Springfield	131,440	38,931	36,232	93.1	15,707	36,406	93.5	4,998
Steubenville-Weirton	167,756	48,193	45,200	93.8	17,737	45,283	94.0	5,634
Toledo	456,931	138,930	130,666	94.1	61,497	130,435	93.9	17,701
Wheeling	190,342	58,578	53,843	91.9	20,738	53,425	91.2	7,054
Youngstown-Warren	509,006	145,127	136,415	94.0	61,999	136,376	94.0	19,376

a new American Ace

When the sky was first used for war, the job of aerial interception could be handled by daredevil youths with 30 caliber machine guns and canvas-covered biplanes. Today, interception is a job that has to be handled by a different kind of Ace, a machine that is half electronic brain and half bomb—the Nike-Zeus. It's a supersonic Ace that can intercept an airplane or a missile traveling at thousands of miles an hour. To build it, American missile men needed a light but exceptionally strong metal for the motor case. United States Steel research scientists provided the material—an alloy steel rolled into wider, longer, *thinner* sheets than any ever rolled. In a new process called "sandwich rolling" the alloy steel is placed between two heavier plates of carbon steel, heated, then rolled into the strong, lightweight sheets needed for a missile's skin. This is one example of why steel is the most vital material in our growing missile program. *America grows with steel.*



USS TRADEMARK **United States Steel**

OUR RESPECTS to Stanton Peter Kettler, executive vp, Storer Broadcasting Co.

The simple, straightforward approach works best

April in Wheeling is a time of change —a time when the hills turn greener, the Ohio River flows deeper and young men contemplate their futures. That's the way it was with Stanton P. Kettler —Pete to those who have known him very long—as he pondered the professional potential of mattress selling in West Virginia and Ohio back in the spring of 1937.

And that's why he will celebrate his 25th anniversary of service with Storer Broadcasting Co. this week. Pete entered radio in 1937 at WWVA as a salesman. Now he's executive vice president of what is often described as the nation's largest independently owned and operated broadcasting company. Storer stations are WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KGBS Los Angeles; WIBG-AM-FM Philadelphia; WITI-TV Milwaukee, and WHN New York. (WWVA was sold when Storer acquired WHN, formerly WMGM, last year.)

Looking across a desk at Pete Kettler, an interviewer wonders why Hollywood didn't grab him years ago to play big-executive roles. He's hefty, firm-jawed, deep-voiced and decisive in all his gestures. So he not only holds a big executive job, but looks the part as he does his daily duties.

Tough and Gentle ▪ There's something of a paradox in the personality of this operating head of Storer. He looks tough and occasionally acts tough, but mostly he is as gentle as a kitten and as kind as a contented grandfather. The loyalty the Storer staff has for him is because of his keen perception and kind consideration. "Pete is one of the kindest men in the company, if not the entire broadcasting industry," a member of his staff says.

His approach to the executive vice presidency is straightforward and simple, lacking most of the big-shot trappings which are often characteristic of those holding important administrative positions. He tends toward thoughtful consideration of a problem rather than snap judgment.

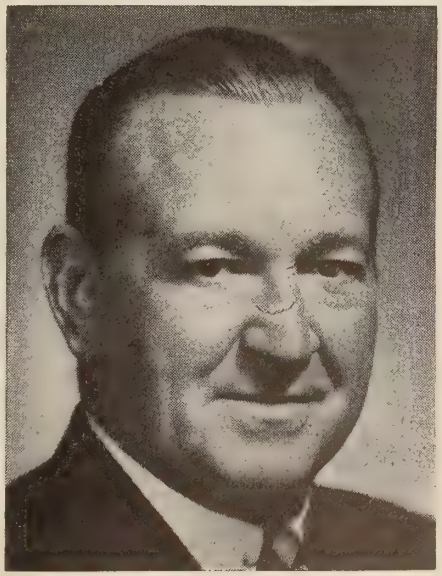
After two years as a salesman at WWVA, Pete was transfered to Zanesville, Ohio, and promoted to managing director of WHIZ in that city. He served three years as head of that station and then returned to the West Virginia hills as managing director of WMMN Fairmont.

Four years of management of WMMN were followed by a transfer to Miami, Fla., as head of WGBS, the Storer radio station in that city. Two years later, in 1948, he was elected to a vice presidency of the station.

The move to WGBS was the start of a 16-year tenure at Miami. In 1951, Pete rose to board membership in the Storer broadcast organization, and that same year he was moved up to its southern district vice presidency. He became vice president in charge of Storer operations in 1955 and finally rose to the executive vice presidency for operations in 1958. Last year he stepped up another notch and became executive vice president of the system.

New Departments ▪ Pete is especially concerned with two new functions set up in the Storer system last year. The first is the Dept. of Broadcast Standards. When he announced the formation of this new department, he said its purpose was to "cope more efficiently with the multitude of standards and complex regulatory considerations facing the broadcast industry today." What he was saying was in effect that a group operator, confronted by assorted concepts of what is good public-service programming and what isn't, must be able to sort out the comments, criticisms, hopes and frustrations that arise in a complex industry in an era of economic evolution. This is another way of saying, "Let's be sure of what's to be done and then let's do it."

The second is Storer Television Sales, an organization representing the five Storer tv stations in national spot. Talking to Pete, it's impossible to determine how much of the idea was his own and how much of it came from his associates; he's not a credit grabber. If anything, he's a credit dodger and there aren't too many of those around corporation front offices.



Stanton Peter Kettler
He looks the part

Anyhow, the sales arm has been an effective part of the Storer organization. Pete is happy to discuss what it does, if not where the idea arose. Storer Television Sales, Pete says, arose from "a desire to create an in-depth, quality sales organization whose members would have a personalized knowledge of the five stations they were representing, and give clients even more personalized service than has been possible in the past."

Activities and Avocations ▪ Pete Kettler was born in Wheeling Nov. 18, 1907. He attended grade and high school there and received his B.S. degree from Washington & Jefferson College in Washington, Pa.

Pete has become incurably addicted to the tropical lures of Florida. He's what some of those who accompany him around 18 holes like to describe as "a self-taught golfer." But don't bet against him just because his swing may be a bit less symmetrical than the rhythmic arc of Ben Hogan. If he spent more time on the golf course and less at his desk his score would drop impressively.

In 1958, while fishing off the coast of Bimini in the Bahamas, a favorite spot of George B. Storer Sr., Pete hauled in a 465-pound blue marlin. The fight was rough for both Pete Kettler and the fish, but Pete won after a four-hour struggle. The marlin now graces a wall in the lobby of the Storer headquarters on Kane Concourse, in the northern part of Miami Beach.

Pete's wife is the former Virginia Pennington. They were married in 1935 and have two children. The Kettler home is in the Miami Shores area, where Pete derives much satisfaction from his activities at Miami Shores Community Church. He is president of its board of trustees and chairman of its executive and finance committee. He has also served as a director of the Miami Heart Institute since its formation and has held key posts in many local organizations. Memberships include Radio & Television Executives Society, Indian Creek and LaGorce Country Clubs, Elks and Kiwanis, Miami Club, Beach Colony Club, Emerald Bay Yacht Club, Miami Beach and Miami Shores Chamber of Commerce, Miami Masonic Temple Lodge and Kappa Sigma fraternity.

Any friendly chat is apt to become involved sooner or later with his first grandchild, born last Jan. 11. And any chat with Pete Kettler will be a friendly one. He's that sort of individual.

A year later . . . and wiser

WHAT a difference a year makes.

LeRoy Collins last week installed himself as the actual as well as the titular spokesman for the nation's broadcasters.

His ringing condemnation of the FCC's programming hearings in Chicago and his stout defense of the self-regulatory process resolved lingering doubts of the NAB membership about his capacity—and his stomach—for leadership. After a year in office he reached the conclusion that was inevitable—there's a limit to the extent of cooperation that can be maintained between the regulators and the regulated.

Gov. Collins won more than the respect of his membership. He saved the NAB from imminent defections. Many influential broadcasters came to Chicago to decide whether it would be prudent to withdraw from the trade association unless the kind of leadership they felt they had a right to expect was manifested. They liked what they heard.

If Gov. Collins does not veer from the course he charted last week he will have his membership solidly and enthusiastically behind him. More than that, he will attract into NAB membership stations which have been sitting it out, waiting to see what kind of trade association the NAB was going to turn out to be.

Profits and protection

THE machinery was started last week for government action to reduce competition in radio. It is a kind of action that a good many broadcasters eagerly seek, and we only hope their eagerness will not lead to an endorsement of procedures that could cause more troubles than they cure.

It is no secret that some influential radio broadcasters believe that the FCC ought to establish economic criteria to be applied with engineering standards in the consideration of radio station grants. Some even think a combination of economic and engineering judgments ought to be invoked to eliminate some stations that are now on the air. We suggest, as we have been suggesting for years, that a request for economic protection is also a request for FCC regulation of the business practices of the licensees to which it has accorded economic protection.

Historically, the government has demanded the right to supervise the rates and practices of businesses that it shelters from free markets. We do not think that broadcasters can reverse that history.

There is an acceptable way, however, for some of the underbrush in radio to be cut and kept under control without establishing reasons for government supervision of broadcasting economics. That is through the adoption—and observance—of realistic engineering standards for radio.

On technological grounds alone it can be said there are too many radio stations. During the past decade of explosive station growth, many stations have been squeezed in at the cost of signal interference. Reception in many of the densely populated areas of the country is degraded.

What is needed is a basic restudy of radio allocations and the setting of standards to bring some degree of order to a system that now contains a fair degree of disorder. In such a process it would inevitably be found that some stations now on the air did not meet the new standards. Those stations could be permitted to continue operation but encouraged to disappear—at the discretion of their owners—by one of several means.

A station marked as sub-standard could be merged with another that met standards, and the sub-standard facility withdrawn from use. Or sub-standard stations could be sold to buyers willing to pay a price for the elimination of competition. Gradually, sub-standard stations would be weeded out and their assignments eliminated. Some might very well survive indefinitely.

If broadcasters confine their case to technology when they begin the FCC conferences on radio population that will now be held, they will be on sound ground. The minute they begin talking about economic methods of reducing competition they might as well also talk about the profit ceilings they are willing to accept.

'F' on report card

IT may be the understatement of last week's NAB convention to say that Broadcast Advertisers Reports won few friends there with its plan to "grade" stations on their compliance with the Television Code (BROADCASTING, April 2).

There are two reasons why, in our view, BAR is wrong in what is proposes to do.

Our objection, first, is that neither BAR nor any other organization acting independently of the Code Authority is in a position to do the job. Monitor, yes; evaluate the code significance of what it has monitored—no. Code interpretations frequently require delicate policy decisions which tax even those responsible for making them in the first place. No outsider can be expected to make such policy interpretations—nor should it if it could.

Our second objection is that any station wrongly reported to have committed a code violation would be hurt.

It is BAR's contention that agencies want this sort of "report card" because they would prefer to do business with code adherents. In passing, we might observe that agencies themselves often contribute to stations' delinquency in code matters by insisting on positions that are already fully sold.

Agencies have the right, of course, to buy according to whatever standards they wish and to keep score in any way they please. Agencies can hardly be criticized if they use the code as a guide. But the agencies themselves are the only ones who can interpret the code as it applies to their own buying practices, just as the code board is the only one capable of interpreting it as a general operational policy. These are policy determinations, and in making them there is no place for any outsider.



Drawn for BROADCASTING by Sid Hix

"My wife won't watch this show—can't stand violence."

PERSONALITY AT WORK!



Talk about a dominant personality! *. . . WFMY-TV's composite image is the most influential in the market. To a viewer in one of the 466,640 TV homes* it reaches, WFMY-TV's personality has many facets—it's the morning eye-opener, a neighbor giving you her prize recipe, a friend showing you a stunning dress and talking about the latest doings in the community; it's that character who lends a hand in bringing up your kids as good citizens; it's the guy who talks your favorite sports with you; and it's the fellow whose top-notch public affairs specials pleasantly prod you into a little better understanding of world and local issues. When you realize how much a part of family life a personality like this can be, you'll understand why WFMY-TV is an active force in the 44-county area it serves.*

CHANNEL 2

wfmy-tv

GREENSBORO, N.C.

"Now In Our 13th Year Of Service"

SEAL OF GOOD PRACTICE

Represented by Harrington, Righter & Parsons, Inc.

* Source: A. C. Nielsen

SERVING THE PROSPEROUS PIEDMONT

HOW TO SUCCEED IN RADIO WITHOUT REALLY TRYIN

. . . Get together with R.C.I. now

Here's why:

* You'll find out about the brand-new RCI feature package. *It won't sit on your shelf!* Armed with RCI creativity, your salesman can make you *dollars at penny cost!*

* You'll find out about the first radio station breaks that are actually *visual* in scope—*visual* in retention value—*visual* in promotion value!

* You'll learn about the creative-concept sales plan that brought $3½ million in local sales from the hard-to-crack key accounts for RCI affiliates in 1961.

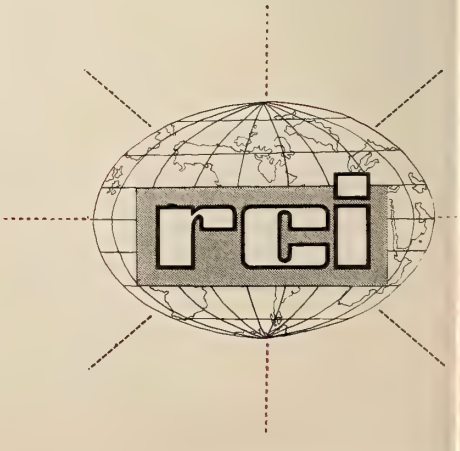
The most important call you'll ever make . . .
Dial area code 212-PLaza 7-5300 and ask for
AL KING

Call, write, wire or visit

RADIO CONCEPTS, INCORPORATED

236 West 55th St., New York 19, N. Y. • PLaza 7-5300

Associate Member National Association of Broadcasters



35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 16, 1962

Agency opinion: Minow's radio control plan will help—but how much? 33

Government charges CBS incentive plan puts squeeze on affiliates 50

Pauley denounces Nielsens for underplaying ABC Radio audiences 70

Chicago video outlets getting in their licks as FCC hearing resumes 52

COMPLETE INDEX PAGE 7

12 Judson Avenue
Ardsley, New York

March 20, 1962

WHN--RADIO
400 Park Avenue
New York 22, New York

Gentlemen:

Since the time when WHN came on the radio, I have listened to no other station. I should like to commend you on the wonderful change that has come over 1050 on the dial.

I for one am so pleased, and from what I have heard from my friends and also in stores and other places that play a radio, WHN is a most popular station.

The type of music you play has always been my favorite, and it is nice to have a radio station that plays it constantly. Thank you for adding so much to radio entertainment.

Sincerely yours,

Margaret Hinnen

Margaret Hinnen

Thanks, New York for listening... for liking...

50,000 watts
WHN
1050

"the sound of music and total information news."

Represented by Katz Agency

LOS ANGELES KGBS | PHILADELPHIA WIBG | CLEVELAND WJW | NEW YORK WHN | TOLEDO WSPD | DETROIT WJBK

MIAMI WGBS | MILWAUKEE WITI-TV | CLEVELAND WJW-TV | ATLANTA WAGA-TV | TOLEDO WSPD-TV | DETROIT WJBK-TV

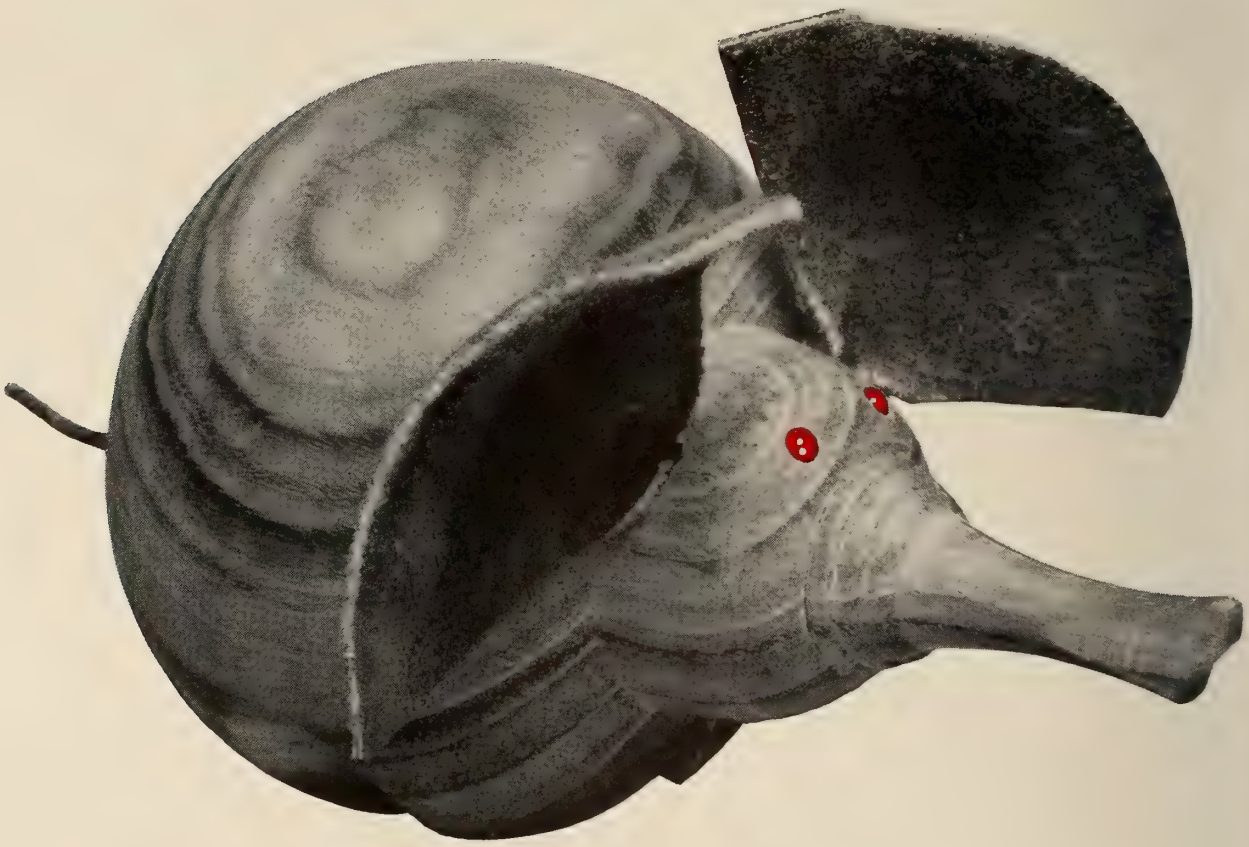
STORER BROADCASTING COMPANY

WTREFFIGIES Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

TV REP

(BLAST OF THE BIG VENDORS)



#13 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA • Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

(RED EYED SET? Write for your frameable WTReffigies, our ad-world close-up series!)

wtrf-tv NBC

316,000 watts NBC **network color**

CHANNEL **7**

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company



VITAL

to Houston . . . The vast, dynamic Oil, Gas, and Petro-chemicals industries have made Texas' largest city the "Oil Capital of the World." Their presence is vital to the spectacular Houston economy . . . supporting an important share of the city's families.

Vital to Houston also is the service KTRK-TV brings to all of the Houston families who depend on us in ever greater numbers for news, public service and family entertainment. **KTRK-TV** Channel 13

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.



IN THE TWELFTH

Dallas-Fort Worth, the nation's 12th largest market, is the home of KRLD-TV, Channel 4. And Channel 4 is the number one outlet in the area.

What does this mean? Simply that every ad dollar spent on Channel 4 reaches more homes* and produces higher returns for you.

See your Advertising Time Sales representative. He'll create a schedule just right for you.

*NSI, Feb. '62

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT®

If Collins goes to Cabinet

Well-founded reports that NAB President LeRoy Collins is under active consideration to replace Abraham Ribicoff as Secretary of Health, Education and Welfare have aroused speculation about possible successors to NAB top job. Name of George Allen, a principal contender for NAB presidency before selection committee settled on Gov. Collins, has been revived. Mr. Allen, who was director of U.S. Information Agency in Eisenhower administration, took job as president of Tobacco Institute in Washington when NAB selected Gov. Collins.

If Gov. Collins were to get cabinet post, it's conjectured that Robert D. Swezey, now NAB Code Authority director, would be given interim assignment to run NAB until permanent president was chosen. Mr. Swezey is most experienced broadcaster now on NAB staff; he worked for NBC, Blue Network, Mutual and WDSU-AM-FM-TV New Orleans. It's no secret that Gov. Collins would accept HEW secretaryship if it were offered, though he's not seeking it. Reliable reports are that at least four candidates are under consideration.

Dearth of data

First project of NAB's embryo research facility may be effort to determine actual size of radio audience. With radio's impact clouded by confused U.S. Census data (see story, page 68), it's pointed out that qualitative study of medium is futile—until in-home and out-of-home listening are adequately measured.

With NAB's research department temporarily inactive, association could not supply scientific data last week for use in evaluating new Census Bureau figures based on recheck of 1960 radio census. Radio Advertising Bureau has sharply challenged census data, pointing to inconsistencies and errors.

No-radio homes substandard

Message to advertisers: Homes without radio are also substandard in income and other factors which usually make good prospects for advertised products, according to RAB. Following up their detailed answer to census bureau's new radio-homes figures (see page 68), RAB officials say studies show that while average U. S. household has $4,766 annual income, average for no-radio homes is $2,916. In cities it's $5,145 for average home against $3,244 for no-radio homes; in rural non-farm homes, $4,088 against $2,589, and in rural farm homes, $2,892 against $1,874.

'Tonight' problems

NBC-TV reportedly has its problems holding its *Tonight* advertiser lineup intact until fall, now that Jack Paar is no longer show's star and Johnny Carson doesn't take over until fall as Paar's replacement. Advertisers involved say "attractive discounts" have been offered, but those among reluctant complain principally on loss of star personality lead-in to their commercials.

Measured in millions

What's price of an antitrust suit? There's no way to pinpoint causes, but CBS stock closed last Thursday—day Justice Dept. filed antitrust suit against CBS (see page 50)—2-⅝ points below Thursday's close (38-⅝ vs. 41-¼) which on almost 9 million shares outstanding figures to market-value drop of more than $23 million before lawyers sharpen first pencil. Stock rallied Friday, closing at 39-⅞ for day's gain of 1-¼ points or about $11.1 million in market value.

Nobody likes to be hit by antitrust suit and that includes CBS, but reports circulated beforehand to effect that CBS-TV would not be too unhappy if it could voluntarily get rid of compensation plan that Justice Dept.'s suit is aimed at. These accounts, not confirmed at CBS—hold that while network has no doubts about plan's legality, it has concluded that old system is just as good and maybe better.

Pre-sunrise compromise

FCC has taken second look at proposed rigid requirements for stations operating pre-sunrise with daytime facilities, and Chairman Newton N. Minow will offer compromise when he testifies before House Commerce Committee tomorrow (Tuesday). FCC has recognized validity of complaints by pre-sunrisers and will consider proposed rule allowing continued pre-sunrise operations with daytime facilities. Mr. Minow will not give specifics tomorrow but further notice of rulemaking will be released later by FCC. Congress and FCC have been flooded with protests against rule which would restrict pre-sunrise operations daytimers and those with separate day and night facilities and special committee has been formed to fight proposal (BROADCASTING, April 9). Comments now are due May 15.

Seeing is believing

There are many two-station markets in which ABC-TV would be glad to see introduction of third competitive outlet, but network is overjoyed at prospect of grant of ch. 8, third station in Greensboro-High Point-Winston-Salem, N. C., (story page 54). That area is headquarters for some of biggest tobacco accounts, and ABC-TV has had trouble persuading them it's in business. With only two vhf stations now in area, ABC-TV has been unable to get its schedule regularly exposed. No matter what their New York agencies say, North Carolina tobacco executives haven't been convinced ABC-TV is competitive with other networks.

Satellite tv ahead

Possibility that communications satellites may one day be used to distribute network programs to tv stations in U. S., first broached by Lee Loevinger, Justice Dept. antitrust chief in testimony before Kefauver Committee (BROADCASTING, April 9), was bolstered by Brig. Gen. David Sarnoff last week. Asked to comment on Mr. Loevinger's remarks, Gen. Sarnoff said he thought that ultimately "it will be possible" to feed network programs via satellite.

Tell all—or else

Time was when questioning letters sent by FCC staff to licensees at renewal time could be begged off with simple replies. There's indication now staff is pinning down stations on details. For example, if station claims it has asked all local educational institutions if they want time and has been turned down, FCC is likely to ask for list of groups contacted. Fuller description of programs in borderline categories is also requested to ascertain whether time claimed as educational, agricultural or discussion really qualifies under FCC definition.

On way up

Latest evidence that CBS has Frank Shakespeare, 37-year-old vp and assistant to CBS-TV President, Jim Aubrey, ticketed for big future is his assignment to represent network at Washington conference on tv and juvenile delinquency that begins next month (see AT DEADLINE). This will be his first Washington appearance as network spokesman since he was appointed to his present job few months ago.

Published every Monday, 53rd issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON-TV
Has been FIRST
70% of the time
Jan. '53-Jan. '62
Source: ARB Reports

S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE

WEEK IN BRIEF

The population explosion in radio is getting closer inspection week by week. Agency executives believe the proposals to reduce competition would be helpful but aren't sure how helpful. See lead story . . .

AGENCIES LOOK AT RADIO . . . 33

One of Washington's pressing questions—is NLRB ignoring Congress by twisting the labor law to give labor secondary boycott privileges? Last week two Congressmen said this is happening. See . . .

NLRB CIRCUMVENTS LAW? . . . 63

The antitrust spectre is everywhere. Now it's over CBS-TV and its incentive plan for affiliates. This new plan led to a door its authors hadn't anticipated—the Dept. of Justice, which has filed suit. See . . .

JUSTICE DEPT. SUES CBS . . . 50

The Chicago hearing was off to a fresh start last week as the FCC's inquiry into local tv programming continued. Ward Quaal, WGN-TV, was first to give the station side of television program problems. See . . .

CHICAGO HEARING RESUMES . . . 52

A data battle between Radio Advertising Bureau and the U. S. Census Bureau has broken out. RAB contends the bureau has sold radio short and it's backing up this charge with specific criticism. See . . .

RAB CHALLENGES CENSUS . . . 68

Who's paying for network television programs? A full list of 1961 sponsors tells the story. As usual Procter & Gamble is first with its $51.9 million expenditure. American Home Products is next. See . . .

TV NETWORKS' CLIENTELE . . . 34

RAB's reaction isn't the only rumble on the statistical horizon. ABC Radio purportedly has unloosed a blast at A. C. Nielsen Co. for "seriously under-estimating" network radio audiences. See . . .

ABC RADIO HITS NIELSEN . . . 70

More progress for the all-channel tv bill. Last week the House Commerce Committee urged approval of the plan which includes a moratorium on demixing stations while uhf effectiveness is studied. See . . .

ALL-CHANNEL BILL URGED . . . 58

The let's-talk-it-over technique keeps spreading in Washington. Last week Sen. Pastore conferred with NAB and network presidents on ways of obtaining compliance with industry's television code. See . . .

PASTORE MEETS INDUSTRY . . . 51

Every year is billed in advance as color's big year. Instead the progress is steady. But there are signs of a pickup in the rate of progress as set manufacturers watch network program trends. See . . .

COLOR'S STEADY GROWTH . . . 82

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $12.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.

(Adv.)

AT DEADLINE

In the just-released NCS '61, KMTV leads all other Omaha television stations in every area of circulation measurement.

KMTV delivers more homes weekly, daily, day and night.

ARB's Coverage Study told the same story of KMTV dominance.

KMTV has the reach and ratings. You get the results.

See Petry for KMTV-3-Omaha!

WTTW seeks to add uhf, says etv head

Operation of educational WTTW (TV) Chicago on ch. 11 has proved so successful that application for sister outlet on uhf ch. 20 to accommodate special needs will be filed soon with FCC, Dr. John W. Taylor, general manager, said Friday. He testified for WTTW before Comr. Robert E. Lee in FCC's general inquiry into local live tv in Chicago (early story page 52).

Dr. Taylor said he hoped to see uhf outlet operating early in 1963. He explained ch. 20 would be used for: in-service training for agencies such as police and fire departments; special services of professional educational nature for doctors and dentists, to be telecast under "security" scramble system; special programs of instruction for both gifted and handicapped children, as well as series to fight functional illiteracy, and "mass attack" on problems of safety and driver education.

WTTW manager said publicity from Chicago inquiry has called attention to wide range of cultural programs of ch. 11.

Dr. Taylor said WTTW tries to avoid "doing things which the commercial stations in our community already are doing well," such as spot news.

Clifford G. Erickson, dean of tv instruction for Chicago board of education, reviewed development since 1956 of city's "Tv College" project for adults which uses WTTW. Tv College now enrolls over 3,000 students for credit in nine courses, he said, and non-credit students average 5,000 per semester. He said almost 500 teachers now are also enrolled in professional tv course.

Chicago is spending over $300,000 on tv college, Mr. Erickson said, which is fraction of cost if conventional facilities were used. Surveys show tv student achievements are higher than those of classroom students, he said.

Chalmers H. Marquis Jr., WTTW program director, said station has produced over 800 programs for national etv distribution. Typical evening program will have 75,000 viewers, he said.

Dodd probe's 'fairness' questioned by Collins

Validity of proposed government probe of tv's relationship to juvenile delinquency was questioned Friday by NAB President LeRoy Collins in letters to Sen. Thomas J. Dodd (D-Conn.) and Sec. Abraham A. Ribicoff, Dept. of Health, Education & Welfare.

Gov. Collins had proposed last summer that Sen. Dodd and HEW conduct scientific study of causes of juvenile delinquency, including all media and facets of national life. Instead they plan to hold conference in May confined to tv's impact (BROADCASTING, April 9). This would be "unrealistic and unfair," Gov. Collins wrote.

NAB's first indication that narrow inquiry was planned came in April 5 letter from Sen. Dodd. NAB is anxious to participate in broad, fact-finding inquiry, Gov. Collins said.

Avery pulls out

Decision of Rep. William Avery (R-Kan.) to pull out of Senate race was based on personal survey of state that convinced him his chance of winning GOP nomination is "no better than even." Rep. Avery, who has relatively safe House seat, didn't feel justified in giving it up for uncertain future as candidate in three-way primary contest.

He is serving fourth term in Congress and was appointed to powerful Rules Committee this year. He had been member of Commerce Committee and its Communications Subcommittee.

ABA acts to replace Communications Act

Resolution petitioning NAB to initiate project looking toward model bill to replace broadcast provisions of Communications Act of 1934 to reaffirm applicability of First Amendment to radio and television broadcasting was unanimously adopted Friday by Arizona Broadcasters Assn. Resolution also specified reaffirmation of anti-censorship section (Sec. 326) urging legislation "in order that the broadcasting stations of the nation may be assured of the freedom to which they are entitled in our free democratic society."

Sheldon Engel, KXIV Phoenix, said he believed resolution is first to be adopted by state association for new law and that he hoped other state associations would follow suit.

Convention was addressed by J. Leonard Reinsch, executive director of Cox Stations, on broadcasting in politics; by Douglas Anello, NAB general counsel, on current broadcasting problems and by Sol Taishoff, BROADCASTING MAGAZINE.

Overseas Press Club makes 1962 awards

Overseas Press Club of America announced winners of its 1962 awards and citations for distinguished achievement in foreign journalism at awards dinner Friday in New York. Winners:

Marvin Kalb, CBS News Moscow correspondent, received award for best radio reporting from abroad. Citation to Joseph C. Harsch, NBC News.

Helen C. Rogers, producer-reporter, and William Hartigan, cameraman, ABC-TV, for best television reporting based on one-hour documentary about Italian Communist Party on *Bell & Howell Close-Up,* "The Remarkable Comrades." Citations to Robert Young and Charles Dorkins, NBC-TV, for *NBC White Paper No. 7*—"Angola: Journey to a War."

Award for best motion picture photographic reporting from abroad went to NBC-TV's Leonard Stark and Nobuo Hoshi for "Japan—East Is West." William K. McClure received citation for *CBS Reports* episode, "Britain—Blood, Sweat and Tears plus 20 Years."

Howard K. Smith received award for best radio interpretation of foreign affairs for work on CBS Radio during past year. (Mr. Smith is now with ABC.) Phil C. Clarke of Mutual received citation.

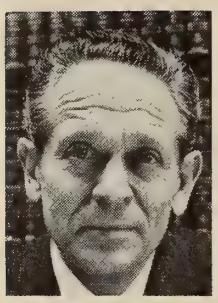
Best tv reporting of foreign affairs awards were given to David Schoenbrun and George Vicas of CBS-TV for "The Trials of Charles de Gaulle" on *CBS Reports.* Citations were given to Eric Sevareid and Stephen Fleischman for "Brazil—the Rude Awakening" on *CBS Reports.*

NBC-TV hasn't assured 'Hallmark' time period

Question mark is rising over return next season of *Hallmark Hall of Fame* to NBC-TV. It's learned Hallmark is having trouble nailing down time period and that both ABC-TV and CBS-TV are putting out feelers for Hallmark specials. NBC-TV has already announced first Hallmark show for next season, "Teahouse of the August Moon," but date remains open. Award-winning series began on NBC-TV as "Hallmark Television Playhouse" Jan. 6, 1952. Hallmark's agency is Foote, Cone & Belding, Chicago.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Mitchell

Maurice B. Mitchell, president of Encyclopaedia Britannica Films Inc. and former broadcast executive with WTOP Washington, elected president of Encyclopaedia Britannica Inc., succeeding **Harry E. Houghton,** who retires to devote full time to personal affairs. Mr. Mitchell began his career as reporter for *New York Times.* Following service in World War II, he joined sales promotion department of WTOP Washington, and was appointed station manager six months later. Mr. Mitchell then joined National Assn. of Broadcasters, where he established NAB's broadcast advertising bureau, and was later briefly associated with NBC. He joined Muzak Corp. (then owned by Britannica) in 1952 as vp and, having successfully emerged Muzak from financial difficulties, was elected president of Britannica Films Inc. following year.


Mr. Welstead

Thomas A. Welstead, vp and national sales manager, WLBW-TV Miami, elected vp and general manager of Miami's ch. 10 outlet, it was announced last week by C. H. Topmiller, president of L. B. Wilson Inc., which owns and operates WLBW-TV and WCKY Cincinnati. Mr. Topmiller had served also as general manager of WLBW-TV. **Lin Mason,** WLBW's program director since outlet began operation last Nov. 20, promoted to station director. **James (Jaf) Fletcher** and **John Barnard** to ch. 10's sales department. Mr. Welstead joined Wilson organization in 1948 as eastern sales manager, handling all sales activities for WCKY. He was elected vp of L. B. Wilson Inc. in 1954. Mr. Mason joined Wilson staff in 1953 from WLWT (TV) Cincinnati, where he had served as program director. Mr. Topmiller, as corporate president, will continue to supervise policy of both station operations and will maintain his headquarters in Miami.

Robert R. Burton, senior vp of Kenyon & Eckhardt, New York, named executive vp and general manager of Chicago office of Campbell-Mithun. He succeeds **Lee A. Terrill** who continues as vp and account supervisor.

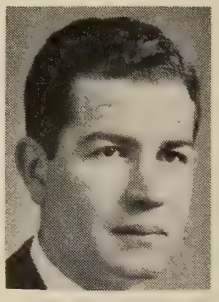

Mr. Campbell

George W. Campbell Jr., advertising director, Nationwide Insurance Co., elected executive vp of Peoples Broadcasting Co., subsidiary of Nationwide Insurance. Mr. Campbell will have administrative responsibility for operation of PBC's present properties, and will direct an accelerated program for acquisition of additional facilities in other markets. Peoples Broadcasting presently owns and operates KVTV (TV) Sioux City, Iowa; WRFD-AM-FM Worthington - Columbus, and WGAR-AM-FM Cleveland, both Ohio; WTTM Trenton, N. J.; WMMN Fairmont, W. Va., and WNAX Yankton, S. D. Mr. Campbell began his broadcasting career with WGBI Scranton, Pa., in 1942, and later served as assistant manager and program director for WOL Washington. He was also Washington news director and White House correspondent for former Liberty Network. Mr. Campbell joined Peoples Broadcasting as Washington correspondent in 1953, and moved to Nationwide's pr office following year. He served as assistant to Nationwide's president from 1955 until 1958 when he was named director of advertising for insurance group.


Mr. Korn

Bennet H. Korn, executive vp in charge of tv, Metropolitan Broadcasting System, New York, elected president of Metropolitan Broadcasting Television, division of Metromedia Inc. He will be in charge of division which covers six owned and operated tv stations: WNEW-TV New York; WTTG (TV) Washington; KMBC-TV Kansas City; KOVR (TV) Sacramento-Stockton, Calif.; WTVH (TV) Peoria, and WTVP (TV) Decatur, both Illinois. Mr. Korn has been vp in charge of Metropolitan's tv operations since May 1958.

Howard Eaton Jr., media director, Lever Bros. Co., New York, resigns to join Grey Adv., that city, as vp in charge of broadcast programming. Before joining Lever Bros., Mr. Eaton was with Young & Rubicam. **Richard C. Butler,** Lever Bros. media manager, succeeds Mr. Eaton as media director. Mr. Butler joined Lever in 1959 after 12 years with A. C. Nielsen Co. He will be responsible for purchase of all radio and tv time, talent and programs and all print advertising.


Mr. Butler


Mr. Eaton

For other personnel changes of the week see FATES & FORTUNES

House to vote today on eliminating oath

House is scheduled to vote today (Monday) on bill to eliminate requirement of oath or affirmation on certain documents submitted to FCC. Bill (S 683), which has already passed Senate, was requested by commission. Agency feels requirement imposes unnecessary burden on public and commission staff. For oath, commission proposes to substitute declaration on agency forms warning of penalties for making false statements.

Business briefly...

Salada Tea will run radio commercials of 5½ minutes each on 30 stations during week of May 7. Commercials in form of "musical comedy" produced by Stan Freberg climax five-week spot radio drive by Salada in New England, New York City, Pittsburgh, Northern Ohio and Michigan. Agency: Cunningham & Walsh, New York.

Lever Bros. has purchased weekly sponsorship in NBC-TV's *Shari Lewis Show* color series (Saturdays, 10-10:30 a.m. NYT). Agency: J. Walter Thompson, New York.

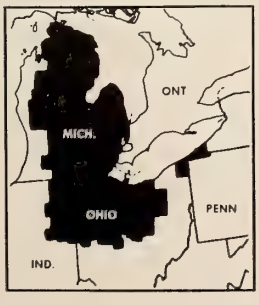


"Twisting" on company time strictly forbidden

"Twisting" sales messages, that is. That's what happens when you have two or three announcements back to back. They step on one another's toes—fighting for the limelight, clouding the message and thoroughly confusing the listener. WJR's strict about this—double and triple spotting simply aren't allowed. That way, one advertiser has the unconfused attention of the entire audience.

And what an audience! The 1961 WJR-Politz study tells us that WJR has some 2,183,000 listeners. And we have something to please every one of those eager ears. We call it Complete Range Programming, which simply means that Mom's, Dad's—the whole family's—favorite programs are all on one station—WJR.

WJR's the advertiser's favorite as well. For details on what we can do for *you*, call your Henry I. Christal rep.



The measured area of the Alfred Politz media study released September, 1961. This area includes 6,801,000 people—age 15 and older.

WJR DETROIT

760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco



You steal the scene with your strictly solo announcement on WJR!

NIELSEN
ARB
PULSE
VIDEODEX
TRENDEX

Make for

THE

TV'S FIRST SERIES OF WEEKLY
"SPECIALS"
FOR LOCAL & REGIONAL TELECAST



ZIV United Artists UA



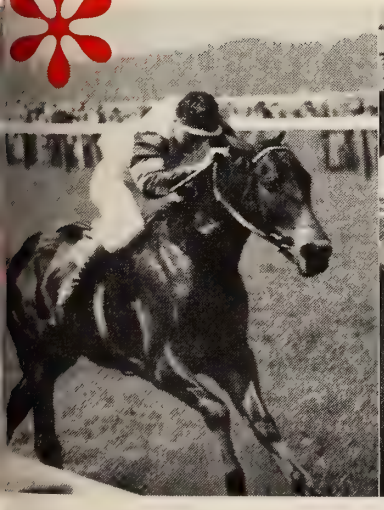


* A JOCKEY * A TIGER HUNTER *
* A CONGRESSMAN * A TRIAL LAWYE
* A COWBOY * A FOOTBALL COAC
* A GEISHA GIRL * A COMEDIAN *

room at the top...

STORY OF

DAVID WOLPER's new dramatic non-fiction series will win the ratings sweepstakes because it has (a) outstanding Quality and Style (b) real stories of real people in real, challenging situations (c) adventure, suspense, surprises, emotional impact (d) a *lot* of appeal for *every* part of the audience, regardless of taste, age, income, background, viewing habits (e) it ushers in a new wave of programming that people will talk about.

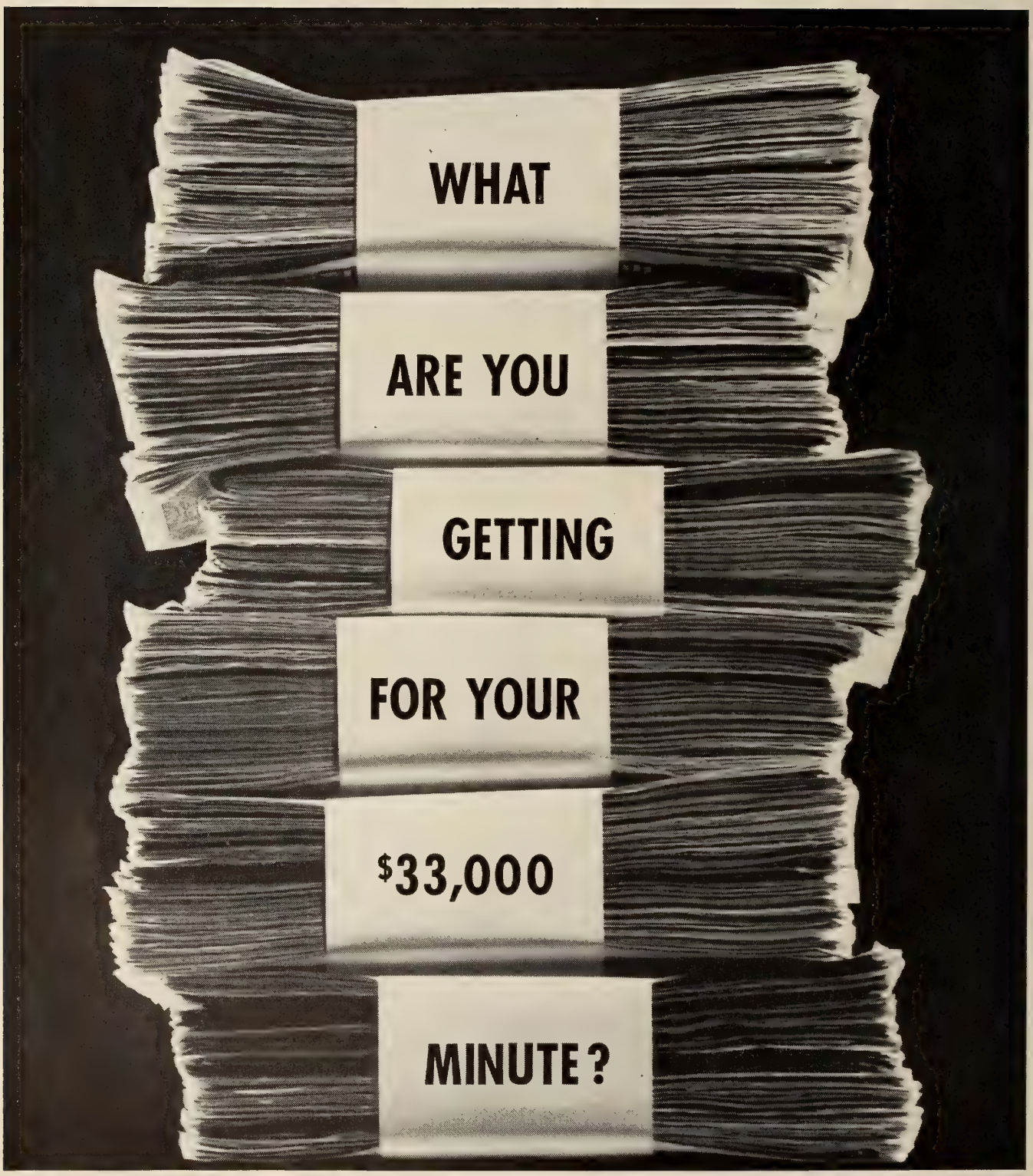








A MATADOR * A DANCER * A PRISONER * AN INTERN * A RACE CAR DRIVER * A SINGER * A TEST PILOT * A BOXER * A NURSE * AN ARTIST * A CLOWN * A MODEL * A DETECTIVE * A REPORTER * A U.N. DIPLOMAT * A WRESTLER A CARRIER JET PILOT * A MAYOR * A PEACE CORPS WORKER . . . *and others*



After the compliments on the high-rating show comes the sobering arithmetic.

Take a half-hour evening network show as an example. First, the three commercials must return your investment—the $100,000 average cost of the time and talent. Then go on to give you a good profit.

It takes plenty of skill and originality to turn glancers into buyers. To this goal, we bring years of experience in profit television.

The commercial is the payoff....N. W. AYER & SON, INC.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

APRIL

April 16-18 — **National Educational Television & Radio Center,** spring affiliates' meeting. Denver Hilton Hotel, Denver, Colo.

*April 17—**American Women in Radio & Television** Philadelphia Chapter, monthly dinner meeting. Speaker will be Ted Douglas, sales manager, ABC Radio. Sheraton Hotel, Philadelphia.

April 17-20—**Georgia Assn. of Broadcasters and Georgia State Dept. of Education** sponsor radio-tv educational workshops at Athens, Moultrie and Vidalia.

April 19-20—**Atlanta Advertising Club** 13th annual advertising institute. Speakers include Sylvester L. Weaver, McCann-Erickson, and Milton Canniff, creator of Steve Canyon comic strips. Theme: "How to Succeed in Advertising by Really Trying." Dinkler Plaza Hotel, Atlanta, Ga.

April 21—**UPI Broadcasters Assn. of Connecticut,** annual convention, banquet and ball. Statler-Hilton, Hartford, Conn.

April 22-27 — **"Inside Advertising Week," sponsored by Advertising Club of New York and Assn. of Advertising Men & Women.** Banquet April 26, Grand Ballroom, Hotel Biltmore, New York.

April 23—International Day in New York Opening session of **American Assn. of Advertising Agencies'** second international meeting of advertising agency leaders. Among morning session speakers or presiding officers: AAAA President Frederic R. Gamble and Board Chairman Martion Harper Jr., (also Interpublic Inc.), Francis Elvinger of Elvinger S. A., Paris, Thomas H. Lane (Lennen & Newell), Armando d'Almeida of Inter-American de Publicidade, S. A., Rio de Janeiro; Arthur A. Kron, AAAA New York Council governor (also Gotham-Vladimir Adv.). N. Y. Gov. Nelson A. Rockefeller is luncheon speaker. Among afternoon speakers or presiding officers: Norman H. Strouse, AAAA director-at-large (also J. Walter Thompson Co.); Fred Adams, New York Council governor of AAAA (also G. M. Basford Co.); Elma Kelly, Cathay Ltd., Hong Kong; Irwin Zlowe (The Zlowe Co.); W. A. Messenger, Saward Baker & Co., London; Stuart D. Watson, New York Council governor of AAAA (McCann-Marschalk); William A. Masteller, AAAA secretary-treasurer (Marsteller Inc.). Empire Room, Waldorf Astoria, New York. 9:30 a.m. start of early session; luncheon at 12:30 and 2:30 p.m., start of afternoon session.

April 23—**Associated Press,** annual meeting of members. Waldorf-Astoria Hotel, New York.

April 23-May 5—**Second International Television Festival, Montreux, Switzerland.**

April 25—**Assn. of Industrial Advertisers, Eastern New England chapter and Hartford chapter,** all-day marketing and advertising clinic. Hotel Somerset, Boston.

April 26-27—**Pennsylvania AP Broadcasters Assn.** Philadelphia.

April 26-28—**American Assn. of Advertising Agencies,** annual meeting. The Greenbrier, White Sulphur Springs, W. Va.

April 27-28—**Oregon Broadcasting Conference.** Village Green, Cottage Grove.

April 27-29—**Mississippi Broadcasters Assn.,** annual convention. Broadwater Beach Hotel, Biloxi, Miss.

April 27-29—**National Academy of Television Arts & Sciences, trustees meeting.** Seattle, Wash.

April 27-29—**Sigma Delta Chi Region 8** convention. Pioneer Hotel, Lubbock, Tex.

*April 28-29—**Kansas AP Radio-Tv Assn.** meeting, Salina.

April 28-29—**Sigma Delta Chi Region 10** convention. U. of Washington, Seattle.

April 28-29—**Sigma Delta Chi Region 5** convention, Morrison Hotel, Chicago.

April 29-May 2—**Chamber of Commerce of U.S., 50th annual meeting.** For information and reservations, contact the Hotel Reservation Office, 1616 K Street N.W., Washington 6, D.C. Convention will take place in the Capital.

April 29-May 4—**Society of Motion Picture & Tv Engineers,** 91st convention. Advances of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.

April 30—**American Women in Radio & Television,** board of directors meeting. Sheraton-Chicago Hotel, Chicago.

April 30-May 2—**Assn. of Canadian Advertisers,** convention. Royal York Hotel, Toronto.

MAY

May 2-5—**Institute for Education by Radio-Television,** annual convention. Deshler-Hilton Hotel, Columbus, Ohio.

May 3-5—**Montana Broadcasters Assn.** convention, Placer Hotel, Helena.

May 3-6, 1962—**American Women in Radio & Tv,** national convention. Sheraton-Chicago Hotel, Chicago. Speakers will include FCC Chairman Newton N. Minow; NAB President LeRoy Collins; Peter G. Peterson, president, Bell & Howell, and Gail Patrick Jackson, executive producer of *Perry Mason* series.

*May 4—**San Francisco State College** Television Guild 12th annual radio-tv conference and banquet, San Francisco.

May 4—Annual awards dinner, Radio-Tv Dept., **Indiana U.** Speaker will be Sol Taishoff, editor and publisher of BROADCASTING. Among awards will be two scholarships donated by Sarkes Tarzian Inc.

*May 4-5—**Kansas Assn. of Radio Broadcasters** annual convention, Hays, Kan. Speakers include Kenneth Cox, FCC broadcast bureau chief, and LeRoy Collins, NAB president, whose speech will be carried on a statewide network.

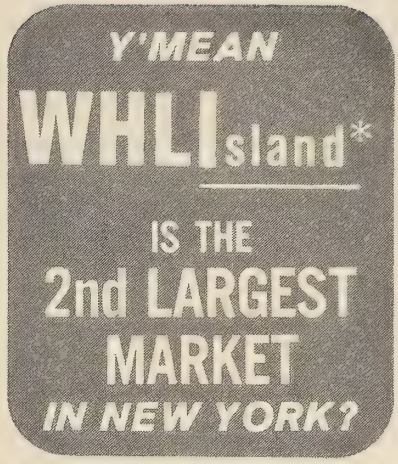
May 5—**Sigma Delta Chi Region 11** convention, Montgomery Hotel, San Jose, Calif.

May 5—**Sigma Delta Chi Region 9** convention. La Court Hotel, Grand Junction, Colo.

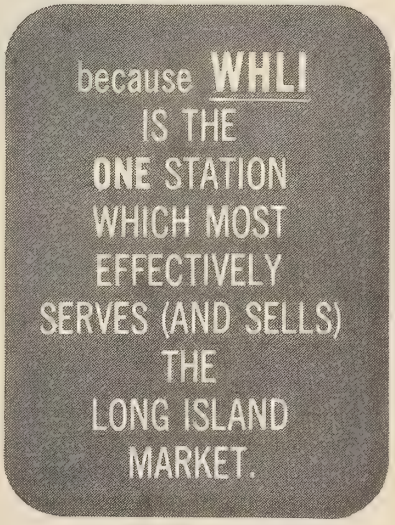
May 5—**Sigma Delta Chi Region 2** conven-

TVB sales clinics

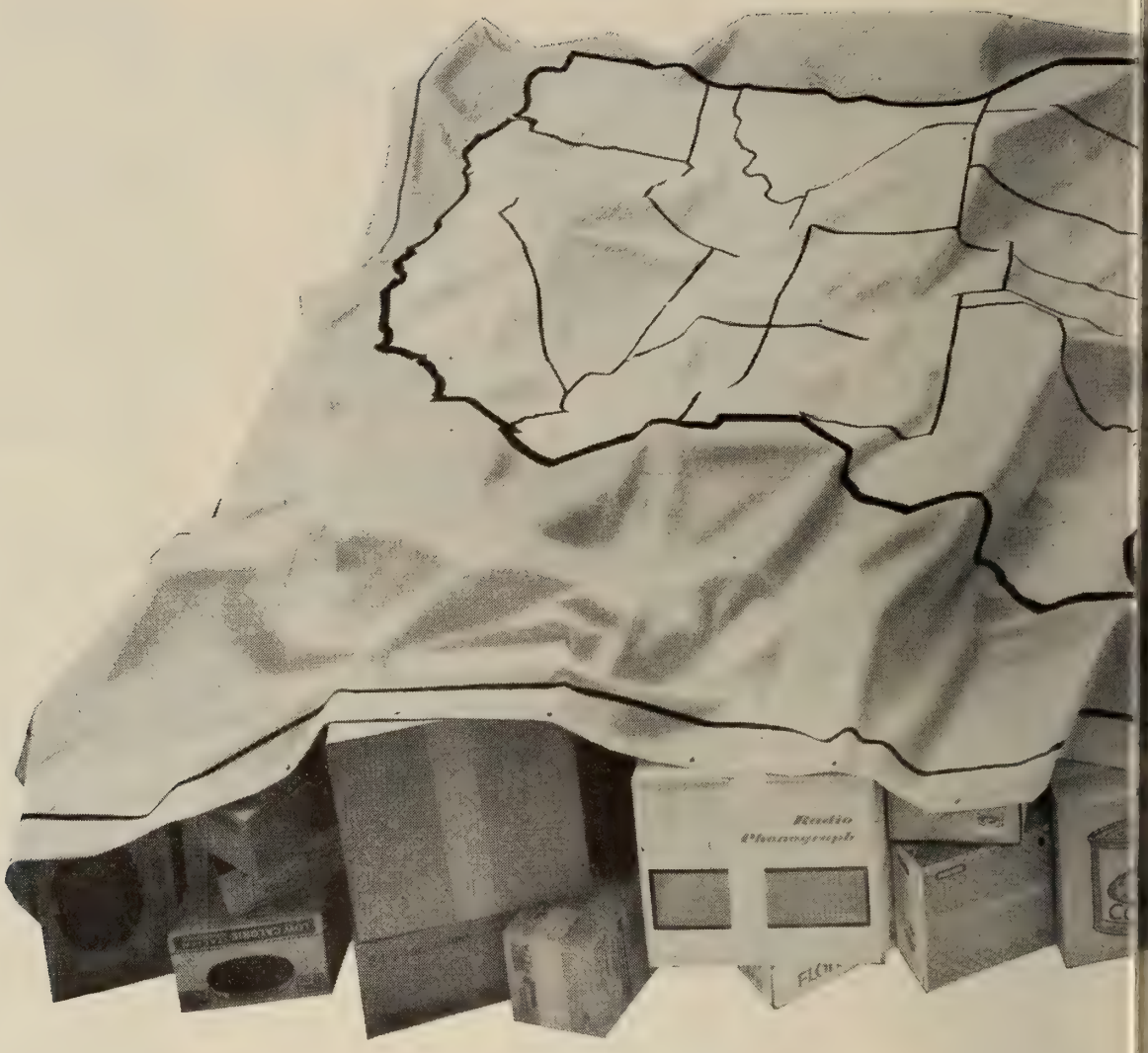
May 2—Bond Hotel, Hartford
May 8—Sheraton-Jefferson, St. Louis
May 10—Mayo, Tulsa
May 15—Sheraton-Dallas, Dallas
May 15—Sheraton-Dallas, Dallas
May 17—Roosevelt, New Orleans
May 17—Sheraton-Gibson, Cincinnati
May 29—Hillsboro, Tampa
May 31—Dinkler Plaza, Atlanta
June 5—Statler Hilton, Buffalo
June 5—Sheraton-Belvedere, Baltimore
June 7—Sheraton-Cleveland, Cleveland
June 7—John Marshall, Richmond
June 19—Tropicana Motel, Fresno
June 21—Benson, Portland, Ore.
June 22—Vancouver, Vancouver
June 26—Writers' Manor, Denver
June 28—Sheraton-Fontenelle, Omaha











Marketing is

There are more peaks and valleys in U. S. marketing today, than in the Alps! And in the best markets, the slopes are getting steeper. For America is steadily pouring more and more of its families into its big population-centers.

That's why the "big half" of almost any major product's sales now come from the *top 20 TV markets alone* (where 58% of the nation's income, and 55% of all TV homes, are concentrated).

Money can be made only where the money is!

Yet, it's in these best markets your product meets its toughest, most varied, competition; where you must fight hardest for your brand's full share of sales; work hardest to pull up your product's *individual market variations.*

Help!

The Man in Charge of Marketing needs and wants help on *these* problems from his Advertising Department and Agency; wants to get the most selling pressure where it's needed most.

One thing is sure. Getting *more* pressure where it's needed *most* isn't a "national" problem. It's an individual market advertising strategy. *It cannot, therefore, be solved efficiently with national advertising alone;* especially since national advertising-pressures tend to tilt in the "wrong direction": away from the biggest markets, not toward them.

We see this, for example, in the way TV network programs fall so short, so very often . . . by attracting *less than half* their total audiences *in the top 20 selling-areas,* where 55% of all TV families are found. They lose selling pressure (by millions of families!) in the advertisers' most important markets.*

No wonder "national coverage," in itself, is no longer enough for top marketing efficiency. Not today.



not on the level!

Have you a marketing problem?

Do you want to speed turnover? Challenge competition? Counteract competitive moves? Equalize marketing valleys? Bolster thin national advertising where sales potentials are highest?

The most versatile answer to *all* these questions is already being used by 92 of the top 100 advertisers (and hundreds of others) exclusively, or to correct major market weaknesses in national coverage. It's Spot TV – *Individual Market Television* – the most controllable, most flexible, most powerful, individual market selling-force in America today.

You'll find Spot TV offers a remarkable range of solutions to tough problems. Its versatilities adapt to virtually every budget-size, campaign-length, message-length, as well as to choice of markets, seasons, and *all forms* of program sponsorship.

If you've a marketing problem, large or small, let us show you how Spot TV can be tailored to your needs.

*If you would like to see a new detailed exclusive analysis of the marketing "tilt" of 65 different Network TV programs, entitled "TILT–The After-Math of Network TV", write us at 666 Fifth Avenue, New York (19) or call JUdson 2-3456.

TvAR

TELEVISION ADVERTISING REPRESENTATIVES, INC.

Representing: **WBTV** Charlotte (Jefferson Standard Broadcasting Co.)
□ **WTOP-TV** Washington and **WJXT** Jacksonville (Post-Newsweek Stations)
□ **WBZ-TV** Boston, **WJZ-TV** Baltimore, **KDKA-TV** Pittsburgh, **KYW-TV** Cleveland and **KPIX** San Francisco (Westinghouse Broadcasting Company)

TvAR Offices in
New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta.



THE COMMUNITY DEPENDS ON WOC FOR LEADERSHIP

Mrs. Elliott McDonald, Regional Representative; Martha Allen, Camp Fire Girls National Director; and WOC's Pat Sundine.

"The Camp Fire Girl organization relies so much upon the support of community-conscious businessmen to carry out the many plans we have for the young girls in our Camp Fire Girl program.

"WOC has been particularly helpful — generous in making available its facilities and personnel. We appreciate very much this fine gesture of friendship."

MRS. DOROTHY WILBUR
Executive Director
Davenport Council of Camp Fire Girls

WOC NBC RADIO AM - FM

Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

DAVENPORT, IOWA

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

talk about circulation!

Take *total* circulation; Nielsen says WCKY reaches millions of homes weekly in 615 counties in 16 States. Then take *quality* circulation; Pulse says that in the metro area WCKY reaches the third highest number of adults with money to spend. Take *cost* and you'll find that no station reaches as many homes for as few dollars as WCKY. Your H-R salesman has the facts—proof that WCKY belongs on every Cincinnati schedule.

wcky•radio

50,000 WATTS • CINCINNATI

LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida

tion. Chamberlin Hotel, Old Point Comfort, Va.

May 7 — **New Mexico A.P. Broadcasters Assn.** meeting, Albuquerque.

May 9-11—**Public Utilities Advertising Assn.** 40th conference. Queen Elizabeth Hotel, Montreal.

*May 9-12—**Western States Advertising Agencies Assn., 12th annual conference. Theme of this year's conference is: "Advertising Achievements — West."** Friday luncheon speaker will be Thomas C. Burrows, sales chief on Anheuser-Busch. Oasis Hotel, Palm Springs, Calif.

May 10 — Station Representatives Assn. program awards luncheon. "Silver Nail" timebuyer of the year award and "Gold Key" award will be presented. Waldorf-Astoria Hotel, New York.

*May 10-11—**Ohio Assn. of Broadcasters** 25th anniversary convention. Featured speaker will be RAB President Kevin B. Sweeney. Somerset Inn, Shaker Heights.

May 10-12—**U. of Wisconsin** Journalism Institutes. Wisconsin Center, Madison.

May 10-12—**Advertising Federation of America,** fourth district meeting. Jacksonville, Fla.

*May 11 — **Wayne State U.** Mass Communications Div. annual awards banquet. Speaker will be Bob Banner, CBS-TV, and head of Bob Banner Assoc., New York. Carl's Chop House, Detroit, 6 p.m.

May 11-12—**Sigma Delta Chi Region 1** convention. Columbia U. New York.

May 12—**California Associated Press Radio-Tv Assn.,** annual meeting. Yosemite National Park.

May 12—**UPI Broadcasters of Illinois,** spring meeting. Inman Hotel, Champaign.

May 12—**Sigma Delta Chi Region 4** convention. National awards banquet on agenda. Statler Hilton Hotel, Detroit, Mich.

May 12-13—Radio and television news clinic, sponsored jointly by the **U. of Illinois, Illinois News Broadcasters Assn.** and **Radio-Television News Directors Assn.** Featured speakers will be William B. Monroe Jr., news operations director, NBC, and Carter Davidson, foreign news editor of WBBM-TV Chicago. U. of Illinois, Urbana.

May 13-15—**Southwest Assn. of Program Directors for Television,** annual meeting. Skirvin Hotel, Oklahoma City.

*May 14—**Georgia Assn. of Broadcasters** and **Atlanta Advertising Club** sponsor Georgia Radio Day. Speaker will be RAB President Kevin B. Sweeney. Atlanta Athletic Club.

May 15—Comments due in **FCC** rulemaking (Docket 14419) affecting the presunrise operation of daytime only stations. (Rescheduled from Feb. 8)

May 15-16—**Council on Medical Television,** fourth annual meeting. Speakers include Rep. John E. Fogarty, (D-R. I.) and FCC Commissioner Robert E. Lee. Clinical Center, National Institute of Health, Bethesda, Md.

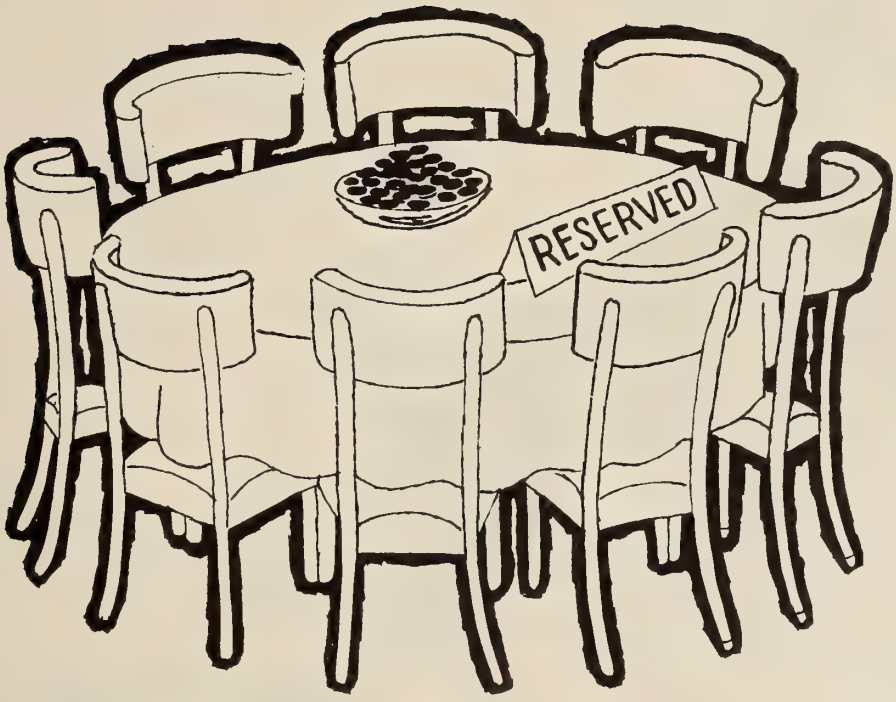
*May 16—New deadline for comments on **FCC** proposal to charge fees for applications for new stations, renewal applications, transfers of control or major facilities changes, and other non-broadcast licenses.

May 16-17—Annual Medical-Dental Tv Workshop, sponsored by the **National Naval Medical Center.** National Naval Medical Center, Bethesda, Md.

May 17—**Advertising Writers Club of St. Louis,** first annual awards dinner. Men's Grill, Stix, Baer & Fuller, St. Louis.

May 20-22—**Assn. of National Advertisers,** spring meeting. Hotel Commodore, New York.

May 21—**Southern California Broadcasters**



CANDY IS DANDY BUT SPOTS ARE QUICKER

Four agency account executives, celebrating a bonus*, took their wives to dinner at a charming candle-lit restaurant.

After the meal a silver salver of thin mints was passed. Each lady, vigorously protesting rigid adherence to a diet, slipped mints into her purse under the pretext that "she was taking them home for the children." Anne took one candy, Bonnie 2, Celia 3, and Diane 4.

Each husband, unrestrained, took as many as he wanted. Robinson took the same number as his wife, Johnson twice as many as his, Gordon three times as many as his and Powell four times as many as his.

After the party left the restaurant, the hapless manager made a quick audit and discovered that he was out 32 mints.

What was each wife's last name? Correct pairings will rate a toothsome tidbit. If you have a weight problem, tell us, and we'll send a book instead.

**Each canny AE had bought a spot program on WMAL-TV; each client was delighted with results. Boss came through with bonus.*

Try it yourself. To check availabilities on WMAL-TV's 4 well-watched half-hour news programs—1:30 p.m., 6:00 p.m., 7:00 p.m. and 11:00 p.m.—contact your H-R television representative.

Puzzle adaptation courtesy Dover Publications, New York 14, N.Y.

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Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.



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Now Available To Local Stations

OFF TO A FAST START WITH

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Won highest Share of Audience among all daytime shows on the ABC Network, with 47% kids and teens.

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Assn. annual Wingding, golf and dinner, at Lakeside Golf Club, Burbank.

May 21-24—25th anniversary Electronic Parts and Distributors Show and Conference. Conrad Hilton Hotel, Chicago.

May 22—**National Academy of Television Arts & Sciences,** 14th annual Emmy Awards presentation. Originating in New York, Hollywood, and Washington, D. C.

May 23-25—**Electronic Industries Assn.,** 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.

May 24-25—**Iowa Broadcasters Assn.,** annual meeting. Hotel Fort Des Moines, Des Moines.

May 24-26—**Institute of Radio Engineers** seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.

May 25-26—**South Dakota Broadcasters Assn. meeting,** Watertown.

JUNE

June 2-3—Oklahoma AP Radio-Tv Assn. Tulsa.

June 11-12 — **North Carolina Assn. of Broadcasters** annual convention, Heart of Charlotte Motel, Charlotte.

June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.

June 11-15—**American Federation of Musicians** 65th annual convention. Public Auditorium and Hotel Penn-Sheraton, Chicago.

June 13-16—**Florida Assn. of Broadcasters** annual convention. International Inn, Tampa.

June 14-15 — **Western Assn. of Broadcasters,** convention. Jasper Park Lodge, Alta.

*June 14-16—**Florida AP Broadcasters Assn.** meeting, Tampa.

*June 16—**Florida UPI Broadcasters Assn.** annual meeting. International Inn, Tampa.

*June 16—New deadline for reply comments on **FCC** proposal to charge fees for applications for new stations, license renewals, transfers of control or major facilities changes, and for other non-broadcast licenses.

June 16 — **Georgia Assn. of Broadcasters** annual Golf Day, Athens.

June 17-22—Annual convention of the **National Community Television Assn.** Shoreham Hotel, Washington, D. C.

*June 18-19—**Institute of Radio Engineers,** Chicago spring conference on broadcast and television receivers. O'Hare Inn, Chicago.

*June 19—**Georgia Assn. of Broadcasters** first annual Tv Day. Atlanta.

June 20-22—**Virginia Assn. of Broadcasters,** annual meeting. Cavalier Hotel, Virginia Beach.

June 20-22—**American Marketing Assn.,** 45th annual conference. Netherland Hilton Hotel, Cincinnati.

*June 21-23—**Mutual Advertising Agency Network** national meeting. Palmer House, Chicago.

June 22—Deadline for reply comments on **FCC** proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets.

June 23-28—**Advertising Federation of America,** 58th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Roundup." Denver-Hilton Hotel, Denver.



WAVE-TV gives you 28.8% more MOTORISTS

— 28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales! Ask Katz for the complete story.

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE
The Katz Agency, National Representatives

WAVE TV

"We have been amazed at the immediate results of WIIC's Luncheon At The Ones. Phones start ringing before the show is over, and sales are better than they have been in 79 years of business."

"Alice Weston's Luncheon At The Ones show gives us the instantaneous reaction we must have at the cash register plus the carry-over of creating a favorable over-all image."



RESULTS!..

from Pittsburgh's buying women

The comments are from just two of the enthusiastic sponsors of WIIC's Luncheon At The Ones—one of the hottest current spot buys in the Pittsburgh market.

Hostess Alice Weston serves an entertaining and informative menu of top guest stars, news segments, music, human interest— weekdays at 1.

If you are looking for results in the important Pittsburgh market, participate in Luncheon At The Ones.

Represented nationally by Blair-TV.

WIIC

The eyes of Pittsburgh

United Press International Facsimile Newspictures and United Press Movietone Newsfilm Build Ratings

OPEN MIKE

Instant reaction

EDITOR: In just four short days since the article on our Metropolitan Area Directory appeared in April 2 BROADCASTING, we were besieged with requests for copies of our report. No doubt, many of these requests were due to the detailed review in your publication.—*Marvin D. Melnikoff, director of marketing & research, Weed Television Corp., New York.*

Colpitts 'Monday Memo'

EDITOR: Thank you very much for the fine story [MONDAY MEMO, April 2].

I wonder if it would be possible to secure ten tear sheets. . . .?—*Robert H. Weiss, promotion coordinator, Salada-Junket Division, Salada-Shirriff-Horsey, Woburn, Mass.*

[Tear sheets of the MONDAY MEMO by John W. Colpitts, advertising manager of the Salada-Junket Division, have been forwarded to Mr. Weiss.]

The too-fast goodbyes

EDITOR: I request immediate consideration of a regulation that would require first class radio engineers to provide a minimum of two weeks notice to station operators before terminating their services. Otherwise, the FCC should suspend the engineer's license for a 30-day period. Small stations, like ours, are unable to meet the higher wages of tv stations and those in larger markets. In the past two weeks, we have lost two operators and we are unable to continue our regular service without tremendous hardship, both physically and financially. — *E. Weaks McKinney-Smith, owner, WDXR Paducah, Ky.*

Ebel on Ebel

EDITOR: [In] a recent issue of BROADCASTING [Feb. 12] I was quoted as offering this formula at the recent AFA Washington conference:

"Find out what the people want and give it to them a little at a time. Only the people can define the term enlightenment."

It would not do to say that this is not *quite* what I said, for it is not at all what I said. First of all, I recommended no formula. Formulas are always of doubtful value in the field of communications.

Here is exactly what I did say:

"There is a consumer research axiom which I think applies here. 'Find out what it is the public wants, and then give it to them a little bit better—but not too much better all at once, or you may go beyond their realm of appreciation.' "

I do not believe in giving people just

who buys the most?

young adults buy the most!

young adults buy the most cigarettes...and most of almost everything



Young adults (under 50) buy 66% of all tobacco products. This means that when you buy young adult ABC Radio, you're buying cigarette advertising geared to the market that buys most of what you sell. That's because two years ago ABC Radio recognized the potent economic force inherent in your young adult market and did something about it. ABC Radio consistently programs for young adults; promotes to young adults; presents to the cigarette advertis (and virtually every other advertiser) the most co pelling new "reason why" for network radio. t young adults with Flair, Sports, The Breakfast Clu News and Special Events on ABC Radio. Remembe when it comes to tobacco products, young adul always buy the most. Your ABC Radio sales represe tative will be glad to give you the young adult fac

ABC RADIO FIRST WITH YOUNG ADULTS

Source: Life Magazine Study of Consumer Expenditures

what they want. I believe in respecting what people do want. I believe in knowing what people want and giving them that which is better than they want—but not giving it to them better too fast. Improvement must come in stages and stay within the realm of people's experience and hence their understanding. *—Edwin W. Ebel, vice president, General Foods Corp., White Plains, N. Y.*

Dodge explained

EDITOR: . . . The FCC is on the right track in getting some of the thugs out of the broadcast business. . . . However, I urge BROADCASTING and others . . . not to allow newspapers to profit by the FCC stand on double billing.

Here is how they plan to do same: The local newspaper advertiser gets a lower rate because of contract linage [purchases] . . . yet, he will use a portion of his linage, or place the ad at his own rate, rebilling [the manufacturer] for co-op purposes at the higher rate charged for lower-frequency advertising. . . . The co-op billing should be only at the same rate as the advertiser enjoys . . . or this aforementioned sort of deal will drain further radio-tv dollars into the newspapers. . . . *—Walter H. Stamper Jr., Chattanooga, Tenn.*

Broadcaster's onus

EDITOR: . . . You state that "The FCC is doing both the public and television broadcasting a disservice by urging people to express wants that have no chance whatever to be satisfied" [EDITORIALS, April 2]. . . . I vehemently disagree. . . . Can anyone determine whether a need has a chance to be satisfied unless it is expressed?

. . . The industry might do much . . . by strengthening its ties with the consumers of its output. The onus is seemingly on the broadcaster. . . . *—Frank Kahn, New York, N. Y.*

Misspelling

EDITOR: The issue of March 26 seemed chock-full of good information, despite the libelous visage of the undersigned in that Corinthian group picture [THE MEDIA]. It serves Dean Linger right for releasing such a picture that you misspelled his name (as "Singer"). . . . *—Don L. Kearney, director of sales, Corinthian Broadcasting Corp., New York.*

On editorials

EDITOR: . . . May I pay you a compliment on the excellent quality of your editorials. I believe that you, more than the NAB or state associations, are accomplishing the task of bringing to the attention of the FCC the problems that



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name *title/position**

company name

address

city *zone* *state*

Send to home address——

* Occupation Required



THIS PROFOUNDLY INSPIRING EXPERIENCE can be seen and felt through WKBW-TV cameras by those unable to attend church services. The Dialogue Mass is given before a liturgical altar with the priest directly facing television cameras.

"We know of no greater force in the life of a community than its spiritual values. WKBW-TV is humbly proud to be able to serve and perpetuate these values with this unique public service program. We are grateful to the community for its keen appreciation — and we shall continue to look for ways to bring before our cameras the kind of programming that touches the hearts and lives of the people in the Buffalo area."

BOB KING
Station Manager, WKBW-TV

Public service programming like this reflects the deepest values of the community and continues to build new vision into television on stations represented by **BLAIR-TV**

A "First" In Local Public Service Programming

From now on in Buffalo, invalids, shut-ins and other Niagara Frontier citizens who are unable to attend church can receive the deep spiritual comfort of religious services through the eyes of WKBW-TV cameras.

Since Buffalo is over 60% Roman Catholic, WKBW-TV felt it could meet an important obligation to the community through the presentation of the Holy Mass of the Roman Catholic Church.

With the help and cooperation of Bishop Joseph A. Burke, D.D. – and with the aid of the Radio-TV Bureau of the Diocese of Buffalo – The Holy Mass was televised for the first time from a local television studio.

The program has been widely acclaimed by local religious leaders, and viewers in the Buffalo area have responded with many letters to local newspapers and to WKBW-TV expressing their gratitude and appreciation.

To Blair-TV, creative community-interest programming by great stations like WKBW-TV is a real source of inspiration. We are proud to serve more than a score of such stations in national sales.

Our Special Projects Division is devoted to presentation and sale of Special Events and Public Affairs Programs created by our stations. A call or letter will bring complete information on important programs currently available.

BLAIR-TV

Television's first exclusive national representative, serving:

WABC-TV — New York
W-TEN — Albany-Schenectady-Troy
WFBG-TV — Altoona-Johnstown
WNBF-TV — Binghamton
WHDH-TV — Boston
WBKB-TV — Chicago
WCPO-TV — Cincinnati
WEWS — Cleveland
WBNS-TV — Columbus
KTVT — Dallas-Fort Worth
KOA-TV — Denver
WXYZ-TV — Detroit
KFRE-TV — Fresno
WNHC-TV — Hartford-New Haven
WJIM-TV — Lansing
KTTV — Los Angeles
WMCT — Memphis
WDSU-TV — New Orleans
WOW-TV — Omaha
WFIL-TV — Philadelphia
WIIC — Pittsburgh
KGW-TV — Portland
WPRO-TV — Providence
KGO-TV — San Francisco
KING-TV — Seattle-Tacoma
KTVI — St. Louis
WFLA-TV — Tampa-St. Petersburg

plague the broadcasting industry, part of which is the attitude of the FCC itself.

As a past state president (Missouri), I deplore the lack of togetherness on the part of broadcasters in defending their basic position in light of what is happening to the industry.—*A. E. Dahl, general manager, WJON St. Cloud, Minn.*

WCPO-TV's case for tv

EDITOR: Knowing your great interest in accurate reporting, I wish to call the following to your immediate attention [to] correct the mistaken impression which is caused by the story in your BROADCASTING on page 98 of the April 2 issue. The heading of the story is "WLW helps FBI catch one of the 'ten most wanted men'."

There is attached to this letter a letter from Ed Mason, FBI agent in charge in Cincinnati, dated March 27 stating that this most wanted criminal was captured by means of the television film made by our film department's Bernie Borden at WCPO-TV and which was sent to every FBI office.

The letter further states that the showing of this film in Milwaukee caused Lyndal Ray Smith to flee that city to Baltimore. There he saw his picture in a Baltimore newspaper and realized that he had no place to hide, so he surrendered. Mr. Mason's letter goes on to state that Smith himself was the greatest source of testimony as to the enormous impression made by television coverage of the type that we at WCPO-TV prepared. . . .

In no place in Mr. Mason's letter of March 27 nor in Director J. Edgar Hoover's telegram to me of March 23 nor in subsequent letters from Mr. Hoover and Mr. Mason was WLW or even radio mentioned. . . .—*M. C. Watters, vp and general manager, WCPO-AM-FM-TV Cincinnati.*

BOOK NOTES

"Reference Books in the Mass Media," by Eleanor Blum; University of Illinois Press, Urbana, Ill. 103 pp; paperbound; $1.50.

This book-list is intended to help beginning students and laymen in mass communications to find sources of facts and figures, names, addresses and other biographical information in the fields of books, broadcasting, films, newspapers, magazines and advertising.

Listings include handbooks, directories, manuals, magazine and newspaper indexes, reports, bibliographies, yearbooks and other reference books. Also listed are anthologies, surveys and histories that give information about background, structure, function, contents and effects. Indexed.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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SUBSCRIPTION MANAGER: Frank N. Gentile; CIRCULATION ASSISTANTS: David Cusick, Christine Harageones, Edith Liu, Burgess Hess, Steve Bell.

DIRECTOR OF PUBLICATIONS: John P. Cosgrove.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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WESTERN ELECTRIC IN NEW ORLEANS

New Orleans, the exciting city of Mardi Gras, jazz and historic French tradition, is one of thirty-three locations across the country from which Western Electric carries on its job of supplying the needs of the Bell Telephone companies.

Telephones, wire, cable, tools, office supplies—many of the thousands of products Western Electric makes or supplies to the Bell System—are sent out daily from strategically located distribution centers like the one in New Orleans. In addition, the centers perform the vital function of repairing and reconditioning large quantities of telephone sets, telephone apparatus, switching equipment, and teletypewriters.

Helping meet the needs of Bell Telephone companies across the country is a major undertaking. It requires the efforts of thousands of Western Electric people in our own manufacturing plants and 33 distribution centers in addition to the thousands of men and women who work for about 40,000 W.E. suppliers located in every state in the Union. Some 90 per cent of these suppliers are small businesses with fewer than 500 employees.

One of the facts of American business life is the interdependence of large and small companies. It gets the big jobs done... and spreads prosperity across the nation.



JUST LIKE NEW is the way reconditioned telephones look and perform when they leave the Distribution Center—thanks to the skillful work of trained repair specialists who use the most modern tools and equipment in their work. In 1961, over 200,000 telephones were processed and returned to the Bell System service by the New Orleans center.



PERFECT PERFORMANCE of PBX switchboards reconditioned at the New Orleans Distribution Center is assured prior to shipping. The equipment is subject to rigorous tests that duplicate conditions of actual use.

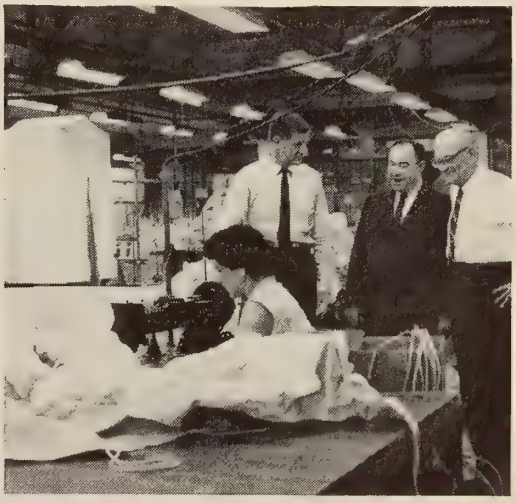
COMMENTING on Western Electric's history in New Orleans, TIMES PICAYUNE editor, George Healy, says, "As the telephone service has grown to meet the needs of an expanding New Orleans, the Distribution Center has similarly grown."





WELL-STOCKED "TELEPHONE STORE" To supply the needs of Southern Bell Telephone Company, over 7,000 different items are kept in stock at the New Orleans Distribution Center. Modern equipment like this fork lift truck is used to achieve fast delivery . . . most orders are shipped the same day they are received.

AERIAL TENTS is the subject being discussed by (left to right) Brooke Duncan, executive vice-president of the Foster Company, Inc., Frank Dunn of Western's Supplies Inspection, and Richard R. Foster, owner of Foster Co. This New Orleans manufacturer of canvas products supplies the Bell System throughout the nation and is one of about 40,000 suppliers with whom Western Electric regularly deals. Last year alone, W. E. spent over 1 billion dollars on raw materials, products and services.



Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

MONDAY MEMO

from HARMON O. (HAM) NELSON, MacManus, John & Adams, L.A.

Don't ignore the incubation that hatches those golden ideas

A number of years ago—I'd prefer to forget how many—I earned my living as a musician. I still have friends in the business and as a result, I get invited to clambakes from time to time where the impromptu music is the best.

A few weeks ago I went to one and spotted a jazz pianist I hadn't seen in years. In my opinion he was one of the most talented improvisers who ever sat down to a keyboard, so naturally, I figured we were in for a great musical evening with this guy as the highlight.

But it was murder to get him to play. His protest was that he hadn't been practicing. Finally, after considerable urging and more than a few drinks, we got him over to the piano. I'm sorry we did. It wasn't the fact that he hit clinkers that bothered me. The real heartbreaker was that he no longer had musical ideas—or, if he did, he couldn't execute them. Ideas—creativity—pick your word—at one time he had. But he stopped creating.

I've observed that in our business—and advertising is a business based on ideas—there are people like my ex-pianist friend. I believe that the people who develop ideas for advertising are the golden people, but that to keep delivering, they have to work at it continuously and usually they have to start young.

Care and Feeding ▪ If I'm right in my belief that the touchstone of success in advertising is ideas, and that the people who deliver them need to start young and stay with it, then it seems that we older people in the business have an obvious responsibility. In a word, we should have the ability to spot the idea people, hire them, help them, encourage them and when they prove they have what it takes—pay them and pay them well. Above all we should do everything we can to avoid doing anything that might kill the creative spark.

Here are a few things—bad things—that can turn your golden man to brass. He'll usually tarnish in a hurry if his ideas must be approved by someone who feels that "everything good has been done before." The young idea man usually doesn't have a hard enough shell to weather this kind of cynicism.

Then there's the idea thief who'll see to it that as many people as possible—including the client—believe that the whole thing was his baby.

A third villain is the stone face—the guy who will take the idea, approve it, use it productively but never come through with a pat on the back for the man who thought of it.

Just one more—and there are many. There's the not uncommon situation where the young art director or writer or production man does a fine job. He gets cooperation from his AE's and credit for his ideas but very seldom a raise and, when it comes, it's a very small one.

Protector ▪ Of course, there's a remedy for the situation—and one that every agency should use if they can possibly afford it and obviously that's a creative director. With a good man in this spot, the young idea man has a buffer. The creative director's experience will enable him to handle tough characters and difficult situations. And with the creative director available to weather the day-to-day business storms, the idea man is still free to do what he was hired for.

I've probably been a whole lot more general than I should have been, so let me get to a specific point or two on broadcast. In a given radio or tv assignment, let's assume that the creative people have turned out a script or storyboard that reads effectively and has been blessed by the client. On this point, in my experience, the job is only a fraction done. All of us have seen good ideas ruined and fair ideas made palatable in production. Let's start with casting. I don't know any short cut to casting. It demands taste and time in your job, knowing talent and ideally an artistic sixth sense. Beyond proper casting, well before you ever get to the studio, you should have pre-determined what you want of your actors. You should have been able to hear the finished radio commercial and to a degree, see the finished acting job on tv. If you haven't made this preparation as a producer-director, you either haven't done your job or can't do it.

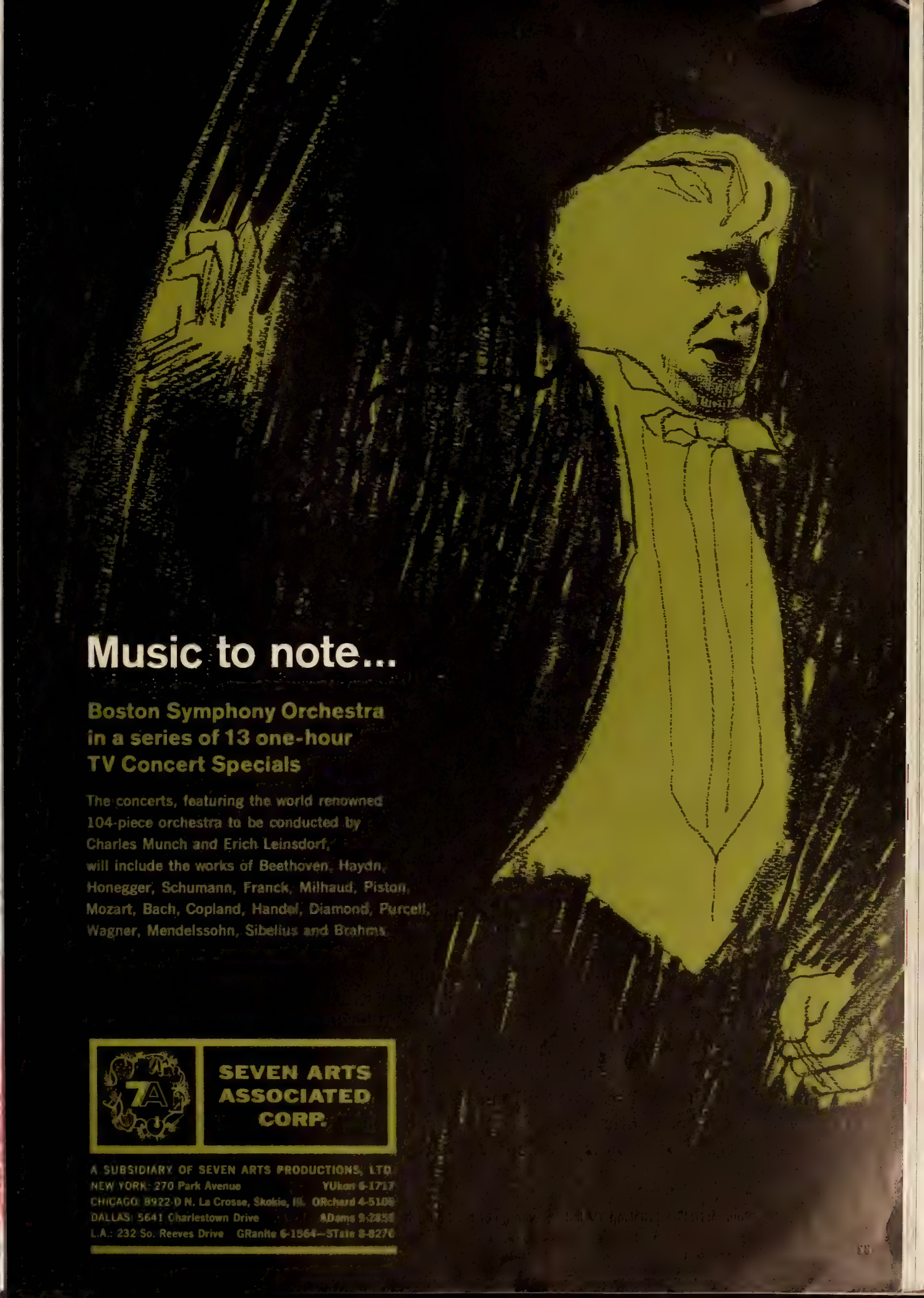
There's another advance casting job you must do that is most important and that's the selection of your production house. To my mind, this is just as surely casting as is the selection of actors. Again this takes taste, time and knowing people. For only by working with the people, can you know who has the fine touch on the dials, the ear to balance the music and the commercial story, the finesse in editing. If you get the wrong men in the studio, it can cause you much misery, wasted time—which means wasted dollars; but more important, you fail to come home with the optimum sales job on your recording.

Involvement ▪ This applies, only more so, to technician casting when you make a tv commercial on either videotape or film—only because it's so much more complicated. Long ago I decided to ignore the name on the studio door; I'm only interested in who's behind it. In any job, you must work with people, not company names. Get the director who has ideas, a cameraman who does more than rely on his assistant, a composer who knows how to make music help sell a product, an editor who has ability in his head as well as his hands. One more thing about the technical people: get them involved, interested in your job. This is your job as agency producer. But if you've cast your technical people correctly, they will be part of your team.

Now that you have your script or your storyboard, your actors and your technical people, remember that you've chosen them not only for competence in their specialties, but for their creative ability. Invite them to contribute ideas. Almost always, you'll be rewarded with some amazing assists. And you'll come out with a finished sales job for your client that was only hinted at in the written commercial.



Harmon O. Nelson joined the radio department of Young & Rubicam, N. Y., in the late 1930s. He was with Armed Forces Radio in WW II, then was head of the West Coast office of Roche, Williams & Cleary, broadcast director of Berg-Allenberg (Los Angeles talent agency), program manager of KRCA (TV) Los Angeles and broadcast executive with Kenyon & Eckhardt and Stromberger, LaVene, McKenzie before becoming broadcast director, western division, MacManus, John & Adams.



Music to note...

Boston Symphony Orchestra in a series of 13 one-hour TV Concert Specials

The concerts, featuring the world renowned 104-piece orchestra to be conducted by Charles Munch and Erich Leinsdorf, will include the works of Beethoven, Haydn, Honegger, Schumann, Franck, Milhaud, Piston, Mozart, Bach, Copland, Handel, Diamond, Purcell, Wagner, Mendelssohn, Sibelius and Brahms.

7A

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2838
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Leave it to Beaver to make Thursday funnier than ever.

Thursday night's pretty funny as it is.

What with such seasoned winners as *Ozzie & Harriet* (10th season)... *The Donna Reed Show* (5th season)... *My Three Sons* (3rd season).

Put *Leave It To Beaver* in this lineup at 8:30 p.m. (which is what happens next Fall) and Thursday figures to be even funnier.

The Beaver (where he is now on Saturday night) has a Nielsen of over 10,500,000 laughing homes, weekly.*

With that strong Thursday night support, we think it a fair assumption he'll get lots more laughs in his new spot.

Funny business, we needn't remind you, is good business. Especially on Thursday nights. Especially on **ABC-TV**

*Source: National Nielsen TV Index, average of total audience homes, 4 weeks ending March 18, 1962.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 16, 1962, Vol. 62, No. 16

WOULD RADIO BIRTH CONTROL HELP?

■ Buyers see better image, better programs, better billings
■ But interviewees differ on extent of this improvement
■ Many believe direct government intervention a mistake

Agency executives in a position to help shape the economic destiny of radio overwhelmingly believe that current proposals to reduce competition in the medium would prove beneficial.

How beneficial is another question. They think radio would emerge with a better image, better programming and probably better billings, but they are divided about the extent to which these improvements would result. Many emphatically would prefer that they not occur at all, rather than have them result from direct government intervention.

Canvass of Agencies ▪ These conclusions reflect the findings of a BROADCASTING canvass of agency reaction to proposals advanced by FCC Chairman Newton Minow and NAB President LeRoy Collins looking toward a reduction in radio competition (BROADCASTING, April 9).

The possibilities are to be explored at a joint government-industry conference proposed by Chairman Minow and qiuckly accepted by NAB at its convention in Chicago two weeks ago. The date of the conference has not been set.

A freeze on new station grants, ultimate cutbacks in the number of stations now operating, a higher ceiling on station ownership by networks, limitations on commercial volume, stricter engineering standards and closer FCC scrutiny of station applicants' financial qualifications were among the questions raised by Mr. Minow for discussion.

Mr. Collins stressed radio's "overpopulation" problem and the retarding effects of too much competition. He welcomed the opportunity for a joint conference which would "help solve many vexing problems by obtaining information in depth."

A minority of agency executives responding to BROADCASTING's queries felt the best chance of improving radio lay not in a reduction in competition but in letting the networks own more stations.

Networks Favorable ▪ The networks own reaction to this question was one of cautious approval, but observers thought it significant that only one of the four, CBS, now owns the full complement of seven am outlets permitted by FCC regulations. NBC and ABC own six each, and Mutual owns none (See story page 36).

Here are highlights of the agency reaction to the Minow-Collins proposals, particularly those envisioning an ultimate cutback in the approximately 3,-860 am stations now operating or authorized and under construction:

An associate media director with a top radio billing agency said that if the Minow-Collins proposal improves radio as a listening service then the action might reduce the "negative opinions" of radio among advertisers.

The viewpoint also foresaw a possible decrease of so-called "over-commercialization" and other "deficiencies" in radio programming. If these things are cleared up, this executive thought advertisers would gain confidence in the medium and that the results would be positive with more advertiser acceptance as well as a better agency evaluation on behalf of clients.

Better Values ▪ It's possible, he said, that a sound plan evolving out of the Minow-Collins proposals can mean "increased values to those stations which remain," and that there will be a better competitive situation (in that facilities will be on a more equal plane) and an improved quality of the medium itself.

Another media executive said that "anything that spurs competition is good" and felt that in effect this might come about if radio networks grew stronger by being permitted to acquire more stations. If the networks were placed in a stronger position, he said, programming would be strengthened because networks already have the news and other program facilities and are "the only ones" which can afford much of the coverage that should be done in radio.

He expressed his belief this way: "to paraphrase Charlie Wilson, ' "what's good for the networks is good for radio.' "

He said, however, that he would not like to see "lots of stations" deleted. He noted that many newspapers have died, leaving but one newspaper voice in many markets, and speculated that a weeding out of stations would accomplish much the same thing in radio. "It's good to have competition and at least the opportunity for different viewpoints," he said.

Step Ahead ▪ A time buyer at an agency spending over $10 million annually in radio said the proposal, if

Steering group may plan radio conference

The joint FCC-industry move to find remedies for radio overpopulation was marking time last week.

At the FCC it was stated that no action will be taken until the Commission hears from the NAB.

The overpopulation plan was proposed April 3 at the NAB convention by FCC Chairman Newton N. Minow. He suggested the industry and FCC meet in an "informal, face to face, shirtsleeves working conference" to discuss the present state of radio broadcasting.

At the NAB, President LeRoy Collins said no definite steps had yet been taken. He indicated a small steering committee might be named to draw up a plan of action preparatory to the first get-together with the commission.

The conference idea had been proposed by Gov. Collins last Aug. 3 at the Northwestern U. School of Law conference on broadcasting freedom and responsibility, held in Chicago. At that time he noted the harmful impact of radio over-population on service and said NAB would be glad to join with FCC in seeking answers to the complex economic questions which have been a source of concern to many radio operators.

The television networks' clientele during 1961

(Source: TvB/LNA-BAR)

*NEW TO NETWORK TELEVISION

Rank	Company	Gross Expenditure
150	Adolph's Ltd.	$ 556,361
240	Airequipt Mfg. Co.	141,211
25	Alberto Culver Co.	8,811,365
213	Aluminium Ltd.	234,083
68	Aluminum Co. of America	2,945,850
268	Amana Refrigeration Inc.	95,600
238	American Can Co.	147,040
42	American Chicle Co.	4,532,730
133	American Cyanamid Co.	724,052
174	American Dairy Assn.	419,284
191	American Doll & Toy Corp.	319,502
257	American Express Co.	106,714
87	American Gas Assn.	1,685,798
2	Amer. Home Products Corp.	33,911,210
265	Amer. Luggage Works Inc.	98,017
287	Amer. Mach. & Foundry Co.	58,035
188	American Motors Corp.	333,741
329	Amer. Photocopy Equip. Co.	10,893
276	Amer. Red Ball Transit Co.	75,670
75	Amer. Tel. & Tel. Co.	2,244,150
21	American Tobacco Co.	9,402,316
290	Amity Leather Products Co.	54,150
137	Anheuser Busch Inc.	693,338
38	Armour & Co.	5,491,560
54	Armstrong Cork Co.	3,547,685
246	Arnold Schwinn & Co.	132,000
154	Babbitt, B. T. Inc.	536,300
*298	Baldwin Piano Co.	49,057
147	Ballantine, P. & Sons	601,239
172	Bayuk Cigars Inc.	451,160
207	Beatrice Foods Co.	242,277
30	Beech Nut-Life Savers	7,055,890
52	Beecham Products	3,655,900
97	Bell and Howell Co.	1,382,960
233	Beltone Hearing Aid Co.	157,826
176	Better Vision Inst.	417,259
220	Binney & Smith	195,096
227	Bishop, Hazel, Inc.	177,439
273	Bissell Inc.	81,596
324	Black & Decker Mfg. Co.	15,128
31	Block Drug Co.	6,876,717
*279	Blumenthal Bros. Choc. Co.	73,120
132	Bon Ami Co.	744,212
182	Borden Co.	371,466
*234	Bradley, Milton Co.	153,600
99	Breck, John H. Inc.	1,307,065
115	Brillo Mfg. Co.	991,210
9	Bristol-Myers Co.	15,133,172
11	Brown & Williamson	14,132,771
129	Brunswick Corp.	781,121
*254	Buitoni Foods Corp.	110,000
121	Bulova Watch Co.	929,557
223	Burlington Industries	188,479
283	Bymart Tintair	68,570
28	Campbell Soup Co.	7,334,363
142	Canada Dry Corp.	$ 644,060
244	Canadian Breweries Ltd.	134,199
60	Carnation Co.	3,307,710
43	Carter Products	4,294,668
*308	Carter Ink Co.	30,218
253	Chanel Inc.	110,713
*302	Chatham Mfg. Co.	40,730
270	Chemway Corp.	85,700
49	Chesebrough Ponds	3,764,216
272	Chock Full O Nuts Corp.	82,680
44	Chrysler Corp.	4,151,167
274	Chun King Assoc. Ent.	81,380
231	Chunky Chocolate Corp.	168,975
320	Church & Dwight Co.	22,000
228	Cities Service Co.	176,175
216	Cluett Peabody & Co.	228,500
80	Coca Cola Co.	1,978,475
245	Coleman Co.	134,170
6	Colgate Palmolive Co.	21,513,940
210	Colorforms Inc.	236,500
259	Columbia Pictures Corp.	104,870
58	Consolidated Cigar Corp.	3,379,060
209	Consolidated Foods Corp.	239,121
161	Continental Baking Co.	513,523
250	Continental Wax Corp.	117,999
32	Corn Products Co.	6,583,819
247	Corning Glass Works	127,087
149	Cracker Jack Co.	589,052
224	Curtis Publishing Co.	187,496
131	Disney, Walt Productions	768,997
*199	Dr. Pepper Co.	271,800
*269	Dominion Electric Corp.	92,829
178	Douglas Fir Plywood Assn.	414,111
73	Dow Chemical Co.	2,372,760
53	Drackett Co.	3,558,299
157	Dumas Milner Corp.	528,608
29	du Pont de Nemours & Co.	7,081,668
339	Duquesne Brewing Co.	2,870
41	Eastman Kodak Co.	4,758,165
*164	Eldon Industries	484,221
165	Electric Storage Battery Co.	478,532
181	Elgin National Watch Co.	376,590
*229	Emenee Corp.	175,070
175	Equitable Life Assurance Soc.	419,212
101	Eversharp Inc.	1,229,074
93	Ex Lax Inc.	1,463,741
197	F and F Labs Inc.	281,341
112	Factor, Max and Co.	1,032,049
*338	Fairmont Food Co.	3,780
95	Falstaff Brewing Corp.	1,393,108
*304	Father John's Medicine Co.	35,200
155	Fedders Corp.	536,223
201	Filbert, J. H. Inc.	263,305
85	Firestone Tire & Rubber Co.	1,747,155
232	Florida Citrus Commission	168,383
*122	Food Manufacturers Inc.	$ 928,420
17	Ford Motor Co.	11,081,554
*264	Foster Grant Co.	98,966
57	French, R. T. Co.	3,410,604
98	Frito Lay Inc.	1,321,298
82	General Cigar Co.	1,942,246
34	General Electric Co.	6,080,992
7	General Foods Corp.	20,021,513
*235	General Ins. Co. of Amer.	152,748
8	General Mills	19,017,741
4	General Motors Corp.	23,811,830
256	General Nutrition Corp.	108,660
316	Genl. Tel. & Electronics Corp.	27,295
173	General Time Corp.	439,302
128	Gerber Products Co.	785,935
297	Gibson Greeting Cards Inc.	49,198
10	Gillette Co.	14,213,894
301	Gold Medal Candy Corp.	46,900
92	Gold Seal Co.	1,614,643
*183	Golden Grain Macaroni Co.	366,900
184	Goodrich, B. F. Co.	352,881
66	Goodyear Tire & Rubber	3,024,046
*309	Gorham Corp.	29,676
187	Green Giant Co.	334,526
255	Gulf Amer. Land Corp.	109,436
62	Gulf Oil Corp.	3,236,941
*280	Gulton Industries	72,440
145	Hagan Chemicals & Controls	623,332
237	Haggar Co.	149,300
113	Hallmark Cards Inc.	1,027,463
261	Hamm, Theo. Brewing Co.	103,252
331	Hammons Products Co.	9,898
*294	Hanes Hosiery	49,812
306	Hanes, P. H. Knitting Co.	33,000
141	Hartz Mountain Products	654,980
65	Heinz, H. J. Co.	3,121,543
77	Helene Curtis Ind. Inc.	2,065,197
*180	Hertz Corp.	382,250
275	Heublein Inc.	79,200
170	Hills Bros. Coffee	460,500
218	Hollywood Brands Inc.	223,500
*251	Houbigant Inc.	117,450
322	House of Westmore	19,710
136	Ideal Toy Corp.	694,032
*334	Int. Auto Sales & Service	9,360
146	International Shoe Co.	606,632
327	Jackson & Perkins Co.	11,956
292	Jaymar Ruby Inc.	50,967
64	Jergens, Andrew Co.	3,148,031
*310	Jiffy Products Corp.	29,217
37	Johnson & Johnson	5,765,999
14	Johnson, S. C. & Son	12,520,530
39	Kaiser Industries Corp.	5,442,908
177	Kayser Roth Corp.	415,239
23	Kellogg Co.	9,021,448

WOULD RADIO BIRTH CONTROL HELP? continued

carried out, should have a good long-range effect on radio advertising. He termed a moratorium on new grants a "step forward."

A cutback in radio stations, especially in large markets, would bring surviving stations larger national ad budgets, even though the total radio budget might not increase, he said. Through a lessening of competition for the audience, he predicted radio budgets might noticeably increase, as a station's total audience became a more attractive purchase.

The media director at another top broadcast agency described the "birth control" move as a "sound effort" which would result in "sounder radio operations." He didn't see, however, increased radio ad budgets as a direct result of such a move. The ever-increasing number of radio stations is resulting in an "ever-decreasing" quality in overall radio programming, he contended.

Far Too Many ▪ A senior vice president at a large agency agreed there are "far too many radio stations" in business today, but stressed he was "unalterably opposed" to eliminating outlets through government intervention. With markets "fractionalized" by a plethora of stations, he added, advertisers find it costs "quite a bit to buy a sizeable audience."

He voiced the belief it would be of "some help" if stations were eliminated in some markets, but was doubtful that such a move would lead to increased spending in radio. He advanced the theory that more and more radio stations are destined to become local advertising carriers ("just like the local newspaper"), largely because of television's continued growth and tv's increasing inroads on the advertiser's dollar.

A media executive at a giant agency

Rank	Company	Gross Expenditure
169	Kemper Ins. Group	$ 464,082
125	Kendall Co.	824,035
230	Keystone Camera Co. Inc.	170,737
48	Kimberly Clark Corp.	3,810,755
321	Kiwi Polish Co.	21,373
242	Knox, Chas. B. Gelatin Co.	137,460
143	Lanolin Plus	633,850
211	Lanvin Parfums	234,787
84	Lehn & Fink Products	1,931,703
3	Lever Brothers Co.	28,761,548
18	Liggett & Myers Tob. Co.	11,059,411
295	Lionel Corp.	49,663
*326	Lober, M. and Assoc.	14,067
12	Lorillard, P. Co.	13,606,870
*263	Lowenstein, M. & Sons Inc.	99,538
151	Ludens Inc.	554,044
127	M and R Dietetic Labs.	811,773
212	Malt O Meal Co.	234,455
186	Mars Inc.	338,020
*148	Martin Marietta Corp.	598,273
90	Massey Ferguson Ltd.	1,632,517
*296	Matson Navigation Co.	49,220
94	Mattel Inc.	1,399,940
153	Maybelline Co.	541,388
226	Maytag Co.	179,720
203	McCall Corp.	261,568
* 36	Mead Johnson & Co.	5,902,376
*252	Melnor Industries	115,127
50	Mennen Co.	3,698,866
118	Mentholatum Co.	973,175
*266	Merck & Co.	96,985
*219	Merritt Chapman & Scott Corp.	214,600
15	Miles Labs.	11,944,179
293	Miller Bros. Hat Co.	50,449
135	Minnesota Mining & Mfg. Co.	710,656
*267	Mirro Aluminum Co.	96,474
285	Mobile Homes Mfrs. Assn.	65,299
158	Mogen David Wine Corp.	527,804
249	Mohasco Industries	118,742
163	Monsanto Chemical Co.	496,052
196	Motorola	290,243
104	Mutual Ben. Hlth. & Accid.	1,170,155
*289	Mystik Adhesive Pdts.	55,640
*332	Narragansett Brewing Co.	9,717
16	National Biscuit Co.	11,362,302
225	National Brewing Co.	186,476
24	National Dairy Pdts. Corp.	8,905,956
126	Natl. Grape Co. Oper. Assn.	823,680
61	Nestle Co.	3,265,597
205	North American Philips Co.	245,390
221	North Amer. Van Lines	194,340
286	North Woods Coffee Co.	62,000
117	Norwich Pharmacal Co.	976,690
72	Noxzema Chemical Co.	2,488,441
*152	Nutri Bio Corp.	550,270
313	Ohio Oil Co.	27,929
215	Old London Foods Inc.	229,140
88	Olin Mathieson Chem. Corp.	1,685,512
333	Owens Corning Fiberglass Corp.	9,600
194	Pabst Brewing Co.	$ 307,653
243	Palm Beach Co.	135,977
198	Pan American Coffee Bur.	277,223
325	Paper Novelty Mfg. Co.	14,080
100	Pepsi Cola Co.	1,234,276
167	Pet Milk Co.	473,553
119	Peter Paul Inc.	964,010
70	Pfizer, Chas. & Co.	2,674,519
171	Philadel. & Reading Corp.	460,282
20	Philip Morris Inc.	9,774,471
190	Phillips Petroleum Co.	322,289
340	Piel Brothers	1,320
26	Pillsbury	7,671,862
96	Pittsburgh Plate Glass	1,391,901
*282	Plasti Kote Inc.	69,660
107	Plough Inc.	1,110,649
63	Polaroid Corp.	3,216,222
166	Polk Miller Pdts. Corp.	474,446
*124	Prewitt J. Nelson Inc.	841,762
1	Procter & Gamble Co.	51,927,897
140	Proctor Silex Corp.	657,182
45	Prud. Ins. Co. of Amer.	4,093,756
55	Purex Corp.	3,491,415
195	Puritron Corp.	307,426
40	Quaker Oats Co.	5,078,006
83	Radio Corp. of America	1,941,883
300	Rainbow Crafts Inc.	47,000
33	Ralston Purina Co.	6,153,180
103	Readers Digest Assn.	1,188,466
179	Realemon Puritan Co.	388,127
159	Remco Industries	514,136
315	Renault Inc.	27,317
217	Retail Clerks Inter. Assn.	223,711
51	Revlon Inc.	3,689,425
91	Rexall Drug & Chem. Co.	1,618,138
47	Reynolds Metals Co.	3,932,507
5	Reynolds, R. J. Tobacco	21,740,922
69	Richardson Merrell Inc.	2,837,039
185	Rubenstein, Helena Inc.	339,583
236	Sandura Co.	150,067
160	Savings & Loan Found. Inc.	513,640
291	Sawyers Inc.	53,539
*337	Schaefer F&M Brewing Co.	4,440
78	Schlitz, Jos. Brewing Co.	2,056,398
35	Scott Paper Co.	5,980,927
206	Scripto Inc.	243,691
71	Sears, Roebuck & Co.	2,634,489
86	Seven Up Co.	1,710,861
262	Shattuck, Frank G. Co.	102,893
116	Sheaffer, W. A. Pen Co.	979,824
189	Shell Oil Co.	328,557
214	Shulton Inc.	229,812
284	Shwayder Brothers	67,320
281	Sieberling Rubber Co.	69,666
46	Simoniz Co.	3,997,561
109	Sinclair Oil Corp.	1,097,358
108	Singer Mfg. Co.	1,103,214
*307	Siris, A. J. Pdts. Corp.	31,010
204	Smith-Corona Marchant Inc.	261,279
134	Smith, Kline & French Labs.	$ 719,714
81	Socony Mobil Oil Co.	1,965,617
323	Spalding A. G. & Bros.	16,500
123	Speidel Corp.	871,120
102	Sperry & Hutchinson Co.	1,201,825
89	Sperry Rand Corp.	1,680,390
120	Staley A. E. Mfg. Co.	954,465
156	Standard Brands	532,360
168	Standard Oil Co. of Ind.	465,788
130	Standard Oil Co. of N. J.	776,142
336	Standard Oil Co. of Ohio	6,084
335	Standard Triumph Motor Co.	7,282
105	Stanley Warner Corp.	1,161,907
202	Star Kist Foods	262,544
76	State Farm Insurance Co.	2,087,595
13	Sterling Drug Inc.	13,073,366
303	Sterns Nurseries Inc.	38,707
*311	Stowe Woodward Inc.	29,019
139	Studebaker-Packard Corp.	674,932
138	Sun Oil Co.	678,515
162	Sunbeam Corp.	506,875
79	Sweets Co. of America Inc.	2,050,265
106	Swift & Co.	1,125,932
208	Technical Tape Corp.	242,136
19	Texaco Inc.	10,119,124
222	Time Inc.	191,528
260	Top Value Enterprises Inc.	104,285
258	Travelers Insurance Co.	106,714
328	Trimount Clothing Co.	11,598
192	20th Century Fox Film Corp.	309,228
67	Union Carbide Corp.	2,954,052
*277	Union Central Life Ins. Co.	75,348
74	U.S. Borax & Chemical Corp.	2,251,291
200	U.S. Brewers Found. Inc.	271,585
*341	U.S. Natl. Bank of Portland	584
*317	U.S. Photo Supply Co.	25,401
59	U.S. Steel Corp.	3,351,436
110	U.S. Time Corp.	1,089,075
111	Van Camp Sea Food Co.	1,061,548
144	Wander Co.	623,563
330	Warner Bros. Pictures	10,480
27	Warner Lambert Pharm. Co.	7,538,138
314	Washington, State Of	27,756
271	Watchmakers of Switzerland	84,368
318	Welch, James O. Co.	22,704
56	Westinghouse Electric Corp.	3,479,578
299	Whirlpool Corp.	48,275
248	Whitman, Stephen F. & Son	122,720
*319	Wiedemann G. Brew. Co.	22,704
22	Williams, J. B. Co.	9,367,727
305	Williamson Dickie Mfg. Co.	27,756
*241	Wilson & Co.	140,368
*312	Windsor Industries	28,025
114	Wrigley, Wm. Jr. Co.	1,018,800
239	Wurlitzer Co.	142,844
193	Wynn Oil Co.	308,917
*278	Xerox Corp.	74,670
288	Zenith Radio Corp.	56,142

asserted that the large number of radio stations made it "almost impossible" to research radio's audience. Reducing the number, he added, would make for "a cleaner situation" and permit agencies to obtain a clearer profile of a station's audience. He believed this would result in "a slight increase" in radio spending but would not affect radio billing materially.

Federal Control? ▪ The media director of a medium-sized agency called the Minow-Collins proposals "a wonderful idea," but echoed the views of some of his other colleagues when he exclaimed: "But let's not have the government tell us how many stations we should have or who should go out of business. Who's to decide this? Frankly I don't know." The reduction of stations should proceed in the larger markets, he said, which are the ones that normally attract the national advertising dollar. A fewer number of radio stations in the larger markets, he pointed out, would encourage agencies and advertisers to give radio more consideration than has been given it in the past. He observed that agencies often are discouraged from using radio because "it's just too difficult and takes too much time to evaluate a large number of stations."

The vice president in charge of media for a top agency endorsed the suggestion of reducing stations because "too many of them operate as if they were a hardware store." A smaller number could result in the elimination of "fierce competition" and persuade some stations to improve the quality of their programs.

It was his experience, he said, that stations which were established as "going businesses" before the advent of television have maintained acceptable standards and are obtaining the large portion of national business. He thought the radio market of the future, ideally speaking, should be one with radio stations appealing to both a mass audi-

ence and to specialized audiences.

Against Cutback ▪ Another major agency media vice president gave reasons on both sides of the "birth control" argument but said that "in a show down" he would not favor the cutback proposal. The main reason: the more competition there is among stations, the wider choice there is for buyers.

Elaborating on his "no birth control" stand, he wondered who would be the judge of how good the remaining stations are if some stations in a market were knocked out. He said he's against government control in this matter. "It's better when people have the free choice of tuning in or tuning out a program, and it's more important for the industry to clean its own house." A final point: "there's no guarantee that when the number of stations in a market is reduced that better programming will result. Profits will be shared by fewer stations, but can we be sure that they will put any of it back into the business?"

A top media expert at another major agency felt that the combined interests of listener and advertiser would be served by restricting the number of stations because remaining stations would be able to offer more attractive programming. He was "inclined to think agencies would buy more radio for their clients" but said "it is difficult to tell until we see where the greater concentrations of listeners would be among stations in any one market."

More o&o's for radio networks?

The three radio networks which now own stations last week reacted as might be expected to FCC Chairman Newton Minow's suggestion that their station ownership limits might be expanded. They liked it. Mr. Minow issued the proposal in his speech to the NAB convention (BROADCASTING, April 9).

ABC, CBS and NBC each own radio stations. Of the three, CBS is the only network owning the seven stations now permitted. ABC and NBC each own six. MBS does not own any radio outlets. BROADCASTING last week asked the networks for their opinions.

NBC sees the ownership question as "constructive" and one that merits "serious consideration." The network states that the maintenence of radio networking in the face of major developments such as tv "has preserved a vital, national resource." Noting still difficult problems ahead of the networks, NBC comments:

"The economic sustenance provided by the ownership of additional stations might enhance the future potential and stability of radio networking as a major communications medium."

CBS radio indicates it's very interested in Mr. Minow's suggestion and is at present studying its possibilities.

ABC radio did not comment for the record but some network officials privately see an open door to ownership as a good idea.

Room for Specialists ▪ Another agency executive said he thought "we have reached the ceiling in 'ordinary' radio stations" but that there should be room for more specialized stations "that concentrate on foreign languages, education, etc. Trimming down might make the job easier for the timebuyer," he said, "but would not create more radio buying. If a medium is a good channel for advertising, then the advertiser will buy," he said, adding: "it is not a matter of more or less stations."

An official at another agency took the position that "cutting down competition does not necessarily make a better entertainment medium. Competition between stations increases incentive to create better programs. It also gives timebuyers a wider area of choice. Less competition may also cause advertising rates to go up. I think the best way the FCC can handle the situation is to be careful as to who it licenses, rather than to trim down stations indiscriminately."



Bill Gale's winner for Jergen's

Bill Gale of Cunningham & Walsh was presented with a Gold Key award of the Advertising Writers Assn. of New York last week for writing the copy for this tv commercial for Jergen's Moisture Cream, featuring an underwater ballet. Martin Rubin of Smith/Greenland won a Gold Key for a radio commercial he wrote for Wallace Thin Mints. Other awards were made in print advertisement categories.

Collins urges agencies to help build codes

Advertisers and agencies were urged last week by NAB President LeRoy Collins to place their advertising with stations subscribing to the Radio and Tv Codes.

Addressing the Mid-South Advertising Institute at Memphis, Tenn., on April 10, Gov. Collins said NAB wants this cooperation "because with it we can make our codes stronger, we can make advertising more productive and we can make the survival of free enterprise more secure."

The codes are "our primary means of insuring to the American people the integrity of this medium over which we have been given stewardship," he said, adding that code progress to date "is only a beginning."

"The responsibility for quality in advertising begins with the manufacturer who markets the product," Gov. Collins said. "But, in addition, we in the broadcast media feel that we, too, have grave responsibilities. We recognize that we must maintain and improve the quality of broadcasting and this we cannot do unless we become better assured that what is said and shown about products over radio and television is

WHO Radio gives you the 14th-LARGEST radio market!

Only 13 Radio Markets are Larger, in the Entire U. S. A.!

AMERICA has only 13 markets in which any radio station reaches a larger audience than does WHO, Des Moines —

— 865,350 homes in 96 of Iowa's 99 counties, plus a number of counties in neighboring states.

Unlike most of America's other greatest radio stations, WHO does not depend primarily on the metro audience within the shadow of its tower. In Iowa, all *eight* of the state's leading metro areas, including Des Moines, account for only 33% of Iowa's retail sales. Yet 75% of all Iowa retail sales are made in counties you reach with WHO!

If you are not using WHO, you are not getting all of America's top 14 radio markets, even if you are buying the first 50 largest *cities*. Ask PGW for all the facts. They may amaze you.

Sources: Pulse (March, 1961); NCS Survey No. 2.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport



Peters, Griffin, Woodward, Inc., *National Representatives*

truthful and in good taste.

"We regard this as a responsibility we owe to ourselves and to the public. Further, it is a responsibility we owe to those who advertise with us—for to any degree that the quality of our media comes into disrepute, to that same degree broadcasting loses its effectiveness as America's most potent force for moving goods and services."

Nescafe's $5 million from Esty to M-E

The $5 million Nescafe instant coffee account will move from the Wm. Esty Co., New York, to McCann-Erickson Co., New York, on June 30. Nescafe is a substantial spot tv advertiser, investing approximately $3 million in the medium.

In announcing the change, Robert C. Shropshire, vice president of marketing for the Nestle Co., maker of Nescafe, said the client and the agency had not been able "to agree on future basic policy and decided to sever their relationship." The account has been with Esty for three years.

The move will consolidate the majority of Nestle billing at McCann-Erickson. That agency already has an estimated $11 million of Nestle business, exclusive of Nescafe, and including Quik, EverReady cocoa, Semi-Sweet Chocolate morsels, Nestle chocolate bars, Nestea and Decaf.

Agency appointments...

▪ Horton & Converse, 27-store drug chain in the Los Angeles area, has named Gerth, Brown, Clark & Elkus, Los Angeles, as its agency. Bryon H. Brown is account supervisor, Lee Young-Gren account executive. Media plans call for the use of radio.

▪ Hilton Credit Corp. has named Grey Advertising Inc., Los Angeles, as agency for Carte Blanche. Budget is not firm as yet, but is expected to exceed $500,000, to be expended in national media and direct mail. Earl Kennedy is account executive.

▪ Brundage Motors Inc., Volkswagen distributor for Florida, Georgia and South Carolina, appoints Doyle Dane Bernbach Inc., New York, as its advertising agency.

▪ Armour & Co., Chicago, appoints Fuller & Smith & Ross Inc., that city, as advertising agency for its Miss Wisconsin cheese.

▪ Ideal Toy Corp., New York, has realigned advertising responsibilities involving Grey Adv. and Smith/Greenland Co., both New York. Grey, which handles major part of Ideal's national advertising, will also handle Book of Knowledge-Educator Toys, new Ideal division. ITC Modelcraft, Ideal's hobby division, previously with Grey, has been transferred to Smith/Greenland. ITC Modelcraft uses both spot and network tv; the new division will be using print. Total ad budget: $500,000.

▪ George C. Lodge, candidate for the U. S. Senate from Massachusetts, has appointed The Bresnick Co., Boston, to handle campaign advertising in all media.

▪ Chadbourn Gotham Inc., Charlotte, N. C., appoints Mogul Williams & Saylor Inc., New York, for its full line of soft goods including newly patented ladies' runless and seamless nylon stockings, which will be available to consumers this summer.

▪ Santa's Village (amusement park chain), Arcadia, Calif., has appointed Wade Adv., Los Angeles, to handle all advertising and promotion.

▪ Vim Laboratories Co. (paint spray, room deodorants and other aerosol products), Adamstown, Md., has appointed Henry J. Kaufman & Assoc., Washington, D. C., as its advertising agency.

▪ Aunt Penny's Sauces, Sunnyvale, Calif., has appointed Cappel, Pera & Reid, Orinda, Calif., as its advertising agency, effective May 1.

W. Va. on network radio, Mathes to gauge results

The state of West Virginia begins a heavy spring and summer advertising campaign tomorrow (April 17) using radio for the first time as the chief sales medium to improve the state's image as a vacation spot and attract more tourists.


Mr. Passman

Through the travel department division of the West Virginia Department of Commerce, the state will advertise on ABC Radio's *Breakfast Club* every Tuesday at 9:30 a.m. throughout the spring and early summer.

Don McNeill, host of the show, will offer travel brochures and the amount of mail received as a result of these requests will be used as a yardstick to measure the success of network radio for this type of campaign, according to Roy Passman, vice president, radio and television, J. M. Mathes Inc., agency for the state.

Admen don't want licenses, government-or self-imposed

California agency and media executives are almost unanimously opposed to government licensing of advertising agency practioners, according to the response to a questionnaire circulated by the Western States Advertising Agencies Assn. Of the more than 300 who answered the WSAAA questions, 96% of the agency executives and 97% of the media principals were not in favor of government licensing.

In reporting the result of the survey, William J. Boylhart, WSAAA president, said that he had heard from Charles E. Chapel, a member of the California Legislature from Redondo Beach who had been studying the subject of state licensing of advertising men and women (BROADCASTING, Jan. 8). "Because of the strong opposition on the part of the overwhelming majority of members of the advertising profession who have written to me and the advice of many lawyers, I have not introduced any bill on the subject and I do not intend to do so," Mr. Chapel said.

Another WSAAA question about industry self-regulation drew a mixed response, with media men more in favor than agency representatives. The question read: "I favor self-regulation through advertising industry certification of individual advertising agency practitioners by oral and written examinations prepared by recognized authorities from the advertising industry." Less than half of the agency respondents favored this proposal for self regulation. Votes in favor came from 47% of WSAAA member agencies and 40% of non-member agencies. Media principals were more inclined toward this type of regulation; 64% of those answering from this group favored the proposal.

To the third and final question posed by WSAAA: "I do not favor either of the above [state regulation or industry self regulation]," the replies were tabulated as follows: WSAAA member agencies, 49%; non-member agencies, 56%; media principals, 32%.

"Charlotte's WSOC-TV... their sincere interest an invaluable asset" —Minter, J. Walter Thompson



Talk to us about your advertising goals in the Carolinas. Let's discuss merchandising problems if you have them, dealer stimulation. When your schedule is on this Charlotte station you're backed by much more than its top-flight programming. You get a brand of staff support that contributes greatly to sales success. For you next campaign, choose WSOC-TV—a great area station of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

CBS-TV to carry 'Benefactor' anyhow

NETWORK SEEKS SPONSORS AFTER REGULARS DROP OUT

CBS-TV and the three regular sponsors of the Saturday night series *The Defenders* (8:30-9:30 EST) are standing by their opposing decisions regarding the planned telecast of an episode dealing with abortion on April 28.

Advertisers Brown & Williamson, Lever Bros. and Kimberly-Clark, claim their respective corporate policies prevent them from sponsoring the controversial *Defenders* episode, which is entitled "The Benefactor." CBS-TV says it will carry the program with or without sponsors. Lack of sponsors would leave the network with an estimated $250,000 loss.

The network is seeking substitute sponsors for the April 28 episode, but none had come forth as of last Thursday (April 12). Whether any affiliates will decline to carry the show could not be ascertained since none had yet seen it. They will have an opportunity to decide on that question sometime this week after they watch a closed-circuit screening. Such showings to affiliates are customary whenever the network believes affiliates may not want to carry a show.

An "important point that has been overlooked" in the withdrawals from *The Defenders* episode, according to one source, is that this drama about a subject rarely discussed openly in the home will be seen as early as 7:30 p.m. in a large section of the country. "All factors have been considered," a spokesman for one advertiser said when asked if the time period is an issue in the dispute.

"The Benefactor," which is said to deal with the medical, social and criminal aspects of abortion, was written by Peter Stone, directed by Dan Petrie and produced by Herbert Brodkin. Its theme was mentioned publicly for the first time when the tv networks were called to testify at an FCC hearing in Washington last January (BROADCASTING, Jan. 29).

At the hearing, Dr. Frank Stanton, CBS Inc. president, called the program a "very fine, realistic, and honest dramatization" that will be telecast, with or without sponsors. He said this to emphasize that advertisers do not "control" programming. The three advertisers had already objected to the episode before Dr. Stanton's testimony at the hearing.

The sponsor defection is reminiscent of a similar conflict involving ABC-TV's now defunct *Bus Stop* series. Several participating advertisers of that series withdrew from the Dec. 3, 1961, episode titled "The Lion Walks Among Us," starring Fabian; 25 affiliates canceled it.

Carr heads Long-Haymes

Long-Haymes Adv., Winston-Salem, N. C., has changed its name to Long, Haymes & Carr Inc., with the admission of Austin H. Carr, formerly with William Esty Co., as vice president.

In the reorganization, Curtis E. Long, founder of the original agency in 1949, becomes president and treasurer and Joseph A. Haymes advances to senior vice president. The agency services some thirty accounts in North Carolina and Virginia.



Chevrolet's wonderful world of paper

A paper-made world, inhabited by paper people who "look like they think," has been introduced by Chevrolet in its television commercials. The new technique was imported from Holland exclusively for Chevy. It was produced by Joop Geesink, an internationally known puppet maker, who owns the Dollywood Co. in Amsterdam.

The soft-sell commercials were originally shown on *Bonanza* (NBC-TV). Chevy plans to use them on its other network shows, *Route 66* (CBS-TV) and *My Three Sons* (ABC-TV).

The three characters in photo above are (l to r) Mr. Value, with an adding machine for a brain; Mr. Comfort, a well-padded gentleman who inspects the car's features through a magnifying glass, and Mr. Engineer, with a slide-rule nose and a radiator fan on his stomach.

EDP FOR AD AGENCIES

Those with high billings might use computers—Toan

Agencies having billings of $50 million or more may find that they would save enough in media, accounting and other departments to warrant "serious consideration" of acquiring their own magnetic-tape electronic data-processing equipment, an expert said last week.

The estimate was made by Arthur J. Toan Jr., a partner in Price Waterhouse & Co., accounting and management advisory firm, in a report on "The Economic Evaluation of Electronic Data-Processing Systems."

He said that "media, forwarding, production, accounting and finance—and the existing punch-card room, if there is one—will be most heavily involved" in agency clerical-salary reductions made possible by EDP, "with 50% or more of the replaceable personnel probably coming from the accounting and punch-card departments."

Mr. Toan said that for agencies billing less than $50 million a year "the economics of the situation so far seem to lie with non-tape systems or with [the use of] service-bureau operations."

Stressing the importance of careful cost-vs.-benefits evaluation, Mr. Toan said "the amount required to be invested prior to obtaining a return from an EDP installation" probably would range between $300,000 and $700,000 for a magnetic-tape machine having a monthly rental of $7,000 to $20,000 or more.

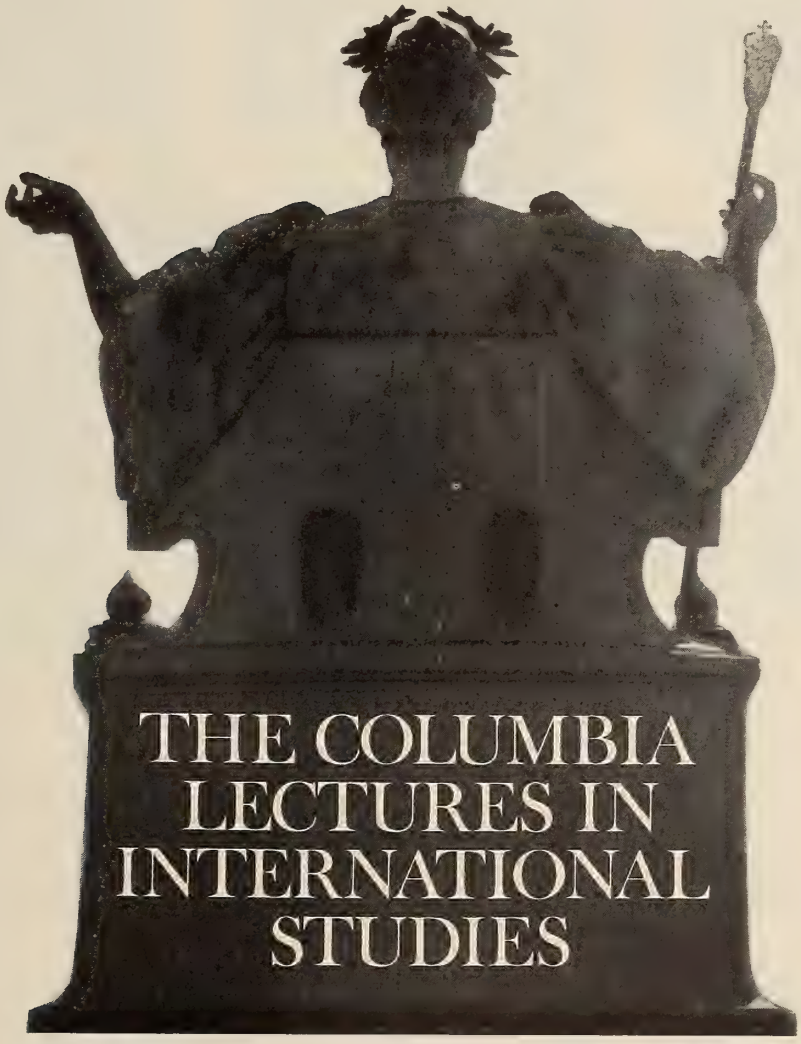
This investment, he said, "undoubtedly represents the largest amount ever expended by an agency on a methods-improvement project.

The greatest computer benefits for an agency, he said, fall into three categories, which should be evaluated closely and in detail:

- Clerical cost reductions: salaries, machine rentals, floor space, etc.
- Reductions in payments for outside services.
- Intangibles: better service, better media selection and improved advertising and marketing effectiveness, better and closer budgeting, new business attracted or old business retained, etc.

Mr. Toan spoke at the fourth of five weekly seminars on "The Computer In Advertising," sponsored by Central Media Bureau.

METROPOLITAN BROADCASTING IN COOPERATION WITH COLUMBIA UNIVERSITY TAKES PRIDE IN ANNOUNCING A NEW AND IMPORTANT TV SERIES:



For the first time in television history, one of the world's leading universities has made available a graduate school faculty to present a comprehensive, and authoritative view of the world we live in. The purpose of the series is to give television viewers knowledge of the peoples, history and current problems of the different nations of the world... and to enhance your understanding of the relations between those countries and our own nation. The programs will be prepared and presented by the distinguished faculty members of the Columbia University School of International Affairs and its Regional Institutes. This videotaped series is available in syndication through **BANNER FILMS, INC.**

527 MADISON AVE., N.Y. 22, PL 5-4811

Schnitzer favors Hollywood's 'experience' for commercials

"Sometimes agencies are dishonest. Their storyboard tells one thing to the client, but the film commercial says something else."

This is one of the many strong opinions held by Jerry Schnitzer, tv commercial director for Robert Lawrence Productions, New York, and head of Jerry Schnitzer Productions, Hollywood. A prime booster of Hollywood's growing interest in filming tv commercials, he thinks the direction commercial production should take is West, where advertising agencies can find experienced film people who can put the same idea on film that their storyboards expressed to clients.

To Mr. Schnitzer, an agency is "a big tent with many things going on inside . . . and agencies worry about things tv viewers will never see." Their problems with commercials, he said in a recent interview, stem from tendencies to lead the commercial suppliers, "who are put in fear of being wrong."

Mr. Schnitzer stresses the value of experience:

It's his contention that when "an experienced guy" is in charge of production, the whole crew gets imbued with the idea he is striving for. He says it's a case of having too many leaders when the idea for an advertiser's message gets twisted out of its original shape. "When there are four directors, as many different styles emerge," he claims.



Mr. Schnitzer

Life-Givers ▪ He defends the agency producer's right to bring his own "freedom of spirit" to the commercial, though not to the point where he "mechanizes" the people he has selected into "something unreal." Mr. Schnitzer believes people are "moved by movies, not stills," and when responsibility for carrying out the storyboard idea is turned over to a person experienced in motion picture techniques, the agency's client will see that idea brought to life . . . and the "dishonesty" charge can be dropped.

There is only room for one idea in 90 feet of film (a one-minute commercial), according to Mr. Schnitzer, "and this idea should be conceived in film terms. The average storyboard restricts the idea, making it sterile. It should present the overall idea, thread or theme for the commercial."

He says Hollywood's appetite for commercial work is being whetted by the growing realization at both the agency and the supplier level of the single-story factor . . . "the one factor every commercial must have." As many of Mr. Schnitzer's own commercials attest (for Chevrolet, RCA Victor, Clairol and others), performances are becoming more like motion pictures. Another realization in Hollywood: more money per foot of film is spent on commercials than on the tv programs. Hollywood cameramen now look upon commercials as "little gems," he says.

Mr. Schnitzer's ideas are perhaps best summed up by the attitude of his newly appointed director of photography, J. Peverell Marley, whose film career dates back to the 1920's when he was a protege of Cecil B. DeMille. "Pev" Marley's summation of Mr. Schnitzer's confidence in Hollywood "experience": "Make it cream, not skim milk."

TV DISSECTED

Advertising, programming discussed at ATAS panel

The question of influence in advertiser-network relationship in television that has filled volumes in FCC and congressional hearing testimony in past years caught the fancy of a knowledgeable panel in New York last week.

The panelists represeting all facets of the tv advertising business:

Moderator Mathew J. Culligan, a director and general corporate executive of Interpublic Inc. and McCann-Erickson (agency); Julius Barnathan, vice president and general manager of ABC-TV (network); Douglas K. Burch, media director of P. Lorillard & Co. (advertiser); Mark Goodson, Goodson-Todman Productions (producer), and Dr. Sydney Roslow, director of The Pulse Inc. (ratings service). The panel was held under Academy of Television Arts & Sciences auspices Wednesday night (April 11).

The panel's consensus and affirmation of what the FCC has already been told by dozens of witnesses during its probe of network practices: the advertiser's influence is not as great as it was 5 or 10 years ago and in fact appears to be on the wane. The basic reason for this, the executives said, is the decline of fully-sponsored hour or half-hour programs and the increase in advertiser participation in shows, giving networks control over schedules and programming.

The panel also agreed that tv is a powerful medium but one that operates under immense pressures and is probably the least understood by its critics.

All Engineers ▪ As lamented by Mr. Barnathan: "Everybody wants to run a network and tell a network what to do." Mr. Barnathan described networking—past and present—along this line: Once networks were "brokers," optioning time for facilities and taking a commission on shows fully sponsored and produced by the advertisers. There was no need to "sell" shows (to advertisers) and no investment risk for the networks.

Now networks must commit well in advance of a season for millions of dollars, and because "no advertiser will come in with an hour a week," it's common practice for the network to act as "partner" with the agency when an advertiser buys only half a show and the other half becomes the network's sales risk.

Mr. Burch noted that tobacco companies spent $110 million in television last year and that the medium has become their major advertising tool, the companies using it to launch new brands and to "revitalize" others.

The panelists agreed that television is programmed for the "masses." Mr. Goodson said the critical minority is the most vocal and watches least. Most critics, Mr. Goodson said, do not understand the medium or the mass audience. Mr. Culligan, in seconding Mr. Goodson's description, said the medium should meet the intellectual attack on the intellectual level, citing such plans of action that has been undertaken by the American Assn. of Advertising Agencies.

Word About Ratings ▪ Dr. Roslow said some in tv would make program ratings the "end-all." But, he warned, still others would not use them at all and prefer not to know how one show compared against another with the hope that "somehow this would improve a program's quality." All that would happen in the latter situation, he emphasized, would be to make the "decision makers" in tv "fly blind."

Dr. Roslow noted also that the services now provide supplementary information so that the decision makers need not depend on "numbers" or audience size alone.



1 CHURCH SERVICES: WBEN-TV has consistently brought live Sunday services into Western New York homes since 1948.

2 OPERA WORKSHOP: In conjunction with the University of Buffalo, WBEN-TV airs Music Workshop productions — affording a professional showcase for students.

3 FAIR TIME: Every year the busy WBEN-TV mobile unit goes to the Erie County Fair — bringing the folksy events to the 15-county area served by Ch. 4.

4 PANEL DISCUSSIONS: For 14 years the University of Buffalo Round Table has been a prime-time Saturday night feature on WBEN-TV (21 years on WBEN-Radio). A significantly free-ranging community forum.

5 CIVIC EVENTS: Whether it be the first ships through the Seaway, the Niagara Power Project dedication or the opening of the new, nationally-famous Albright-Knox Art Gallery, WBEN-TV has crews and station personalities covering important events.

6 HOME STUDY: The Erie County Extension Service weekly takes homemaking ideas into area homes through the WBEN-TV production —"You and Your Family." The old traditional crafts of tatting, weaving and sewing and the present-day home-maker arts find new and eager followers.

A quality image is the result of a quality effort. WBEN-TV is dedicated to keeping the community enlightened . . . entertained . . . informed.

National Representatives: Harrington, Righter and Parsons, Inc.

WBEN-TV

an affiliate of WBEN-Radio AM-FM
The Buffalo Evening News Stations

CH. 4

CBS in Buffalo

your second-best friend

WGAL-TV

Your advertising dollar spent on this multi-city station is doubly rewarding. First, because of its wide market coverage, including several metropolitan areas, and many other cities and towns. Second, because of the vast size and loyalty of its audience. WGAL-TV is far and away the favorite of viewers in hundreds of communities.



WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

ARB profiles N.Y. television audience

The second comprehensive, qualitative profile of the tv audience in an individual market was released last week by the American Research Bureau. This report covers the New York market.

ARB's first study profiled the Salt Lake City tv audience (BROADCASTING, Feb. 19). The New York study, as was Salt Lake City, is sponsored jointly by commercial stations in the area (WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV and WPIX [TV]).

ARB's executives last month met with station representatives' research directors in New York to discuss plans for future profile reports.

Among the data presented in the new report are these findings:

In New York in the survey period (Jan. 4-31, 1962), *Flintstones* (ABC-TV, on WABC-TV) had the largest number of children under 18 watching (1,799,400); *Perry Como* (NBC-TV, on WNBC-TV) had the largest number of women 18 and over watching (1,524,500) and *Bob Hope* (NBC-TV, on WNBC-TV) attracted the most men 18 and over (1,137,758).

The report shows in addition that *Disney's World of Color* (NBC-TV, on WNBC-TV) scored with the highest average viewers per home (2.76) in the market and *Rocky and His Friends* (WPIX) was noted as the program with the highest average family size—5.09.

The audience profile provides information for each local and network program shown during the survey period, breaking down data into average viewers per homes in seven age categories; audience composition into male and female for each age grouping, and viewers per home by age group; total viewers per home (men, women, teenagers and children per 1,000 homes), into the percentage of total head of household and housewife viewers to a program by years of education completed, and into other such composition data as income level and family size.

A sample of 1,500 completed ARB viewer diaries, which were usable, included also portions of the states of New York, New Jersey, Connecticut and Pennsylvania.

NIELSEN

Second Report for March, 1962
(Based on two weeks ending March 18, 1962)

NIELSEN TOTAL AUDIENCE (†)

Rank		Rating % U.S. TV Homes	No. Homes (000)
1	**Wagon Train**	39.7	19,453
2	**Bonanza**	36.1	17,689
3	**Dr. Kildare**	33.5	16,415
4	**Hazel**	33.0	16,170
5	**Perry Mason Show**	32.5	15,925
6	**Gunsmoke** (10:30)	32.4	15,876
7	**Gunsmoke** (10:00)	32.0	15,680
8	**Ed Sullivan Show**	31.3	15,337
9	**Andy Griffith Show**	30.9	15,141
10	**Milton Berle Show**	30.7	15,043

NIELSEN AVERAGE AUDIENCE (‡)

Rank		Rating % U.S. TV Homes	No. Homes (000)
1	**Wagon Train**	33.1	16,219
2	**Bonanza**	32.2	15,778
3	**Hazel**	31.1	15,239
4	**Gunsmoke** (10:00)	30.2	14,798
5	**Gunsmoke** (10:30)	30.0	14,700
6	**Dr. Kildare**	28.6	14,014
6	**Andy Griffith Show**	28.6	14,014
8	**Red Skelton Show**	28.0	13,270
8	**Danny Thomas**	28.0	13,720
10	**Ben Casey**	27.6	13,524

Copyright 1962 by A. C. Nielsen Co.

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Ben Casey (ABC-197); participating, Mon. 10-11 p.m.
Milton Berle Show (NBC-179); Chrysler (Burnett), March 9, Fri. 9:30-10:30 p.m.
Bonanza (NBC-178); Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.
Dr. Kildare (NBC-160); Sterling Drug (D-F-S), L&M (D-F-S), Colgate (Bates), Singer (Y&R), Warner-Lambert L&F), Thur. 8:30-9:30 p.m.
Andy Griffith (CBS-181); General Foods (B&B), Mon. 9:30-10 p.m.
Gunsmoke (CBS-199); Liggett & Myers (D-F-S), S. C. Johnson (FC&B), Remington Rand (Y&R), General Foods (B&B), Sat. 10-11 p.m.
Hazel (NBC-144); Ford (JWT), Thur. 9:30-10 p.m.
Perry Mason (CBS-185); Colgate (Bates), Drackett (Y&R), Philip Morris (Burnett), Sterling Drug (D-F-S), Quaker Oats (JWT), Sat. 7:30-8:30 p.m.
Red Skelton (CBS-195); S. C. Johnson (FC&B), Corn Products (GB&B), Tue. 9-9:30 p.m.
Ed Sullivan (CBS-186); Colgate-Palmolive (Bates), P. Lorillard (L&N), Revlon (Grey), Sun. 8-9 p.m.
Danny Thomas (CBS-179); General Foods (B&B), Mon. 9-9:30 p.m.
Wagon Train (NBC-186); R. J. Reynolds (Esty), National Biscuit (M-E), Wed. 7:30-8:30 p.m.

Network sales continue as schedules shape up

Each of the tv networks last week could report continuing sales or renewals for the fall nighttime schedule. NBC-TV claimed sales completed in the week of March 26 alone represent more than $20 million in billing.

The network's vice president for sales, Don Durgin, said that sponsorship next season for five nights was virtually complete and the other two nights (Monday and Saturday) are approaching that status. NBC-TV earlier had noted a "record-breaking" sales week, March 12-16 (BROADCASTING, March 26).

ABC-TV estimated it was 70% sold in prime time for next season. CBS-TV has been leading the three networks in the speed of "buttoning up" the schedule and sponsors.

Florida citrus group allocates new ad funds

The Florida Citrus Commission last week said it is allocating an additional $50,000 to its advertising budget for what it calls the largest orange crop in history; at the same time the commission announced plans for heavy network tv spending in its summer program.

For processed products, the commission will spend an estimated $408,000 for participations on 11 ABC-TV network shows from July 1 through Oct. 31. This represents more than half of the $750,000 allocated for television.

The added push, the commission said, is in the hope of a "healthy" increase in the use of fresh oranges. According to the commission, there already is some concern over the large amount of frozen orange juice concentrate, and the sale of more fresh oranges would take some pressure off the processors.

Business briefly...

Coca Cola Co., Atlanta, is launching a special three-month advertising campaign during June, July and August, spending approximately $1.5 million in network tv and magazines. Participations on nighttime and daytime programs will amount to slightly more than $1 million. Agency: McCann-Erickson, New York.

General Mills Inc. has renewed its one-half sponsorship of NBC-TV's *The Bullwinkle Show* for the 1962-63 season, and Emenee Industries Inc., toy manufacturer, has bought the other half. The show will be seen Sundays, 5:30-6 p.m. NYT, beginning Sept. 23, instead of its current time period, 7-7:30 p.m. Agencies: Dancer-Fitzgerald-Sample (General Mills) and Abco Advertising (Emenee).

Beech-Nut Life Savers Inc. has bought two-thirds sponsorship in NBC-TV's



WPTF Full range programming with outstanding staff personalities like Bill "B.J" Jackson has made radio the respected leader in a vital segment of the Southeastern market.



Measure of a Great Radio Station

WPTF

Raleigh-Durham NBC
50,000 Watts - 680 KC

Dick Mason, General Manager
Gus Youngsteadt, Sales Manager

HENRY I. CHRISTAL CO. National Rep.

Bob Hope Show, to be presented Wed., April 25 (9-10 p.m. EST). Agency: Young & Rubicam Inc., New York.

S. C. Johnson & Son, Norwich Pharmacal Co. and **Procter & Gamble** have bought participations in the NBC-TV daytime schedule during the third quarter, 1962. Agencies: Benton & Bowles (Norwich); Compton (P&G), and Foote, Cone & Belding (S. C. Johnson).

General Foods Corp., New York, has bought a one-hour CBS-TV program on the 1962 Girl Scout Senior Roundup, to be presented in September. Drew Assoc., New York, film producing unit of Time-Life Broadcast Inc., will film the program. Color prints of the show will be distributed by the advertiser for showing in local Girl Scout communities after the network telecast. Agency: Benton & Bowles Inc., New York.

The Gillette Co., Boston, and **Bristol-Myers Co.**, New York, will start participations in May in *ABC's Wide World of Sports* on ABC-TV (Sun. 5-6:30 p.m. NYT). The buys make the program's summer schedule virtually sold out. Other summer sponsors are R. J. Reynolds, via William Esty Co., and E. I. Du Pont de Nemours & Co., through BBDO. Agencies for Gillette and Bristol-Myers are Maxon Inc., Detroit, and Doherty, Clifford, Steers & Shenfield, New York, respectively.

Kraft Foods Div. of National Dairy Products Corp. has renewed *Perry Como's Kraft Music Hall* for its fourth season beginning Oct. 3. The program is seen on NBC-TV (Wed., 9-10 p.m. EST).

Admen asked to help in study of economy

The advertising industry was invited last week by the Dept. of Commerce to join in a series of studies of factors to advance the nation's economic growth. The invitation was extended April 10 at a meeting of the department's Advertising Advisory Committee.

William Ruder, assistant secretary of commerce, said intimate knowledge of the business structure will permit an expert appraisal of the economy's needs, showing "why one industry grows and another doesn't."

Frederic R. Gamble, retiring president of American Assn. of Advertising Agencies, was presented a committee testimonial and a letter of appreciation from Secretary of Commerce Luther H. Hodges, as he presided at his final committee session. Peter Allport, president of Assn. of National Advertisers, succeeded Mr. Gamble as committee chairman. Next meeting of the committee will be held in early June.

New presentation format available from Young

Adam Young Inc., New York, is offering other station representatives the format of a new type of availability presentation. The time-saving media aid incorporates not only average ratings and homes reached, and audience composition for each hour on the Young-represented stations, but also the same information for each hour on the chief competitive stations in each of the markets, the rep firm says.

The new form, it's reported, is a combination availability presentation, program-schedule and market-rating analysis, condensed into one package. The form was developed by Stan Feinblatt, radio research director, under the supervision of Tom Dooley, radio sales manager of Adam Young Inc.

The rating and audience composition analyses are based on reports from The Pulse Inc., and each presentation is updated as Pulse reports are released in Young markets.

Also in advertising...

New presentation ▪ Radio Advertising Bureau, New York, has announced a new presentation aimed at selling the idea of radio advertising to discount stores. The illustrated presentation notes "you've got to sell women" and goes on to point out that radio reaches 92% of women every week.

Topsy-turvey summer ▪ Three regional advertisers have signed *Topsy Turvey Theatre* for summer runs in 104 markets, according to Chuck Forman Productions, Hollywood. The five-minute cartoon game series was created and produced by Jim Morgan. Scudder Food Products (Wampum corn chips), through Doyle Dane Bernbach, Los Angeles, has extended its western region coverage for another 26 weeks. American Bakeries through Young & Rubicam, Chicago, continues the program in 37 markets in the South. Heath Candy Co. through Biddle Co., Bloomington, Ill., has purchased the series for 53 markets starting April 19.

New Office ▪ Glenn Adv., Ft. Worth, Tex., is now located in Suite 615 of the Forth Worth National Bank Building. Merle W. Bell, vice president, is the office manager.

Rep appointments...

▪ WLNH Laconia, N. H.: Foster & Creed as exclusive New England representative.

▪ KQV Pittsburgh: Robert E. Eastman & Co., New York, as national representative, effective May 1.

▪ WGVA Geneva, N. Y.: Breen & Ward, New York, as national rep.



RCA 50-KW IN NEW YORK CITY UHF-TV TESTS

r its UHF tests in New York City the FCC is using high-power transmitter designed and built by RCA. ıe most powerful of its kind, this 50-KW UHF ınsmitter consists of two TTU-25's in parallel. It erates on channel 31 and is installed on the 80th or of the Empire State Building, where seven other annels serving the metropolitan area are located. The work was performed under a contract awarded 'A by the FCC on March 1, 1961. The award was ıde based on considerations of power consumption, be replacement and experience in equipment installation, as well as general performance and cost.

RCA also supplied the studio equipment to WNYC (the New York City-owned station) which will handle programming for the FCC outlet. This includes four TK-12 4½ inch I.O. Cameras, a film system with TK-21 Film Camera, TP-11 Multiplexer, TP-6 Film Projectors, TP-7 Slide Projector, and a TRT-1B Television Tape Recorder.

This same RCA experience and equipment are available to all those who seek for leadership in the field of television broadcasting.



A BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N.J.

RCA The Most Trusted Name in Television

THE ALL-TIME, ALL-AMERICAN DANCING STAR —

HERE'S THE GREATEST OF THE GREAT —

THE COMIC GENIUS, THE ONE-AND-ONLY, INIMITABLE

RAY

in his own, wonderful network
COMEDY VARIETY SERIES
available for the
FIRST TIME
for
TELEVISION SYNDICATION!

Now YOUR AUDIENCE can see
America's favorite, the unforgettable
STAR of
"WIZARD OF OZ"
"ON YOUR TOES"
"CHARLEY'S AUNT"
"THE GREAT ZIEGFELD"
"THREE TO MAKE READY"
"BY JUPITER"
and many other great shows!

Here's the man who made "Once In Love With Amy" the sweetheart of America!

Here's the man enshrined in the all-time Dancing Hall of Fame along with Fred Astaire and Gene Kelly!

Here is the man who is the star of the current Broadway smash hit "All American"!

WIRE, WRITE, PHONE, DANCE TO

TeleSynd 136 EAST 57th STREET, NEW YORK CITY, PLaza 2-3210

BOLGER



HE'S ON TELEVISION IN 59 WONDERFUL SHOWS!

BOLGER SINGS! . . . BOLGER DANCES!

and . . . HE'S AVAILABLE IN YOUR AREA NOW!

A DIVISION OF
WRATHER
CORPORATION

CBS charged with antitrust violation

U.S. SAYS INCENTIVE PLAN FORCES TV AFFILIATES TO TAKE PROGRAMS

CBS's Incentive Compensation Plan stimulated an action last week that the network never looked for—an antitrust suit filed by the Dept. of Justice.

The government charged that the new plan, put into effect 11 months ago, virtually forces affiliates to take all of CBS's afternoon and evening feeds, thus barring stations from carrying the programs of syndicators, and spot buyers. Filed in the U. S. District Court in New York the complaint asks that the network be forbidden to continue the plan.

CBS issued the following statement:

"The CBS Television Network denied that its compensation arrangements with affiliates violated the antitrust laws, as alleged in a complaint filed today [April 12] in New York by the Dept. of Justice. The network said that the compensation plan would not force its affiliates to carry its programs, nor would it deny to other networks or independent program suppliers the most desirable time periods on stations affiliated with it.

"The compensation plan has been reviewed and approved by counsel for the network prior to its implementation. The network said it was confident that the plan would be upheld by the court."

The compensation plan was presented to CBS-TV affiliates at their convention last year. CBS-TV has not been pushing it since the FCC first questioned its propriety. Network authorities said about 45 affiliates have signed contracts embodying it, but that only about 25 of these are being paid according to its formula. In the case of the 20 others who signed, the FCC's challenge occurred after the signings but before the scheduled effective date of the new contracts, and it was decided not to make the transfer to the new system while its legality was under question. These stations continue to be paid according to the traditional system which the new system was designed to replace.

FCC Raises Questions ▪ The FCC last October queried the network on the new plan, implying that its terms violated the commission rule which forbids any agreement between an affiliate and a network which would prohibit a station licensee from broadcasting the programs of another network.

The government's action came, it is learned, after a high level meeting between FCC and Justice Dept. officials earlier last week. In this conference, at which Robert L. Wright, first assistant to antitrust chief Lee Loevinger, represented the Justice Dept., and FCC Chairman Newton N. Minow the commission, the FCC was asked whether it plans to take any action in its study of the CBS compensation plan which might be in conflict with the government's planned suit or which might make it appear that one government agency did not know what another government office was doing.

The FCC officers answered that there was no action imminent in the case and added that the Justice Dept.'s action would have no effect on the network study now underway. The FCC also indicated that it would hold in abeyance its study of the CBS incentive compensation plan until there is a court ruling on the antitrust allegations.

Chairman Minow had "no comment" to inquiries regarding the antitrust suit.

Affiliation Suits ▪ The government antitrust suit is the second filed against CBS involving its relations with affiliates. In 1958 when CBS switched its affiliation in the Puget Sound area from KTNT-TV Tacoma to KIRO-TV Seattle, the former brought a $15 million civil antitrust suit against the network and KIRO-TV, charging a conspiracy in violation of the Clayton Act.

The suit was settled by CBS in May 1960 when the network took on both stations as affiliates with a combined rate of $1,300 per hour. Although not announced at the time, it was understood that CBS paid KTNT-TV $400,000 in settlement of the triple-damage antitrust suit.

How they stand

CBS was leader among the three national radio-tv networks in 1960, according to the Dept. of Justice which pulled the veil from what usually is a closely guarded fiscal secret. In its complaint, the Justice Dept. says CBS's revenues in 1960 were $245 million, compared to NBC's $222 million and ABC's $172 million.

Under the plan (BROADCASTING, May 8, 1961), CBS pays its affiliates a rising scale of compensation based on the number of hours of network programs the affiliate carries. The plan calls for a 10% hike in the network-station rate for each hour cleared up to a certain level and 60% for each hour carried over the cutoff. The cutoff figure is variable.

The standard compensation plan for networks and affiliates in practice over many years calls for affiliates to carry free of charge the first five hours per week of network feeds and then to receive 30% of the network-station rate for all hours carried above this level.

FCC Charges ▪ In charging that the CBS plan violated Sec. 3.658(a) of its rules, the FCC last year alleged that "the inevitable effect of the plan will be to hinder your affiliates from, and penalize your affiliates for, broadcasting the programs of any other network . . ."

The commission also charged that the plan worked against syndicated programming. It said the new compensation system is designed to induce a CBS affiliate to carry all afternoon and evening CBS commercial programs because of the greatly increased compensation involved.

CBS answered the FCC charges in a hard-hitting reply in December last year. It maintained that the FCC has no right to intervene in business arrangements between itself and its affiliates and vigorously denied that the plan would violate the FCC rule cited or limit the independence of an affiliate (BROADCASTING, Dec. 11, 1961). The network held that the purpose of the payment schedule was to meet the competitive situation and to overcome what is called an increasing volume of nonclearances of network programs by its affiliates.

The CBS compensation plan was put into effect, it is believed, on the assumption that the FCC is about to outlaw option time entirely. This practice, by which networks require clearances for certain segments of the broadcast day, was challenged by the commission's network study group in its final report (Barrow Report) and resulted in an FCC decision to reduce the option hours from 3 to 2½ for each segment of the day. The commission's move was taken to court by KTTV (TV) Los Angeles, but on the FCC's own request the court remanded the case for further study. The commission has taken no action on this reconsideration as of this writing.

Government Complaint ▪ The government suit filed last week claims that the CBS payment plan is a violation of Sec. 1 of the Sherman Act. It charges that as early as January 1961, the network determined that it would institute its new compensation plan as replacement for expired affiliation contracts.

"These agreements," the government

said, "are designed to coerce or induce CBS affiliated stations to accept virtually all of their requirements of afternoon and evening television programs from CBS, and to foreclose independent program suppliers, non-network advertisers, station representatives and other networks from access to CBS affiliated television stations during the most desirable hours of the broadcasting day. These agreements are contracts in unreasonable restraint of the aforesaid interstate trade and commerce in violation of Section 1 of the Sherman Act."

The effects of the plan, the Justice Dept. said, have been:

- To eliminate competition in the production and sale of television programs by independent producers and suppliers and by CBS affiliates.
- To preclude national spot and local advertisers from obtaining afternoon and evening broadcast time on CBS affiliates.
- To preclude independent station representatives from competing with CBS in the sale to advertisers of afternoon and evening broadcast time on CBS affiliates.
- To preclude other networks from obtaining afternoon and evening broadcast time on CBS affiliates.
- To reduce the ability of CBS affiliates to compete with CBS and other station owners for the sale of advertising.

The government asked that the network compensation plan be adjudged a violation of Section 1 of the Sherman Act and that CBS be enjoined from enforcing the agreements and from making new ones.

The case was prepared, Attorney General Robert F. Kennedy said, by Bernard M. Hollander and Jennie M. Crowley, attorneys in the department's antitrust division.

Quiz jury extended

New York grand jury investigation of quiz shows continues to stay alive, though last of 18 former contestants charged with perjury received suspended sentences early this year (BROADCASTING, Jan. 22). Latest move is to extend special grand jury's life to next May 4, more than three years after investigation began.

Pastore meets NAB, network heads on code

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, met privately last week with top network and NAB officials in his continuing effort to secure network compliance with the NAB code.

He said later he was exploring the possibility of utilizing a station's right to preview network programs as a means of preventing undesirable material from reaching the home screen.

Participating in the conference were NAB President LeRoy Collins, Code Director Robert Swezey, and the heads of the three networks: CBS President Frank Stanton, NBC Board Chairman Robert Sarnoff, and Leonard Goldenson, American Broadcasting-Paramount Theatres president.

Sen. Pastore said "no conclusions" were reached at the meeting but that he remained hopeful a "strong code" could be developed that would "assure the viewing public of the quality programs that will serve the public interest." Another meeting is contemplated, but no date has been set.

Pastore Wants Self-Policing ▪ Sen. Pastore feels that an adequate method of self-policing is essential if networks are to avoid government intervention—an alternative he says he regards as distasteful. The conference last week followed a series of separate meetings between the network and Code officials and the senator (CLOSED CIRCUIT, April 2). These efforts parallel those being made by Gov. Collins to induce the networks to submit their programs to review by the Code Authority.

Senator Pastore regards the number of "excesses" on television as small, but they have disturbed him, and he "wants something done about them." He was particularly incensed after seeing a screening of the controversial *Bus Stop* episode starring Fabian—which ABC had refused to permit NAB Code authorities to preview (BROADCASTING, March 5).

Following last week's conference, it was apparent that the networks and the NAB officials remained some



Sen. Pastore

distance apart on the question of submitting programs for NAB previewing.

NBC Conditions ▪ Although none of the principals would comment, it was believed that NBC came closest to accepting the idea of NAB previews. Sources indicated the network would submit programs for preview on two conditions: (1) that NBC make the final decision of whether to carry a program, (2) that the NAB Code Authority strengthen its New York office to the point where it would be as active in programming as it is now in commercial monitoring, and (3) that NBC standards and practices officials be present during previews.

Industry sources believe that ABC's position was the same as that outlined by former President Oliver Treyz during his appearance before the Senate Juvenile Delinquency Subcommittee in January (BROADCASTING, Jan. 29). Commenting then on the network's refusal to permit NAB to preview the Fabian episode, Mr. Treyz said that to have acceded to the request might have opened the door to prior censorship.

It was also assumed that CBS' position on the question was the same as it's always been—negative.

In view of network uneasiness about—if not opposition to—NAB previewing, Sen. Pastore's suggestion about station screening of network programs takes on added significance. This proposal, if it proved feasible, would avoid any danger of "prior censorship" by the NAB Code Authority and would, at the same time, impose on stations around the country more of the responsibility for programming the FCC says they now have no chance to exercise.

"I feel the code needs tightening, with respect to its relationship to the networks," Sen. Pastore said. "Stations now can request a preview of a network program," he added, "and I'm exploring the possibility of strengthening this right so that anything obnoxious will be caught before it goes on the air."

Chicago stations up for their inning

WGN-TV'S QUAAL LEADS OFF IN SECOND PHASE OF FCC HEARING

The propriety of the FCC's general inquiry into local live television programming in Chicago was the hottest topic of the hearing itself last week.

Part two of the hearing—the stations' testimony—got underway there Thursday before FCC Commissioner Robert E. Lee and evolved into something of a debate between commission counsel Arthur Gladstone and the leading witness, Ward L. Quaal, executive vice president and general manager of WGN Inc., licensee of WGN-TV Chicago.

Mr. Quaal endorsed the protest against the Chicago hearing voiced by NAB President LeRoy Collins during the annual NAB convention in Chicago the preceding week. Gov. Collins had described the proceeding as "unfair and unwarranted" (BROADCASTING, April 9). Mr. Quaal added his own description of "unfortunate."

Although the FCC might be legally empowered to conduct such an inquiry, the hearing was poorly timed in the view of the witness. Mr. Quaal felt this was so because license renewals still are pending for the three network-owned stations there, ABC-owned WBKB (TV), CBS-owned WBBM-TV and NBC-owned WNBQ (TV). WGN-TV, owned by the *Chicago Tribune*, and educational WTTW (TV) have received renewals.

Commissioner Lee again emphasized that the general inquiry in no way reflects upon the pending renewal applications of the three network-owned outlets, nor should the possibly intensive cross examination of the direct testimony to be given by them this week be misunderstood. The hearing is expected to run through next Friday with WNBQ, WBBM-TV and WBKB to be heard in that order starting today (Monday). WTTW was to be heard last Friday (see AT DEADLINE, page 9).

Defends All ▪ Mr. Quaal said he could not help being proud of the public service record of WGN-TV which was acclaimed by various public witnesses during part one of the hearing last month, when more than 100 individuals and representatives of special-interest groups recited their likes and dislikes (BROADCASTING, March 26). But, he said he was aware that some of these people obviously were not fully informed as to the facts when they attacked the network-owned stations. For this reason, he said, he had to speak out as a "matter of principle."

Mr. Quaal was pressed repeatedly for clarification of his position on the wisdom of the hearing during cross examination by Mr. Gladstone. The FCC counsel was curious whether Mr. Quaal was being critical of the commission for employing its lawful right to conduct a general "legislative" inquiry, something which he said government bodies do every day in the week in all 50 states.

Mr. Quaal explained that he believes that "if one or more of us were derelict" in responding to the public interest needs of the community, the FCC not only should, but has an obligation to, call such stations to account under the commission's normal quasi-judicial processes. He felt it would have been "another matter" if the general inquiry had been called "next June" after all licenses were renewed.

Mr. Quaal said he thought that in the general inquiry the stations also should be permitted to conduct "rigorous cross examination" of their critics. He said "sweeping allegations" were made by witnesses who were not fully informed and cross examination would have corrected this.

Commissioner Lee noted that the FCC said in its hearing order that it had received complaints. The commission attempted the novel proceeding, he said, in order to try to "provide a forum short of renewal proceeding" where the FCC could "give the public their day in the sun." He said he didn't know if the experiment would be repeated.

WGN-TV's record of local live programming and extensive experience in colorcasting were presented by Mr. Quaal and by Alexander C. Field Jr., public affairs director for WGN Inc. They summarized very detailed written presentations and exhibits submitted for the record.

Mr. Quaal said WGN-TV strives for "balance" in programming which serves all needs of the community, including significant minority interests. WGN-TV competes vigorously against the network stations, he said.

Advertisers have no control of programs, Mr. Quaal said. "We program first and sell later," he indicated, although agencies may suggest good ideas which are adapted by WGN-TV.

Discussing earlier testimony which complained that local sponsors can't find cultural programs in prime time even if they want to sponsor them, Mr. Quaal said he apparently had failed as a salesman somewhere because WGN-TV couldn't find enough willing sponsor support for such programs as its *Great Music from Chicago* series, which it also syndicates now in 30 domestic markets and abroad. The show starts its fourth season next fall. It is still not paying for itself.

No Takers ▪ Mr. Quaal recalled sending 162 long telegrams to companies in the Chicago area employing 1,000 or more people, inviting these firms to sponsor possibly just one of the *Great Music* programs as a cultural contribution to the community. He said he got replies from only 19 and no one purchased.

Expressing disappointment at many people in advertising and agencies "who spend so much time criticizing television" and who won't buy when worthwhile programs are offered to them, Mr. Quaal said it was clear "these people are still interested in the numbers game."

WGN-TV adheres "religiously" to the NAB Television Code, Mr. Quaal said, but the station's standards are higher. He said that while the code allows laxative commercials that are done in good taste, WGN-TV has yet to see one that satisfies its concept of good taste and has not yet aired one.

Mr. Quaal recalled programs ven-

Time that stations gave to local shows

How much time did Chicago's four commercial tv stations devote to local live programs during January? An FCC exhibit, based on data supplied by the stations, showed WBKB(TV) (ABC) devoted 122 hours and 5 minutes to local live, including children's programs, or 21.9% of air time that month.

For WBBM-TV (CBS), local live was 16% of total time; WNBQ (TV) (NBC) 11.7%, and WGN-TV 23.5%. WNBQ, however, indicated 12.5% would more accurately reflect normal operation.

Other FCC exhibits last week showed program classification comparisons for the 6-11 p.m. period for 1955, 1958 and 1961 as reported in renewal applications. In each case, for all four commercial stations, the figures showed less local live programming in 1961 than in 1955 for this period.



ONE WAY TO WRAP UP TWO SPONSORS IN INDIANAPOLIS

Here's how they did it in Indianapolis. The manager of WFBM, Hank Franz, scheduled the five-minute Time-Life Broadcast News Service programs to hit the peak morning and evening driving hours. And what happened? "Topic A" *Sport* and "Topic A" *Hollywood* are now sponsored by the Marott Shoe Company. The other four "Topic A" programs: *Business*, *Europe*, *At Large* and *Washington* are sponsored by Burger Beer.

In Indianapolis, as in many other cities the nation over, "Topic A" means business. It will in your area, too.

When you subscribe to "Topic A," you get the full series of five-minute, special-interest news reports. It's like adding Time-Life's 550 correspondents to your news staff. You also get "Capsule," one-minute background news spots. And specials like the current bonus program, Barrage Upon Truth—Radio Moscow versus the Voice of America.

To find out how "Topic A" can wrap up sales for you, contact Ole G. Morby, Time-Life Broadcast, Time & Life Building, Rockefeller Center, New York 20, New York. Or phone: LL 6-3355. TIME-LIFE BROADCAST.



WGN-TV's Quaal

tured at great expense over and above the station's regular wide range of local programs featuring Chicago talent, which subsequently had to be dropped —but not until they had been given every possible chance to succeed commercially. One of these was *Ding Dong School* which WGN-TV picked up after it was dropped by NBC-TV.

After 20 months on the air and $742,000 in out-of-pocket expenses, *Ding Dong School* was given up. There was no vacuum in the morning children's period, however, because WGN-TV immediately replaced it with a new local live color show, *Tree Top House,* he said.

Another Frustration ▪ An even more painful experience, Mr. Quaal recalled, occurred with what he considers was "the finest program aired on daytime television anywhere, network or local," the station's former one-hour all-live *Fran Allison Show* featuring Miss Allison, with guest features, music, fashion shows, interviews and guest stars. The program began with only a rating of 1 and "30 months later it still had a 1 rating." The "net loss" on the show, a participating sponsor vehicle, was $1.1 million, Mr. Quaal said.

"Television at its daytime finest" lost out, Mr. Quaal explained, because "all people wanted was an electronic baby sitter."

After studying tabulations of WGN-TV programming through several years, Mr. Gladstone asked why the station dropped some 40% in live programs between 1958 and 1961. Mr. Quaal said it was a matter of program balance and a progressive substitution of new and better programs for what had been on before.

Mr. Quaal said he was not there to agree that all live programming automatically is "good" and all film or tape programs are "bad." Television as a whole has been improving continuously, he noted.

Commissioner Lee ended the day on a light note. After complimenting Mr. Quaal personally for his contributions to the broadcasting profession and the public service stature of WGN-TV, he asked the witness, "Do you feel ambushed?"

"No sir," Mr. Quaal smiled appreciatively.

An editorial in BROADCASTING, March 5, criticizing the concept of the Chicago hearings, appeared under the headline "Ambush in Chicago."

COMPROMISE ETV BILL AGREED ON

Would make up to $32 million available for aid

Senate and House conferees agreed last week on a compromise educational television bill that would provide states and local communities with up to $32 million in matching-fund grants.

The funds, which would be available over the next four years, could be used to acquire and install television equipment. A provision in the House etv bill (HR 132) making $520,000 in matching funds available for state surveys of educational television needs was stricken in the conference.

The Senate bill (S 205) provided for a total appropriation of $51 million and made each state and the District of Columbia eligible for up to $1 million for television facilities without requiring matching funds. The House bill called for a total appropriation of $25,-520,000 but required the states to match federal funds dollar for dollar. This matching requirement is included in the compromise bill.

The House bill also imposed a $1-million limit on the amount of federal assistance any one state could receive, and the compromise bill retains this limitation.

Griffin Amendment Diluted ▪ The controversial Griffin amendment, tacked onto the House bill before its passage (BROADCASTING, March 12), was retained in a modified form acceptable to the bill's sponsors, who had originally opposed it.

The amendment, offered by Rep. Robert P. Griffin (R-Mich.), would have limited federal assistance to educational institutions or agencies and denied funds to private non-profit groups. Rep. Griffin said vested-interest groups might be able to use federal funds to establish an etv station if the limitation were not written into the bill.

But the effect of the amendment, according to the bill's sponsors, would be to deny assistance to the very private groups that have been instrumental in developing educational television.

The conference committee's new language would make private groups eligible for federal funds provided they were organized primarily to engage in etv broadcasting and were qualified to receive an FCC license.

New Secretary Named ▪ One other change names the Secretary of Health, Education & Welfare as the administrator in charge of the federal program to whom applications for assistance would be made. Both the Senate and House bills had assigned this job to the Commissioner of Education. Conferees said the purpose of this change was simply to vest responsibility for the program in a cabinet-rank officer.

The Senate conferees were led by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee and author of the Senate etv bill. The House conferees were headed by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee. Rep. Kenneth Roberts (D-Ala.), sponsor of the House etv bill, was one of the conferees.

N.C. tv grant would upset '61 proposal

Southern Broadcasters Inc., a combination of the licensees of two unsuccessful and now dark uhf stations, was favored by the FCC for a new tv station grant (ch. 8) in Greensboro-High Pint-Winston-Salem, N. C., in staff instructions issued last week.

A grant to Southern would upset a year-old initial decision which recommended that ch. 8 be given to TriCities Broadcasting Co. While no vote was announced, it is understood that five commissioners favored Southern. Commissioner Frederick W. Ford reserved his decision and Commissioner Robert E. Lee, who is in Chicago for the tv hearings there (see page 50), did not participate. The staff instructions are not final and may be reconsidered.

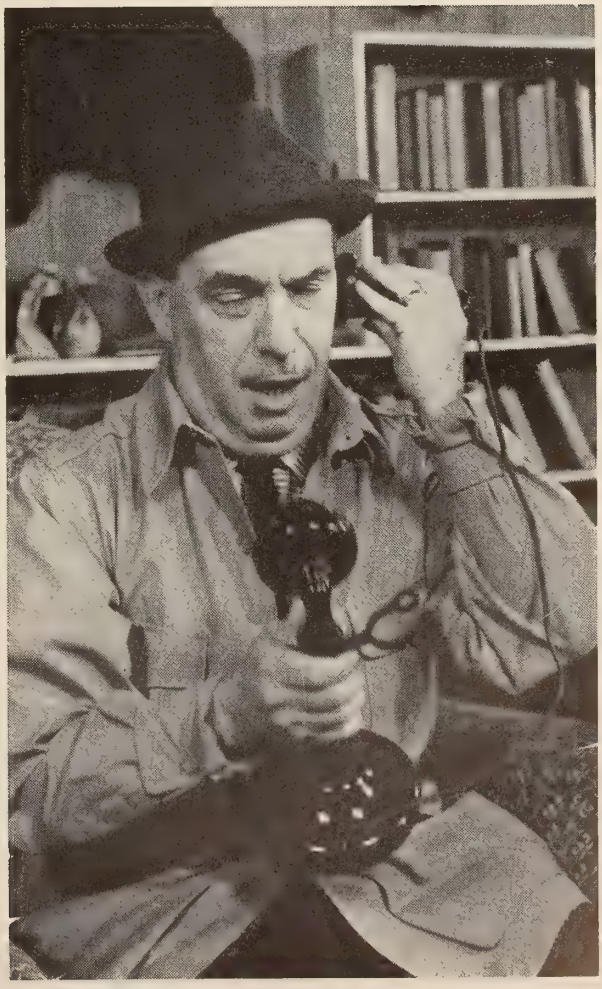
Southern is 55% owned by Winston-Salem Broadcasting Co., 35% by principals in Sir Walter Tv Co. and 10% by local citizens with no other broadcast interests. Winston-Salem Broadcasting owns WTOB-AM-TV (ch. 26) there; WSGN and 50% of WBMG (TV) (ch. 42), both Birmingham; KTHT Houston, and formerly had interests in WAPA-TV (ch. 4) San Juan and WOLE-TV (ch. 4) Arecibo, both

"Hello, Dr. Casey? This is Dr. Max . . .

. . . M-A-X. I'm staff pediatrician at WMT-TV . . . no, that's M-*T*, not M-D. A tv station, not a hospital. . . . Sure we do, in Eastern Iowa. I run a clinic for kids. Four to five p.m., weekdays. Got it all over a residency. Regular hours. Sleep nights. . . . Look, Ben baby, I called for a consultation. About this epidemic. . . . Well, it's bigger that both of us, to say nothing of my staff. . . . I guess you could say five. Popeye. Deputy Dog. The Three Stooges. On peak days we have about 128 thousand kids. . . . No, the other way around. *They* see *us*. Catching? Well, Doc Nielsen says 58,400 homes out of 91,700. Doc Seiler says 60,100 out of 74,000. . . . Yes, an interesting difference of professional opinion, yet there's significant basic agreement . . . well, I'll be glad to consider it, Ben. If anything happens to one of my staffers . . . but Ben, baby, you'll have to button up your shirt."

This antiseptic look behind the scenes is brought to you by the group therapy CBS television station for Eastern Iowa.

WMT-TV
Cedar Rapids—Waterloo
National Representatives: The Katz Agency
Affiliated with WMT Radio;
K-WMT, Fort Dodge; WEBC, Duluth



Puerto Rico. James W. Coan is president of both Southern and Winston-Salem Broadcasting and owns 11.64% of the latter.

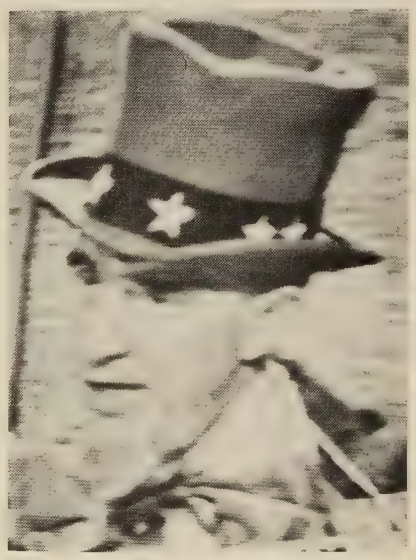
Lennox P. McLendon, Southern vice president and 2.5% owner, votes an additional 35% held by the Sir Walter group under a trust agreement. He is trustee for the stock held by John W. English, James R. McBrier, Lydia McBrier Jarecki, Jean D. Jarecki, George J. Mead, James B. Donovan, Thomas Watters, Marie Watters and John J. Boland Jr. Messrs. English, Boland, Donovan and McBrier jointly own WNAO-TV (ch. 28) Raleigh, 36.5% of WSEE-TV Erie, Pa., and formerly owned WNAO. Both groups will turn in their permits for WTOB-TV and WNAO-TV when the ch. 8 grant is made final.

The FCC's decision favoring Southern has not as yet been drafted but Hearing Examiner Elizabeth Smith had given great weight to the fact a grant to TriCities "will bring an entirely new and competitive entity in the field of mass communication . . ." into the area (BROADCASTING, March 13, 1961). TriCities is equally-owned by Hargrove Bowles Jr., James G. W. MacLamroc, R. H. Nutt and Ralph C. Price. Messrs. MacLamroc and Price each own 33.33% of WKIX Raleigh.

Other ch. 8 applicants include Jefferson Standard Broadcasting Co. (WBT-WBTV [TV] [ch. 3] Charlotte, N. C., WBTW (TV) [ch. 8] Florence, S. C., and 17% of WFMY-TV [ch. 2] Greensboro) and High Point Tv Co. (George W. Lyles Jr., president, owns 17%, George E. Hutchens, 18%, David A. Rawley, 18%, Dorothy P. Terry, 18%, Paul Ingie, 17%, and Holt McPherson, 12%). Mr. Lyles owns 15% of WTNC Thomasville, N. C., and Mr. Ingie owns 69% of WOHS Shelby, N. C. Mr. Rawley and Miss Terry have interests in the *Burlington* (N. C.) *Times-News* and the *High Point Enterprise* and Mr. Ingie is editor of the *Enterprise*.

The 'uncle image' gets surprising results

The surprise of the primary elections in Chicago last Tuesday (April 10) was the strong showing of that perennial splinter candidate, Lar (America First) Daly, although he lost the Democratic nomination for U. S. Senator to the party's candidate, Sidney Yates. Mr. Yates will face Sen. Everett M. Dirksen (R-Ill.) in November.



Mr. Daly, who has run for various local and national offices without success and who stirred up the national controversy over Sec. 315, the equal-time provision of the Communications Act, admitted he, too, was "amazed" that he'd received one out of every four Democratic votes cast.

He agreed with other political observers that the unusual "swing to Daly" was an indication of a "revolt in the Democratic machine." Voters also turned down six major bond issues in protest of rising taxes.

Mr. Daly once before garnered a big vote but lost. That was in a local election in 1938. This time he accomplished it without putting on his Uncle Sam costume once. He said he couldn't campaign this spring at all because he has been "flat broke."

FCC approves interim plan for Syracuse

An interim operation agreement by nine of the ten applicants for ch. 9 Syracuse, N. Y., was approved by the FCC last week. The group, called Channel 9 Syracuse Inc., was granted a construction permit to set up and operate the city's third tv service, pending determination of which of the 10 applicants will receive the final grant.

The FCC pointed out that no effect will be given in the comparative hearing for the channel to any expenditure of funds by the joint interim operators, nor preference given to any of them for their part in operating the channel.

The interim application was acted upon by the FCC a mere two weeks after it was filed (BROADCASTING, April 2).

Syracuse Tv Inc. is the only applicant not part of the joint agreement, but it has said it had no objections to the plan.

The temporary station will operate with an ERP of 54 kw visual and 27 kw aural, with an antenna height of 1,520 feet above average terrain. It will be a fulltime ABC-TV affiliate. The two existing Syracuse stations carried some ABC-TV programs but are primarily affiliated with either CBS-TV or NBC-TV.

Asher S. Markson is president of the interim corporation; Frank G. Revoir and George P. Hollingbery are vice presidents; Harry G. Slater is treasurer and Bernard S. Cohen, secretary.

Channel 9 Syracuse Inc. was formed by a merger of two competing interim applications. The nine applicants it comprises are Onondaga Broadcasting Inc.; WAGE Inc.; Six Nations Tv Corp.; George P. Hollingbery (head of the station representative firm); Veterans Broadcasting Co.; W.R.G. Baker Radio & Tv Corp.; Syracuse Civic Tv Assn. Inc.; Ivy Broadcasting Inc., and Salt City Broadcasting Corp.

In announcing the addition of an additional vhf channel in each of three cities — Rochester, N. Y., Grand Rapids, Mich., and Syracuse—on July 27, 1961, the FCC said it would welcome requests for interim operation. On Dec. 6, 1961, the FCC added a new section to its rules, setting forth the conditions such interim plans would have to meet. The Syracuse plan, after amendments, has met these criteria.

Despite commission encouragement, however, the nine Rochester applicants and the six Grand Rapids applicants have shown no public indication of reaching agreement on a temporary operation. Representatives of the competing Grand Rapids companies met in Chicago during the NAB convention in an unsuccessful attempt to agree on an interim operation.

FCC sticks to guns on KDAY fine

A $5,000 fine was levied against KDAY Santa Monica, Calif., by the FCC last week for violations of Sec. 317 of the Communications Act in making "teaser" commercial spot announcements without identifying the sponsor.

In ordering KDAY to pay the fine, the commission refused to reduce the amount from the $5,000 cited in a December notice to the station that it was subject to the fine (BROADCASTING, Dec. 18, 1961). The FCC order last week called attention to its March 1960 public notice which specifically stated that the broadcast of announcements without identifying the sponsor was in violation of the act.

"A reasonably diligent licensee would

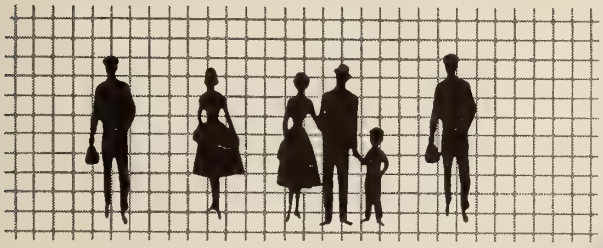
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Audience Characteristics

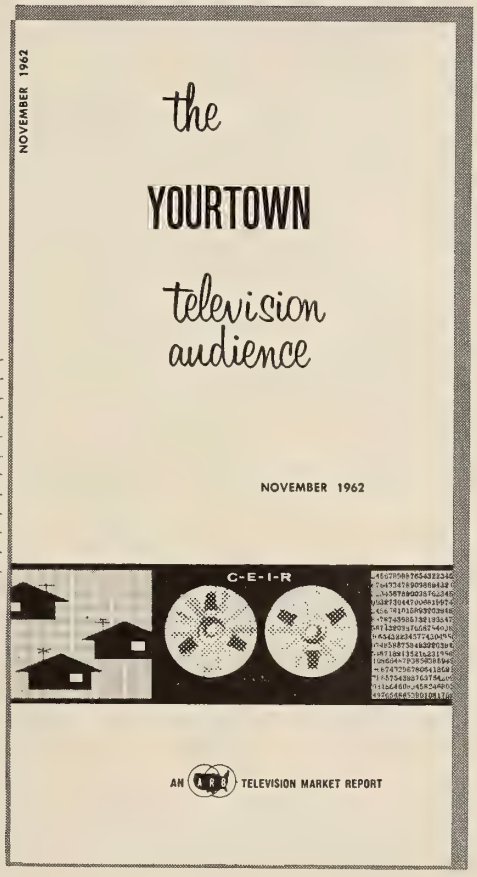
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not only have been cognizant of the said public notice but would also have called the same, with all of its ramifications, to the attention of his employes," the FCC told KDAY in making the fine stand.

The commission, commenting on KDAY's request that the proposed fine be reduced below $5,000 (already reduced from $10,000) said, "We cannot agree that further reduction is warranted since all licensees had been adequately warned . . ." the FCC said. "Further, in view of the income to be derived from teasers, any reduction would encourage rather than deter their broadcast by this licensee and others."

The KDAY teaser announcements, broadcast between May 8-31, 1961, were three-second spots which stated: "Remember June 25." There were designed to advertise a teenage record hop on that date.

This is the second forfeiture to be made final by the FCC—and the first for a programming violation—since it received such authority in 1960 from Congress. KDWB Minneapolis was fined $2,500 (reduced from an original $10,000 stipend cited by the FCC) for engineering violations and several other stations have been told by the FCC that they are liable for fines from $1,000 to $10,000.

FCC extends deadline on filing fee comments

At the request of amateur radio operators, the FCC has postponed to May 16 the deadline for comments on its proposal to charge a fee for all applications. Reply comments are now due June 16.

As the original April 16 deadline approached, few commercial broadcasters had commented on the plan.

Oklahoma Broadcasters Assn. said the proposal would undermine the FCC's prime area of concern—the public interest. OBA said it saw "no rhyme or reason" for across-the-board charges.

James F. McDonough, general manager of WROD Daytona Beach, Fla., and an amateur operator as well, found the entire proposal "odious"—but particularly that part dealing with amateurs' licenses since they serve free in times of emergency. In the case of professional operators, he said, the fee amounts to a "right-to-work levy."

WCKR (FM) New York, the educational station of Columbia U., said that the application fee plan is discriminatory; it aids top-40 and network stations which get free records, but hamstrings small or educational stations which seek to produce their own public affairs, news, sports and classical music programs on a very limited budget.

ALL-CHANNEL RECEIVERS

House Commerce Committee calls all-channel bill 'only practical' way of building uhf service

The House Commerce Committee has recommended House approval of the FCC's all-channel-receiver bill, basing its decision on the commission's offer of a moratorium on deintermixture until the legislation's effectiveness in boosting uhf television has been demonstrated. The committee said this will require at least five years.

The committee's report on the bill (HR 8031), which was filed in the House last week and which will form part of the proposal's legislative history, makes clear the committee's feeling that full utilization of both uhf and vhf television channels is essential for a truly nationwide system of commercial and educational television.

It also says that the receiver legislation is not only the best, but the "only practical method of popularizing the now-neglected uhf band. Accordingly, it adds that the commission's "short-range" policy of moving selected vhf stations onto uhf channels should be held in abeyance until the "long-range effectiveness" of the bill can be determined.

The report doesn't specify how long this should take, except to say that "five, six, or seven years or, more likely, an even longer period of time" will be needed to demonstrate the legislation's success in helping to achieve "a satisfactory system of intermixed uhf and vhf assignments."

Eight Markets Affected ▪ It also says that the moratorium will apply only to the eight deintermixture cases initiated by the commission last summer (Madison, Wis.; Montgomery, Ala.; Columbia, S. C.; Hartford, Conn.; Binghamton, N. Y.; Erie, Pa.; Champaign and Rockford, Ill.). It will not apply to four earlier cases (Springfield, Ill.; Evansville, Ind.; Peoria, Ill., and Bakersfield, Calif.).

In deciding these four, the report says, the commission will have to consider the facts involved in each. But, the report adds, "the committee expects the commission to give proper weight to the congressional policies set forth in this report."

The committee report thus follows closely the terms offered by the commission in proposing the moratorium in return for congressional enactment of an all-channel bill that did not include a legislative ban against FCC consideration of deintermixture proceedings. Congressional demand for such a ban resulted from the commission's deintermixture proposals of last summer.

In an effort to establish that Congress would expect the commission to live up to its promises, the report includes the letter to Rep. Oren Harris (D-Ark.), chairman of the committee, in which the FCC offered its trade (AT DEADLINE, March 19).

Although there were no dissenting views, two committee members, Reps. Kenneth A. Roberts (D-Ala.) and Robert W. Hemphill (D-S. C.), attached separate comments they said were designed to emphasize the committee's opposition to any commission action shifting vhf stations onto uhf channels.



Rep. Roberts



Rep. Hemphill

Want Longer Moratorium ▪ They said the moratorium should remain in effect for at least nine years. They also said that, even after the moratorium's expiration, the commission should not undertake any deintermixture action without first notifying the committee and giving it time to consider whether it wants to take any action that would warrant a deferral of the commission's plans.

The FCC letter, as noted in the report, said the commission would periodically report to the committee on uhf developments and, before undertaking any deintermixture action, would "advise the committee of its plans and give the committee an appropriate period of time to consider such plans."

Reps. Roberts and Hemphill, who asserted that the bill is being recommended on the basis of the FCC letter, said they were presenting their views "in order that there be no question but that the commission's letter . . . was received in good faith by the committee and that we expect good faith from the commission and its successors.

In a matter not touched on in the full committee report, the two congressmen expressed opposition to the commission's proposal for dual uhf-vhf operation.

They said such operation would tie up desirable uhf channels and would thus block the introduction of new commercial services and the development of educational television facilities in the areas concerned.

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★ **Best Television Sports**
Buddy Rutledge, Sports Director.

★ **Best Television Public Service Program**
Program: "What's Your Problem"?

★ **Best Radio News**
Clancy Lake, News Director Geoff Smith, Wendell Harris, Charles Caton, and Bob Jones.

★ **Best Radio Sports**
Buddy Rutledge, Sports Director.

★ **Best Radio Women's Features**
Bette Lee, Director of Women's Affairs.

★ **Best Straight Radio Commercial Announcement**
Lee Stockfelt, Continuity Director.

★ **Best Dramatic Radio Commercial Announcement**
Lee Stockfelt, Continuity Director.

★ **Best Radio Jingle**
Henry Kimbrell, Director of Production.

★ **Best Complete Radio Commercial Campaign**
Bette Lee, Director of Women's Affairs
Henry Kimbrell, Director of Production
Lee Stockfelt, Continuity Director
Jack Warren, Account Executive.

WAPI-TV
WAPI RADIO
Birmingham, Alabama

National Representatives: WAPI-TV: Harrington, Righter & Parsons, Inc. / WAPI - Radio: Henry I. Christal Company, Inc.

Review board staff group nearer reality

FCC'S PAGLIN DISCUSSES PROPOSALS WITH FCBA

A special FCC staff review board that would be empowered to make final decisions in hearing cases moved closer to reality last week as part of the commission's plans to streamline its procedures.

At a special meeting Tuesday (April 10), the commission tentatively approved rule changes to establish the review board and directed its general counsel to discuss them with the Federal Communications Bar Assn. before they are publicly announced. Max Paglin, general counsel, and three of his associates met Thursday afternoon with the Committee on Practices & Procedures of the FCBA, headed by Joseph Kittner of McKenna & Wilkinson, Washington law firm.

The FCBA representatives suggested several changes and a second meeting is planned this week.

When established, the employe board would be delegated to decide practically all the routine hearing cases, including comparative am grants, and its actions would be reviewed at the commission's discretion. The board would be excluded from acting on license renewals, revocations, contested tv grants and new and novel policy questions. Such cases would continue to go directly from a hearing examiner to the full commission.

Three Or More ▪ Present and tentative FCC plans are to assign three key staff employes to the review board, although it may be increased to five. Personnel of the board will be appointed by the full commission, which has not as yet formally discussed specific names for appointment. A proposal to rotate board memberships among hearing examiners or personal aides to commissioners has been discarded.

Review board members will be appointed indefinitely and may be reassigned at any time to other commission duties through a majority vote of the FCC.

The review board is one of the major reorganization steps planned by the commission under authority granted it by Congress last summer (BROADCASTING, Sept. 4, 1961). Just two weeks after the bill became law, the FCC amended its rules to permit it to consult with the Office of Opinion & Reviews on adjudicatory cases.

Other FCC reorganization plans are awaiting further commission studies of a management survey made by Booz, Allen & Hamilton under the auspices of the Budget Bureau (BROADCASTING, April 2).

FCC won't rule on race program

The FCC last week refused to judge whether the tv program *Let's Go to the Races* was fit to go to the post.

Three of four commissioners refused to give WDXI-TV Jackson, Tenn., a declaratory ruling on whether the program constitutes a lottery on grounds the FCC would then have broadcasters flooding the entry box with queries on the propriety of a variety of programs. Chairman Minow favored making a ruling but gave no indication whether he considered the particular program at issue a lottery.

In November 1961 WDXI-TV told the commission that it was ready to air the horse race program, produced by Walter Schwimmer Inc., if the FCC ruled it was not an illegal lottery (BROADCASTING, Dec. 4, 1961). Therefore, the station reasoned, the request for a ruling was not hypothetical or whimsical. The FCC treated it with due gravity, setting policy in a three-page statement.

The program is a half-hour show featuring five horse races filmed at various tracks during the year. In the week preceeding broadcast, viewers pick up cards from local merchants giving various numbers for each race. The viewer whose card has numbers corresponding with those of winning horses on the program wins a jackpot merchandise prize.

In addition to fears that any ruling would open the door to a succession of similar requests, the commission doubted the propriety of its passing on a program which had not been shown under doctrines forbidding prior restraint.

Any station wondering whether a program is legal should submit the problem to station attorneys, the FCC suggested. Furthermore, a licensee should bear in mind his responsibility to select from the myraid program choices those programs he thinks will best serve the public interest—only then should the question of legality of a chosen program concern him, the FCC continued.

". . . We can best administer the mandates of the Communications Act by not fettering ourselves with numerous petitions requiring an expenditure of time and effort disproportionate to the importance of the matter involved," the FCC decided.

Nobles asks 'protection' for WRPB's programming

If the FCC is going to decree programming standards a radio station must meet to serve its community, it should also protect the station from having to lower those standards under duress of competition.

This sentiment was indicated by Ed Nobles, president and general manager of WRPB Warner Robins, Ga., in requesting the FCC to hold a hearing there to determine whether granting another radio station in that community would serve the public interest. An application for a second daytime station in Warner Robins has been filed by Mary M. Jarrard.

Mr. Nobles told the FCC that seven existing am stations compete for programs and advertising in the "middle Georgia community." Another station would seriously impair WRPB's efforts to upgrade its programming, he said.

The focal point of the hearing, according to Mr. Nobles, would not be the ability of WRPB to survive the impact of another competitor but whether it can maintain as high program standards in this situation.

In addition to the Jarrard application, WPGA Perry, Ga., has applied to move to Warner Robins and this should be considered in the FCC's community hearing, Mr. Nobles suggested.

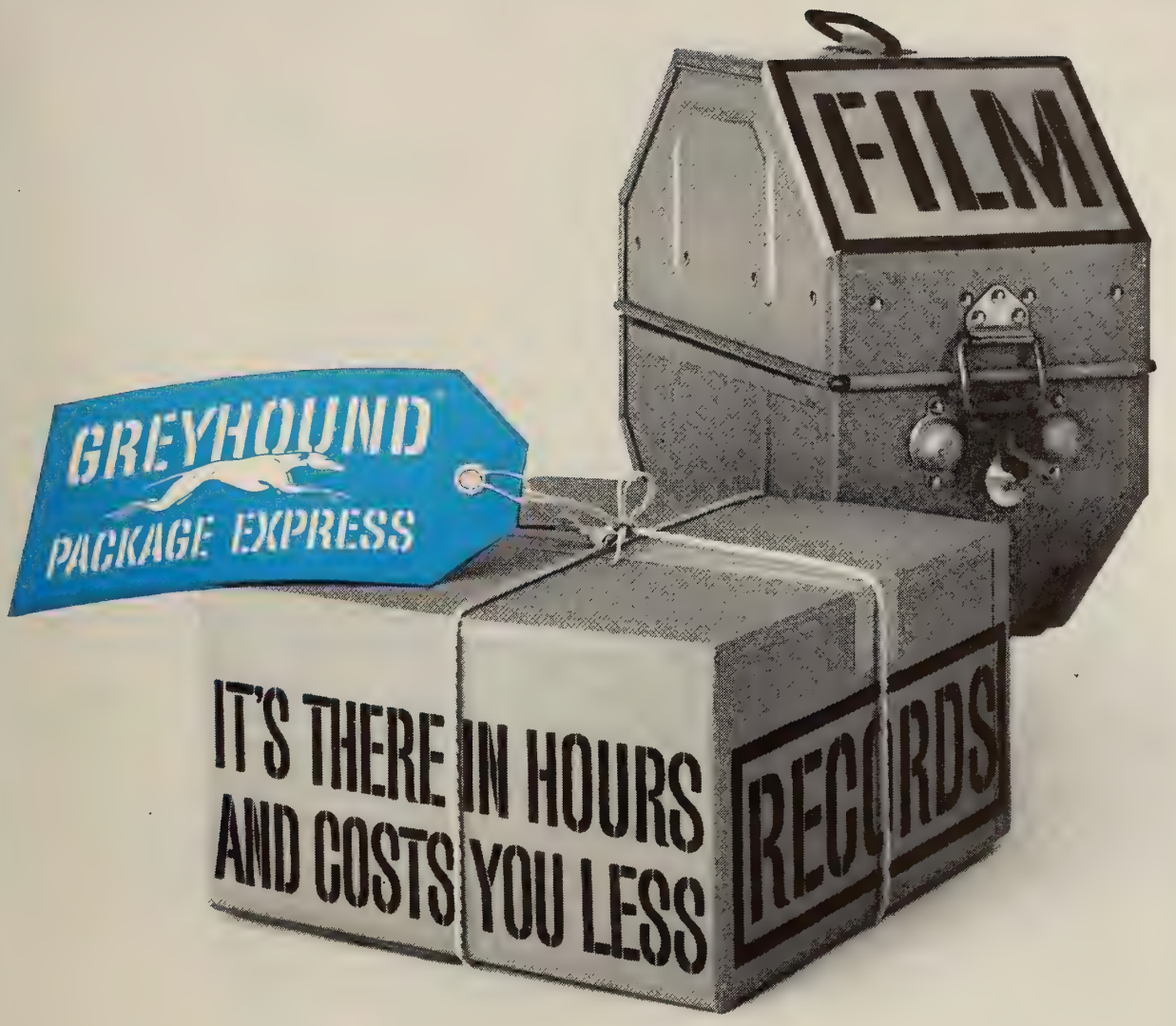
The FCC was further asked to decide whether the new applicant has made a study of community needs and to explore Mr. Nobles' charges that the Jarrard application contains hidden ownership. Mary Jarrard is general manager of WDMG Douglas, Ga.

Mr. Nobles told the FCC that the new applicant's estimates of revenue ($48,000 the first year) and operating costs ($10,000) seem unrealistic.

New berth for WWTV

WWTV (TV) Cadillac, Mich., has found a new berth to accommodate the FCC, moving from ch. 13 to ch. 9. The FCC told WWTV to show cause why it should not make the shift when the agency added ch. 13 to Grand Rapids, Mich., as that city's third vhf channel (BROADCASTING, Aug. 7, 1961).

The station, owned by Fetzer Tv Inc., made the shift without objection and the commission modified its license retroactive to Sept. 11, 1961. Last week the FCC renewed the WWTV license for ch. 9 operation.



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CH. 12 INITIAL DECISION

Examiner, finding Jacksonville winner blameless, would still void grant pending final ruling

Florida-Georgia Tv Co., winning applicant for ch. 12 (WFGA-TV) Jacksonville, Fla., was not guilty of *ex parte* attempts to influence the FCC, Chief Hearing Examiner James D. Cunningham concluded last week.

"Although a vigorous and conscientious investigation of Florida-Georgia, as well as its principals and its associates, was conducted . . . no evidence was adduced which by any reasonable adjudicatory standard might be deemed as meriting an adverse conclusion with respect to that applicant," Mr. Cunningham said.

The clean bill was given Florida-Georgia in an initial decision by Mr. Cunningham which was also signed by Hearing Examiner Chester F. Naumowicz Jr. The Jacksonville ch. 12 grant was the sixth—and last—*ex parte* tv case to be reheard by the commission (see story, opposite page). Hearings were held last fall (BROADCASTING, Oct. 23, 1961).

The examiner flatly disqualified the other two applicants for ch. 12—City of Jacksonville and Jacksonville Broadcasting Co.—for efforts made on their behalf to influence former FCC Commissioner Richard A. Mack outside the record.

Mr. Cunningham said the grant to Florida-Georgia is void and should be set aside because Commissioner Mack should have disqualified himself from participating in the 4-2 grant in August 1956. Since no impropriety on the part of Florida-Georgia contributed to Mr. Mack's disqualification, the public interest requires that WFGA-TV remain in operation pending a final FCC decision, the examiner said.

Conjecture and Surmise ▪ Only by an "unwarranted exercise of conjecture and surmise" could any findings be made which would reflect discredit upon Florida-Georgia or its principals, Mr. Cunningham said. "While the acts of certain individuals may be construed as not inconsistent with an attempt to influence the commission *ex parte*, they are as easily consistent with the actions of honest men," he said.

Circumstantial evidence concerning the actions of several individuals not directly associated with Florida-Georgia fails to establish that (1) they attempted to influence the FCC by improper means or (2) that they were motivated by Florida-Georgia principals, Mr. Cunningham ruled.

George H. Hodges, president and major stockholder of Florida-Georgia at the time of the comparative hearing, was the "corporate official most intimately concerned" with the prosecution of the successful application, according to the examiner's findings. Mr. Cunningham determined that Mr. Hodges, who has since sold his 25½% interest in WFGA-TV to Wometco Enterprises, never personally contacted any commissioner regarding the Florida-Georgia application, that he did not seek to have anyone else intercede and that he was unaware of any improper contacts being made.

Present owners of WFGA-TV include President Alexander Brest, 25.5%; Harold S. Cohn, 19%; Wometco Enterprises Inc., 47.5%, and five others, none with over 3%. Mr. Cohn controls WRHC Jacksonville and Wometco owns WTVJ (TV) Miami, WLOS-TV Asheville, N. C. and KVOS-TV Bellingham, Wash.

Outside Influences ▪ Mr. Cunningham concluded that City of Jacksonville (which has withdrawn its application) and Jacksonville Broadcasting are disqualified "because of attempts by individuals identified with them to influence the commission through methods outside the recognized and public processes of adjudication." It is clear from the record that J. Dillon Kennedy, Jacksonville city commissioner at the time of the hearing, retained Tampa attorney Miles H. Draper "and gave him a carte blanche to neutralize supposed political pressures in Washington," the examiner said.

"Draper's employment was solely for the sake of his supposed political influence and the fact that he apparently had none to deliver does not mitigate Kennedy's purpose and intention in hiring him."

James R. Stockton, on behalf of Jacksonville Broadcasting, endeavored to influence the FCC *ex parte* after staff instructions had been issued which favored that application, Mr. Cunningham said. Jacksonville Broadcasting also had been favored in an initial decision. Mr. Stockton's expenditure of "considerable sums of money to secure introductions to politically prominent individuals . . . can only be construed as an attempt to establish a conduit for off-the-record representations . . ." to the FCC, the examiner said. These attempts at influence by Mr. Stockton were "tantamount to an abandonment of the rights he sought to obtain from the commission on behalf of Jacksonville Broadcasting Co.," the examiner concluded.

Commissioner Mack "rendered himself ineligible and legally unfit" to participate in the Jacksonville ch. 12 grant by conversing with others outside the record on the merits of the case, Mr. Cunningham said. "The determination is here compelling that . . . he was wholly oblivious to the fundamental concepts of due process and fair play." Even though Commissioner Mack's vote was not decisive, the Florida-Georgia grant still is void because there is no way of determining what influence, if any, he had on the other commissioners.

ETV TO HELP UHF

FCC's Engar outlines tasks of new etv assistance unit

Educational television's use of uhf frequencies will help make the upper bands viable for commercial broadcasters, Dr. Keith M. Engar, chief of the FCC's new educational broadcasting branch, predicted last week. He feels all-channel set legislation will increase uhf etv's audience.

Speaking before the New York State Educational Radio & Tv Assn. in Buffalo, Dr. Engar urged educators to make use of all available tv channels, but cautioned them to be certain they establish a station that serves a need and will survive.

Educational groups should proceed with "bold caution" to enable stations to grow big enough to stay alive, Dr. Engar said. Before setting off on such a venture, educators should make certain they have the economic support, the physical equipment, the programming resources and the potential audience to support an etv station in their community, he said.

The educational station should provide service that will enable it to defend its right to a license in case of future scarcity of channels, Dr. Engar said. While it is relatively easy now to obtain a uhf channel, the day may come when each channel will be eagerly sought and hotly contested, he indicated.

A richer program service is provided for etv when many educational resources are tapped, even though one institution may hold the station's license, Dr. Engar said.

Division Functions ▪ Dr. Engar joined the FCC in December 1961 from the U. of Utah where he was director of radio-tv services and general manager of the university's KUED-FM-TV. His consultancy period ends in June when he will return to Utah. H. H. Goldin, chief of the Broadcast Bureau's education and research division, said he will seek a replacement for Dr. Engar.

The division, formed in October

FCC completes hearing phases of 'ex parte' revisits

The hearing phases of the FCC's reconsideration of six television *ex parte* cases unearthed by the House Legislative Oversight Subcommittee closed last week with the Jacksonville ch. 12 initial decision (see opposite page).

Rep. Oren Harris' investigators made national headlines with their disclosures in early 1958 that off-the-record presentations were made to Richard A. Mack, then an FCC member, on behalf of numerous tv applicants. As a result, Mr. Mack lost his seat on the commission and he and a Miami attorney friend, Thurman A. Whiteside, were indicted on charges of criminal conspiracy in the Miami ch. 10 case.

Their joint trial ended in a hung jury and Mr. Whiteside was acquitted in a separate second trial. He afterward committed suicide. Mr. Mack was never brought to trial a second time and the government later dismissed its charges against him. At last report, Mr. Mack was in poor health and living with his father in Florida.

But what of the six television cases—five comparative grants and one rulemaking in which a uhf was given a vhf without a hearing? Here are the six cases and their present status:

▪ Miami ch. 10—The grant to a National Airlines subsidiary (WPST-TV) was revoked and that applicant and two others were disqualified. The channel was given to the fourth applicant, L. B. Wilson Inc. (WLBW-TV), on a short-term basis and that station now is operating. The commission presently is accepting competing applications for ch. 10.

▪ Boston ch. 5—An April 1957 grant to the *Boston Herald-Traveler* (WHDH-TV) has been vacated by the FCC and comparative demerits given to that applicant and Massachusetts Bay Telecasters Inc. The third remaining party, Greater Boston Tv Corp., did not receive a black mark and the case currently is awaiting a final decision on a re-evaluation of the merits. Oral argument was held before the commission last fall and WHDH-TV still is operating on ch. 5 pending a final determination by the FCC.

▪ Miami ch. 7—A January 1956 grant to Biscayne Tv Corp. (WCKT [TV]) has been set aside; Biscayne, East Coast Tv Corp. and South Florida Tv Corp. disqualified, and ch. 7 awarded to Sunbeam Tv Corp. A petition for reconsideration currently is pending at the FCC and WCKT is still operating.



Former Commissioner Mack

▪ St. Louis-Springfield ch. 2—This was a rulemaking case involving the shift of ch. 2 to St. Louis and awarding it to KTVI (TV) there. The U. S. Court of Appeals ordered the FCC to start all over in its rulemaking and technically the channel now is allocated to Springfield, Ill., although KTVI is operating on ch. 2 in St. Louis. New comments have been accepted and the case is awaiting final decision.

▪ Orlando ch. 9—An initial decision by Chief Hearing Examiner James D. Cunningham recommended the disqualification of winning applicant Mid-Florida Tv Corp. (WLOF-TV) and found the competing applicant WORZ Inc. eligible to receive the grant. The case now is before the commission.

▪ Jacksonville ch. 12—Mr. Cunningham's decision last week recommended the disqualification of two losing applicants and proposed to give winning applicant Florida-Georgia Tv Co. (WFGA-TV) a clean bill of health.

In each of the six cases, a rehearing was held by the FCC on the *ex parte* charges—some by order of the courts and some on the commission's own motion. Special Hearing Examiner Horace Stern (retired Pennsylvania judge) sat for the two Miami hearings and the Boston and St. Louis proceedings, and Mr. Cunningham presided at the Jacksonville and Orlando hearings.

1961, is described by Mr. Goldin as "a repository of general information about both commercial and noncommercial broadcasting." It works closely with the NAB and the National Assn. of Educational Broadcasters.

Mr. Goldin said the division is careful to steer clear of adjudicatory matters but offers the commission advice on rulemaking proceedings. Currently it is offering recommendations on the FCC's proposed programming forms and on the clear channel and fm overhaul proceedings. The division is also making suggestions in the FCC's inquiry into fostering development of uhf.

For example, Dr. Engar, in studying the program forms, found many categories are inapplicable to educational stations and has recommended a shorter form for etv outlets.

The division serves in an advisory capacity for groups experimenting with new systems of educational broadcasting, such as the Midwest Project for Airborne Television Instruction, medical organizations establishing a special network and a proposed educational radio network in the northeast and Middle Atlantic states. Another division project is the FCC's still-pending inquiry into how an etv station can be established on a vhf channel in Los Angeles. Mr. Goldin said several groups have been formed there which are interested in working out an etv arrangement.

Groups seeking the assistance of the specialists may use the FCC division in lieu of regular legal and engineering firms and can seek special expertise, particularly on educational broadcasting matters. After the plan is formulated, the division will help see it through the FCC's labyrinthine procedures.

NLRB circumventing law, say congressmen

The authors of the Landrum-Griffin Act assailed the National Labor Relations Board last week for a series of decisions they said are frustrating Congress' intent in passing their 1959 amendments to the Taft-Hartley Act. The secondary boycott case at WOGA Chattanooga (BROADCASTING, Nov. 6) was cited among a score of instances in which the board was charged, in effect, with rewriting the nation's basic labor law.

Reps. Philip M. Landrum (D-Ga.) and Robert P. Griffin (R-Mich.), who held the floor of the House for more than an hour with their review of the board's actions, were particularly concerned about decisions in cases involving secondary boycott and "blackmail"

picketing. Both were severely restricted by the Landrum-Griffin amendments.

The NLRB decision in the WOGA case, Rep. Griffin said, "threatens to put the dictionary out of business" by stating, "in effect, that a radio station produces the automobiles that are advertised in the station commercials."

In the WOGA case, the station accused the International Brotherhood of Electrical Workers of an illegal secondary boycott on the ground that the union urged an automobile distributor to withdraw his advertising from the station. The NLRB, however, held that the union's activity was legal since the station's advertising services could be considered a product—and the station one of the automobile's producers—under the terms of the law.

Rep. Griffin acknowledged that unions are permitted by law to publicize that a secondary company is distributing the products of an employer with whom the union is in a dispute. But he said that the board's definition of the radio station as an automobile producer "will come as a real surprise to the auto industry in my home state of Michigan —not to mention the broadcasters."

KXTV Case ▪ Less than two months after the WOGA case, the NLRB reaffirmed its interpretation of a broadcaster as a producer when it handed down a similar decision in a dispute involving KXTV (TV) Sacramento and two unions, the American Federation of Television and Radio Artists and the National Assn. of Broadcast Employes & Technicians (BROADCASTING, Jan. 1). Corinthian stations, owner of KXTV, has appealed the decision to the Circuit Court of Appeals in San Francisco. The NAB, which had hoped the Landrum-Griffin legislation would protect broadcasters and their advertisers from secondary boycotts, has entered the case as a friend of the court.

Cunningham cuts off revocation hearings

License revocation hearings for two abandoned radio stations were terminated by FCC Chief Examiner James D. Cunningham before they began.

In both cases—that of WGRC Green Cove Springs, Fla., and KCPA (FM) Dallas—the licensees filed no notices of appearance and nothing to mitigate, justify or excuse their alleged violations within the statutory 30-day period.

WGRC principals are Robert A. Oliver and David R. Millan; the station has been off the air since Dec. 18, 1961 (BROADCASTING, Feb. 26). KCPA is licensed to Merchants Broadcasting System of Dallas.

Mr. Cunningham certified both proceedings to the commission "for appropriate action."

OVERSEAS VOICE MONOPOLY

RCA's Sarnoff says U.S. policies favor AT&T for voice transmissions in space bill testimony

Brig. Gen. David Sarnoff, RCA board chairman, has urged the government to reevaluate its telecommunications policy with a view to permitting overseas carriers to compete with AT&T in voice communication. He said the proposed creation of a space communications system provides ideal opportunity for such a policy review.

Gen. Sarnoff made the comment in testimony before the Senate Antitrust & Monopoly Subcommittee, one of three congressional groups that last week considered various aspects of the proposed U. S. communications satellite corporation.

While the antitrust subcommittee, headed by Sen. Estes Kefauver (D-Tenn.), was looking into the antitrust phases of the problem, the Senate Commerce Committee, under Sen. John O. Pastore (D-R. I.) was holding hearings on the administration bill (S 2814) that create a widely owned corporation.

And in the House, the Commerce Committee, under Rep. Oren Harris (D-Ark.), began closed-door sessions on the various space communications bills. It was understood, however, the committee devoted its first session Thursday to a preliminary review of the House version of the amended administration bill (HR 11040), which was introduced by Rep. Harris.

For the most part, testimony before the Senate committees had a familiar ring, since most of the witnesses had previously appeared before other committees. A new note, however, was the support, albeit grudging, industry spokesmen voiced for the administration bill, under which the public would own half the stock in the proposed corporation and the carriers half. The industry had recommended creation of a corporation which would be owned exclusively by the international carriers. But along with administration witnesses they were urging swift congressional action last week on the legislation. They said this was essential to the early establishment of a space communications system.

Sarnoff's Views ▪ Gen. Sarnoff, in his testimony, criticized present telecommunications policy which he said fosters AT&T monopoly in voice communications but promotes competition in transmission of telegrams and cablegrams.

Any space communications bill, he said, should make it clear that all international carriers will be able to handle any kind of traffic its customers want. "The satellite system is the most revolutionary communications development in my more than 50 years in the business," he said. This makes it opportune, he added, to take a "new look" at U. S. telecommunications policy.

Gen. Sarnoff, who has already indicated RCA would go along with a publicly owned corporation (BROADCASTING, March 26), told Sen. Kefauver he is more interested in operating objectives of the satellite than who owns it. He said, however, that no one company should have a dominant position in the corporation.

Assurances that the administration bill is designed to prevent such domination came from Dr. E. C. Welsh, executive secretary of the National Aeronautics and Space Council, who testified before the Senate Commerce Committee.

"Giveaway" Charged ▪ Sen. Kefauver, however, who also testified before that committee, repeated his view that creation of a privately-owned corporation would amount to "the biggest giveaway in our nation's history." Sen. Kefauver, who favors government ownership of the space system, added that the administration bill "would grant to a favored few the right to exploit this resource for their private gain."

He also asserted that AT&T, "this monopolistic giant, with assets in excess of $25 billion, will inevitably dominate any private corporation."

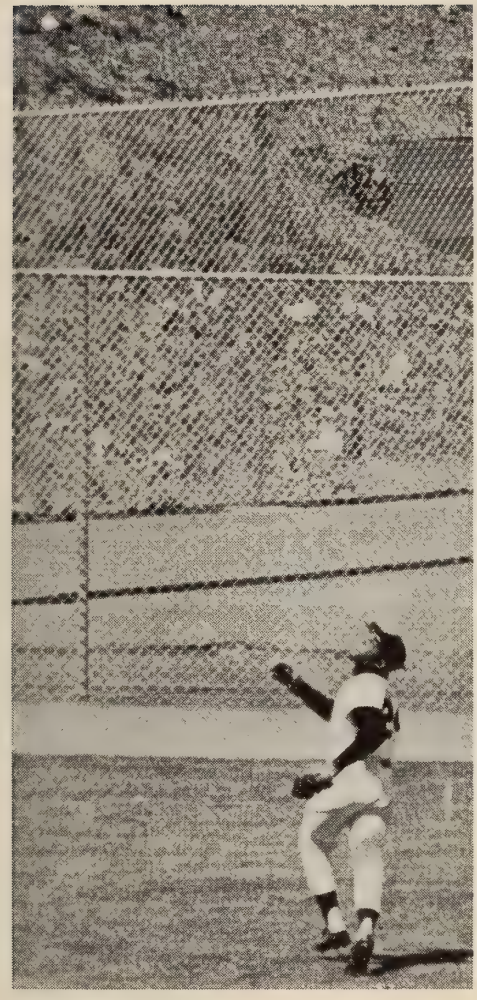
AT&T's spokesman, in his turn at the witness table, denied domination was the company's aim. James E. Dingman executive vice president, said, "We agree that no carrier should be allowed to control the board of directors of any corporation" organized to operate a space communications system. "We also agree that there should be appropriate government regulation to see to it that no carrier shall gain any competitive advantage" from its investment in satellites.

He also disputed the "giveaway" charge, contending that the satellite corporation "will pay for everything it gets" and that it will lose money for a substantial period of time before realizing any profits.

And he described as "nonsense" the claim that communications companies might retard development of satellites rather than hasten the obsolescence of their exisiting overseas facilities. Assistant Attorney Gen. Lee Loevinger issued such a warning in testimony before Sen. Kefauver's subcommittee two weeks ago (BROADCASTING, April 9).

Satellite No Substitute ▪ Mr. Ding-

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man said that a satellite system would supplement the existing world-wide communications network and would provide added security and reliability. No "knowledgeable person," he said, believes all other means of communications should be abandoned in favor of satellites. "This would be folly in this troubled world," he added.

The hearings, meanwhile, featured another chapter in the battle between the FCC and its congressional critics who say it has failed to regulate AT&T and, therefore, should not be entrusted with the job of regulating a satellite corporation in which that company would participate.

Sen. Russell B. Long (D-La.), testifying before the Senate Antitrust Subcommittee, said the commission, in all of its 28-year history, has been neither able nor willing to regulate the carrier's interstate or international telephone rates.

The commissioners were questioned about these charges, which have been made before, when they appeared before the Commerce Committee. Replying for his colleagues, Commissioner Rosel Hyde said the commission has maintained a continuing audit of AT&T since 1934, when the commission was established. And interstate rates have declined 21% since 1940, he said. He also said the commission maintains "a continuing inquiry" into prices charged AT&T by its wholly owned supplier subsidiary, Western Electric.

No Cheers From Industry ▪ The tepid industry support for the administration bill came from Mr. Dingman, John Hartman, vice president, International Telephone & Telegraph Co., and Ralph O. Back, vice president, Hawaiian Telephone Co.

Testifying before the Commerce Committee, they said they would prefer a corporation limited in ownership to common carriers, as provided in the bill introduced by Sen. Robert E. Kerr (D-Okla.). But they said they could "go along" with the modified administration bill, which was reported favorably by Sen. Kerr's Space Committee. They also suggested a number of further amendments to the administration bill.

Similar reluctant support was voiced by a majority of the FCC. Commission Chairman Newton N. Minow said he and his colleagues feel that carrier-based ownership would provide a better and more efficient system, but that he and "most" of the FCC members believe the administration bill would provide an adequate space system.

One hold-out, however, was Commissioner Frederick W. Ford. He said the commission's original position in favor of a system owned exclusively by the carriers was a sound one. "I see no reason to withdraw from it," he said.

KWK says revocation findings are 'warped'

KWK St. Louis had harsh words for the FCC's Broadcast Bureau in reply to the bureau's proposed finding that KWK's license should be revoked (BROADCASTING, April 2).

The bureau findings are "inaccurate, warped and unsupported," the station maintained. "The bureau's pleading tries to present the facts, not as actually reflected in the record, but as counsel wished the record did reflect them."

The bureau in its reply cited the recent KRLA Los Angeles decision insofar as it found management responsible for rigged promotion contests even though the sole stockholder claimed he did not know the fraudulent nature of the contests.

In a separate reply the bureau chided KWK for introducing concepts of law in its reply comments not touched upon in its original findings. The bureau objected to KWK's contention that the part of the Communications Act relating to license revocation was not intended by Congress to apply to cases dealing with the broadcast of promotions or contests. First of all, said the bureau, that question cannot be settled by a hearing examiner but must be argued before the full commission. The bureau moved that portions of KWK's reply be ignored.

KWK cited as precedent the WNOE New Orleans decision in which the FCC fined the station because management was not implicated in fixed contests. KWK said that if the FCC feels the licensee must be punished, a fine or short-term renewal would be more appropriate.

Character hearing set for new am applicant

A hearing was ordered by the FCC last week on the application of William L. Miller for a new am station on 1540 kc in Kennett, Mo., to determine if Mr. Miller had made "willful misrepresentations" to the commission.

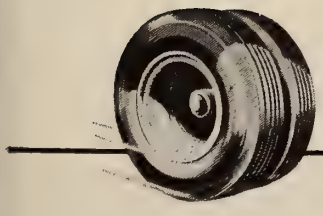
KBOA Kennett petitioned the FCC for the hearing because of statements Mr. Miller made in selling (along with co-owner Luther Pillow) KHSJ Hemet, Calif. Messrs. Miller and Pillow received a grant for KHSJ in July 1959 and contracted to sell the station to Paul Sprague for $85,000 in March 1960.

According to KBOA's protest, Mr. Miller gave as his reason for selling KHSJ that he wished to devote his time to interests other than broadcasting. Yet, KBOA pointed out, Mr. Miller filed his application for a new station in Kennett May 23, 1960—the same day the California transfer was consummated.

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RAB challenges census on radio count

SAMPLING TECHNIQUES BLAMED FOR DATA SHOWING SATURATION DROP

How radio-saturated is the United States?

A newly announced checkup by the U. S. Census Bureau shows 89.9% of homes have radios in working order (CLOSED CIRCUIT, April 9).

But Radio Advertising Bureau says the census bureau has fallen into statistical confusion that misleads the nation into concluding there are fewer radio homes now than in 1950.

The 1950 census showed 95.7% of homes had radios, including those with sets temporarily out of order.

The 1960 census showed 91.5% of homes had radios in working order.

A Census Bureau recheck, however, shows that it overcalculated radio homes saturation. The recheck was made in the autumn of 1960 but the results were hung up in the census processing line until recently. They were made available last week, for release April 16.

Adding to the confusion is a new Census Bureau figure showing that 94.2% of U. S. homes have radios, if sets not in working order are included (see table).

Further, the recheck shows that 40.8% of households had two or more radios in working order in 1960. The 1960 decennial census had shown only 34.7% of homes with two or more radios.

None of these figures attempts to measure out-of-home radio listening, which has grown in importance each year.

Interpretation ▪ With two separate radio saturation figures (sets in working order) released by the Census Bureau—91.5% (decennial census) and 89.9% (recheck)—the bureau gave BROADCASTING this interpretation of their statistical value:

▪ The 91.5% decennial census overstates radio saturation slightly. Anyone using the decennial figures should take this into account, from a national standpoint. However since the variation is greater or less in states, counties or other local areas, the recheck figure cannot be applied to these areas. On the other hand the number of multiple-radio-set homes is greater in the recheck—40.8% compared to 34.7% in the decennial census. Similarly this difference is useful only from a national standpoint.

As to the total number of sets, the bureau said, "The application of the percentage distribution of total sets to the number of households enumerated in the 1960 census provides an estimate of 97.9 million sets, including those not in working order. The corresponding estimate of sets in working order is 84.1 million."

All this data juggling teed off RAB on a lengthy analysis of the whole situation. RAB said the 1950 and 1960 census counts plus the 1960 census recheck (intensive studies made at 10,000 homes that had answered the 1960 radio question) failed to provide any perspective from which conclusions can be drawn (BROADCASTING, Aug. 7, 1961).

As RAB Sees It ▪ After checking the Census Bureau, RAB said, "between 1950 and 1960 only the following small change took place, according to the still-preliminary 1960 (recheck) findings: Radio is said to have gone from 95.7% of homes equipped with one or more radio sets in 1950 down to 94.2% of homes equipped in 1960. It is still possible the final figure will show no decline. The 94.2% figure (recheck) may be subject to revision.

"Even if the figure remains at 94.2%, you cannot conclude any real decline has taken place from 1950. The reason—differences in research technique and sample size between 1950 and 1960 are great enough so that the two figures cannot be compared accurately on a change which is so small. Actually there could have been an increase."

RAB noted the 1950 census was based on a 20% house-to-house personal check by enumerators. The 1960 census used a 5% sample, about 80% of the sample based on filled-out forms mailed by householders and 20% by personal interview. And the bureau's recheck was based on a 10,000 sample using intensive personal interview technique.

The 1960 census included one-room living quarters without cooking facilities; these were not measured in 1950. They total under a half-million but are households least likely to have radio sets, RAB was told by bureau officials.

RAB said there are about 30 million more portable sets in homes than in 1950 and there are difficult to count accurately, complicating the Census Bureau's measurement problem.

Change Minor ▪ Here is RAB's summary of the situation: "Only a minor change seems to have taken place between 1950 and 1960. And it's very doubtful this change is statistically significant."

But RAB says, with what it describes as Census Bureau support, that the only valid 1950-60 comparison is based on all sets—working order plus out-of-order sets (95.7% of homes in 1950 census, 94.2% in 1960 census recheck). And this involves a count of 20% of all U. S. homes in 1950 compared to a 10,000-home sample in 1960.

"We think the Census Bureau's reporting procedure has been extremely harmful to radio," RAB said.

The 1960 census questions were not sufficiently probing to determine always whether there was a radio set, according to RAB. The recheck of 10,000 homes later in the year involved intensive interviewing. RAB suggested this October-December 1960 recheck of April census figures should have been done at an earlier date. The Census Bureau itself said it checked homes that had supplied radio answers and based its questioning on April conditions. RAB had asked a recheck months before it was done.

RAB added, "The recheck of this small 10,000 sample did indeed show that the original technique used in the 1960 census was inadequate. As the Census Bureau's press release states—16.1% of households reported more sets under a probing personal interview technique than when first asked the ques-

How questions differ

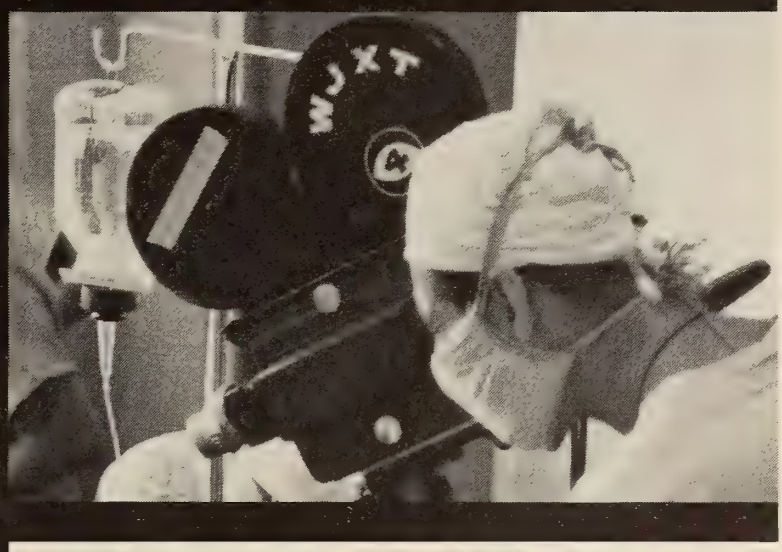
Sharply differing questions were asked in the 1950 and 1960 decennial census counts of radio homes, rendering them useless for comparative purposes, according to Radio Advertising Bureau.

Here are the official instructions and questions:

1950 census instruction: "Check 'Yes' for radio even if temporarily out of order or being repaired elsewhere." The question: "Is there a radio in this unit?"

1960 instruction: "Count only sets in working order. Count floor, table and portable radios as well as radio combinations. Do not count automobile radios." The question: "Do you have any radios?"

WJXT-TV PRODUCES PRIZE-WINNING "PROJECT 4" DOCUMENTARIES ON DU PONT FILM...



Robert R. Favorite (above) uses Du Pont 931 as he shoots a scene for "The Second Heart," one of the "Project 4" documentary series that has won wide response and acclaim for WJXT-TV, Jacksonville, Florida.

This half-hour film earned an award from the American Heart Association for distinguished service and leadership in contributing to public understanding of progress in the field of circulatory diseases. Other shows in the series have awards from TV-Radio Mirror magazine, National Education Association, Better Homes & Gardens, Sigma Delta Chi and many local organizations.

WJXT-TV uses Du Pont 931 because of its speed and latitude which make good documentaries possible. It also has another advantage particularly important in news work—it can be hot processed easily.

Du Pont 931 and technical data on this film are readily available from any of the Du Pont sales offices shown here.

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ABC Radio denounces Nielsens

RATINGS UNDERPLAYING NETWORK AUDIENCES, CHARGES PAULEY

A blast at A. C. Nielsen Co.'s radio network rating service on grounds that it seriously underestimates network radio audiences—and thereby depresses network radio sales and rates—was reported last week to have been let loose by ABC Radio officials in a private meeting with their affiliates.

Robert Pauley, vice president in charge of ABC Radio, was said to have reported that one Nielsen service showed one program with smaller full-network audience than another Nielsen service gave it through only five affiliates. He also was said to have cited conflicting Nielsen reports indicating that two other programs reached almost as many homes via a handful of affiliates as they reached through the entire network lineup.

Nielsen authorities said last week they had no comment on the charges attributed to the ABC officials.

The occasion of the blast was ABC Radio's annual meeting with affiliates, held in Chicago April 1 preceding the NAB convention. The meeting was closed and Mr. Pauley and his associates declined to comment officially when it was over, but word began trickling out from participants during the convention and the substance of the charges was assembled last week.

Congressional Sleuths ▪ Word also reached congressional authorities investigating rating services generally and was believed to have come to the attention of FCC authorities as well.

Rex Sparger and Bob Richardson, investigators for Rep. Oren Harris' House Subcommittee on Regulatory Agencies, were sought out by many broadcasters during the NAB convention (BROADCASTING, April 9) and were known to have followed up by contacting Mr. Pauley last week.

For the committee Messrs. Sparger and Richardson have been investigating rating services for many months, and the expectation is that hearings on this subject—when and if held—may be explosive.

In Washington last week, a subcommittee spokesman said that "we have had comparable information to the charges made by ABC Radio since last October. We have been aware of this phenomenon regarding network radio ratings for some time." He said an inquiry into the network radio surveyee will play a part of the rating hearings of the subcommittee when and if they are held.

(The hearings also will cover several published surveys which allegedly were rigged in some instances and not actually made in others [CLOSED CIRCUIT, Jan. 29].)

The subcommittee official said the House group has information that network radio affiliates have suffered financially and competitively because of published network ratings. Among the multiple-station cities that Messrs. Sparger and Richardson have visited, independent music and news format stations led in ratings in all markets except one. In that city, a network affiliate led all other am stations in ratings.

Cities visited by the rating investigators include Dayton, St. Louis, Louisville, Dallas, Kansas City, Tampa-St. Petersburg, Tucson, Ariz., San Diego, Milwaukee, Chicago and New York. Messrs. Sparger and Richardson were in New York last week and reportedly have further appointments in that city for today (Monday).

The congressional spokesman said it will be several weeks before the subcommittee will be ready for hearings because of the heavy legislative workload of the parent House Commerce Committee and the need for further staff preparation and investigations. The subcommittee has not as yet held a meeting on the ratings

tions in the non-probe manner of the April 1960 census questionnaire. But the 10,000-home sample actually shows a slightly smaller per cent of homes with working-order radios than the April 1960 census (89.9% vs. 91.5%). Part of the reason may be difference in sample size."

Sparse areas ▪ According to RAB, the 20% of personal interviews conducted in the 5% of homes in the 1960 decennial census took place in areas where the population is sparse or the educational levels lower than average and the questions were less probing than those asked on the mail do-it-yourself questionnaire, not reminding those interviewed that small portables as well as fixed-position sets were included.

"The 10,000-home recheck in October-December 1960 apparently was done partly because of concern by the Census Bureau that its questioning technique via mail ballot (plus 20% interviewed) wasn't probing enough to determine in all cases whether people have a radio set," RAB said. "We had suggested a recheck though we felt this was a poor substitute for an accurate study done originally over the whole sample."

RAB summed up its position this way:

▪ Anyone who adjusts radio's penetration downward based on the census of 1960 vs. 1950 is completely misled.

▪ Nationally, statewide and county-by-county, the figures of one census can't be compared with those of the other.

▪ The only figure which is comparable shows a change from 1950 to 1960 which is too small to consider significant.

▪ If anything, there has been considerable growth in radio home penetration.

Politz contrast ▪ RAB said a study by Alfred Politz Research Inc. completely refutes the census findings. The study was done in early 1961, not long after the Octobed-December 1960 census recheck, with a five-city, 5,000-

Percentage Distributions of Households by Total Number of Radios and by Number of Radios in Working Order, United States[1]

Total number of radios per household		Number of radios in working order per household						
Number	Percent of total households	None	1	2	3	4	5	6 or more
Total	100.0	10.1	49.2	24.1	9.8	4.4	1.5	0.9
None	5.8	100.0						
1	43.9	7.9	92.1					
2	27.6	2.2	25.8	72.0				
3	12.5	0.8	8.0	27.5	63.7			
4	6.2	0.2	4.4	12.2	21.5	61.7		
5	2.2		1.5	6.6	15.3	21.0	55.6	
6 or more	1.8			0.5	13.7	12.5	17.6	55.7

[1] Based on Census Bureau counts obtained by 10,000 intensive interviews. Conducted October-December 1960.

investigation during the current session of Congress.

Two of the three programs reportedly used by Mr. Pauley as guinea pigs in his presentation to affiliates are on ABC Radio. The third is on CBS Radio. The network chief was quoted as saying he could also furnish other examples of what he called Nielsen depression of network radio values.

He was reported to have told the affiliates that the Nielsen Radio Index—its network ratings report—underplays network radio's true audiences to such an extent that it not only keeps network prices artificially low but impedes sales even at current rates.

Since station compensation is based on network sales, the affiliates reportedly were told, Nielsen thus depresses not only network radio values but their own incomes.

Which Nielsen Do You Read? ▪ One of the programs singled out by Mr. Pauley, according to participants, was *Speaking of Sports,* carried by ABC Radio at 10:25 p.m. on Saturdays. The Nielsen Station Index was quoted as showing it reached 20% more homes through five affiliates than the Nielsen Radio Index showed it reaching through these five and 174 other affiliates carrying it at the same time.

In another case, informants said, the Nielsen Station Index showed an Alex Dreier news program reaching, through 17 affiliates, 99% of the number of homes the Nielsen Radio Index showed it reaching on a 218-station lineup.



Mr. Pauley

The third program cited was CBS Radio's *House Party.* The Nielsen Station Index showed that 20 CBS Radio affiliates carried it into more than 80% of the number of homes as the Nielsen Radio Index showed it reaching through the entire 201-station CBS Radio lineup, according to reports emanating from the meeting.

These figures were said to have been taken from Nielsen reports which were issued last winter and summer.

home sample. It showed that at least 98% of homes in five market areas had at least one radio in working order:

- Detroit area—98% of homes with at least one radio set.
- Hartford area—99%.
- Milwaukee area—98%.
- Schenectady (N.Y.) area—99%.
- Buffalo area—98%.

RAB said 134 million radio sets of all kinds were sold between April 1950 and April 1960 of which 85.5 million were home sets and 48.6 million auto radios. The home set figure represents over 1½ times the number of homes in the U. S.

RAB added a seasonal note: "The original 1960 census study was done in the spring when people are likely to be going out of doors with transistor and other portable radios. The 10,000-home study was done in October-December when many, although not all, people put away their portables. Any of those portables put away without batteries were not counted as working radios in the 10,000-home measurement. That is, the definition of working-order set was based on whether the set could pick up one or more stations at the time of the interview. Obviously, more portable sets are likely to need batteries in the winter than in the spring. A study made in the summer of 1961 by R. H. Bruskin Assoc. found well over 40% of homes had a battery-operated radio set in working order. This indicates the magnitude of the measurement problem when a substantial number of interviews are made at a period when these sets are least likely to be equipped with fresh batteries."

In explaining its 10,000-home recheck in 1960, the Census Bureau said:

"These figures apply to household sets of all types and to portable radios. They include floor models, table models, built-in sets, portable sets and sets combined with other appliances—radio-clock combinations, radio-phonograph combinations, radio-tv combinations, etc., and exclude auto radios, sending-receiving sets, shortwave sets not designed to receive ordinary broadcasts, and crystal sets. Furthermore, they are limited to sets in households, and exclude sets in business establishments and in transient and institutional living quarters. A set was classified as being in working order if it could receive broadcasts from at least one station.

"The interviewing procedure used in the special study started with a question on radio sets in the household—essentially the same question asked by the regular enumerators in the 1960 census. The special study interviewers, a carefully selected and trained group of Census Bureau employes, followed with a series of detailed questions on radios in each room and other parts of the house or apartment (closets, attic, basement, etc.), and on radios used by each member of the household, to uncover any overlooked in answer to the first question. Further questions dealt with the type of set, to delete sending-receiving sets, auto radios, and sets of other types outside of the scope of the survey. If a set could not receive programs from at least one station, it was classified as out-of-order."

Cites Politz ▪ In defending its figure of 97.9 million radios in homes of which only 84.1 million or 86% were in working order, the Census Bureau cited a 1954 Politz study which showed 84% of sets in working order. The bureau says its 1960 do-it-yourself census was technically superior to its 1950 count by enumerators.

The 10,000-home recheck was based on the bureau's standard 133 sampling units believed to represent a true cross-section of the nation.

Fund's etv spending $12 million in decade

Over the 10-year period 1951-1961, the Fund for Adult Education spent almost $12 million in support of educational television activities.

The fund's contributions, as noted in its 10-year report issued last week, shows that it spent $4 million for equipment at 33 educational tv stations (the fund supplied up to $150,000 for each etv station on a matching basis), $6 million for programs (chiefly for the National Educational Tv & Radio Center), and $2 million for the support of the National Assn. of Educational Broadcasters, the Joint Committee (now Council) on Educational Tv and the National Citizens Committee for Educational Tv.

The fund estimates that almost $60 million has been invested in etv in the last decade. The fund was established in 1951 with a $47 million grant from the Ford Foundation. It underwrote other educational endeavors in addition to etv, among them: study and discussion groups and forums. It spent its total endowment in 1961.

Milwaukee parents favor tv, survey shows

A majority of Milwaukee-area parents believe that television has a beneficial influence on their children's behavior and education, according to the results of a special survey conducted in conjunction with the 1962 Consumer Analysis of *The Milwaukee Journal* and WTMJ-TV, that city, which the *Journal* owns.

The survey was devised and analyzed by Dr. Wilbur Schramm of Stanford U.'s Institute for Communication Research. A total of 885 parents, representing a random sample of Milwaukee parents of children under 18 years of age, took part.

The findings:

- 75% of the parents reported that they sometimes have seen their children exhibit desirable behavior which they (the parents) attribute to television.
- 52% said they have noticed undesirable behavior in their children which they attribute to television.
- 55% said television had been good for their children's record in school; 5% felt it had been detrimental; 35% had no opinion and 5% did not answer.
- 76% said television had been good for their children's home life as against 5% who felt it was bad; 19% did not know.

Sigma Delta Chi honors six in radio-tv field

Six radio-tv stations were announced last week as winners of the 1961 awards for distinguished service in journalism by Sigma Delta Chi, national professional journalistic society. The broadcast citations are part of the 30th annual awards being given to all media in 15 categories at the annual SDX dinner in Detroit May 12.

The broadcast awards went to the following: News staff of KDKA Pittsburgh for radio reporting; Wip Robinson, director of news, and Frank O'Roark, night editor, WSVA-AM-FM-TV Harrisonburg, Va., for radio reporting; KNUZ Houston, Tex., for public service in radio journalism; KDKA-TV Pittsburgh, for tv commentary; WKY-TV News, WKY-TV Oklahoma City, for tv reporting, and KHOU-TV Houston for public service in tv journalism.

Five fm stations form group

Five fm stations in New England have combined to form The New England Fm Group, offering saturation coverage to potential advertisers.

The stations are WGHF (FM) Brookfield; WBMI (FM) Meriden, both Connecticut; WKOX (FM) Framingham, Mass.; WPFM (FM) Providence, R. I., and WMTW-FM Portland, Me. They will continue individual programming, but will sell time at a group rate. The new group claims to cover the entire New England area and a portion of New York State.

Weston, Bock get awards

Don Weston, news director of Great Western Broadcasting Co. (KGVO Missoula; KCAP Helena; KBMN Bozeman, all Montana), and Duane Bock, KHQ-TV Spokane, have been chosen to receive the 1962 Inland Empire Awards as outstanding radio reporter and outstanding television reporter, respectively.

The awards, sponsored by Theta Sigma Phi, are presented annually to reporters in the four-state area of Montana, Idaho, Washington and Oregon.

KMOX, KIRO-TV honored by religious group

KMOX St. Louis and KIRO-TV Seattle were honored April 10 by the National Religious Publicity Council, which met April 9-11 in Washington.

William J. Mudge, KIRO-TV religious ous program director who accepted the council's award for religious telecasting, was elected a fellow of the council. He directs *Morning Worship* and *Retrospect* on KIRO-TV.

Robert Hyland, KMOX, accepted the council's radio award. The KMOX programming includes a daily half-hour in the afternoon devoted to informal religious discussions, with telephoned questions from listeners. The program is entitled *Ask the Clergy*.

Rogers to address SRA

Station Representatives Assn., New York, has announced Rep. Walter Rogers (D-Tex.) will be the featured speaker for the organization's fifth annual awards luncheon in New York May 10. Mr. Rogers is a member of the House Interstate & Foreign Commerce Committee, which has jurisdiction over radio and tv. Winners of SRA's Silver Nail Timebuyer-of-the-Year Award and the Gold Key award will be announced at the luncheon to be held at the Waldorf-Astoria Hotel.



Rep Rogers

Media reports...

Offers scholarship ▪ The Corinthian Stations, New York, will award three six-week summer scholarships to university students studying in the broadcasting field. Each scholarship winner will receive training in the non-technical phases of broadcasting at one of the Corinthian-operated stations (KOTV [TV] Tulsa; KHOU-TV Houston; KXTV [TV] Sacramento; WANE-TV Fort Wayne and WISH-TV Indianapolis).

Arty studio ▪ The new broadcasting studio of WNOR Norfolk, Va., has been chosen by the Virginia Museum of Fine Arts for inclusion in that state's architects, designers and photographers exhibit in Richmond. The WNOR studio building, the only broadcasting entry chosen, was one of 19 winners picked from over 400 entries.

Fm construction ▪ Construction has been started on WBT-FM Charlotte, N. C., fm affiliate of WBT and WBTV (TV), both that city. The station is expected to begin regular programming about June 1. It will duplicate 83% of WBT's programming. The stations are owned by Jefferson Standard Broadcasting Co., which also owns WBTW (TV) Florence, S. C.

New edition ▪ A new edition of the booklet "Mass Media and the Wisconsin Farm Family" has been released by the Dept. of Agricultural Journalism, U. of Wisconsin, Madison. The booklet describes how radio-tv and other mass media effect the lives of Wisconsin's farm families.

Oklahoma stereo ▪ KFNB (FM) Oklahoma City went on the air last month as that state's first full-time fm stereo station. The station operates on 107.9 mc with a power of 4.3 kw. Richard Corner is the station manager.

WZZZ starts ▪ WZZZ Boynton Beach, Fla., went on the air last month. The station, a daytimer, operates with a power of 1 kw on 1510 kc.

KZAM help ▪ KZAM (FM) Seattle has come to the aid of a blind 12-year-old Negro boy who has been afflicted with glaucoma since birth. The Negro fm station, which went on the air late last year, became a favorite with the boy who called in musical requests many times daily. Soon KZAM announcers took to the boy who expressed interest in radio. Through a braille system and a borrowed braille-writer, the boy learned to operate turn tables and write his record selections. He now has his own show every Saturday night. KZAM also has started a scholarship fund to buy the boy a braille-writer of his own.



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mage after multi-
mage! Right, it's
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No plan to buy KLAC says McGannon

WBC head remains tight-lipped on WINS purchase

Donald McGannon, president of Westinghouse Broadcasting Co., denied one rumor of an impending station purchase but declined to confirm or deny another.

WBC is not buying KLAC Los Angeles, contrary to reports published last week, Mr. McGannon stated. "There is no truth to that report," he said.

Although Mr. McGannon refused to comment on WBC's reported purchase of WINS New York for $10 million (CLOSED CIRCUIT, April 9), it is known he sent an internal memorandum to WBC officials acknowledging that negotiations were proceeding but had not been "finalized." WBC has long been interested in getting into New York.

The $10 million WINS purchase price would be the second highest in history for a radio station. Storer Broadcasting Co. recently took over WMGM in New York (now WHN) at a price of $10,-950,000. Storer originally had a contract to buy WINS for $10 million and WBC was going to buy WMGM for the same amount. These deals fell through because at the time the WINS' license was held up because of allegations of payola on the part of some of its employes, and WBC was under investigation by the FCC following that company's conviction of price fixing in the electrical machinery field. Both WINS and Westinghouse were subsequently cleared, but the contract between them had by then run out.

WINS is owned by J. Elroy McCaw. The 50 kw station (on 1010 kc) was bought by Mr. McCaw in 1953 for $450,000. Mr. McCaw also owns KTVR(TV) Denver, Colo., which he has sold to Bill Daniels of that city for $2 million (CHANGING HANDS, Feb. 5), and KTVW(TV) Tacoma-Seattle, Wash. He also owns 50% of KELA Centralia, Wash.

WBC owns WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cleveland, KPIX(TV) San Francisco, WBZA-AM-FM Springfield (Mass.), KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne, KEX-AM-FM Portland (Ore.), WIND Chicago and WJZ-TV Baltimore. The WBZA stations are synchronized with the Boston stations and if counted as a full outlet by the FCC, WBC said it will dispose of the Springfield outlets in order to remain within the multiple seven-stations limitation.

Pioneers sponsor awards

The George Foster Peabody Awards for achievement in television and radio in 1961 will be presented at a luncheon meeting of the New York Chapter of the Broadcast Pioneers at the Pierre Hotel on Wednesday (April 18). This will be the 22nd annual presentation of the awards and will be the first time that the Broadcast Pioneers is serving as sponsor. Phil Edwards of Broadcast Advertisers Reports is president of the New York Chapter of the Pioneers.

Storer first quarter double that of '61

Storer Broadcasting Co. reported net earnings after taxes for the first quarter of 1962 of $2,151,596 (88 cents per share), compared to $1,055,418 (43 cents per share) for the first quarter of 1961.

This included a capital gain (net after taxes) of $912,969 from the sale of WWVA-AM-FM Wheeling, W. Va. The WWVA stations were transferred in January to Ira Herbert and associates for $1.3 million. This was done in order to permit Storer to acquire WMGM New York (now WHN) for $10,950,000 while remaining within the ownership limit permitted by the FCC.

The 1962 earnings were reported at the annual stockholders' meeting in Miami Beach, where all 13 directors were re-elected. George B. Storer Sr., board chairman, reported that gross broadcast revenues for the January-March quarter were the highest in the history of the company, 20% above the 1961 first quarter.

Storer stations are WJBK-AM-FM-TV Detroit, WJW-AM-FM-TV Cleveland, WSPD-AM-FM-TV Toledo, WITI (TV) Milwaukee, WAGA-TV Atlanta, WHN New York, WIBG-AM-FM Philadelphia, WGBS-AM-FM Miami and KGBS Los Angeles.

Changing hands

APPROVED ■ *The following transfers of stations interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 93).

■ WITH-AM-FM Baltimore, Md.: 49.4% sold by estates of Louise McClure Tinsley and Louise Tinsley Steinman to Thomas G. Tinsley Jr. for

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RCA Building	333 N. Michigan Ave.	John G. Williams	Beverly Hills, Calif.
FEderal 3-9270	Chicago, Illinois	1102 Healey Bldg.	CRestview 4-2770
	Financial 6-6460	JAckson 5-1576	

$642,731. Mr. Tinsley already owned in his own name 48.2% of common and 50% of preferred stock.

▪ WICE Providence and WYCE (FM) Warwick, both R. I.: Sold by Tim Elliott to Louis J. Appell Jr., Arthur W. Carlson and group for $422,000 for WICE, $3,000 for WYCE and $75,000 consultant's fee to Mr. Elliott. Mr. Appell and group own WSBA-AM-FM-TV York and WARM Scranton, both Pennsylvania, and WHLO Akron, Ohio. Mr. Elliott retains WHIH Norfolk, Va.

Taft revenues drop but earnings rise

Taft Broadcasting Co. revenues for the fiscal year ended March 31 slipped slightly, to $11 million, but operating earnings rose to $1.8 million ($1.20 per share), the company has estimated. This compares to revenues of $11,076,717 and operating earnings of $1,580,003 ($1.03 per share) for fiscal 1961.

The rise in operating profits was attributed to a sharper cost-control program, lower interest expenses and increased network revenues resulting when WKRC-TV Cincinnati, the company's home station, changed its affiliation last year from CBS to ABC, and WBRC-TV Birmingham and WKYT-TV Lexington, Ky., began carrying more ABC programs, although both stations continued their dual affiliation with CBS. Other Taft stations are WKRC-AM-FM Cincinnati and WBRC-AM-FM Birmingham, and WTVN-AM-FM-TV Columbus, Ohio. Taft also owns a bowling center in the Cincinnati area.

Taft Broadcasting's 1,609,699 shares go on the New York Stock Exchange soon; admission is tentatively scheduled for May 2.

Goodwill Stations' take increased in 1961

Gross revenues of $6,088,084 and net income after federal taxes of $333,365 (53 cents per share) were reported by The Goodwill Stations Inc. in its 1961 annual report issued last week. These compared to gross revenues of $4,526,480 and net income of $341,033 (54 cents) in 1960. The 1960 figures include $50,200 in non-recurring income, amounting to 6 cents per share.

Operating revenues for the company's three divisions amounted to $6,025,370, an increase of 36% over 1960, it was reported. Although the sales WJR Detroit were down, John F. Patt, board chairman, and Worth Kramer, president, noted that WJRT (TV) Flint showed a 32.5% increase in sales over the previous year. The annual report includes eight months of the operation of WSAZ-AM-TV Huntington, W. Va., which the company acquired in April 1961.

The annual stockholders meeting of The Goodwill Stations Inc. is scheduled for May 2 in Detroit.

MBS in the black for first quarter of '62

Mutual is "in the black" for the first quarter of 1962, making the first time in six years that the network has had a "profitable" quarter, Philip D'Antoni, Mutual sales director, reported last week.

He noted that in the past the network has had an "occasional month" in which it showed a profit, but the 1962 first quarter represented "a sustained profit position." Mr. D'Antoni attributed the improved financial position to several factors, including "aggressive selling by MBS salesmen," increases in audience and in the number of affiliates in major markets and an upgrading of its "image" through its association with Minnesota Mining & Mfg. Co., of which MBS is a subsidiary.

Mr. D'Antoni estimated that business in the first quarter of 1962 was 40% above that of the comparable period of 1961. Among the sales gains he cited were: 52-week advertisers which have renewed on Mutual (Monroe Auto Equipment, Mennen Co., Ex-Lax, Pharmaco Inc. and Sterling Drug) and new-to-MBS sponsors (Norwich Pharmacal, du Pont, General Electric Co., Devoe-Reynolds and Philip Morris).

Mutual's challenge in the months ahead, Mr. D'Antoni said, is "to consolidate our gains and keep our sales at a high level."

Kaiser stations claim profit

Kaiser Broadcasting Div. of Kaiser Industries Corp. operated at a profit in 1961, it was reported last week in the annual report of the parent company. No details were given on broadcasting matters.

Kaiser Industries had consolidated earnings of $6,942,000 (23 cents per share) for last year, compared with $6,523,000 (21 cents per share) in 1960. The 1961 figures include nonrecurring gains of $7,920,000, while there were no such gains in 1960. Kaiser stations are KHVH-AM-TV Honolulu and KHJK-TV Hilo, both Hawaii. The company also plans additional broadcast properties on the mainland (BROADCASTING, April 2).

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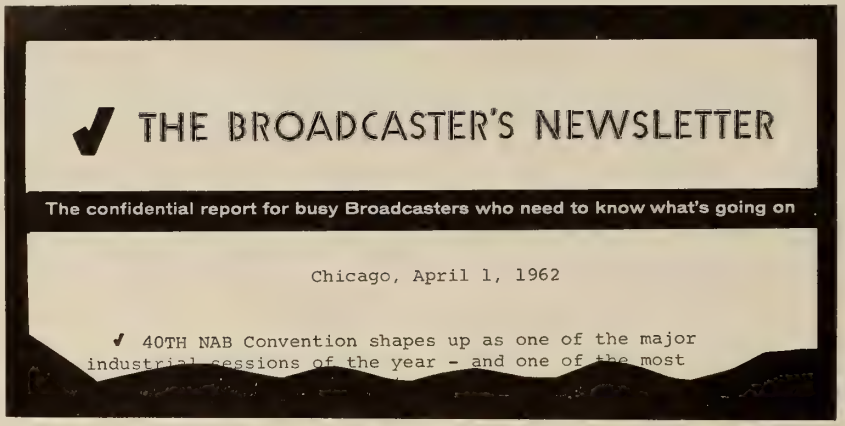
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THE BROADCASTER'S NEWSLETTER

The confidential report for busy Broadcasters who need to know what's going on

Chicago, April 1, 1962

✓ 40TH NAB Convention shapes up as one of the major industrial sessions of the year - and one of the most

A ringer doesn't always ring twice

A four-page pamphlet titled "The Broadcaster's Newsletter" was circulated under unexplained circumstances at the NAB convention a fortnight ago and was still causing talk last week. Some convention delegates assumed it had been issued by BROADCASTING Magazine. It was not.

The "newsletter" was printed on gray paper and used red and black inks. The colors are also used in BROADCASTING's basic design. The pamphlet contained no indication of its origin.

BROADCASTING attempted without success during the convention to track the pamphlet to its source. Last week, BROADCASTING learned that the pamphlet had been printed by the Stone Printing Co. of St. Louis. A spokesman for that company refused to identify the customer for whom the job was done. He said that to his knowledge it was not a continuing publication. Only the one issue had been ordered, the spokesman said.

Back to Chicago for Collins, Minow

The LeRoy Collins-Newton Minow appearance, scene-stealer of the NAB convention, returns for a Chicago encore at the 11th annual convention of the American Women in Radio & Television starting May 3. They and eight other industry notables will share the platform at a May 3 panel session at the Sheraton-Chicago entitled "The Broadcasting Industry—A Time to Speak."

Others on the panel will include Peter G. Peterson, president, Bell & Howell; Arthur Tatham, chairman of the board, Tatham-Laird Inc., and Mark Goodson and Bill Todman, Goodson-Todman Productions.

Asking questions will be Sidney R. Bernstein, editorial director, *Advertising Age*; Douglas Smith, vice president-advertising, S. C. Johnson & Co.; Len O'Connor, NBC Chicago; and Esther Van Wagoner Tufty, Tufty News Service, Washington, and former AWRT president. Irv Kupcinet, news columnist and moderator of *At Random* on WBBM-TV Chicago, will be moderator.

MAB supports NAB, Collins

The support of the Missouri Broadcasters Assn. to NAB and President LeRoy Collins was pledged April 6 at a meeting of the MAB board.

"Strong, positive and enlightened leadership and the goal of equal access to coverage of judicial processes" were cited by the board, according to MAB President Robert Hyland, KMOX St. Louis.

Wometco earnings rise 50% in first quarter

Earnings of Wometco Enterprises Inc., broadcast station and theatre owner, rose dramatically in the first quarter of 1962, President Mitchell Wolfson announced at the annual stockholders' meeting in Miami Beach last week.

Gross income for the first quarter, ended March 24, was $4,436,441 as against $3,434,453 for the comparable period in 1961. Earnings after taxes for the period were up 50%—$449,088 compared with $301,293; this brought per-share earnings to 41¢ against 1961's 27¢. The earnings per share have been adjusted for the 10% stock dividend Wometco paid in January.

At the board of directors meeting immediately after the stockholders meeting, regular quarterly dividends of 17½¢ per share on the company's Class A common stock and 6½¢ on Class B were declared. These dividends will be paid June 15, 1962, to stockholders of record June 1 and will be paid on the 1,108,745 shares now outstanding (including the 10% dividend).

All officers and directors of the company were re-elected.

Wometco's broadcast properties are WTVJ Miami, WLOS-AM-FM-TV Asheville, N. C., KVOS-TV Bellingham, Wash., and 47½% of WFGA-TV Jacksonville, Fla.

WJAR-AM-TV net jumps 41% over previous year

The Outlet Co., Providence, R.I., department store and broadcast licensee (WJAR-AM-TV) reported $807,886 net earnings from broadcasting for the fiscal year ended Jan. 31, compared to $572,637 for the previous year—a rise of 41%. Gross revenues for the company last year reached $19,329,437, with $2,048,374 attributed to broadcast activities less expenses; service charges and miscellaneous sources.

In the previous fiscal year, gross revenues were $17,826,316, with $1,562,091 coming from broadcasting, service charges and miscellaneous. Net income last year after federal taxes was $958,820 ($1.93 per share) compared to the previous year's $774,848 ($1.56 per share). The company set aside for depreciation and amortization $327,872 for this past fiscal year, compared to $348,933 in the year before.

Stanton, Paley listed as highest paid at CBS

CBS Board Chairman William S. Paley and President Frank Stanton were the highest paid CBS Inc. officers who also served as directors in 1961, according to a proxy statement sent to stockholders.

The annual CBS stockholders' meeting on April 18 for the first time will be held in Los Angeles (Television City there) instead of the usual headquarters location in New York.

Mr. Paley and Mr. Stanton each received $150,000 in salary and another $150,000 in additional compensation, $138,750 of which was paid out and $11,250 was deferred.

CBS-TV President James T. Aubrey and CBS-TV Stations Division President Merle S. Jones each received $100,000 in salary. Mr. Aubrey was paid $50,000 additional compensation, and Mr. Jones' additional compensation totaled $17,500 paid out and another $22,500 deferred.

Arthur Hull Hayes, CBS Radio's president, was paid $65,000 in salary, another $20,000 in compensation and $10,000 more deferred. Three other executives—Clarence H. Hopper, vice president-facilities, CBS Inc.; CBS News President Richard S. Salant, and Columbia Records President Goddard Lieberson—each were paid $60,000 in salary. Additional compensation: Mr. Hopper,

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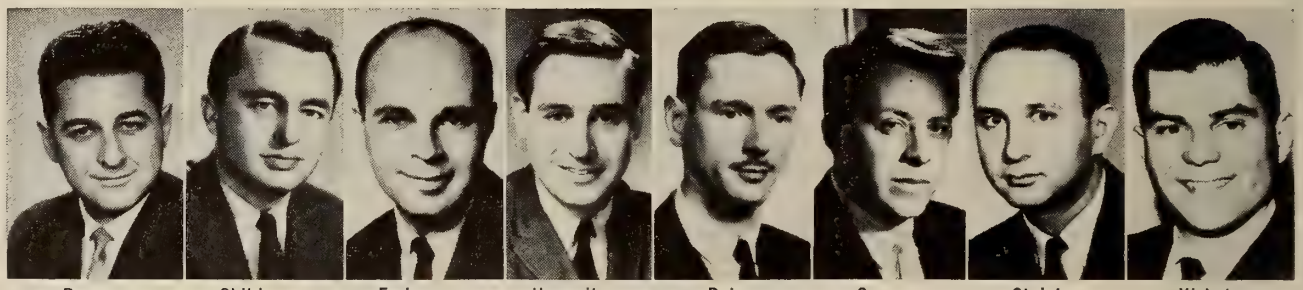
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Eight newsmen receive CBS Foundation fellowships



Bonn | Childs | Freizer | Horowitz | Petry | Sommer | Steinberg | Webster

CBS Foundation Inc. last week announced eight recipients of its News Fellowships for 1962-63. The fellowships were established in 1957 and offer a year's study at Columbia U., New York, for men and women in radio and tv news and public affairs. The winners:

Ronald S. Bonn, news writer, CBS News, New York; Prentiss Childs, producer of the CBS-TV religious series, *Lamp Unto My Feet,* for CBS News Public Affairs Department, New York; Louis A. Freizer, news writer, WCBS-AM-FM New York; David Charles Horowitz, reporter, news editor and newscaster, KRNT-AM-TV Des Moines, Iowa; Thomas B. Petry, assistant general manager and acting general manager, WQED (TV) Pittsburgh, Pa. (educational tv station); Michael H. Sommer, director of public affairs for etv station of U. of Southern California, KUSC (TV) Los Angeles; Stephen Steinberg, news writer, WBBM-TV Chicago, and Donald H. Webster, editorial assistant, KCBS San Francisco.

All university expenses and a stipend for living and other necessary expenses will be paid for the CBS Foundation News Fellows during the fellowship year. The grants average about $8,000.

$3,125 paid out and $9,375 deferred; Mr. Salant, $18,750 paid out and $6,250 deferred; Mr. Lieberson, $12,500 paid out and $37,500 deferred.

The proxy statement noted that 10% of CBS' stockholders reside in California alone and still more in the west-coast area.

The only business on the meeting's agenda is the election of directors and auditors.

AB-PT quarterly dividend

The board of directors of American Broadcasting-Paramount Theatres Inc., last week declared a second quarterly dividend of 25 cents a share on its outstanding common stock, Leonard H. Goldenson, AB-PT president announced. The dividend is payable on June 15 to holders of record on May 18.

CBS forms election unit

A "campaign '62" team of news, public-affairs and documentary units has been organized by CBS News. Under this new arrangement, the various CBS News units and individuals will be available as needed to the CBS News permanent election unit, which is now headed by Bill Leonard, executive producer.

PROGRAMMING

DECCA-MCA MERGER JUST ABOUT SET

Rackmil cites advantages possible under integration

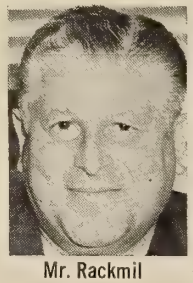
Stockholders of Decca Records Inc., New York, were advised last week that its merger talks with MCA Inc. have progressed to the point at which an MCA offer for an exchange of stock is "imminent."

Milton R. Rackmil, president of Decca, which also controls Universal Pictures Co. Inc., told shareholders at the annual meeting that talks with MCA began last October and added:

"It became increasingly evident that since the activities of the respective companies are not competitive, their integration would be highly beneficial to each of the operating companies. There would be no overlapping. Instead there could and would be greater development and use of talent and personnel in all phases of the phonograph record, motion picture and television production and distribution."

Lew R. Wasserman, president of MCA, confirmed that the merger talks were being held, but declined to disclose details.

MCA, as part of an agreement with the Screen Actors Guild, must decide by Sept. 30 whether it will drop the talent agency or tv film production phase of its operation. Strong indications are that MCA will retain its profitable tv business. The company is known to be interested in producing motion pictures for theaters and a merger would place the facilities of Universal Pictures at its disposal.



Mr. Rackmil

Another year for Godfrey

Arthur Godfrey, who has been a CBS personality for almost 30 years, last week signed a new one-year contract. The contract calls for a continuation of his 50-minute *Arthur Godfrey Time,* broadcast on CBS Radio five mornings a week, and a series of three *Arthur Godfrey Specials* during the 1962-63 season on CBS-TV.

Mr. Godfrey joined CBS' Washington radio station WTOP (then WJSV) in 1934, and started CBS Radio's *Arthur Godfrey Time* in April 1945.

DGA members to vote on guild's future

At special meetings today (April 16) in New York and Hollywood, members of the Directors Guild of America will vote on whether to remain united or to revert to their former status—a western group representing the directors of filmed programming for tv and theaters and an eastern organization of directors of live programs for the stage and television.

Guild officials in Hollywood last week were unwilling to discuss the reasons behind the special meeting call but it was no secret that the eastern directors have been unhappy about being represented by a guild with headquar-

ters on the opposite coast, which is too far away, they feel, to give them the kind of service they need. The seriousness of the situation was shown by the action of the DGA board in authorizing the replacement of Newman Burnett and Stanley Propper, eastern executive secretary and his assistant, and sending Morris R. Abrams, assistant to National Executive Secretary Joseph C. Youngerman, and attorney William Haughton to New York to run things for the interim period.

CBS-TV fall lineup shuffled even further

CBS-TV's one-hour documentaries on *CBS Reports* will be switched next season to Wednesday 7:30-8:30 p.m., in a move to "widen the audience" among parents, teachers and young people, according to Hubbell Robinson, CBS-TV senior vice president — programs.

In the current season *CBS Reports* had been up against NBC-TV's *Sing Along With Mitch* and ABC-TV's *The Untouchables* in the Thursday 10-11 p.m. period. Next season the series will be in full hour competition with *The Virginian* and *Wagon Train,* on NBC-TV and ABC-TV, respectively.

Moving into the late Thursday hour, CBS-TV said, will be *Alfred Hitchcock Presents,* which will be returning to the network from NBC-TV. It will be expanded from its present half-hour format.

In another CBS programming announcement, *Fair Exchange,* a new one-hour situation comedy series starring Eddie Foy Jr. will occupy the Friday, 9:30-10:30 p.m. slot. The series, produced by Desilu, concerns exchange visits of teenage daughters between an American and a British family.

Film sales...

Ann Sothern Show (Economee Tv): Sold to WABC-TV New York, WBKB (TV) Chicago, KCOP (TV) Los Angeles, WTTG (TV) Washington, KOMO-TV Seattle, KATU (TV) Portland and KARK-TV Little Rock. Now in 15 markets.

PM (WBC Program Sales Inc.): Video-taped show starring Mike Wallace sold to WLWI (TV) Indianapolis and WTVN (TV) Columbus, Ohio. Now in 15 markets.

Blockbuster Features (Jayark): Sold to KAKE-TV Wichita, Kan.; KSD-TV St. Louis; KSWO-TV Lawton, Okla.; WKYT (TV) Lexington, Ky., and WTOK-TV Meridian, Miss. Now in 186 markets.

Films of the Fifties (Seven Arts Assoc.): Vol. III sold to KOGO-TV San Diego; KTVT (TV) Dallas, and WSAU-TV Wausau, Wis., which also purchased Vols. I and II. Vol. I is now in 123 markets; Vol. II in 88, and Vol. III in 34.

The Story of . . . (Ziv-UA): Sold to KOMO-TV Seattle; WRGB (TV) Schenectady - Albany - Troy, N. Y.; WTAE (TV) Pittsburgh; WWL-TV New Orleans; KLZ-TV Denver; WKRC-TV Cincinnati; WTVN (TV) Columbus, Ohio; WSAZ-TV Huntington-Charleston, W. Va.; WVEC-TV Norfolk, Va.; KATU (TV) Portland, Ore.; KOGO-TV San Diego, Calif.; KHQ-TV Spokane, Wash.; WTVT (TV) Tampa-St. Petersburg, Fla.; WBRE-TV Wilkes-Barre-Scranton, Pa.; WKYT (TV) Lexington, Ky.; WCSH-TV Portland, Me.; WJTV (TV) Jackson, Miss.; KMJ-TV Fresno, Calif.; WMT - TV Cedar Rapids - Waterloo, Iowa, and WLBZ-TV Bangor, Me. Now in 23 markets.

Boston Symphony Orchestra (Seven Arts Assoc.): Series of 13 one-hour specials sold to WTRF-TV Wheeling, W. Va.; KFSA-TV Ft. Smith, Ark., and KOLO-TV Reno, Nev. Now in three markets.

Popeye (King Features Syndicate): Sold to KCRA-TV Sacramento, Calif.; WTVO (TV) Rockford, Ill.; KHQA-TV Quincy, Ill.; WHBQ-TV Memphis; WLAC-TV Nashville, and KVOS-TV Bellingham, Wash. Now in 125 markets.

Columbia Post-'48 (Screen Gems): Sold to KGO-TV San Francisco and WXYZ-TV Detroit for an estimated $1 million each. Now in 70 markets.



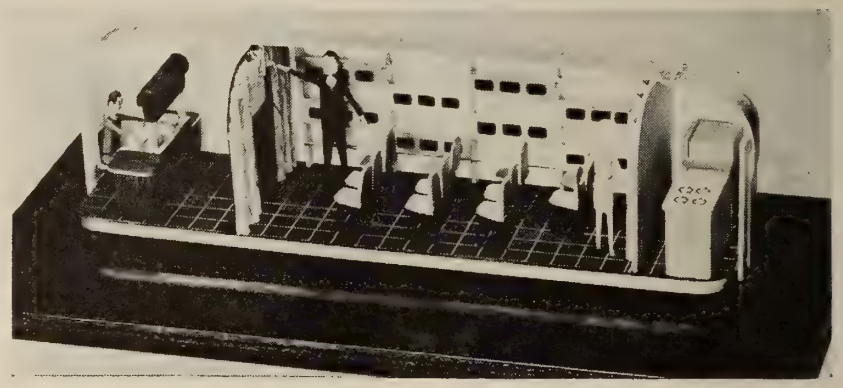
SG to exhibit Cellomatic animation projector by trailer

The Cellomatic Division of Screen Gems Inc. will mount its new animation projector, which it describes as fully automated, on a 30-foot trailer this spring and summer, and demonstrate the Cellomatic Futura to tv stations and other clients.

The new projector and "Salesmobile" trailer was in Chicago during the NAB convention, and, according to Tom Howell, Cellomatic executive vice president, delegates "were able to see the machine in action." In contrast with present manually operated models of Cellomatic, he pointed out, the Futura operates by "push button" to achieve such animation effects as crawls, wipes and superimpositions. The new push-button type will simplify and speed up operations and "eliminate any chance for error," Mr. Howell said.

The introduction of the new Cellomatic projector and the use of the Salesmobile trailers are part of an overall expansion program undertaken by the company in the past few months. Cellomatic was acquired last January by Screen Gems for over $1 million. The company's expansion was made possible by its affiliation with SG, a subsidiary of Columbia Pictures, according to Mr. Howell.

Another area of diversification projected for Cellomatic, Mr. Howell noted, is in program production. He pointed out that local programs in the children's, public service and audience participation categories can be packaged for a modest price by Cellomatic. The company could provide graphic arts, formats and scripts for telecast by local stations using local mcs.



A model of the interior of the Cellomatic "Salesmobile" trailer into which a new, fully automated animation projector will be installed for demonstration during visits to tv stations this spring and summer.

Cellomatic was formed in 1951 in New York by Mr. Howell and Milton Rogell, currently general manager of Cellomatic, as a commercial studio specializing in graphic arts for television. It provided maps and charts for news programs and slides for conventional projectors used in tv programs. In 1953 they designed the first Cellomatic projector to produce animation and optical effects from standard size film transparencies. Currently the projectors are used by 18 tv stations, which have bought or rented them, and by all three tv networks on various programs. Cellomatic continues to provide graphic arts materials—slides and charts utilized on news, weather, children's, audience participation and special programs. Cellomatic slides occasionally are integrated into film commercials and also are used at sales meetings and industrial shows.

The present Cellomatic models sell for $5,950 and the new Futura will be priced at "approximately twice as much," according to Mr. Howell.

Immediately after the NAB convention the Cellomatic Salesmobile will begin touring the nation to demonstrate the company's new projector and graphic arts service to both tv stations and non-television clients. Other Salesmobile units, each costing $75,000, will be placed into operation before the end of the year, Mr. Howell declared, adding: "We hope to have as many as 10 Salesmobiles in use within a few years.

Program notes...

Chet Huntley, businessman ▪ Chet Huntley, NBC-TV news commentator, has formed Chet Huntley Enterprises Inc., Stockton, N. J., to produce television and documentary motion pictures. The company is remodeling a two-story building in Stockton into a 5,000-square-foot studio, which will be made available to outside film producers. The facilities are expected to be ready by late May.

New company ▪ Gordon Oliver, formerly of Spartan Production Co., is forming his own company, to be known as Gordon Oliver Productions Co. The company, which will be based in Los Angeles, will acquire and package tv and theatrical properties.

Tv production training ▪ Videotape Productions of New York, in conjunction with San Diego State College, is making its New York studio and personnel available to candidates for Master of Arts degrees in tv production as an experiment in field training. Candidates will take part in various production assignments for a six-month period at the studio.

Religious programs syndicated ▪ Three religious specials produced by WIIC (TV) Pittsburgh will be syndicated nationally by Irving Lesser Enterprises, New York. The productions, "Why Is a Nun," "The Sign of a Priest" and "Divided We Stand," are being offered to tv stations and non-theatrical organizations such as schools and church groups. They originally appeared on WIIC in 1960 and 1961.

Disney stock ▪ Under a new stock incentive plan, 100 key executives of Walt Disney Productions received a total of 84,500 shares of stock sold to them at $34.91 (95% of the price of Disney stock at the close of market transactions on March 28). The company still has 15,500 shares available for the plan.

Battle of Shiloh ▪ A 58-minute radio program dealing with the Battle of Shiloh is available at no charge to stations. The tape, the second in a series of Civil War programs, is being offered by Bob Jones U., Greenville, S. C. The show was written by Jack Buttram, production director of WMUU, the school radio station, and features faculty members and students.

ECM explanation available ▪ A discussion of the European Common Market and its meaning to the U. S. agricultural economy by Raymond A. Ioanes, administrator of the foreign agricultural service, U. S. Dept. of Agriculture, is available to broadcasters from the radio-tv service, Dept. of Agriculture. Broadcasters are asked to send in a tape to the radio-tv service; Mr.

Ioanes' talk will be transcribed on it and returned to the station. The tape runs for 28½ minutes. A television program on the same subject is under consideration.

Seven Arts Assoc. plans new concert series

Seven Arts Assoc. is negotiating for the filming of 13 additional one-hour tv concert specials featuring the Boston Symphony Orchestra. Under Seven Arts' agreement, the series is produced in association with the symphony group.

It's also learned that Seven Arts may co-produce still another series using the Boston Pops Orchestra. The initial 13 one-hour concerts announced on April 1 already have been sold in six markets: WTRF-TV Wheeling, W. Va.; WFSA-TV Ft. Smith, Ark.; KOLO-TV Reno, Nev.; WHDH-TV Boston, WTVN (TV) Columbus, Ohio, and WABI-TV Bangor, Me.

The Seven Arts production is being offered to stations either on film or on tape.

76 'Rebel' episodes set for syndication

ABC Films Inc., New York, will start syndication sale next fall of the Goodson-Todman western series *The Rebel*, starring Nick Adams.

The off-network series, carried by ABC-TV Sundays from 9 to 9:30 p.m. during the 1959-60 and 1960-61 seasons, will also have a run this summer on NBC-TV. The latter network purchased 12 episodes to replace the *Joey Bishop Show* (Wed. 8:30-9 p.m.) starting June 27.

A total of 76 half-hours of *Rebel*, filmed at the Hollywood studios of Paramount Pictures, will be available for domestic syndication sales for start in the fall of 1962 by purchasing stations. The series deals with the adventures of a Confederate army veteran who drifts to the untamed West after the war.

ABC Films sales rise 50% in first quarter

ABC Films Inc. sales in the first quarter of 1962 are almost 50% ahead of the similar period a year ago, according to Henry G. Plitt, president. Much of the increase comes from Canadian and overseas sales, he said in a quarterly report last week.

Leading ABC Films' properties in domestic sales are *The Life and Legend of Wyatt Earp*, which has been sold in 77 markets; *One Step Beyond*, now in 37 markets, and *Casper the Friendly Ghost and Co.*, now in 56 markets. The most active property in overseas markets is *Ben Casey*. It is currently seen in Canada, United Kingdom, Japan, Australia, Panama, Lebanon, the Philippines, Uruguay, Argentina, Honduras, Costa Rica, El Salvador, Guatemala and Venezuela.

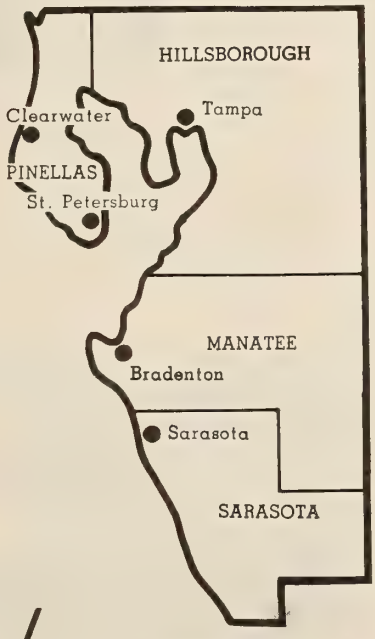
COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV:

April 16, 17, 24, 25 (6-6:30 a.m.) **Continental Classroom,** probability and statistics.
April 16, 17, 24, 25 (6:30-7 a.m.) **Continental Classroom,** American government.
April 16-20, 23-25 (10:30-11 a.m.) **Play Your Hunch,** part.
April 16-20, 23-25 (11-11:30 a.m.) **The Price Is Right,** part.
April 16-20, 23-25 (12-12:30 p.m.) **Your First Impression,** part.
April 16-20, 23-25 (2-2:25 p.m.) **Jan Murray Show,** part.
April 16-20, 23-25 (11:15 p.m.-1 a.m.) **Tonight,** part.
April 16, 23 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.
April 17, 24 (7:30-8:30 p.m.) **Laramie,** part.
April 17 (9-10 p.m.) **Rainbow of Stars,** Chrysler through Leo Burnett.
April 18, 25 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.
April 18, 25 (10-10:30 p.m.) **Bob Newhart Show,** Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.
April 18, 25 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood Assn. through Cunningham & Walsh; Mead-Johnson through Kenyon & Eckhardt.
April 19 (10-11 p.m.) **Sing Along With Mitch,** Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.
April 20 (9:30-10:30 p.m.) **Dinah Shore Show,** American Dairy through Compton; S&H Stamps through Sullivan, Stauffer, Colwell & Bayles.
April 21 (9:30-10 a.m.) **Pip the Piper** General Mills through Dancer-Fitzgerald-Sample.
April 21 (10-10:30 a.m.) **Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.
April 21 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.
April 21 (5-6 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.
April 21 (7:30-8:30 p.m.) **Tales of Wells Fargo,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.
April 21 (9-11 p.m.) **Saturday Night at the Movies,** part.
April 22 (5-6 p.m.) **Way of the Cross,** sust.
April 22 (6-6:30 p.m.) **Meet the Press,** co-op.
April 22 (7-7:30 p.m.) **Bullwinkle,** part.
April 22 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.
April 22 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** Kodak and RCA through J. Walter Thompson.
April 22 (10-11 p.m.) **Cities Service Highways of Melody,** Cities Service through Lennen & Newell.

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Color sales outlook: slow, but steady

SET MAKERS LAUD ABC-TV DECISION, EXPECT PRODUCTION GAINS

Color set sales can be expected to increase now at a slow but steady pace. But there's no evidence that an explosive breakthrough is at hand.



Mr. Siragusa

This is the current assessment of the color situation as interest was heightened in the past few weeks by ABC-TV's decision to colorcast next fall on its owned stations, and a new RCA announcement of booming color unit production and expanding color tube facilities.

Although color set makers are generally pleased by ABC-TV's readiness, the manufacturers believe a reduction in the set prices in addition to increased color programming is necessary if mass buying is to be stimulated.

Admiral's Viewpoint ▪ Ross Siragusa, president, Admiral Corp., Chicago, told stockholders at the company's annual meeting last Thursday he was confident that ABC-TV affiliates will participate in colorcasting as well as the network's owned stations.

Mr. Siragusa said he could not understand why CBS-TV "has not seen fit to reenter the color field and still has not announced plans to do so. This, I believe, is not in the public interest."

Although Admiral has reentered color manufacture the company first went into the field in 1953. Mr. Siragusa said that in the entire year of 1954, "there were less than 100 hours of color telecasting in this city. Last year Chicago enjoyed approximately 4,000 hours of tv programming in color." He added, "One network alone, NBC, has been spearheading this drive."

Admiral expects its color set production this fall to be at the rate of 75,000 sets per year.

Olympic's Plans ▪ A spokesman for Olympic Radio & Television, New York, said sales of color sets won't be affected significantly by the entrance of ABC into color telecasting but added "the more colorcasting you have, the more the public will be aware of color tv."

"At the present level of prices," he added, "color sales cannot take off. There will only be gradual increases. There will be a breakthrough only when color set prices come down to a popular level of $400 a set."

Olympic is increasing color set output at a rate of 50% each year. He pointed out that next year Olympic will begin making its own color sets rather than obtaining them from RCA (for assembly), as it has in the past.

Ben Abrams, president of DuMont-Emerson, also commended ABC's decision and added he thought CBS has an obligation to the television industry to telecast color programs.

RCA Boost ▪ RCA Sales Corp., New York, announced Wednesday (April 11) that total color unit set sales in the first three months this year were higher than in any preceding quarter since color was introduced.

Color tv sales in the first quarter also surpassed total color sales during the first eight months of 1961, said Raymond W. Saxon, vice president, marketing.

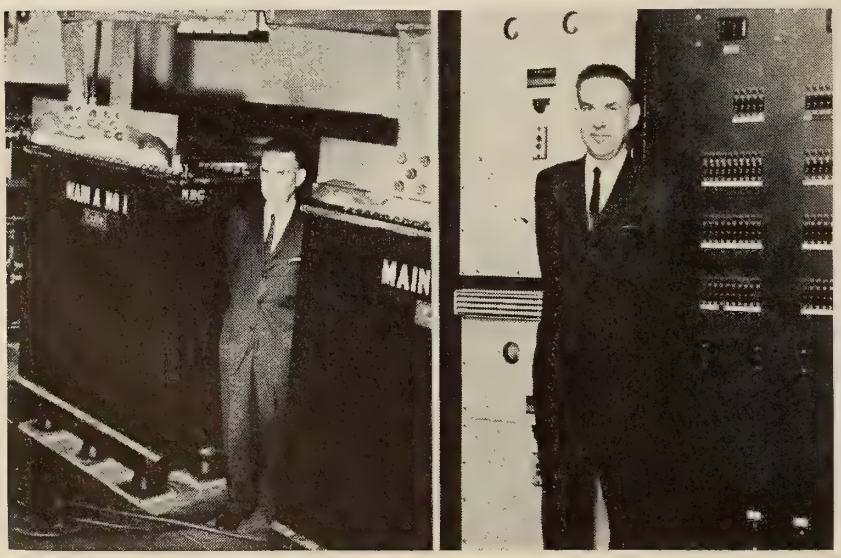
The company noted that combination color tv and black and white unit sales amounted to a best first quarter for total tv sales since 1956.

RCA last week also announced plans to add a second color tv picture tube production facility this year to meet industry demand. The company said it will spend $1.7 million to begin color tube production at its existing plant in Marion, Ind.

Douglas Y. Smith, vice president, RCA electron tube division, said RCA's color tube output has more than doubled the past 12 months as sales of color sets have risen.

Three months ago, RCA announced plans for a $1.3 million expansion of its Lancaster, Pa., color picture tube plant.

Zenith Radio Corp., Chicago, in its annual report for 1961, reported that last fall after introducing its new color



NBC updates some of its equipment

A changeover from batteries to silicon rectifiers has been completed in the radio and television studio setup of NBC at Rockefeller Center, New York, making available additional floor space.

William H. Trevarthen, vice president of operations and engineering, NBC, announced the replacement of over 200 six volt storage batteries—weighing 33 tons—and all of the associated motor generator sets, reactors and control equipment, with two silicon rectifiers weighing one quarter of a ton each.

Silicon rectifiers convert alternating current to direct current for use in amplifiers and relay switching for both radio and television.

The rectifiers occupy only 12 square feet; the storage batteries and associated equipment covered 500 square feet of floor space.

In the before-and-after pictures above, Mr. Trevarthen is shown on the left with the old storage batteries and at right with the new silicon rectifiers.

tv set, sales ran ahead of initial expectations. Last week, a spokesman for Zenith said color set sales during the first quarter also have exceeded expectation.

A Philco spokesman said the ABC-TV's limited color programming proposal makes it difficult to project the effect the color programs will have on the sale of color receivers.

ABC-TV Is Candid ▪ It also was noted by Julius Barnathan, vice president and general manager of ABC-TV, that the network plans to enter color programming only in a very limited way.

Mr. Barnathan told a panel sponsored by the Academy of Arts & Sciences in New York last week (see story page 42) that ABC-TV wants to "experiment" on its owned stations but that "we are not going forward to any great extent." He said colorcasting would be at "minimum risk" to the network and that ABC-TV did not intend to enter color "for added circulation."

Upshot of ABC-TV's color plans for the fall, according to Mr. Barnathan: An opportunity for ABC-TV people to become familiar with color, particularly in the engineering necessities, "and there's nothing better than actual on-the-air experience."

At that same panel, Douglas K. Burch, media director of P. Lorillard & Co., New York, said the majority of the tobacco company's commercials are now shot in color and that his company considers color to be important in its tv plans.

Set production in '62 running ahead of '61

Both tv and radio set production for the two months of 1962 is above the comparable output for the same period in 1961, the Electronic Industries Assn. announced last week. Increase was also noted for uhf tv receivers and fm radio sets. The figures:

	PRODUCTION	
Period	Tv	Radio
Jan.-Feb. 1962	1,030,363	2,815,427
Jan.-Feb. 1961	812,353	2,205,102

The 1962 tv figure includes 86,324 tv sets with uhf tuners compared to 49,784 for same period in 1961. The 1962 radio figure includes 1,010,821 auto radios and 156,223 fm radios, compared to 695,109 auto radios and 91,778 fm radios in same period in 1961.

TelePrompTer sells service arm to Q-TV

TelePrompTer Corp., New York, announced last Friday (April 13) that it has sold the service portion of its prompting business to Q-TV but stressed that it will continue to manufacture and sell its prompting device for television and other services. The price was not disclosed.

TelePrompTer is relinquishing its script typing service and operating personnel and equipment for individual tv and film assignments. Irving B. Kahn, TelePrompTer president, noted that prompting services accounted for only about 5% of its business last year; that in recent years the company has concentrated increasingly on designing and installing communications systems, closed-circuit television production services, and community antenna television system operations.

Tower price rises seen in steel boost

Higher costs for radio and tv tower construction is anticipated by suppliers as a result of the $6 a ton increase in the price of steel by major producers last week.

Although they agreed their increased costs will have to be passed on to stations, suppliers were not in accord as to how much of an increase will be in effect.

Dresser-Ideco Co., Columbus, Ohio, and Kline Iron & Steel Co., Columbia, S. C., estimated that tower steel costs probably will increase in line with the $6 a ton steel rise. A spokesman for Stainless Inc., North Wales, Pa., said, however, that because of the special nature of the steel used in towers, price increases passed on might be double that of the rise in basic steel. RCA, when contacted, asked that its suppliers be checked on the question.

Technical topics...

Multiple cartridge ▪ Sound Corp. of America, Silver Spring, Md., has developed the Channel-Matic control system which will hold eight continuous tape cartridges and offers instantaneous selection of 40 one-hour program channels of voice and music from local or remote positions. A transistorized pre-amplifier and tube power amplifier can accommodate up to 50 speaker or head phone stations.

Dual video monitor ▪ Dage Division of Thompson Ramo Wooldridge, Michigan City, Ind., has available a dual video monitor for simultaneous display of two pictures. The unit requires 8¾ inches rack panel space. Useful for picture comparison and studio camera control systems, the dual monitor features two 8-inch screens and independent controls. Dage also has a new 14-inch single video monitor with a resolution of more than 700 lines per inch.

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DON'T RAP U. S. TV EXPORTS: BARUCH

They build, not deface, our world image, CBS exec says

Answering charges that tv programs exported by American producers are creating a bad image of our country abroad, Ralph Baruch, director of international sales for CBS Films, declared that "the American broadcaster has faced his responsibility as a good citizen and as a good broadcaster more than have the exporters of any other medium of information or entertainment."

In a talk before a special meeting of the Hollywood Advertising Club last Monday (April 9), Mr. Baruch cited comment "that American television is filling the screen of the viewers abroad and imposing on them the worst our industry has to offer," to which he responded "This is just not so!"

First, he pointed out that U. S. tv "cannot permeate the television screens of the free world" because of restrictive foreign quotas. In the United Kingdom only 14% of total air time may be given to programs not made in the British Commonwealth, he said. In Japan, 75% of the tv fare must be produced inside that country. In Italy, during the entire year of 1961, foreign tv programming totaled only 149½ hours. "American television exporters have not had the opportunity to freely compete in the world market, let alone dominate it," Mr. Baruch said.



Mr. Baruch

Second, of the few U. S. programs that are seen by foreign viewers, besides Newsfilm of world events now being shown on more than 270 non-U. S. stations, over 350 market half-hours of CBS News & Public Affairs material is aired abroad each week, Mr. Baruch said. "I must reluctantly and at the same time proudly admit that some of our esteemed competitors are doing equally as well in supplying news and public affairs material into foreign television channels. . . . What better way can be found to present the United States on foreign television?"

Truthful Picture ▪ "Some months ago the press reported the excitement caused by the release abroad of a *CBS Reports* program on migrant workers," Mr. Baruch related. "What the press, unfortunately, did not report was that the program actually was beneficial to the United States in countries like Japan and England, for example. The president of the company sponsoring the program in Japan, the Nippon Light Metal Co., often called the Alcoa of Japan, told me that when the program was shown on the Tokyo Broadcasting System network, the less literate Japanese workers for the first time realized that not all Americans were rich; that they realized this country had its own problems, but most of all what a great country the United States must be when problems of this nature can be brought forth into the open to be viewed and subsequently discussed by tens of millions of viewers. The British press had the same reaction, as did the Philippines."

As for U. S. tv entertainment programs sold and seen abroad, Mr. Baruch asked: "Can we find fault with *Perry Mason,* which to many for the first time illustrates our judicial system of trial by jury?" Commenting that tastes in tv entertainment seem to parallel tastes in motion pictures in each country, he continued, "Are we then to decide what programs should see their way to foreign television screens? Are we to let others encroach upon our tradition of free trade and would we hand over to others the function which we should perform? I repeat, our entire catalog is open to everyone.

"The United Arab Republic has seen fit to buy from us: *I Love Lucy, Perry Mason, 20th Century, Phil Silvers, Rendezvous, You Are There, Conquest, Trackdown, Newsfilm* and *Terrytoons.* Should we tell them that they should purchase *The 20th Century* but cannot buy *Trackdown!*

In general, programs that are popular in the United States do well abroad, and vice versa, Mr. Baruch said. "Put it this way, if you like: the very best or the most popular American television programs receive wide international acclaim. The less popular ones are just as unpopular outside our borders."

In conclusion he urged, "Let the countries themselves decide what should be seen and what should not be seen on their own air."

Cost protection

Contract advertisers will be compensated if there is a drop in summer viewing on CHCH-TV Hamilton, Ont.

A plan has been developed by Al Bruner, sales director of that station, "to guarantee the selling effectiveness of television all 52 weeks in the year." The plan will compensate for the varying sets-in-use factor during June, July and August by "maintaining the cost efficiency of every contract by additional exposure as required," Mr. Bruner said.

13 million more radios in 1961, says USIA

The U. S. Information Agency has reported that the number of radio sets in use throughout the world, exclusive of the U. S. and Canada, increased by 13 million last year. It said 201 million radio sets and 43 million wired speakers are in use in the area under study.

The agency stressed, however, that some of the figures on which its estimates are based may not be accurate. It noted that the Soviet minister of communications reported 30 million radio sets in use in the USSR, but that figures supplied by that country's various republics add up to only 16 million.

The agency's survey indicated that in Western Europe, Japan and Australia the rapid growth of television has slowed down the rate of increase in radio receivers. In some countries, the agency said, the number of radio sets has actually declined.

According to USIA, Western Europe has 79,393,100 radio sets, Eastern Europe 47,174,600, Near East and South Asia 12,990,000, Africa 3,220,300, Far East 31,115,600, Latin America 26,273,800 and Western Hemisphere possessions 765,600.

The agency attempts to reach many of these sets with 730 hours of weekly shortwave radio programs and 8,000 hours of taped package programs. It also produces more than 475 television programs a year, on film or tape, that are seen by an estimated 176 million people in 57 countries.

Color tv at Montreux

New developments in color tv will be stressed by manufacturers at the video exhibition which will form part of the International Television Festival opening April 23 at the Swiss lakeside resort of Montreux and running 12 days.

Exhibitors from France, Japan, Britain, the U.S.A. and Switzerland will

show millions of dollars worth of specialized broadcasting equipment.

Other features are a contest for tv variety and musical shows, and a technical information symposium. Television specialists from 22 countries, including the U.S.A., have already registered for the symposium and more than 60 networks have been invited to submit contest entries.

Swiss to get commercial tv

The government of Switzerland and the Swiss Broadcasting Co. have announced an agreement to introduce commercial television advertising in that country. Previously, Swiss revenue has been obtained by set license fees in addition to a yearly sum of 2 million Swiss francs paid by the newspaper publishers for an agreement with the Swiss Broadcasting Co. not to introduce tv advertising before 1967.

According to stipulations of the barter deal, the agreement becomes void when the number of registered sets reached 180,000 or when the Swiss tv service became independent from the publishers' subsidies. Currently, Swiss sets number in excess of 210,000.

While the government has gone on record as a backer of tv advertising, it still is opposed to radio advertising.

Cheryl gets right dope, but loses 'Rawhide' bet

A judge in the U.K. High Court of Justice has ruled that the word "Rawhide" must not be used as a trade mark by a British toy company which has acquired no rights in the western tv series from its producer, the Columbia Broadcasting System.

The company, Cheryl Playthings Ltd., was appealing against the refusal of the Registrar of Trade Marks to register the name of the series, which has been a top rated program on British tv, for use on cowboy suits, guns and other toys.

Rawhide was brought to the U.K. in 1959 by Granada Tv Network Ltd., one of the major tv companies. CBS granted merchandising licenses to a Granada subsidiary, Tv Network Merchandising Ltd., but Cheryl Playthings had already tried to register the name as a trade mark.

The judge said Cheryl's management studied American publications to discover what western series were likely to appear on British tv. It then applied to register the titles as trade marks. In 1959 alone Cheryl made 20 such applications.

He added that there was no doubt that Cheryl chose the name *Rawhide* because it hoped to get free publicity from tv showings of the series. The company made no use of names of western series previously registered as trade marks which have not been shown on British tv. So it seemed that the company had no intention of using the name *Rawhide* unless and until the series was shown on tv here.

It would be wrong, said the judge, to allow a manufacturer to use the trade mark registration system to reap the benefit of free publicity when there was no intention to use the mark had the publicity not materialized.

Broadcasters complete Europe-U.S. tv plans

U. S. and European broadcasters concluded a meeting in Seville, Spain, last week to plan the first live transcontinental tv program, probably sometime in June (BROADCASTING, April 2).

A total of 17 nations were represented at Seville to decide what would be telecast when AT&T's Telstar satellite is launched from Cape Canaveral late next month. Telstar will make the dream of worldwide tv possible and the first program to U. S. viewers from Europe probably will be a 10-minute travelogue on famous European cities.

Cooperating in the venture are the three U. S. tv networks, the U. S. Information Agency and the European Broadcasting Union. Transmissions from the U. S. to Europe will originate in Andover, Me., for rebroadcast live by Eurovision in Europe. It has not been decided whether Russia will participate, according to a spokesman who attended the Seville meeting.

The first telecast from Europe, which the networks will broadcast simultaneously and live from Telstar, will be coupled with a similar program produced jointly by the American networks and fed to Europe. This telecast probably will be on a Sunday afternoon in the U. S. and in the evening in Europe. Aubrey Singer of the British Broadcasting Corp. has been named executive producer of the first satellite program for EBU.

Abroad in brief...

Century news ▪ The Tokyo Broadcasting System will start a second weekly news series using programs produced by CBS News. The series, *Documentary of the Twentieth Century*, will consist of selected programs from *CBS Reports, Eyewitness, Air Power* and *The Twentieth Century* plus current CBS newsfilm. Denki Onkyo Ltd. will sponsor the series.

CHOW reps ▪ CHOW Welland, Ont., appoints Tyrrell and Nadon Broadcast Representatives, Toronto and Montreal, as national representatives.

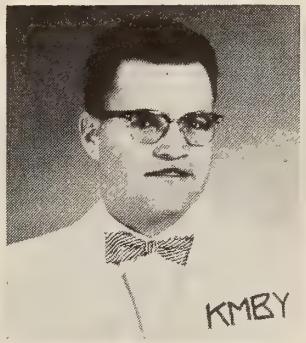
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Radio Month jingles available in stereo

NAB took official notice of stereo as a promotional device when it announced April 11 that National Radio Month jingles to be used by fm stations will be provided in stereo as well as monaural versions. Two-track stereo tapes titled "Radio . . . the Sound Citizen" will be sent on request to NAB fm radio members equipped for stereo, according to John M. Couric, NAB public relations manager.

Promotion material for National Radio Month in May features salutes to radio from the President and all 10 Cabinet members plus a message from NAB President LeRoy Collins. Live announcer copy is provided in 16 special spot announcements and in pages of short radio facts. The materials are provided NAB radio members without charge.

"The entire 1962 National Radio Month kit has been prepared to meet the needs of the widest possible range of radio stations, no matter what type of programming they offer or what audience they serve," Mr. Couric said. "The availability of stereo tapes for fm points up the diversity of this material."

Popeye vs. Smokey

Popeye, the sailor, will be competing with Smokey, the bear, in forest fire prevention activities of the Forest Service of the U. S. Agriculture Dept. and state forestry departments. The forestry groups have ordered 32 color prints of a segment from the new *Popeye* series produced and distributed by King Features Syndicate, New York.

"Popeye in The Woods" has the series' hero and Wimpy on a camping trip. Wimpy, through carelessness, starts a fire which Popeye puts out. Afterwards, he gives Wimpy (and the audience) some pointers on prevention of forest fires.

Agencies-advertisers vie in new Wometco contest

Wometco Enterprises Inc., Miami, has kicked off its "The Time of Your Life" contest, a promotion designed to create awareness of its stations.

The contest is open to the estimated 3,000 national agency personnel, clients and prospective sponsors with whom Peters, Griffin, Woodward (its national rep) does business.

To enter, contestants merely give their estimates of the number of national accounts who will use Wometco television stations during the month of April.

Grand prize is an all-expense-paid trip to the Century 21 World's Fair in Seattle. Deadline for entries was April 15.

The winner will be the entry which estimates, either on over or under, closest to the actual "taken from the individual station log" figures of national spot advertisers during April. In the event of a tie, a run-off of the winners will be held. The winner will be annnounced May 14.

Wometco stations: WTVJ (TV) Miami; WLOS-TV Greenville-Asheville-Spartanburg; WFGA-TV Jacksonville, Fla.; KVOS-TV Bellingham, Wash.

KMBC-TV has trouble giving a car away

KMBC-TV Kansas City got more of a climax than it bargained for in its Free-For-All contest in which the pot was sweetened by a 1962 Rambler convertible as grand prize.

After several weeks and more than 150,000 entries, the station drew the winning name from a giant tumbler of post cards. The announced winner was Tony Bartolotta of that city.

Then came the problem. Mr. Bartolotta was on relief and the acceptance of the new automobile would put his assets above the government maximum allowance.

Several phone calls later, the station learned from state welfare offices that Mr. Bartolotta could suspend his welfare benefits until his assets were back in line with state requirements.

WNAC brochure released

WNAC Boston, following the completion of the first year of its new program format, commissioned The Pulse Inc. to make a qualitative study of the results.

The station compiled the findings—which showed how WNAC rated with other area stations from a cross sample of 1,000 Bostonians who were questioned—in a handy booklet that is currently being distributed to local and key market agency personnel.

The booklet was produced by Al Korn, advertising and promotion director, and Frank Boehm, national research director for RKO General of which WNAC is part.



WBZ-TV salesmen on champagne tour

The sales force of WBZ-TV Boston is literally popping its cork (note the champagne) over the latest ARB ratings which give the station its greatest audience share in history. Advertising and sales promotion manager Donn Winther (l) and sales manager Ken MacDonald (r) are set to lead WBZ-TV's sales staff on a tour of the local agencies to share the bubbly water. The salesmen (l to r): Ernie Golden, Dave Gregory, Chet Zaneskie, Ted Wrobel (assistant sales manager), Larry Feeny, Don O'Shea and Al Solari. The agency people were happy, too.

Drumbeats . . .

Floating party ▪ WWDC Washington is engaged in what it calls "the world's largest permanent floating cocktail party," a means by which the station is introducing its staff to various local agencies. WWDC sets the time and provides the food and entertainment for the party which is held in the agency's office. The parties are held about once a month—a different agency each time —and will continue until the end of 1962, according to Norman Reed, the station's vice president in charge of public relations.

Program book ▪ To climax the 10th anniversary of its popular *Magazine of the Air* program, WKRC Cincinnati offered its listeners a condensed version of the program in printed form. The 32 page booklet, featuring excerpts of the best of host Stan Matlock's daily broadcasts, sold for 10 cents per copy. The station reported it was a best seller.

KYW editorial ▪ KYW-AM-TV Cleveland found that its editorials have impact. Coincident with a recent editorial dealing with police power and what to do in case of an arrest, the stations offered viewers a free brochure entitled, "If You Are Arrested." KYW said it was overwhelmed at the number of requests received.

Apple for the teacher ▪ 10 boxes of Virginia apples and $100 in cash were the prizes WRVA Richmond, Va., offered in its "Apple for the Teacher" contest, in which students were to send in post cards voting for their favorite teachers. The top 10 winners received the boxes of apples to share with the students who voted for them and the $100 went to the PTA of the school receiving the greatest number of votes.

Deed of the day ▪ WJW Cleveland is awarding a bouquet of flowers daily to a person it feels has performed a service to the community which is deserving of the title, Deed of the Day. The station's newsmen, in the course of their regular assignments, will select the daily winners.

Basketball team ▪ WLCS Baton Rouge, La., formed a basketball team, augmented by Billy Cannon and Jim Taylor, professional football stars of the Houston Oilers and Green Bay Packers, respectively. While the team failed to win a game, it played to five sell-outs and donated all proceeds to charity.

Tv education ▪ WBBM-TV Chicago has inaugurated a new monthly "Television Reading Service" for high schools in its coverage area and in the fall will expand the service to include elementary schools too. The service is designed to help the student to use his



A prize ticket from Toody

Comic Joe E. Ross (r), Officer Toody of NBC-TV's *Car 54, Where Are You* series, and Mort Crowley, dj at WLS Chicago (second from left), join forces to give Mr. and Mrs. Walter Ninke a prize "ticket" of a one week all-expenses paid vacation in Wisconsin—top prize in the All-Wisconsin Vacation Show held recently in Chicago. Mr. Ross and Mr. Crowley both served as contest judges.

WPRO's twist

In lieu of the variety that lands people in hospital beds, WPRO Providence has developed a substitute Twist. All the practitioner has to do is twist his radio dial to 630 kc, according to WPRO. As part of its "Twist to WPRO" campaign, the station is sending a "Twist Caravan" and "Twist Girls" to major supermarkets, shopping centers and department stores. And besides heavy in-store and on-the-air promotion, the outlet is distributing its own "twister" garter, to be worn below the knee or above the elbow.





Friendly competitors in San Antonio

Fifteen advertising agencies in San Antonio got together and threw a party for media salesmen. Here are some of the friendly competitors (l to r), Sam Riklin, KAPE, that city; Sam Young Adv.; John Fraser, Fraser-Wiggins-Collins & Steckly; Bill Miles, KITE, that city.

home tv viewing hours to better educational advantage. WBBM-TV each month submits a list of both network and local programs of merit to a committee of educators who suggest a list of selected books that logically tie in with the programs. The program-reading list then goes to schools in advance of the air dates.

Birthday sweepstakes ▪ KGIL San Fernando, Calif., took the occasion of its 15th anniversary to launch a $3,000 sweepstakes contest. More than 10,000 persons entered the month-long extravaganza in which 121 retail stores in the area participated.

Irish music ▪ Believing that everybody is Irish on St. Patrick's day, WORL Boston devoted its entire programming on that holiday to Irish music. The station called attention to the program by purchasing a full-page green ad in the *Boston Record American.*

Safe driving ▪ KJR Seattle this week is starting a safe driving campaign in connection with the opening of the Seattle World's Fair April 21. For the six months of the fair, KJR will broadcast voices of familiar radio personalities from "back home," reminding drivers to be cautious. Some 46 U. S. and Canadian radio stations and 100 recording, tv and motion picture stars are taking part in the activity. KJR will broadcast the spots at different times 24 hours a day.

Student aid ▪ To bring to the attention of San Diego listeners the plight of the San Diego State College student fund, KOGO, that city, broadcast from a mobile unit on the campus, featuring hourly programs of various college activities.

Storm cleanup ▪ WVOP Stroudsburg, Pa., triggered a 250 man cleanup brigade to help residents of Long Beach Island, N. J., clean up debris still lingering from last month's heavy storm which rocked the East Coast.

RAB Kit

A new RAB kit tells radio stations how they can turn National Radio Month (May) into a period of increased sales.

A 20-page manual contains commercial copy, ideas for retailer contests, and promotions. The kit also contains a mailing piece, to be sent to advertisers, which describes radio's function as a business builder "vital to the continued growth of the national and local economy."

RAB say the primary customer for National Radio Month advertising schedules are radio set dealers. May, the brochure says, means warm "transistor weather," the first full month of the baseball season and Mother's Day—three reasons for radio set sellers to advertise on radio.

KMPC's new sound

Hugh Heller, new program director of KMPC Los Angeles, has created a total of 87 "new sounds" for the station . . . station breaks, themes and backgrounds for KMPC's news, sports and other programs and personalities played by five orchestras ranging from full symphonic strings to a marching band and a modern jazz combo and sung by male soloists and choruses. Although each of the new sounds is new, all include the four-note (C-E-G-C) musical sequence which Los Angeles listeners have long identified with the KMPC call.

National Velvet promotion

NBC-TV and Burlington Ribbon Co., division of Burlington Industries, New York, have completed negotiations on a promotional tie-up featuring Lori Martin and Carole Wells, stars of *National Velvet* (Monday, 8-8:30 p.m.), produced by MGM-TV.

A national magazine compaign advertising Burlington's new line of National Velvet elastic hair ribbons will be launched in June. Ads will show the program's stars wearing the new ribbons.

FATES & FORTUNES

BROADCAST ADVERTISING


Mr. Burton

Robert R. Burton, senior vp, Kenyon & Eckhardt, New York, joins Campbell-Mithun as executive vp and general manager of Minneapolis-based advertising agency's 135-man Chicago office. He succeeds **Lee A. Terrill,** manager of C-M Chicago for past four years, who will now devote his full time to active supervision of several key accounts. Mr. Burton, 29-year advertising veteran who began his career with Gardner Adv. in St. Louis in 1933, formerly managed K&E's Chicago office and also spent several years in Chicago as vp and account supervisor at Needham, Louis & Brorby and at Young & Rubicam.

Robert C. Kelly, formerly with Barrington & Co., New York marketing consultants, joins Lennen & Newell Inc., advertising agency, that city, as senior vp and management supervisor on Best Foods Div. of Corn Products Sales Co. account.

Jack E. Rodwell, copy chief, The Rumrill Co., New York, elected vp. Mr. Rodwell, who joined Rochester-based advertising agency's Buffalo Div. in 1951, transferred to New York City when Rumrill opened its local office in March 1961.

Richard B. Stockton, account executive and pr consultant, Storm Advertising Co., St. Louis, elected vp. Mr. Stockton, who formerly operated his own advertising and pr firm in St. Louis for three years, joined Storm in 1960 as director of agency's pr division.

Dan H. Baer, manager of Los Angeles office of Harshe-Rotman Inc., pr firm, elected vp. Mr. Baer will continue to direct operations of H-R's Los Angeles office.


Mr. Bassett


Mr. Moore

John R. Bassett and **D. Reynolds Moore,** account supervisors, Sullivan, Stauffer, Colwell & Bayles, New York, elected vps.


Mr. Byrne

William F. X. Byrne, vp and account supervisor in New York office of Gardner Adv., St. Louis, elected to board of directors.

Leslie S. Mather, member of copy department, Foote, Cone & Belding, Chicago, elected vp and copy group head. Mr. Mather, who joined FC&B in 1955 from Maxon Inc., will service agency's Kimberly-Clark and General Foods accounts.

Lee H. Bristol, board chairman, Bristol-Myers Co., New York, elected national chairman of United Community Campaigns of America for 1962.

Bert Westman, president of his own advertising and pr agency, Bert Westman Inc., New York, joins Mohr & Eicoff Inc., that city, as vp and account supervisor.

Victor G. Bloede, senior vp and member of board of directors, Benton & Bowles, New York, named director of creative services. He replaces **William D. Tyler,** resigned.

Robert C. Pettingell Jr., station and

sales manager, KOB Albuquerque, N. M., elected president of Albuquerque Advertising Club.

Syd Cornell joins Stockton-West-Burkhart, Cincinnati advertising agency, as manager of radio-tv department.


Mr. Lazarus

Harry J. Lazarus, vp, Dancer-Fitzgerald-Sample, Chicago, joins Geyer, Morey, Madden & Ballard, that city, effective May 1, as vp in charge of Western Div. Before joining D-F-S in 1954, Mr. Lazarus was vp of Bozell & Jacobs, with which he merged his own agency, Harry J. Lazarus & Co., in 1951.

Dik W. Twedt, president, Faison & Twedt, Chicago marketing consultants, resigns to join BBDO, Chicago, as director of research and marketing service.

Arthur H. Baum, vp in charge of advertising and pr, The Formfit Co., Chicago, elected chairman of cooperative advertising committee of Assn. of National Advertisers, New York. He succeeds **William Maxwell,** manager, consumer relations department, International Harvester Co., Chicago.

Kevin Kennedy, W. Lee Abbott and **Dickson Griffith,** vps and account supervisors, Kenyon & Eckhardt, New York, named management supervisors.

George Hunter, account supervisor, Erwin Wasey, Ruthrauff & Ryan, Chicago, joins Don Kemper Co., that city, as executive on A. E. Staley Manufacturing Co. (starch) account.

Robert S. Heller joins Rives, Dyke & Co., Houston advertising agency, as account executive.


Miss Johnson

Dorothy Lou Johnson, former merchandising executive, Foote, Cone & Belding, appointed merchandising manager on Purex and Wish-Bone accounts, Edward H. Weiss & Co., Chicago.

Charles H. Keller, vp, The Fred M. Randall Co., Detroit advertising agency, joins Zimmer, Keller & Calvert, that city, as account executive.

Robert S. McTyre, group tv copy supervisor, Campbell-Ewald Co., Detroit, promoted to director of agency's tv writing department. Other promotions: **Fred L. Lounsberry** as supervisor on Chevrolet passenger cars; **Robert J. Murphy** as assistant supervisor, and **Glenn Wilson** as supervisor on Chevrolet trucks, used cars and non-Chevrolet accounts.

Nelson C. Metcalf, formerly with Ted Bates & Co., and **Peter R. Olmsted,** copy group head, Benton & Bowles, join Leo Burnett Co., Chicago, as copy supervisors.

Earl Kennedy, head of Kennedy-Walker Inc., Los Angeles, and formerly with Maxon Inc., joins Grey Adv., that city, as director of client services.

Claude Bolser, special lecturer in advertising, City College of New York, appointed executive secretary of League of Advertising Agencies, that city.

Marie Ward, accounting supervisor, Krupnick & Assoc., St. Louis, appointed assistant secretary-treasurer.

Eugene Anderson joins Wermen & Schorr Adv., Philadelphia, as comptroller, newly created position. Other new appointments: **Stella Porter,** formerly with Bauer & Tripp Adv., as timebuyer; **Stanley Ogen,** Sidney Rothstein & Son Adv., art department, and **Maryann Keelor,** Aitken-Kynett Adv., radio-tv merchandising department. **Nancy Pilla** appointed estimator in W&S's radio-tv department.

Donald W. Miller, salesman, WTOL Toledo, joins Moore & Bellows, advertising agency, that city.

THE MEDIA


Mr. Hopkins

John Hopkins, president and general manager, KTVT (TV) Fort Worth-Dallas, elected president and general manager, KCOP (TV) Los Angeles, succeeding **William Whitsett** (FATES & FORTUNES, April 9). Both stations are owned by Nafi Corp. Mr. Hopkins will continue in same capacity at KTVT pending approval of WKY Television System's application to acquire station.

Kent Burkhart, program director, WQXI Atlanta, promoted to general manager. He is succeeded by **Red Jones,** WQXI air personality. **Bob Mann,** who joined outlet in June 1960 from Fox Movietone, division of United Press International, appointed news director. **Phil Davis** and **Mike Holliday** join station as newsman and air personality, respectively.

Robert D. Nelson, sales manager, KXIV Phoenix, appointed station manager.

James L. Ritter, local sales manager, WTVW (TV) Evansville, Ind., named station manager. **Al Saucier,** sales representative, succeeds Mr. Ritter as local sales manager. **Bob Wallis, Bob Brock** and **Russell Barnett** join WTVW as sales promotion director and sales representatives, respectively.


Mr. Cooper

Roger Cooper, manager of market reports and station sales for American Research Bureau, Washington, resigns to join KCRA Inc. (KCRA-AM-FM-TV Sacramento, Calif.), effective May 15, with initial responsibility for national sales development and research. Mr. Cooper leaves ARB after 13-year career in tv audience measurement. In 1949, he formed his own company, Coffin, Cooper & Clay Inc., Los Angeles, which produced Tele-Que tv ratings. When firm merged with ARB in 1952, Mr. Cooper became western sales manager. In 1957, he moved to ARB's home office in Washington as station sales manager, and was appointed manager of ARB market reports in 1958.

Donald H. McGannon, president and director of Westinghouse Broadcasting Corp., New York, elected chairman of major corporations division of 1962 appeal of Greater New York Fund.

George R. Swearingen, former At-

"IT PAYS TO USE KTVE"



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EL DORADO MONROE GREENVILLE

REPRESENTED NATIONALLY BY: VENARD, RINTOUL & McCONNELL CECIL BEAVER SOUTHERN REP.

lanta office manager, CBS-TV Spot Sales Inc., New York, forms own radio-tv station rep firm, George R. Swearingen Co., 406 Henry Grady Bldg., Atlanta, Ga. Telephone: 524-3516 or 289-4207.

Francis I. Lambert, vp, general manager and chief engineer, WEER Warrenton, Va. (Radio Associates Inc.), resigns. **Laurens M. Hamilton,** president of Radio Associates, will supervise station operations until successor has been named.


Mr. DeMarco

John G. DeMarco, sales manager, KGMB-AM-TV Honolulu and KHBC-AM-TV Hilo (Hawaiian Broadcasting System Ltd.), appointed station manager of KGMB and KHBC radio outlets. Mr. DeMarco joined KGMB in 1960 as program director. He was appointed sales manager for two radio and tv stations in January 1962.

Leonard Spinrad, executive editor of public information for CBS-TV, New York, elected president of Graduate Faculties Alumni of Columbia U. He succeeds **Dr. Foster D. Snell,** president of Foster D. Snell Inc., consulting chemists.

Ted Capener, farm director, KSL-AM-FM-TV Salt Lake City, elected national vp for Pacific Southwest Region of National Assn. of Television & Radio Farm Directors. He succeeds **Howard Keddie,** KGB-AM-FM San Diego, Calif. **Jim Miller,** KFRE Fresno, Calif., re-elected regional vice chairman.

Irv Phillips, former general manager, KDAY Santa Monica, and **Sunny Mitchell,** of Mitchell, Murray & Horn, San Francisco pr firm, join sales department, KEWB Oakland-San Francisco. **Larry Mitchell** and **Patricia Rogers** join KEWB as music librarian and public service director, respectively.

George B. Buchalter joins WINS New York as assistant to Gerald Sherwin, director of advertising, research and publicity.

Ross W. Dunbar, sales manager, WAMS Wilmington, Del., joins WIP-AM-FM Philadelphia as retail sales development specialist. Previously, Mr. Dunbar was sales representative for American Cyanamid Corp., New York.

Mary Camacho, sales department, CBS Radio Spot Sales, New York, named manager, sales service department.

Mori Greiner, program manager, KMBC-TV Kansas City, promoted to station manager. Mr. Greiner has been with station since August 1953.

Joseph Thompson, station manager, KHAT Phoenix, resigns to become managing director of KTPM (FM) Sun City, KAKA Wickenburg, and KCAC Phoenix, all Arizona.


Mr. Queen

William A. Queen, general manager, WTAO Cambridge-WXHR (FM) Boston, Mass., and former national sales manager, WHDH-AM-FM Boston, elected vp of New England Spot Sales Inc., Boston-based radio-tv rep firm.

William R. Murdoch, traffic manager, KSL-TV Salt Lake City, appointed director of sales services.

William J. Gilmore, chief engineer, WAVI-AM-FM Dayton, Ohio, joins KQV Pittsburgh, in similar capacity.

James J. Chitwood, announcer-engineer, WCTW-AM-FM New Castle, joins engineering staff, WLBC-AM-FM-TV Muncie, both Indiana.

Thomas R. McManus, former operations manager, KRCW (FM) Santa Barbara, Calif., joins KACL, that city, as program director.

Wayne J. Painter appointed merchandising director for WISN-TV Milwaukee. He formerly worked in sales development, promotion, merchandising and regional sales at WFRV (TV) Green Bay, Wis.

Wayne Hickox, announcer and news director, WATR-AM-FM Waterbury, joins WINF-AM-FM Manchester, both Connecticut, as announcer and account executive.


Mr. Peters

Edward J. Peters, local sales manager, WMBD-AM-FM Peoria, Ill., promoted to assistant general manager. Mr. Peters joined station in 1957 as account executive. He was appointed local sales manager in January 1961.

Thomas F. Leahy, former account executive, WGN-TV Chicago, joins WCBS-TV New York, in similar capacity. **Gerald B. Flesher,** sales promotion copywriter, Outdoor Advertising Inc., joins WCBS as sales development supervisor.

John Dunham, news and public affairs department, WJXT (TV) Jacksonville, Fla., promoted to account executive. **James Allday,** formerly with news and public affairs department, WKRG-TV Mobile, Ala., to WJXT in similar capacity.

Neal Perlich, former sales manager,

Mayors delight

Claiming the distinction of being the only radio station in the United States with two mayors on its staff is KWSC Pullman, Wash., owned by Washington State U.

Allen Miller, KWSC general manager and director of information for Washington State U., completes four years as Mayor of Pullman in June.

Burt Harrison, KWSC station manager and associate professor of journalism, began a four-year term as Mayor of Albion, Wash., after polling more votes than his two opponents combined in an election last month.

The former Albion mayor resigned after the recent election and both Messrs. Miller and Harrison currently are serving their respective communities as mayors.

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Naegele Co., joins WMIN Minneapolis-St. Paul as account executive.

John W. Davidson, southeast division manager, Ziv-United Artists, joins WTVJ (TV) Miami as account executive.

Gene K. Lieberman, former sales service manager, WNTA-TV New York, joins WADO, that city, as account executive.

Robert O. Gilmore, writer-director for TelePrompTer Corp. at OGMS-TV Huntsville, Ala., U. S. Army Ordnance Guided Missile School, and former producer-director, WFLA-TV Tampa, appointed chief producer for Army's etv station.

Ken Quick, film editor, WBTV (TV) Charlotte, N. C., promoted to film department supervisor. He is succeeded by **Reg Dixon.**

Bill Manley, staff photographer, WMAZ-TV Macon, Ga., promoted to chief photographer, succeeding **Bill Cook,** who joins Sanford Furniture Co., Sanford, N. C. **Bob Jones,** WMAZ's floor crew, transfers to station's photography department.

Paul R. Allerup, European news editor, United Press International, named UPI's general European news manager, succeeding **Harry Ferguson** who has been assigned to Washington as national reporter. **Daniel F. Gilmore,** UPI manager for Italy, replaces Mr. Allerup as European news editor with headquarters in London. **William F. Sunderland,** news editor of Rome bureau, appointed UPI manager for Italy.

Merlin (Scoop) Kennedy, for past seven years news, sports and special events writer-producer, WDSU-TV New Orleans, appointed station's exclusive Paris correspondent.


Mr. Cowan

Phil Cowan, director of publicity and special events, Metropolitan Broadcasting System, New York, elected vp in charge of pr. In new post, Mr. Cowan will be responsible for all pr activities of Metropolitan's stations: WNEW-AM-FM-TV New York; WTTG (TV) Washington; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTVH (TV) Peoria and WTVP (TV) Decatur, both Illinois; KOVR (TV) Stockton, Calif., and KMBC-AM-FM-TV Kansas City.

Frank Kearns, CBS News correspondent, transfers from New York to CBS News' Paris bureau on general assignment. **Richard Kallsen,** correspondent in Paris since 1960, moves to network's London news bureau.

Ben Summers joins WMRC Milford, Mass., as news and sports director.


Mr. Abbott

Charles F. Abbott Jr. appointed assistant tv sales manager for The Katz Agency Inc., New York. Mr. Abbott was formerly with WABC-TV, that city, before joining Katz in 1954.

Gus Grebe, sportscaster, KWIZ-AM-FM Santa Ana and KEZY-AM-FM Anaheim, both California, joins sports department, KNX-AM-FM Los Angeles.

Mrs. Waldo Norris joins WFGA-TV Jacksonville, Fla., as women's director.

PROGRAMMING

Frederick L. Gilson, manager of Atlanta office of CBS Films Inc., named manager of St. Louis office. **Jack Waldrep,** account executive in Atlanta office, becomes manager of that office.

Herman Keld, director of research, MGM-TV, New York, appointed to newly created post of sales coordinator. Mr. Keld joined production company in July 1960 as assistant to director of research.

Winston C. (Wink) Martindale, air personality, KRLA Pasadena, Calif., resigns to join Dot Records Inc., subsidiary of Paramount Pictures, Hollywood, as national director of promotion and assistant director of artists and repertoire.

Mac Benoff, playwright, and former writer-producer-director for radio and tv, named executive producer in charge of tv film production at Goodson-Todman Productions in Hollywood. His immediate responsibility will be to establish roster of tv network entries for 1963-64 season. Besides creating properties himself, Mr. Benoff will seek projects from others for development by Goodson-Todman.

Jack Bird, associate pr director, Baptist General Convention of Texas, joins Keitz & Herndon Inc., Dallas-based motion picture producer, as production coordinator.

Alvin Cooperman, former executive producer for Roncom Video Films, and producer of *June Allyson* and *Shirley Temple Story Book* series, joins Desilu Productions, Hollywood, as producer of *The Untouchables* for 1962-63 season.

GOVERNMENT

James O. Juntilla, assistant to chief of FCC's Broadcast Bureau since joining commission last March, promoted to assistant chief of bureau. **James Barr** also remains as assistant chief.





Canadian Assn. of Broadcasters' new board of directors

Newly elected to the board of directors of the Canadian Assn. of Broadcasters are seated (l to r): **R. F. Large,** CFCY Charlottetown; **T. D. French,** CKLC Kingston; **E. A. Rawlinson,** CKBI Prince Albert; **J. A. Pouliot,** CFCM-TV and CKMI-TV Quebec, vp for tv; **Don Jamieson,** CJON-AM-TV St. John's, Newfoundland, president; **A. F. Waters,** CHUM Toronto, vp for radio; **R. T. Snelgrove,** CKBB and CKVR-TV Barrie; **N. Botterill,** CJLH-AM-TV Lethbridge; and **R. G. Chapman,** CHBC-TV Kelowna.

Standing (l to r): **M. Maclachlan,** CHWK Chilliwack; **A. Pelletier,** CHRC Quebec; **L. Moffat,** CKY Winnipeg; **T. Tonner,** CHSJ Saint John, N. B.; **K. Hutcheson,** CJAV Port Alberni; **M. Brown,** CFPL London, past president; **D. Hartford,** CFAC Calgary; **S. C. Ritchie,** CKLW-AM-FM-TV Detroit, Mich.-Windsor, Ont.; and **H. C. Caine,** CHWO Oakville. **C. Lavigne,** CFCL Timmins, absent from photo.

EQUIPMENT & ENGINEERING



Mr. Papernow

Leon N. Papernow, executive vp, H & B Communications Corp., elected vp in charge of operations, H & B American Corp., Beverly Hills, Calif. He will continue to serve as executive vp of H & B Communications, wholly owned subsidiary. Prior to joining H & B in November 1960, Mr. Papernow was with Jerrold Electronics Corp., Philadelphia, where he managed for five years firm's group of community antenna tv systems, which were acquired by H & B in 1960. Previously he was general manager of Television Broadcasting Corp., San Diego.

George L. Carrington Jr., general sales manager, Altec Lansing Corp., Anaheim, Calif., appointed general manager of Altec Service Co., New York, division of Altec companies. **Ralph E. Pierce,** Altec service branch manager in Boston, promoted to operating manager of motion picture theatre and electronics service organization.

Ivan G. Easton, vp for engineering, and **Harold M. Wilson,** vp for manufacturing, General Radio Co., West Concord, Mass, elected to firm's board of directors. **Arthur E. Thiessen,** board chairman; **Charles C. Carey,** president; and **Donald B. Sinclair,** executive vp and technical director, were re-elected to board. **Lawrence H. Pexton** and **John D. Quackenbos** re-elected treasurer and clerk, respectively.



Mr. Grant

C. Gus Grant, manager of marketing for ballast department, General Electric Co., Danville, Ill., joins Ampex Corp., Redwood City, Calif., as vp for marketing, newly created position. In his new post, Mr. Grant will direct all domestic marketing activities for entire Ampex product line, including magnetic recorders for instrumentation, computer, video and audio use and magnetic tape. He had been with GE for 16 years.



Mr. Stewart

George T. Stewart, vp, Sylvania Home Electronics Div., Sylvania Electric Products, New York, appointed general sales manager of Sony Corp. of America, subsidiary of Sony Corp. of Tokyo, with headquarters in New York. Mr. Stewart will direct all sales activities in U. S., working with Sony's branch offices in Los Angeles and Chicago. He joined Sylvania in 1955 as district manager for New York and Pennsylvania areas. Subsequently, Mr. Stewart served as national distribution manager, national sales manager, and vp and member of board of directors.



Mr. Beyer

Eugene E. Beyer Jr., general attorney for corporate affairs, RCA, New York, elected vp. Mr. Beyer joined RCA in 1947 as attorney and tax counsel. He was elevated to senior attorney in 1951, and was appointed to his present post in 1956.

Howard W. Hibshman, former sales manager for consumer products, General Dynamics/Electronics Corp., Rochester, named marketing manager of Pilot Radio Corp., subsidiary of Jerrold Electronics Corp., Long Island City, N. Y.

George A. Fadler, director of purchases, RCA, New York, elected staff vp for purchases. Mr. Fadler joined RCA in January 1962.



Mr. Pollock

Victor J. Pollock, secretary - treasurer and member of board of directors, Consolidated Electrodynamics Corp., Pasadena, joins Leach Corp., Compton, both California, as financial vp and treasurer. As company's senior financial officer, he will be responsible for all financial, accounting and contract administration functions. Mr. Pollock had been with Con-

solidated for past 10 years. Earlier he was associated with Pacific Airmotive Corp. and W. R. Grace & Co., New York, in various executive capacities.

INTERNATIONAL

Marcello Rodino re-elected president for three-year term of RAI Corp., Italian radio-tv system, at annual shareholder's and directors meeting in Rome.

Claude Barnwell, tv production director, Young & Rubicam Ltd., Montreal, elected vp of Goulet Productions Ltd., that city. Company name has been changed to Claude Barnwell Ltd.

Gary Greenway, client services director, CFCN-AM-TV Calgary, Alta., appointed promotion and merchandising director.

DEATHS


Mr. Anderson

T. Hart Anderson Jr., 66, marketing consultant and former board chairman of Anderson & Cairns Inc., New York, died of heart attack April 7 at his home in Pennington, N. J. Mr. Anderson began his career as an advertising space salesman for *Home & Garden* magazine. In mid 1920's he joined advertising agency of Cowan, Dempsey & Dengler, specializing in home furnishings. In 1929 he was elected president of Anderson, Davis & Hyde, New York (later Anderson, Davis & Platte), and subsequently became its chairman. Agency was merged with John A. Cairns Inc. in 1952 to become Anderson & Cairns Inc. Mr. Anderson was chairman until his retirement in 1960.

William C. (Bill) Bryan, 51, general manager, KTRH Houston, died April 8 while visiting his parents in San Antonio, Tex.

James Curtis, 40, producer-narrator, WBEN-AM-FM-TV Buffalo, N. Y., died of apparent heart attack April 6 in his Buffalo apartment. Mr. Curtis joined WBEN in February 1961 from WEBR-AM-FM, that city, where he had served as program director.

William A. Krauth, 77, music librarian and associate musical director, NBC, Hollywood, until his retirement a year ago, died April 8 in Memorial Hospital, Glendale, Calif.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 4 through April 11, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

KOAA-TV Pueblo, Colo.—Metropolitan Tv Co.; changed from KCSJ-TV.

*WDCN-TV Nashville, Tenn.—Davidson County Board of Education and Nashville City Board of Education.

*WMVT(TV) Milwaukee, Wis.—Milwaukee Board of Vocational & Adult Education.

*WMVS(TV) Milwaukee, Wis.—Milwaukee Board of Vocational & Adult Education; changed from WMVS-TV.

New am stations

APPLICATIONS

Athens, Ala.—Limestone Bcstg. Co. 1080 kc, 1 kw D. P. O. address Rt. 8, Athens. Estimated construction cost $12,594; first year operating cost $36,256; revenue $41,028. **Kennith A. Casey,** sole owner, is chief engineer for Tennessee Valley Radio & Tv Corp., Decatur, Ala. Ann. April 6.

Dardanelle, Ark.—Central Arkansas Bcstg. Inc. 980 kc, 1 kw D. P. O. address 101 E. Main, Russellville, Ark. Estimated construction cost $36,476; first year operating cost $40,000; revenue $55,000. Principals: **Wm. C. Murphy, W. Lyle Sturtevant, Parker Parker, L. I. VanLandingham, Louis H. VanLandingham** (each 18%), **Daniel Scott, A. B. Grace** and **R. L. Schuh** (each 3%). Messrs. Murphy and L. I. VanLandingham are mortgagees of gas company; Mr. Sturtevant is newspaper publisher; Mr. Parker is attorney; Louis VanLandingham is news director for KSWO Lawton, Okla.; Mr. Scott is used car dealer; Mr. Grace owns 98% of plumbing and heating firm; Mr. Schuh is accountant. Ann. April 10.

Fort Smith, Ark.—Los Tres Piedras Bcstg. Inc. 790 kc, 1 kw D. P. O. address box 1669, Phoenix 1, Ariz. Estimated construction cost $8,050; first year operating cost $2,400; revenue $36,000. Principals: **Robert N. Presley, Geoffrey A. Lapping** and **Robert F. Guglielmo** (each one-third). Mr. Presley is sales manager for KTCS Fort Smith; Mr. Lapping owns KHAT Phoenix and owns program engineering firm; Mr. Guglielmo owns 50% of restaurant. Ann. April 6.

Bridgeport, Conn. — Connecticut Coast Bcstg. Co. 1530 kc, 10 kw D. P. O. address 22 Reynolds Place, Newark, N. J. Estimated construction cost $212,850; first year operating cost $185,000; revenue $200,000. Principals: **Salvatore Bontempo** and **Daniel J. Fernicola** (each one-half). Mr. Bontempo owns stock in country club and has been Assistant Secretary of State, Administrator of Security and Consular Affairs for government; Dr. Fernicola is dentist and owns 10% of applicant for new am station in Syracuse, N. Y. Ann. April 11.

Seymour, Conn.—Garo W. Ray. 1530 kc, 250 w D. P. O. address 410 Barton Drive, Orange, Conn. Estimated construction cost $26,446; first year operating cost $50,000; revenue $45,000. Mr. Ray is communications engineer, has owned interest in WNHC-AM-FM-TV New Haven, Conn., and WWON Woonsocket, R. I., and is president of educational motion picture production firm. Ann. April 11.

Kankakee, Ill.—Valley Bcstg. 1080 kc, 1 kw D. P. O. address 119 Olympia Plaza, Chicago Heights, Ill. Estimated construction cost $21,187; first year operating cost $65,000; revenue $75,000. Principals: **Anthony V. Santucci, Robert A. Jones** (each 45%) and **Kenneth Berres** (10%). Mr. Santucci is general manager and 19.5% owner of WCGO Chicago Heights; Mr. Jones is radio consulting engineer; Mr. Berres is announcer for WCGO. Ann. April 11.

Mendota, Ill.—Mendota Bcstg. Co. 1090 kc, 250 w D. P. O. address 924 Bellwood Ave., Bellwood, Ill. Estimated construction cost $11,753; first year operating cost $30,000; revenue $42,000. **Miss Janet C. Becker,** sole owner, is employe of International Harvester Co. Ann. April 11.

Zion, Ill.—Z-B Bcstg. Co. 1500 kc, 250 w D, DA. P. O. address 2600 Sheridan Rd., Zion. Estimated construction cost $42,968; first year operating cost $72,000; revenue $84,000. Principals: **Edward H. Weinberg, Maurice J. Weber, Sidney J. Goldstein** (each one-third). Mr. Weinberg owns 28% of licensee of KBBS Buffalo and KASL Newcastle, both Wyoming; Mr. Weber owns laundry and dry cleaning company; Mr. Goldstein is attorney. Ann. April 11.

Wabash, Ind.—William N. Udell. 1090 kc, 1 kw D. P. O. address 2006 Somerset Rd., L.B., Michigan City, Ind. Estimated construction cost $33,995; first year operating cost $60,000; revenue $72,000. Mr. Udell owns 62.5% of licensee of WIMS Michigan City, WKAM Goshen, and applicant for new am station in Mishawaka, all Indiana. Ann. April 10.

Rockford, Mich.—Jack Lee Payne. 810 kc, 500 w D. P. O. address 8880 Brower Lake Drive, Rockford. Estimated construction cost $13,124; first year operating cost $30,000; revenue $45,000. Mr. Payne owns coin operated machines company. Ann. April 11.

EDWIN TORNBERG
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New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

Existing am stations

APPLICATIONS

WDOV Dover, Del.—Cp to change hours of operation from D to unl., using power of 5 kw and install DA-N. Ann. April 10.

WBEE Harvey, Ill.—Cp to change frequency from 1570 kc to 1560 kc, increase power from 1 kw to 10 kw, install new trans. and make changes in DA system (add 3 towers). Ann. April 11.

KJCF Festus, Mo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 6.

KWON Bartlesville, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 6.

KCFA Spokane, Wash.—Cp to change hours of operation from D to unl., using 1 kw, 5 kw LS and install DA-N. Ann. April 6.

CALL LETTERS ASSIGNED

KJKJ Flagstaff, Ariz.—Dateline Bcstrs.
KTRG Honolulu, Hawaii—Ala Moana Bcstg. Inc.; changed from KOOD.
KEWI Topeka, Kan.—Midland Bcstrs. Inc.; changed from KJAY.
KQYX Joplin, Mo.—William B. Neal.
WFSR Bath, N. Y.—Bath Bcstg. Inc.
WCSM Celina, Ohio—Marshall Rosene.
KWFS Eugene, Ore.—Willamette Family Stations Inc.
WIVE Ashland, Va.—WDYL Radio Inc.; changed from WDYL.
WOLD Marion, Va.—The Seward Bcstg. Inc.

New fm stations

ACTIONS BY BROADCAST BUREAU

Cocoa Beach, Fla.—C. Sweet Smith Jr. Granted 104.3 mc, 20 kw. Ant. height above average terrain 160.5 ft. P. O. address 425 W. Orange Ave., Cocoa Beach. Estimated construction cost $20,232; first year operating cost $10,000; revenue $15,000. Mr. Smith owns WKRT Cocoa Beach. Action April 9.

Muskegon, Mich. — Greater Muskegon Bcstrs. Inc. Granted 106.9 mc, 2.98 kw. Ant. height above average terrain 287 ft. P. O. address 517 W. Giles Rd., Muskegon. Estimated construction cost $8,322; first year operating cost $5,000; revenue $10,000

Principals: **Charles Boonstra, Marion C. Boonstra** (each 24.77%), **Harold H. Smith** (26.18%) and **R. Bunker Rogoski** (12.62%) and others. Charles and Marion Boonstra own general investment business; Mr. Smith owns wholesale beverage distributor; Mr. Rogoski is attorney. Messrs. Charles Boonstra, Marion Boonstra, and Rogoski each own 13% of WPLY Plymouth, Wis.; Greater Muskegon Bcstrs. owns 48% of WPLY. Action April 5.

Grove City, Pa. — James V. Perry. Granted 95.1 mc, 3 kw. Ant. height above average terrain 200 ft. P. O. address 634 S. Center St., Grove City. Estimated construction cost $6,487; first year operating cost $20,000; revenue $24,000. Mr. Perry is sales representative for floor coverings distributor. Action April 5.

APPLICATIONS

Dardanelle, Ark.—Central Arkansas Bcstg. 104.3 mc, 2.8 kw. Ant. height above average terrain 260 ft. P. O. address 101 E. Main, Russellville, Ark. Estimated construction cost $36,476; first year operating cost $40,000; revenue $55,000. Principals: See application for new am station. Ann. April 10.

Bakersfield, Calif.—Booth Bcstg. Co. 96.5 mc, 18.45 kw. Ant. height above average terrain 75 ft. P. O. address box 3245, Bakersfield. Estimated construction cost $21,600; first year operating cost $26,000; revenue $42,000. Principals: **Joseph E. Sonderegger** and **Gerson Al Price** (each one-half). Mr. Sonderegger owns 39% of reconditioned appliance retail store; Mr. Price owns retail record store. Ann. April 11.

Milton, Fla.—Mapoles Bcstg. Co. 103.5 mc, 3.034 kw. Ant. height above average terrain 147.48 ft. P. O. address 111 Orange St., Milton. Estimated construction cost $10,763; first year operating cost $10,000; revenue $15,000. **H. Byrd Mapoles**, sole owner, is manager of WEBY Milton, and owner of two-way communications equipment sales and service. Ann. April 5.

Dallas, Tex.—Family Stations Inc. 93.9 mc, 6.7 kw. Ant. height above average terrain 767 ft. P. O. address 2728 San Bruno Ave., San Francisco, Calif. Estimated construction cost $400; first year operating cost $36,000; revenue $36,000. Family Stations is licensee of KEAR San Francisco and KEBR Sacramento. Ann. April 5.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 11

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,649	65	145	648
FM	931	50	189	143
TV	484[1]	76	84	108

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 11

	VHF	UHF	TOTAL TV
Commercial	469	91	560
Non-Commercial	42	14	56

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 30

	AM	FM	TV
Licensed (all on air)	3,644	937	484[1]
Cps on air (new stations)	67	46	75
Cps not on air (new stations)	153	189	83
Total authorized stations	3,864	1,172	653[2]
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	174	20	63
Total applications for new stations	592	119	106
Applications for major changes (not in hearing)	459	92	35
Applications for major changes (in hearing)	49	4	12
Total applications for major changes	508	96	47
Licenses deleted	1	0	0
Cps deleted	0	4	0

[1]There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. [2]Includes one STA.

Existing fm stations

APPLICATION

WOTW-FM Nashua, N. H.—Cp to change frequency from 106.3 mc to 102.1 mc, increase ERP to 20 kw, decrease ant. height above average terrain to 149.2 ft. and install new trans. Ann. April 10.

CALL LETTERS ASSIGNED

WXBR(FM) Cocoa Beach, Fla.—Stereo Bcstg. Corp.
*WICR(FM) Indianapolis, Ind.—Indiana Central U.
WSBT-FM South Bend, Ind.—The South Bend Tribune.
KCKN-FM Kansas City, Kan.—Cy Blumenthal.
WGMZ(FM) Flint, Mich.—Valley Bcstg. Co.
WHBM(FM) Xenia, Ohio.—Harry B. Miller.
WDVR(FM) Philadelphia, Pa.—David L. Kurtz.
WBYM(FM) Bayamon, P. R.—Arecibo Bcstg. Inc.
KCHO(FM) Amarillo, Tex.—Panhandle Bcstrs.
WSAU-FM Wausau, Wis. — Wisconsin Valley Tv Corp.; changed from WLIN(FM).

Ownership changes

APPLICATIONS

KCLB Carlsbad, Calif.—Seeks assignment of cp from **Lawrence W. Felt** to **Patrick F. Michaels**; consideration $10 plus any costs involved in preparation of application to move trans. site. Mr. Michaels has been news commentator for ABC in Los Angeles, owns hotel and one-third of tv production firm. Ann. April 5.

KRNO San Bernardino, Calif.—Seeks transfer of all stock in **KRNO Inc.** from **George W. Bolling** (47.5%), **G. Wm. Bolling III** (5%), **Cecil L. Trigg** and **Jack C. Vaughn** (each 23.75%) to **Cecil L. Trigg** (27.7%), **Jack C. Vaughn** (24.4%), **Grady H. Vaughn** (24.39%), **Television Properties Inc.** (15.8%) and others; consideration $1 and assumption of liabilities for the Bolling interests; $30,000 for interests of Messrs. Trigg and Vaughn. Assignees own Television Properties Inc. and are applicants for new tv station in Corpus Christi, Tex. Mr. Trigg owns 80% of KOSA Odessa, Tex. Ann. April 6.

KATT Woodland, Calif.—Seeks assignment of license from **Interstate Bcstg. Co.** to **Kay K. Sagara** (88%) and family, d/b as **KATT Bcstg. Corp.**; consideration $500 plus approx. $28,000 owed Mr. Sagara by Interstate. Mr. Sagara has been farmer. Ann. April 5.

WGAA Cedartown, Ga.—Seeks assignment of license from **J. Franklin Proctor** and **T. Frank Proctor** (each one-half), d/b as **Polk County Bcstg. Co.** to **J. Franklin Proctor**, d/b under same name; consideration $2,338. Ann. April 6.

WHFC Cicero, WEHS(FM) Chicago, both Illinois—Seeks assignment of licenses and cps from **WHFC Inc.** to **Leonard Chess** and **Phil Chess** (each one-half), d/b as **L & P Bcstg. Corp.**; consideration $1,000,000. The Chess Bros. own record production, distribution and sales companies and own licensee of WTAC Flint, Mich. Ann. April 6.

WCFL Chicago, Ill.—Seeks assignment of license from **Chicago Federation of Labor** to **Chicago Federation of Labor and Industrial Union Council.** Ann April 5.

WKLX Paris, Ky.—Seeks involuntary assignment of license from **Paris Bcstg. Co.** to **Tal Jonz**, receiver. Ann. April 5.

WAPA-TV San Juan, P. R.—Seeks assignment of license from **Ponce de Leon Bcstg. Inc. of Puerto Rico**, to **WAPA-TV Bcstg. Corp.**; consideration $1,500,000. Assignee is wholly owned by **Screen Gems Inc.** and has pending application for transfer of all stock in Ponce de Leon to itself. **Columbia Pictures Corp.**, owner of Screen Gems, owns KCPX-AM-FM-TV Salt Lake City, and is applicant for one-third interest in WOLE-TV Aguadilla, P. R. Ann. April 11.

WATP Marion, S. C.—Seeks assignment of license from **Pee Dee Bcstg. Co.** to **Raymond A. Somers**; consideration $35,000. Mr. Somers has been program director for WPOP Hartford, Conn. Ann. April 6.

WIVE (formerly WDYL) **Ashland, Va.**—Seeks transfer of 50% of all stock in **WDYL Radio Inc.** from **Robert E. Cobbins** and **James T. Reeder** (each one-fourth) to **John Laurino** (present owner of 48%); no financial consideration involved. Mr. Laurino also owns 51% of WYAL Scotland Neck, N. C. Ann. April 10.

KBAS(TV) Ephrata, KEPR-AM-TV Pasco, KIMA-AM-TV Yakima, all Washington, and **KLEW(TV) Lewiston, Idaho**—Seek assignment of licenses from **Cascade Bcstg. Co.,** wholly owned subsidiary of Haltom Corp. to **Haltom Corp.** Ann. April 5.

Hearing cases

STAFF INSTRUCTIONS

■ Commission on April 10 directed preparation of document looking toward granting application of Southern Bcstrs. Inc., for new tv station to operate on ch. 8 in High Point, N. C., and denying applications for same facility of Jefferson Standard Bcstg. Co. and Tri-Cities Bcstg. Co. both Greensboro, and High Point Tv Co., High Point. March 10, 1961 initial decision looked toward granting Tri-Cities and denying other applications.

Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision.

INITIAL DECISIONS

■ Hearing Examiners James D. Cunningham and Chester F. Naumowicz Jr., issued initial decision in Jacksonville, Fla., ch. 12 tv proceeding which, by order of August 2, 1960, was reopened on commission's own motion and remanded for further hearing in light of record of hearings before Subcommittee on Legislative Oversight of House of Representatives Committee on Interstate and Foreign Commerce which made reference to possible *ex parte* representations made during course of original proceeding, and information disclosed by commission inquiry. Initial decision looks toward (1) voiding and setting aside commission's August 31, 1956 decision which granted cp for ch. 12 to Florida-Georgia Tv Inc. (WFGA-TV) and which denied competing applications of City of Jacksonville and Jacksonville Bcstg. Corp.; (2) finding City of Jacksonville and Jacksonville Bcstg. Corp. disqualified from receiving grant of their applications, also denying latter's May 8, 1961 petition for leave to amend its application to change legal entity from that of corporation to partnership composed of identical parties and financial interests; and (3), in light of fact that no impropriety on part of Florida-Georgia Tv Inc., contributed to determination to void original grant, continuing in effect its authority to operate WFGA-TV pending further order of commission. Action April 11.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting applications for new daytime am stations of Francis M. Fitzgerald to operate on 1510 kc, 1 kw (250 w-CH) in Greensboro, N. C., and E. Raymond Parker to operate on 1500 kc, 1 kw (250 w-CH) in Gaffney, S. C., both conditioned that presunrise operation with daytime facilities precluded pending final decision in doc. 14419, and additional interference condition attached to Mr. Fitzgerald's grant. Action April 11.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Neil N. Levitt for new am station to operate on 960 kc, 1 kw, D, in Roswell, N. M. Action April 6.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner Frederick W. Ford

■ Granted petition by Kenton County Bcstrs. and extended time to April 9 to respond to request by Massillon Bcstg. Inc. for addition of contingent comparative issue in proceeding on their applications and Covington Bcstg. Co. for new am stations in Covington, Ky. and Norwood, Ohio. Action April 6.

■ Terminated proceeding in matter of revocation of license and SCA of Merchants Bcstg. System of Dallas Inc., for KCPA-FM Dallas, Tex., and certified case to commission for disposition. Action April 6.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: May 8 and June 11 on application of Madison County Bcstg. Co. for modification of cp of WBBY Wood River, Ill.; May 8 and June 11 on am application of WIVY Inc. (WIVY), Jacksonville, Fla. Action April 5.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Francis M. Fitzgerald and motion by E. Raymond Parker to reopen record in proceeding on their applications for new am stations in Greensboro, N. C., and Gaffney, S. C., received in evidence their exhibits and closed record. Action April 2.

By Hearing Examiner Asher H. Ende

■ Ordered record closed as of March 23 in proceeding on applications of Peace River Bcstg. Corp. and William H. Martin for new am stations in Punta Gorda and Fort Myers, Fla. As noted in transcript of hearing, proposed findings are due to be filed on April 12 and replies thereto on April 23. Action April 3.

By Hearing Examiner Charles J. Frederick

■ After April 9 hearing in proceeding on applications of Hershey Bcstg. Inc., and Reading Radio Inc., for new fm stations in Hershey, and Reading, Pa., scheduled further hearing for April 20 on engineering aspects and prehearing conference for May 29 on other aspects of case, and cancelled May 7 prehearing conference. Action April 9.

■ Granted petition by Wolverine Bcstg. Co. and continued dates from April 3 to April 17 for exchange of exhibits, April 20 to May 4 for notification of witnesses and May 8 to May 23 for hearing in proceeding on its application for new am station in Wyoming, Mich., *et al.* Action April 2.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Rollins Bcstg. Inc. and extended time from April 6 to April 9 for filing proposed findings by applicants in Wilmington, Del., tv ch. 12 proceeding. Action April 3.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Blue Island Community Bcstg. Inc., and Elmwood Park Bcstg. Corp., for new fm stations in Blue Island and Elmwood Park, Ill., respectively, and Mrs. Evelyn R. Chauvin Schoonfield for renewal of license of WXFM-FM Elmwood Park (1) denied petition by Blue Island Community Bcstg. Inc., for leave to amend its application, and rejected (for failure to meet fm interim criteria) its tendered amendment to reduce ERP; (2) granted motion by Broadcast Bureau and placed Blue Island's application in pending file retaining hearing rights and status with hearing being held in abeyance on those issues which are relevant to its application, pending finalization of fm rulemaking in doc. 14185; and (3) directed that proposed findings be filed within 30 days from release of ruling and replies 10 days thereafter on issues 1 through 4 only concerning qualifications of Mrs. Evelyn R. Chauvin Schoonfield. Action April 6.

By Hearing Examiner Annie Neal Huntting

■ Denied petition by Rochester Area Educational Tv Assoc. Inc. for leave to amend its application for new tv station to operate on ch. 13 in Rochester, N. Y., which is consolidated for hearing in docs. 14394 *et al.*, by adding new principals, etc., and rejected amendment. Action April 5.

■ Granted petition by La Fiesta Bcstg. Co. and continued April 10 hearing to April 25 in proceeding on its application and Mid-Cities Bcstg. Corp. for new am stations in Lubbock, Tex. Action April 3.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Debs Memorial Radio Fund Inc. (WEVD), New York, N. Y., and continued April 16 prehearing conference to April 30 in proceeding on its application for renewal of license and for additional hours of operation *et al.* Action April 6.

By Hearing Examiner Jay A. Kyle

■ Denied petition by Simon Geller for leave to amend his application for new am station in Gloucester, Mass., to submit revised population count and amended ant. pattern. Application is consolidated for hearing with Richmond Brothers Inc. (WMEX), Boston, Mass. Action April 4.

By Hearing Examiner Forest L. McClenning

■ Granted request by applicants and continued without date April 10 hearing in proceeding on applications of Eastern Bcstg. System Inc., for new am station in Brookfield, Conn., *et al.*, and ordered applicants to notify examiner by April 20 of progress of negotiations entered into by them looking toward simplification and more timely disposition of proceeding. Action April 6.

■ Granted petition by Grand Bcstg. Co. for leave to amend its application for new tv station to operate on ch. 13 in Grand Rapids, Mich., to show death of stockholder. Application is consolidated for hearing in docs. 14407 *et al.* Action April 5.

■ On own motion, continued April 10 hearing to April 19 in proceeding on am application of WFYC Inc. (WFYC), Alma, Mich. Action April 5.

By Hearing Examiner Herbert Sharfman

■ Scheduled hearing for April 12 in proceeding on application of Lord Berkeley Bcstg. Inc., for new am station in Moncks Corner, S. C.

■ Upon request of applicant Greenville Bcstg. Co. and without objection by other parties, extended time from April 3 to April 6 for preliminary exchange of engineering exhibits in proceeding on its application and Hayward F. Spinks for new am stations in Greenville and Hartford, Ky. Other dates in statement and order released Feb. 26 remain same. Action April 3.

■ Received in evidence exhibit 1A of Kerrville Bcstg. Co. (KERV), Kerrville, Tex., and closed record in proceeding on its am application and KWTX Bcstg. Co. (KWTX), Waco, Tex. Action April 9.

■ Granted petition by Hayward F. Spinks to cancel preliminary exchange of engineering exhibits, due April 6, in proceeding on his application and Greenville Bcstg. Co. for new am stations in Hartford and Greenville, Ky. Other dates in statement and order released Feb. 26 remain same. Action April 6.

■ On request of applicant Central Coast Television, and without objection by other parties, extended time from April 12 to April 19 for exchange of applicants' affirmative direct written cases, and April 26 to April 30 for receipt of notification of wit-

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nesses desired for cross-examination in Santa Maria, Calif., tv ch. 12 proceeding. Action April 6.

■ Issued memorandum of ruling made at April 6 oral argument denying petition by Delaware Valley Bcstg. Co. (WAAT), Trenton, N. J., for leave to amend its application so as to reduce RMS of its proposed nighttime DA array. Application is in consolidated am proceeding in docs. 14510 *et al.* Action April 6.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of April 10

WLAS, Seaboard Bcstg. Corp., Jacksonville, N. C.—Granted acquisition of negative control by **Milton S. Adler** through purchase of stock from **Harold Adler.**

WYNK, Vox Inc., Baton Rouge, La.—Granted involuntary assignment of license to **Joel M. Hirsch,** receiver.

WJBS, WJBS Inc., DeLand, Fla.—Granted involuntary assignment of license to **Wallace Rifkin,** receiver.

WKDE, Theodore J. Gray Sr. and Theodore J. Gray Jr., Altavista, Va.—Granted voluntary assignment of cp to **Altavista Bcstg. Corp.**

KCAC, Harold Lampel, Phoenix, Ariz.—Granted assignment of cp to **KCAC Bcstg. Inc.**

WLKM, Voice of Three Rivers, Three Rivers, Mich.—Granted assignment of cp to **Voice of Three Rivers Inc.**

KGMB-TV Honolulu, Hawaii—Granted cp to change ERP to vis. 108 kw; aur. to 65 kw; change trans. location, no change in description, but change in coordinates only; make changes in ant. system; ant. height —60 ft.

K70BZ Bemidji, Minn.—Granted cp to replace expired permit which authorized change in frequency, ERP, type trans. and ant. system.

WRUN Utica, N. Y.—Granted cp to install new trans. as main trans. N, auxiliary trans. D.

WFMG(FM) Gallatin, Tenn.—Granted cp to install new trans. at present main trans. location as auxiliary trans.

WFMH Cullman, Ala.—Granted cp to install new trans, as alternate main trans,-nighttime at main trans. location.

WMIE Miami, Fla.—Granted cp to install new trans. as auxiliary trans. at main trans. location.

WCRB Waltham, Mass.—Granted cp to install new trans. as auxiliary trans. at main trans. location, DA-2.

WHBO Tampa, Fla.—Granted cp to install new trans. and make changes in ground system.

WHBU Anderson, Ind.—Granted mod. of cp to use new trans. for day and night (one main trans.).

K78AD Ukiah, Calif.—Granted mod. of cp to change primary station to KRON-TV, ch. 4, San Francisco.

K72BN Uvalde and Knippa, Tex.—Granted mod. of cp to change ERP to 18.7 w; type trans.; and make changes in ant. system.

WHFI Birmingham, Mich.—Granted extension of authority through July 2 to remain silent; condition.

■ Granted following stations cps to install new trans.: WGBB Freeport, N. Y.; KHAK-FM Cedar Rapids, Iowa; WELL Battle Creek, Mich.

■ Granted following stations mod. of cp to change type trans.: WIST-FM Charlotte, N. C.; WAQE Towson, Md.; K83AP, Centralia School District No. 401, Centralia-Chehalis, Wash.

WIST-FM Charlotte, N. C.—Granted extension of completion date to July 1.

Actions of April 9

KTWO-TV, Rocky Mountain Tele Stations, Casper, Wyo.—Granted assignment of cp of auxiliary trans. to **Harriscope Inc.** and **Tv Properties,** d/b under same name.

KREK Sapulpa, Okla.—Granted mod. of cp to change type trans. and specify studio location, same as trans.

KBMY Billings, Mont.—Granted mod. of cp for change in type trans.

KGMJ Seattle, Wash.—Remote control permitted.

WMKE Milwaukee, Wis.—Granted change of remote control authority.

■ Granted cps for following vhf tv translator stations: Rocky Point Tv Club on ch. 11, Alzada, Wyo., to translate programs of KOTA-TV (ch. 3), Rapid City, S. D.; The City of Ainsworth on ch. 13, Ainsworth, Neb., to translate programs of KPLO-TV (ch. 6), Reliance, S. D.

R. F. Edouart Trancas, Calif.—Granted cp for new uhf tv translator station on ch. 77

RADIO-TV SET COUNTS

ARKANSAS

1960 U.S. CENSUS OF HOUSING

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
State totals	1,786,272	523,552	443,257	84.7	75,548	391,291	74.7	17,261
COUNTY TOTALS								
Arkansas	23,355	6,884	5,699	82.8	1,380	5,592	81.2	285
Ashley	24,220	6,709	5,423	80.8	556	4,727	70.5	169
Baxter	9,943	3,326	3,042	91.5	607	2,238	67.3	65
Benton	36,272	11,967	10,874	90.9	2,360	8,621	72.0	291
Boone	16,116	5,320	4,859	91.3	764	3,771	70.9	131
Bradley	14,029	4,116	3,122	75.9	186	2,889	70.2	41
Calhoun	5,991	1,741	1,364	78.3	136	1,238	71.1	112
Carroll	11,284	3,904	3,687	94.4	736	2,818	72.2	84
Chicot	18,990	5,383	4,241	78.8	617	2,910	54.1	123
Clark	20,950	6,034	4,965	82.3	907	4,483	74.3	142
Clay	21,258	6,476	5,532	85.4	643	4,746	73.3	77
Cleburne	9,059	2,858	2,280	79.8	258	2,086	73.0	39
Cleveland	6,944	2,014	1,507	74.8	170	1,240	61.6	63
Columbia	26,400	7,815	6,774	86.7	1,351	5,474	70.0	400
Conway	15,430	4,524	4,065	89.9	524	3,409	75.4	142
Craighead	47,303	13,652	11,926	87.4	2,106	11,529	84.4	321
Crawford	21,318	6,481	5,703	88.0	921	4,538	70.0	41
Crittenden	47,564	11,803	8,449	71.6	1,194	8,131	68.9	365
Cross	19,551	5,178	4,143	80.0	629	3,826	73.9	149
Dallas	10,522	3,024	2,390	79.0	324	2,197	72.7	80
Desha	20,770	5,604	4,647	82.9	547	3,774	67.3	107
Drew	15,213	4,199	3,435	81.8	478	2,627	62.6	38
Faulkner	24,303	6,969	5,941	85.2	959	5,421	77.8	116
Franklin	10,213	3,208	2,768	86.3	263	2,263	70.5	—
Fulton	6,657	2,128	2,027	95.3	101	868	40.8	39
Garland	46,697	16,483	13,913	84.4	3,032	12,724	77.2	545
Grant	8,294	2,506	1,896	75.7	171	1,913	76.3	66
Greene	25,198	7,615	6,857	90.0	967	6,041	79.3	113
Hempstead	19,661	6,133	5,222	85.1	805	4,341	70.8	23
Hot Spring	21,893	6,451	5,562	86.2	862	4,937	76.5	191
Howard	10,878	3,393	3,059	90.2	338	2,614	77.0	39
Independence	20,048	6,312	5,596	88.7	718	4,616	73.1	64
Izard	6,766	2,199	1,833	83.4	133	1,031	46.9	—
Jackson	22,843	6,446	5,504	85.4	770	4,726	73.3	61
Jefferson	81,373	22,693	18,757	82.7	3,486	17,739	78.2	1,090
Johnson	12,421	3,950	3,462	87.6	318	2,632	66.6	20
Lafayette	11,030	3,194	2,512	78.6	216	2,423	75.8	18
Lawrence	17,267	5,163	4,588	88.9	545	3,520	68.2	76
Lee	21,001	5,248	4,021	76.6	453	2,971	56.6	123
Lincoln	14,447	3,312	2,504	75.6	264	2,139	64.6	148
Little River	9,211	2,743	2,139	78.0	304	1,764	64.3	21
Logan	15,957	4,815	4,249	88.2	710	3,453	71.7	—
Lonoke	24,551	6,813	5,455	80.1	740	5,626	82.6	423
Madison	9,068	2,789	2,528	90.6	171	1,328	47.6	—
Marion	6,041	2,008	1,756	87.5	228	1,455	72.5	—
Miller	31,686	9,600	7,880	82.1	1,322	7,600	79.2	508
Mississippi	70,174	18,355	13,528	73.7	1,789	14,235	77.6	666
Monroe	17,327	4,599	3,597	78.2	381	2,632	57.2	62
Montgomery	5,370	1,703	1,407	82.6	183	1,118	65.6	—
Nevada	10,700	3,309	2,609	78.8	148	2,139	64.6	—
Newton	5,963	1,683	1,462	86.9	80	718	42.7	40
Ouachita	31,641	9,281	7,819	84.2	1,223	6,600	71.1	199
Perry	4,927	1,469	1,330	90.5	67	1,195	81.3	—
Phillips	43,997	11,805	9,020	76.4	1,276	7,222	61.2	192
Pike	7,864	2,531	2,084	82.3	272	1,790	70.7	17
Poinsett	30,834	8,026	6,554	81.7	622	6,366	79.3	206
Polk	11,981	3,916	3,532	90.2	525	2,483	63.4	126
Pope	21,177	6,397	5,736	89.7	613	4,901	76.6	80
Prairie	10,515	3,075	2,633	85.6	402	2,171	70.6	58
Pulaski	242,980	71,815	62,245	86.7	16,621	62,230	86.7	5,644
Randolph	12,520	3,806	3,477	91.4	439	2,451	64.4	38
St. Francis	33,303	8,213	6,458	78.6	853	5,478	66.7	176
Saline	28,956	7,361	6,277	85.3	800	6,451	87.6	301
Scott	7,297	2,344	1,966	83.9	177	1,537	65.6	21
Searcy	8,124	2,432	1,937	79.6	205	1,449	59.6	—
Sebastian	66,685	21,086	19,049	90.3	5,176	18,021	85.5	1,188
Sevier	10,156	3,291	2,731	83.0	146	2,559	77.8	36
Sharp	6,319	2,043	1,813	88.7	78	933	45.7	—
Stone	6,294	1,851	1,498	80.9	120	1,090	58.9	39

Continued on page 98

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RADIO-TV SET COUNTS continued

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
Union	49,518	14,987	12,693	84.7	3,071	11,738	78.3	537
Van Buren	7,228	2,311	1,044	45.2	123	1,683	72.8	21
Washington	55,797	17,204	15,305	89.0	3,153	12,114	70.4	468
White	32,745	9,903	8,642	87.3	1,101	7,725	78.0	135
Woodruff	13,954	3,812	3,060	80.3	210	2,490	65.3	20
Yell	11,940	3,761	3,295	87.6	424	2,764	73.5	42
Metropolitan Areas								
Fort Smith	66,685	21,086	19,049	90.3	5,176	18,021	85.5	1,188
Little Rock-North Little Rock	242,980	71,815	62,245	86.7	16,621	62,230	86.7	5,644
Texarkana	91,657	28,186	23,951	85.0	5,495	23,113	82.0	1,589

KANSAS

State totals	2,178,611	672,899	620,644	92.2	210,499	580,494	86.3	37,771
COUNTY TOTALS								
Allen	16,369	5,609	5,064	90.3	1,322	4,363	77.8	137
Anderson	9,035	2,991	2,664	89.1	505	2,474	82.7	23
Atchison	20,898	6,251	5,523	88.4	1,601	5,558	88.9	236
Barber	8,713	2,834	2,626	92.7	688	2,255	79.6	67
Barton	32,368	9,846	9,088	92.3	3,207	9,126	92.7	556
Bourbon	16,090	5,752	5,224	90.8	1,329	4,781	83.0	58
Brown	13,229	4,549	4,293	94.4	1,061	3,803	83.6	162
Butler	38,395	11,884	11,041	92.9	4,078	10,472	88.1	750
Chase	3,921	1,345	1,258	93.5	372	1,027	76.4	44
Chautaqua	5,956	2,158	1,921	89.0	443	1,830	84.8	63
Cherokee	22,279	7,587	6,393	84.3	1,452	6,725	88.6	296
Cheyenne	4,708	1,505	1,449	96.3	570	1,249	83.0	18
Clark	3,396	1,156	1,119	96.8	345	1,012	87.5	—
Clay	10,675	3,708	3,562	96.1	1,334	2,659	71.7	76
Cloud	14,407	4,736	4,391	92.7	1,305	3,490	73.7	25
Coffey	8,403	2,928	2,787	95.2	739	2,101	71.8	20
Comanche	3,271	1,130	1,088	96.3	353	787	69.6	38
Cowley	37,861	12,207	11,060	90.6	3,203	10,282	84.2	342
Crawford	37,032	13,085	11,557	88.3	2,412	11,350	86.7	652
Decatur	5,778	1,904	1,861	97.7	559	1,580	83.0	20
Dickinson	21,572	7,110	6,898	97.0	2,282	5,925	83.3	167
Doniphan	9,574	3,002	2,755	91.8	658	2,525	84.1	132
Douglas	43,720	12,392	11,717	94.6	4,452	10,269	82.9	400
Edwards	5,118	1,674	1,607	96.0	356	1,433	85.6	25
Elk	5,048	1,846	1,662	90.0	317	1,381	74.8	56
Ellis	21,270	5,692	5,588	98.2	1,659	5,073	89.1	353
Ellsworth	7,677	2,545	2,309	90.7	781	2,032	79.8	36
Finney	16,093	4,650	4,486	96.5	1,668	4,041	86.9	110
Ford	20,938	6,386	6,118	95.8	2,271	5,643	88.4	360
Franklin	19,548	6,546	5,809	88.7	1,976	5,540	84.6	259
Geary	28,779	7,758	5,847	75.4	2,370	6,815	87.8	210
Gove	4,107	1,167	1,148	98.4	368	849	72.8	—
Graham	5,586	1,664	1,602	96.3	259	1,445	86.8	45
Grant	5,269	1,447	1,259	87.0	314	1,218	84.2	—
Gray	4,380	1,337	1,167	87.3	501	1,130	84.5	63
Greeley	2,087	619	601	97.1	237	511	82.6	—
Greenwood	11,253	3,927	3,588	91.4	1,033	3,171	80.7	41
Hamilton	3,144	963	833	86.5	246	705	73.2	47
Harper	9,541	3,272	3,015	92.1	1,192	2,772	84.7	116
Harvey	25,865	7,986	7,328	91.8	2,758	6,628	83.0	328
Haskell	2,990	848	750	88.4	338	733	86.4	—
Hodgeman	3,115	930	909	97.7	286	715	76.9	19
Jackson	10,309	3,426	3,150	91.9	594	2,793	81.5	44
Jefferson	11,252	3,473	3,268	94.1	868	2,899	83.5	146
Jewell	7,217	2,532	2,479	97.9	537	1,654	65.3	—
Johnson	143,792	40,270	38,526	95.7	20,654	38,454	95.5	7,312
Kearny	3,108	895	876	97.9	338	781	87.3	19
Kingman	9,958	3,054	2,750	90.0	754	2,758	90.3	42
Kiowa	4,626	1,469	1,345	91.6	454	1,014	69.0	—
Labette	26,805	8,971	7,734	86.2	1,705	7,511	83.7	424
Lane	3,060	930	891	95.8	256	804	86.5	40
Leavenworth	48,524	12,394	11,346	91.5	3,827	11,145	89.9	755
Lincoln	5,556	1,906	1,853	97.2	318	1,390	72.9	22
Linn	8,274	2,944	2,667	90.6	472	2,427	82.4	38
Logan	4,036	1,206	1,141	94.6	262	897	74.4	17
Lyon	26,928	8,492	7,937	93.5	2,901	6,633	78.1	81
McPherson	24,285	7,551	6,969	92.3	2,647	5,750	76.1	312

Continued on opposite page

to translate programs of KABC-TV (ch. 7), Los Angeles, Calif.

Actions of April 6

WITH-AM-FM, The Maryland Bcstg. Co., Baltimore, Md.—Granted transfer of control from **First National Bank of Baltimore, Maryland** and **S. Ralph Warnken**, executors of estate of Louise McClure Tinsley, and Louise Tinsley Steinman to **Thomas G. Tinsely Jr.**; consideration $642,731.00.

WFTC, WFTC Inc., Kinston, N. C.—Granted transfer of control from **Connie B. Gay Bcstg. Corp.** to **HGR Bcstg. Co. (Donnie A. Gay, J. B. Ham,** and **Wilbur J. Rider)**; consideration $194,150.

KWNA, Northwest Radio & Tv Corp., Winnemucca, Nev.—Granted transfer of control from **John R. Duarte,** *et al,* to **Leon C.** and **Esther L. Boner** and **H. Frank** and **Wanda Walters**; consideration $27,000.

KGMO, KGMO Radio-Tv Inc. Cape Girardeau, Mo.—Granted transfer of control from **William C. Brandt** to **James W. Wilson, Earl W. Kirchhoff, Norman W. Wood, George E. Bockhorst, H. L. Jones, G. V. Flynn** and **Rush H. Limbaugh Jr.**; consideration $125,079 for 96.9% subject to certain adjustments.

WBIW, Central Bcstg. Corp., Bedford, Ind.—Granted assignment of licenses to **Bedford Bcstg. Corp.**

KHAI, Robert Sherman, Honolulu, Hawaii—Granted assignment of cp to **Royal Bcstg. Inc.**

KF2XDJ Various locations in New York State—Granted license for experimental tv station.

KO2XFN Seattle, Wash.—Granted license covering changes in experimental tv station.

WKEI Kewanee, Ill.—Granted license covering change in studio location and remote control point and installation of new trans.; condition.

WRUN-AM-FM Utica, N. Y.—Waived secs. 3.205 and 3.30 of rules and granted mod. of licenses to extent of permitting establishment of main studio 1.5 miles west of corporate limits of Utica, N. Y., on route 5A, Whitestown, N. Y.

W79AC Clarks Summit, Dalton, and Waverly, Pa.—Granted cp to change ERP to 1600 w and type trans. of uhf tv translator station.

K12AG, K08AB Oshkosh and Lewellen, Neb.—Waived sec. 1.323(b) of rules and granted cps to replace expired permits for vhf tv translator stations.

K05BH Marysvale, Utah—Granted mod. of cp to change type trans., type ant., and make changes in ant. system of vhf tv translator station.

K09BF Deer Lodge, Mont.—Granted mod. of cp to change ERP to 27.2 w, type trans., and make changes in ant. system of vhf tv translator station.

K12BV Keyes, Okla.—Granted mod. of cp to change primary station to KVII ch. 7, Amarillo, Tex., via intermediate translator; type trans.; and specify principal community as Keyes, Sturgis area and U. S. Bureau of Mines Helium Plant, Okla.

K07EH Chipita Park, Colo.—Granted mod. of cp to change frequency of vhf tv translator station to ch. 7.

K08DU, K13EG Ahsahka, Idaho—Granted mod. of cps to change frequencies to chs. 8 and 13 and type trans.

K09BR Fairview Community and Chinook, Okla.—Granted mod. of cp to change type trans. of vhf tv translator station.

WSFC Somerset, Ky.—Granted request for cancellation of cp for installation of trans.

K09DQ Glen Lake, Mont.—Granted mod. of cp to change type trans.

K07CM, K11CN Panaca and Caliente, Nev.—Granted mod. of cps to specify type trans.

K79AD Romeo, La Jara, Manassa, Antonito, and Alamosa, Colo.—Granted mod. of cp to change type trans.

K08CT, K10DE, K12DL Duchesne City and Strawberry River, Utah—Granted mod. of cps to change primary station to KUTV ch. 2, Salt Lake City; to KCPX ch. 4, Salt Lake City; and ERP to 6.21 w, frequency to ch. 12; primary tv station to KSL-TV ch. 5, Salt Lake City, via intermediate translator; type trans., and make changes in ant. system and equipment.

■ Granted cps to replace expired permits for following vhf tv translator stations: K12BK, Farmers Tv Assn., Worland, Wyo.; K11AB, Ismay-Knowlton Tv Club, Ismay, Mont.; K09AP, Silverton Tv Assn. Inc., Silverton, Colo.; K07AF, Ashley Tv Assn., Ashley, N. D.; K04AF, Dubois Community Tv Club, Dubois, Wyo.; K07AT, Roy McLeod, Philipsburg, Mont.; K07BG, New England Lions Club, New England, N. D.; K11AI, Moorcroft Community Tv Inc.,

Moorcroft, Wyo.; K07AN, Roan Creek Recreation Assn., Roan Creek, Colo.; K02AD, Grand Valley Tv Assn., Grand Valley, Colo.; K04AI, K06AE, K07AP, Prescott Tv Booster Club, Prescott, Ariz., and specify type trans.; K08AJ, K13AS, Lusk Tv Club, Lusk, Wyo.; K04AA, K12AC, Lovell Byron Cowley Tv, Lovell, Wyo.; K02BA, Upper Bitter Root Tv Club, Darby and Conner, Mont., and specify type trans.

■ Following stations were granted extensions of completion dates as shown: K08BR, K10BZ, K12BT, Noxon Community Center Inc., Noxon, Mont., to Oct. 6; WRAA Luray, Va., to Aug. 1, *KXKX(FM), San Francisco, Calif., to Oct. 8; WILY Greenville, N. C., to Sept. 14; K11CC, Checkerboard Tv, Checkerboard, Mont., to Oct. 6; WUSM Havelock, N. C., to Aug. 31.

KNBC-FM San Francisco, Calif.—Granted change of remote control authority; conditions.

Actions of April 5

■ Granted renewal of license for following stations: KCMO Kansas City, Mo. (alt. main & aux.); *KETC(TV) St. Louis, Mo.; KLPW Union, Mo.; KNIM Maryville, Mo.; KSTL-FM St. Louis, Mo.; KWMT Fort Dodge, Iowa; WBRN Big Rapids, Mich.; WCER Charlotte, Mich.; WDIX Orangeburg, S. C.; WDOR Sturgeon Bay, Wis.; WEKZ Monroe, Wis.; WIBA-AM-FM Madison, Wis.; WKBN-FM Youngstown, Ohio; WKEI Kewanee, Ill.; WMUK(FM) Kalamazoo, Mich.; WMZK(FM) Detroit, Mich.; WRJN Racine, Wis.; WSUI Iowa City, Iowa; WHHH Warren, Ohio; WCHU(TV) Champaign, Ill.; WICD(TV) Danville, Ill.; KGMO Cape Girardeau, Mo.; KOA-AM-FM and SCA, Denver, Colo.; WICS(TV) Springfield, Ill.

■ Following stations were granted SCA to operate on multiplex basis: KHUA Honolulu, Hawaii; KIMP-FM Mt. Pleasant, Tex.; *WUNC Chapel Hill, N. C.; condition.

WAFM(FM), Civic Bcstg. Corp., Anderson, Ind.—Granted mod. of license to change name to **Continental Bcstg. Corp.**

KSBW-TV, KSBY-TV, Salinas Valley Bcstg. Corp., Salinas and San Luis Obispo, Calif.—Granted mod. of licenses and cps to change name to **Central California Communications Corp.**

WASK Lafayette, Ind.—Granted license covering installation of new trans.

KNGS, KSBW-AM-FM, Salinas Valley Bcstg. Corp., Hanford and Salinas, Calif.—Granted mod. of licenses to change name to **Central California Communications Corp.**

WAMD Aberdeen, Md.—Granted license covering change in hours of operation, installation of DA-2, change in DA system and change ground system.

WMOX Meridian, Miss.—Granted license covering change in frequency, increase in power, change in ant.-trans. location, installation of DA-2, and new trans.

WEND Ebensburg, Pa.—Granted license covering increase hours to 1 kw, 250 w, D.

WAFM(FM) Anderson, Ind.—Granted license for fm station and specify type trans.

KTYM-FM Inglewood, Calif.—Granted cp to install new trans.; and make changes in ant. system; remote control permitted.

WADV(FM) Buffalo, N. Y.—Granted mod. of cp to change type trans., type ant., and change studio location and remote control point; condition.

KBMC(FM) Eugene, Ore.—Granted mod. of cp to move ant.-trans. (no change in description), make changes in ant. system, and change studio and remote control location.

KTYM Inglewood, Calif.—Granted mod. of cp to change type trans.

■ Granted licenses for following am stations: WGNU Granite City, Ill.; WJIL Jacksonville, Ill., and specify studio location, same as trans.; WEEE Rensselaer, N. Y., and specify studio location same as trans.

■ Following stations were granted licenses covering increase in daytime power and installation of new trans.: KBON Omaha, Neb.; KGFF Shawnee, Okla.; WCLO Janesville, Wis.; KSIW Woodward, Okla.

WEOK Poughkeepsie, N. Y.—Granted license covering installation of old main trans. as auxiliary trans.

WGRP Greenville, Pa.—Granted license covering change in DA pattern.

KGO San Francisco, Calif.—Granted license covering installation of new type auxiliary trans., change power of auxiliary trans., and operation by remote control; conditions.

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Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
Marion	15,143	4,818	4,425	91.8	1,269	3,737	77.6	181
Marshall	15,598	5,263	4,940	93.9	1,330	4,105	78.0	20
Meade	5,505	1,726	1,636	94.8	649	1,651	95.7	116
Miami	19,884	5,996	5,520	92.1	1,499	5,498	91.7	171
Mitchell	8,866	2,930	2,784	95.0	786	2,208	75.4	22
Montgomery	45,007	15,342	13,956	91.0	4,306	12,443	81.1	418
Morris	7,392	2,468	2,319	94.0	531	1,885	76.4	21
Morton	3,354	987	871	88.2	204	783	79.3	15
Nemaha	12,897	3,891	3,503	90.0	993	3,301	84.8	119
Neosho	19,455	6,437	5,851	90.9	1,109	5,469	85.0	133
Ness	5,470	1,751	1,623	92.7	713	1,461	83.4	42
Norton	8,035	2,645	2,483	93.9	588	2,161	81.7	61
Osage	12,886	4,227	3,854	91.2	927	3,526	83.4	60
Osborne	7,506	2,539	2,396	94.4	904	1,839	72.4	—
Ottawa	6,779	2,347	2,303	98.1	663	1,696	72.3	81
Pawnee	10,254	3,033	2,789	92.0	1,165	2,585	85.2	168
Phillips	8,709	2,909	2,746	94.4	893	2,032	69.9	23
Pottawatomie	11,957	3,730	3,449	92.5	971	3,089	82.8	55
Pratt	12,122	4,050	3,616	89.3	843	3,532	87.2	97
Rawlins	5,279	1,554	1,462	94.1	528	1,262	81.2	41
Reno	59,055	18,916	17,199	90.9	5,767	17,041	90.1	1,339
Republic	9,768	3,420	3,287	96.1	540	2,691	78.7	22
Rice	13,909	4,517	4,101	90.8	1,371	4,042	89.5	62
Riley	41,914	10,714	10,061	93.9	4,410	8,636	80.6	517
Rooks	9,734	2,958	2,683	90.7	683	2,556	86.4	73
Rush	6,160	2,032	1,897	93.4	492	1,743	85.8	60
Russell	11,348	3,678	3,459	94.0	1,112	3,017	82.0	325
Saline	54,715	16,201	14,957	92.3	5,472	14,120	87.2	719
Scott	5,228	1,554	1,512	97.3	480	1,321	85.0	—
Sedgwick	343,231	103,422	95,385	92.2	36,976	94,132	91.0	9,121
Seward	15,930	4,700	4,248	90.4	994	3,959	84.2	210
Shawnee	141,286	43,625	40,509	92.9	16,115	39,199	89.9	2,813
Sheridan	4,267	1,211	1,211	100.0	515	974	80.4	—
Sherman	6,682	2,154	2,100	97.5	603	1,831	85.0	79
Smith	7,776	2,698	2,585	95.8	976	2,199	81.5	21
Stafford	7,451	2,576	2,431	94.4	642	2,174	84.4	166
Stanton	2,108	599	578	96.5	268	435	72.6	20
Stevens	4,400	1,324	1,231	93.0	368	919	69.4	92
Sumner	25,316	8,222	7,628	92.8	2,055	7,136	86.8	304
Thomas	7,358	2,267	2,167	95.6	956	1,705	75.2	84
Trego	5,473	1,630	1,559	95.6	473	1,250	76.7	—
Wabaunsee	6,648	2,182	2,117	97.0	486	1,679	76.9	42
Wallace	2,069	603	580	96.2	223	470	77.9	—
Washington	10,739	3,552	3,249	91.5	882	2,659	74.9	37
Wichita	2,765	788	769	97.6	148	591	75.0	—
Wilson	13,077	4,490	4,230	94.2	1,329	3,353	74.7	142
Woodson	5,423	1,912	1,808	94.6	286	1,404	73.4	—
Wyandotte	185,495	55,872	49,470	88.5	15,219	50,497	90.4	4,077
Metropolitan Areas								
Kansas City	1,039,493	331,477	301,885	91.1	112,941	297,056	89.6	34,478
Topeka	141,286	43,625	40,509	92.9	16,115	39,199	89.9	2,813
Wichita	343,231	103,422	95,385	92.2	36,976	94,132	91.0	9,121

MICHIGAN

State totals	7,823,194	2,239,079	2,095,834	93.6	904,004	2,071,945	92.5	278,082
COUNTY TOTALS								
Alcona	6,352	1,939	1,670	86.1	605	1,523	78.5	94
Alger	9,250	2,623	2,373	90.5	829	2,246	85.6	109
Allegan	57,729	16,363	15,487	94.6	6,342	15,114	92.4	1,194
Alpena	28,556	7,944	7,658	96.4	2,544	6,082	76.6	139
Antrim	10,373	3,109	2,582	83.0	593	2,719	87.5	45
Arenac	9,860	2,928	2,480	84.7	682	2,567	87.7	68
Baraga	7,151	2,060	1,938	94.1	278	1,789	86.8	—
Barry	31,738	9,439	8,733	92.5	3,186	8,714	92.3	980
Bay	107,042	30,062	28,264	94.0	9,628	28,131	93.6	2,692
Benzie	7,834	2,413	2,091	86.7	606	2,036	84.4	122
Berrien	149,865	44,412	40,815	91.9	17,266	39,811	89.6	4,479
Branch	34,903	9,852	9,089	92.3	3,733	8,984	91.2	589
Calhoun	138,858	41,010	38,268	93.3	16,398	38,403	93.6	4,413
Cass	36,932	10,774	9,794	90.9	3,167	9,827	91.2	630
Charlevoix	13,421	3,989	3,653	91.6	1,268	3,516	88.1	194
Cheboygan	14,550	4,122	3,881	94.2	912	3,293	79.9	147
Chippewa	32,655	8,956	8,361	93.4	3,113	7,649	85.4	305
Clare	11,647	3,485	3,248	93.2	861	3,006	86.3	264

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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales Manager. Somewhere there is a salesman ready to take over a new operation in a small market, along the Atlantic seaboard. This man is successful, experienced, has plenty of ideas and is ready to sink roots and grow into an expanding operation. $5000 guarantee plus liberal incentives. Box 518K, BROADCASTING.

Commercial Manager. Leading radio operation in southeast seeking aggressive sales executive with good selling performance record on both local and agency levels. Good incentive arrangement for right man. WSAV, Savannah, Georgia.

Sales

New England—Major indie needs good strong salesman. Real opportunity with growing multiple chain for man looking to the future. Resume to Box 837H, BROADCASTING.

Florida East Coast fulltimer in metropolitan market needs experienced salesman with proven sales record. $100 base plus 15%. Give complete resume first letter. Box 40K, BROADCASTING.

"Florida boom area major market fulltime regional number one ratings, number one community image. We need a self starter and strong closer with desire to make money. You get a guaranteed salary plus a percentage plus monthly incentive bonuses, hospitalization, insurance and paid vacations. Housing plentiful and reasonable. Prefer younger man, extensive local radio sales experience essential, college background preferable. Send complete resume, references and photo. Tell all in your first letter." Box 262K, BROADCASTING.

Family man. Middle Atlantic half-million market. Suburban living conditions. Mail resume and salary expected. Box 331K, BROADCASTING.

Sales manager. Must be willing to invest in and direct sales for New England daytimer. Excellent opportunity for man not afraid to go out and sell a good product. Must have sales experience. Send all particulars, including photo in first letter. Write Box 499K, BROADCASTING.

Send letter with full background, picture and salary requirements. Only interested if you have proven sales record and have intention of becoming permanent employee. Box 552K, BROADCASTING.

Salesman with proven ability needed by gulf coast leader. Send resume and full details first letter. Must be high type individual with steadfast reputation. Box 524K, BROADCASTING.

Southeastern—Top Rated Metro Station—needs experienced salesman with management potential for immediate opening. Must be 30-43, married—have excellent references. Guarantee—moving expenses—rapid advancement for creative producer. Send photo—complete resume. Box 527K, BROADCASTING.

Experienced salesman wanted immediately by 5000 watt fulltime New York State station. Salary and commission, on-air accounts to start plus A-1 account list. Send resume to Box 619K, BROADCASTING.

Opportunity for a salesman in the fabulous Rocky Mountain empire. Salary and commission. Write Ellis Atteberry, Radio KCOL, P. O. Box 574, Fort Collins, Colorado.

Help Wanted—(Cont'd)

Sales

Attention deejays . . . if you can sell your own show, let's put it on TV. First phone helps, but is not required, if you are strong on sales. New Fresno area indie with radio rates offers extremely rewarding commissions for personalities who can sell your own shows. Send photos, resume, and references to Harold Gann, KDAS-TV, Box 321, Hanford, California.

Sports minded announcer with play-by-play experience, plus sales experience. Desire family man, this job pays well and offers the right man security . . . in the Fox Hunting Country. Address resume and tape to: Gordon Walsh, Program Director, WAGE, Leesburg, Virginia.

Experienced radio salesman wanted—WBIC, 540 kc, Long Island, N. Y. Salary plus commission—Call or write for appointment. PE 5-0540, 1 E. Main St., Bayshore, N. Y.

"Attention . . . Radio salesmen in southern states. If you're sharp and are now making less than $300.00 per week, you're on the wrong boat. If you want to make this and more, contact John C. Greene, Jr., John Greene Enterprises, 107 E. Parrish Street, Durham, N. C. or phone 383-6641."

Executive caliber salesman with proven sales and promotion background. Full time travel, protected territory. Send resume, pix, Bess Gilmore, Community Club Awards, Westport, Connecticut.

Madison, Wis.—excellent sales opportunity now for proved performer. Top rated music/news station. Good money, good future, good living. Contact sales manager, WISM, Madison, Wis.

Announcers

Top 40 station, Southwest, needs first phone men. Your chance to learn number 1 radio. Send tape and details. Box 363K, BROADCASTING.

Wanted: Experienced announcer with first ticket. No maintenance. Hottest small town station in Central Nebraska. Salary open! Box 405K, BROADCASTING.

Experienced announcer with 1st phone wanted by smooth sound New Hampshire station. This is a permanent opening with a secure future for the right man. Starting salary $100 a week. Send tape and resume to Box 411K, BROADCASTING.

Anncr/Eng 1st phone. Take over chief's responsibility. Need good voice for top day time station in East Coast rural market. Maintenance experience or desire to learn necessary. Good hunting, fishing, bathing and boating. Send tape and resume to Box 516K, BROADCASTING.

Wanted: Capable newsman for upper midwest Station in market of 35 thousand. Ability in gathering, writing and delivering in authoritative manner will determine successful applicant. Send full information in first letter. Salary range up to $125 weekly. Box 543K, BROADCASTING.

"Top position open for Negro R & B DJ in No. 1 station—Large market. Must be experienced. Prefer Southerner, 25-32. Excellent salary. Send photo—tape—complete resume to Box 551K, BROADCASTING. All Replies Confidential."

Wanted—experienced announcer with first ticket preferable. Full time station—soft sell. Send tape, resume, salary. All replies confidential. Box 556K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Move up to a top quality station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer—d.j.—no rockers. Send aircheck tape, resume, and references. Box 559K, BROADCASTING.

Young announcer with eye on the future . . . plenty of ideas and ready to roll with fast moving Texas station. Send tape and details first letter. Box 575K, BROADCASTING.

Alert, versatile with 1st phone. Come dig in with new service-minded modern adult station in northern Maryland. Start $85 per week plus sales. Box 600K, BROADCASTING.

Radio is your medium! Comedy is your specialty! Your work carries a chuckle for its light irony and understanding of humans and their foibles. You handle many voices skillfully and to good purpose. You are an idea man . . . not a hack who carries his creative brain in a joke book. You are all of these things and venturesome, too, and for that reason, you answer this ad by sending full details and tapes of your top quality professional abilities to Box 602K, BROADCASTING.

Have immediate opening for an announcer, some experience necessary. Prefer man from mid-west. Good music station. Salary open. Send tape and resume to Dennis Voy, Manager, KMAQ, Maquoketa, Iowa.

Experienced morning man. Must be able to type creative copy and do production spots as well as a good air job. Duties will be split about 50-50 between air work and production. Most beautiful spot in California to live—Gateway to Sequoia and Kings Canyon Parks. KONG—AM & FM, Visalia.

Announcer with 1st phone for evening board shift. Vacation, sick leave and insurance benefits. Send audition and particulars (including salary requirements) to: Paul D. Rahders, KSDN, Aberdeen, South Dakota.

Sports minded announcer with play-by-play experience, plus sales experience. Desire family man, this job pays well and offers the right man security . . . in the Fox Hunting Country. Address resume and tape to: Gordon Walsh, Program Director, WAGE, Leesburg, Virginia.

Northern Maryland independent needs fully experienced announcer for immediate opening. Send audition tape, resume and photo. WASA, Havre de Grace, Maryland.

Wanted—Good announcer with first phone. Send tape and resume to WCAT, Orange, Massachusetts.

Staff announcers for 5000 watt full-time AM 40 miles from Philadelphia. Experienced mature voices. Fringe benefits. WCOJ, Coatesville, Pennsylvania.

WEOK, Poughkeepsie, N. Y., needs first phone announcer immediately for summer, maybe permanently. Gerald Desmond, GRover 1-1500.

Wanted announcer with first phone ticket. Contact Mims Boswell, Jr., Manager, WKOZ Radio, Kosciusko, Mississippi.

Upstate New York 1000 watter looking for bright sounding d.j. Rush tape and resume to Jerry Sherwin, WGVA, Geneva, New York.

Help Wanted—(Cont'd)

Announcers

Immediate opening for first phone all night DJ at modern New York state operation! Box 622K, BROADCASTING.

Experienced announcer wanted for good music Ohio station. No top 40 dj's. Good pay and working conditions. Mature air salesman desired. Send tape and resume to 623K, BROADCASTING.

Experienced announcer needed. Adult audience. Also need good local newsman. Happy place to work. Air conditioned. Good working conditions. Close to NYC. Hurry - - WLNA, Peekskill, N. Y.

Morning man to entertain 80,000 market. Boost ratings and we will boost salary. Call Bob Allen, WNCO, Ashland, Ohio.

$725 mo. Anchorage, Alaska 5 kw. Adult music. Board—news. No beginners. Immediate opening. Airmail tape and full qualifications to Bill Harpel, 605 W. Main, Santa Maria, Calif.

Wanted: Combination man and first class engineer. Study type only. Send references to WHPL, P. O. Box 486, Winchester, Virginia.

Announcer-first phone . . . no maintenance —immediate opening . . . salary open to experience. Rush tape, resume to: WMHI, Route 5, Frederick, Maryland.

1st phone announcer, experienced for small friendly town. WNJH, c/o Box 351, Coatesville, Pennsylvania.

Morning man. Tight format. Must be experienced. Good pay. WTKO, Ithaca, New York. Send tape and resume.

Established station growing rapidly needs aggressive young (25 & over) man who knows modern radio and production. Radio market 200,000. No prima donnas. Start immediately. Send tape and resume to P. O. Box 1187, Roanoke, Virginia.

Technical

Chief Engineer N.Y.S. Strong on maintenance—excellent salary. Box 384K BROADCASTING.

Wanted: A competent technical man with 1st ticket who likes creative, challenging work. 5000 watt full-time East Coast AM. $100 per week. Box 519K, BROADCASTING.

Wanted combination engineer-announcer. Reply Box 547K, BROADCASTING.

Montana 1KW DA2 remote seeking chief engineer. Must be highly qualified to assume full responsibility of technical operation. Good working conditions. Excellent equipment. Local ownership. Prefer applicants willing to establish a home on a permanent basis. Write or call collect 265-7842. Box 567K, BROADCASTING.

Chief Engineer and Technical Supervisor. Good salary and prestige with major northwest university system. Ideal environment for family man. Experience required in both radio and television. First phone. Duties include supervision of all maintenance and installation, plus some training of student personnel. Box 578K, BROADCASTING.

Wanted transmitter engineer—first license. Experience not required. Western Pennsylvania, $70—42½ hour week. Box 614K, BROADCASTING.

Be daring: help our poverty-stricken operation start from nothing. KRAB (FM), 9029 Roosevelt, Seattle 15, Washington.

Wanted: first phone for transmitter duty. WBEC, 33 Eagle St., Pittsfield, Massachusetts.

Richmond area . . . Chief engineer-announcer needed for new station—air date May 1st. Send resume, tape and salary requirements immediately to Tom House, WIVE, Ashland, Virginia.

Chief. Good at maintenance for 1000/250 station. Must have car. Submit experience, references and present salary. WCSS, Amsterdam, New York.

Help Wanted—(Cont'd)

Technical

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for its new relay station at Greenville, North Carolina. These positions for the operation and maintenance of two high power transmitting plants and a receiving plant require a minimum of five years responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability; $5,820 to $8,860 per year; promotional opportunity. Positions are in the career civil service. Must be American Citizens; for further details write to: Mr. Horace R. Holmes, Employment Branch, Personnel Division, U. S. Information Agency, 1776 Pennsylvania Ave., N.W., Washington 25, D. C.

Production-Programming, Others

Experienced, energetic, dependable traffic manager, Texas network station. Box 396K, BROADCASTING.

"Attention 1962 College Graduates: Established group of stations expanding its news operations, including editorializing and public affairs news. Openings for young men with journalism degrees interested in career of radio journalism. Apply in writing with resume, picture, tape and references. Positions available now or will hold for good men until after June graduation." Box 406K, BROADCASTING.

Immediate opening experienced News Director full time station, mobile equipment, beepers, correspondents, single station market midwest. Submit resume and starting salary expected. Personal interview arranged. Box 491K, BROADCASTING.

Persuasive copywriter experienced, for network station—Texas resort city. Box 388K, BROADCASTING.

News director and newsman for recently acquired radio station presently without news department midwest multiple owners. If you are experienced send full details Box 601K, BROADCASTING.

Mobile news operation. Hard news, plus feature interviews. Brand new fully equipped mobile unit and complete news room facilities. Journalism degree preferred but will consider experienced announcer with sincere interest in fulltime newswork in 3 man news department. Send picture, tape and job history to Jack Douglas, Radio Station WCSI, 501½ Washington St., Columbus, Indiana.

RADIO

Situations Wanted—Management

Need job soon! Top sales ability! Announcing—production—12 years radio/tv—College graduate — Prefer midwest. Box 316K, BROADCASTING.

Can you use selling manager? Local, national, merchandising experience in multi-station market? Educated family man. Creative, versatile, cost-conscious. Box 497K, BROADCASTING.

You don't pay me till your station makes money. No "Ivory Tower" planner, but a sales—heavy, creative station manager. Gulf coast or south west preferred. Reply in strictest confidence to: Box 512K, BROADCASTING.

Manager available immediately. 17 solid years sales and management. College graduate. Final move. Best references. Box 553K, BROADCASTING.

Manager—small—medium market far west preferred. 7 years radio & tv, including larger market experience. Prefer to revamp station whose billing's sick and needs ale! Complete resume—proven radio formula sent to interested owners. Buying-in considered. Married, family, presently employed, references. Send all information "Hustler." Box 576K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Ex-Manager metro market, 10 years sales, programming, administration experience seeks southeastern station with ownership potential. Married, veteran. Box 581K, BROADCASTING.

General Manager—Successful history both radio and tv. Interested in radio only—with opportunity for stock interest. Box 607K, BROADCASTING.

Manager—Strong personal sales. Excellent fifteen year record, eleven management. Mature, responsible, family man. Seeking complete responsibility, medium market. Highest character and owner references. Box 610K, BROADCASTING.

Presently assistant to General Manager of Radio-TV station in one of the top 100 markets. Responsible for all phases of station management and programming. Excellent references — excellent background. Would like management position preferably in programming, in larger market or with a station group. Box 618K, BROADCASTING.

Experienced dj, news, sports, sales production, quality voice. First phone, age 27, sober, stable—Assistant Managers position —Herb Strickland, Phone CH 6-2224, Bainbridge, Georgia.

Sales

Experienced newsman, seeks position in sales. Midwest, 25, college graduate. Box 587K, BROADCASTING.

Experienced broadcast salesman available. Desires position with radio station, possibility of buying in at future date. Box 613K, BROADCASTING.

Versatile, dependable sales manager with a thorough knowledge all phases radio and tv, and the ability to increase sales, wishes to make change. Prefer medium or small market Rocky Mountains or west. Box 615K, BROADCASTING.

Announcers

Announcer, dee-jay. Bright-young sound, authoritative news, tight board. Want to settle. Box 206K, BROADCASTING.

Sports announcer seeking sports-minded station. Excellent voice, finest references. Box 402K, BROADCASTING.

Mature Announcer. Wants to put better than average announcing and production ability to work in forward looking radio-tv station. Box 467K, BROADCASTING.

7 year pro, wants permanent spot. Married, family, versatile. Missouri or close by. Box 493K, BROADCASTING.

Swingin jock—over 6 years. Top ratings—want major market. Box 513K, BROADCASTING.

Good, smooth music still lives somewhere in east Tennessee and southwest Virginia. Where? Announcer, 3 years, also copy. Box 535K, BROADCASTING.

Brighten your day with top-rated dj . . . seeking major market, permanence. 7 years experience. Easy humor, voice inserts, characterizations, Freeberg-type production spots. 30, college graduate, veteran, family man. Box 536K, BROADCASTING.

Top-rated sports personality in 1½ million market could be available to right radio-tv station. Award-winner, perfectionist, versatile. Box 538K, BROADCASTING.

Experienced announcer in 2,000,000 market currently on prime-time radio and tv shows. Desires to relocate in major market. Box 539K, BROADCASTING.

Good music, newsman. Mature delivery. 5 years experience. Try me! Box 540K, BROADCASTING.

First phone—Broadcasting school graduate. Several years entertainment experience. Desires start in radio. Box 541K, BROADCASTING.

Announcer and dj. No commercial experience. Want to learn. Box 554K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Mid-west medium market jock. Would like modern radio anywhere. Box 557K, BROADCASTING.

Announcer, fast board, bright happy sounds, neat, clean, permanent, married. Box 560K, BROADCASTING.

Don't read, write me!! Prefer C&W. HE 3-6233, Mobile, Alabama—or write Box 562K, BROADCASTING.

Top salesman (½ station billing in a two station market, Western Penna, with one hundred million retail sales) wants future —management and sales. Box 565K, BROADCASTING.

Top 40 dj. Desires to move up and settle in midwest station, 2½ years experience. Dependable, married and references. Box 568K, BROADCASTING.

DJ, fast board, mature sound, experienced, veteran, want permanent position. Box 569K, BROADCASTING.

Bright, humorous morning or afternoon personality seeks progressive, promotion-minded station. Experienced all phases radio, including play-by-play. Some tv. Outstanding production man. Currently at CBS 5kw. All areas considered. Please outline your opening. Box 570K, BROADCASTING.

Reliable announcer—Experienced: Midwest, East; AM-FM, Net, live, dj, news, commercials. Pleasant voice, effective language, excellent references, reputation for playing good music. Prefer midwest, west. Box 574K, BROADCASTING.

Tight paced country jock, would prefer Tennessee or Florida. Good on news. 5 years experience. Write Box 577K, BROADCASTING.

Sincere young man with some college seeks first announcing position. Third phone, speech trained. Box 579K, BROADCASTING.

Professional—Nine years, solid references. Finest background. Veteran with college. Know standard and formula, also production. $100 minimum. Box 583K, BROADCASTING.

Mature, reliable experienced network combo announcer. 1st phone—maintenance. Distinctive delivery. Adult music. Presently employed suburban New York. Air check available. Box 584K, BROADCASTING.

Michigan State University radio and television major desires full or part-time summer work in southern Michigan area. Box 585K, BROADCASTING.

Personality, dj announcer 2½ years experience. Tight board. Not a floater or screamer. Prefer 200 miles from NYC. Will consider others. Box 589K, BROADCASTING.

Sharp morning and farm man. Good news and sports. 1st phone. 6 years experience. Excellent references. Box 591K, BROADCASTING.

Announcer 7 years, married, veteran, 32. Available immediately. Box 592K, BROADCASTING.

Experienced radio-tv. Top sportscaster, program director, news, discs, family. Box 594K, BROADCASTING.

Negro announcer, first phone. I'm cutting staff. I want to help this good man find a good job. Now located in top ten market. Write General Manager, Box 598K, BROADCASTING.

DJ, newscaster, experienced, bright sound, authoritative news, fast board. Dependable family man. Box 603K, BROADCASTING.

Friendly persuasion via quality voice, mature approach, intelligent delivery. Experienced dj, news and some interviewing and commercial writing, seeks good music station, low pressure format. 33 years old, vet, single. Box 604K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

DJ—newsman—pd, 3 years experience. Bright, tight production, any music. Want permanence, future. Box 605K, BROADCASTING.

50,000 watt personality wishes to relocate. 33—married—veteran—college graduate. Play-by-play, musician. Top references. Box 606K, BROADCASTING.

Non screaming personality, d.j., 3½ years experience. Presently employed, ready to move up. College. Veteran. Tops in news. Play-by-play of all sports. Box 617K, BROADCASTING.

9 years experience c&w. Can also do anything in radio operation except engineering. Willing to learn that. Family of 5. Consider secure move anywhere in c&w operation. Box 620K, BROADCASTING.

Frank "Sad" Sacks, now enroute to World's Fair by ox. 2920 West Grand Blvd., Detroit, Michigan. Telephone Trinity 2-7189.

Speech English journalism teacher doing part-time announcing Stereo FM station, looking for full-time radio and/or tv job in N.Y.-N. England area. Excellent voice and delivery (Mid-W), married, two children, available in June for summer replacement or permanent position. Bill O'Brien, 28 Albourne St., So. River, N. J.

June graduate interested in sports position. 2 years sports experience in radio and tv. Prefers radio/tv combination with play-by-play. Excellent references. Resume, tape and picture available. Scott Harrington, 1326 S. Thompson, Carbondale, Illinois.

NU '61 Grad wants summer replacement or full time. Experience as announcer, writer, comic, producer. Prefers midwest. Do you want, happy, swinging, cool voiced shows? Contact: N. Mark, 4025 W. Enfield, Skokie, Illinois.

Top 40 jock, available now. Presently on 5 kw good music. Mature. Trinity 2-7189, 2920 West Grand Blvd., Detroit, Michigan.

Announcer, will travel, 1 year experience southeastern United States. Looking for summer vacation work. (June-Sept.). Like small markets. Resume on request. Contact: John Wadsworth, 2842 Forest Avenue, Des Moines, Iowa. CR 4-1541.

Top 40 deejay—available immediately. #B-21, 540 W. 123rd. St., New York City.

Technical

Chief engineer or staff with large station. Over 20 years experience AM-FM, directional, 50 kw. Box 479K, BROADCASTING.

First phone operator with 5 years as chief engineer. Experienced in directional arrays, construction and all phases of maintenance. Desire lower midwest location but will consider any. No announcing experience. Box 537K, BROADCASTING.

Young, but experienced Chief Engineer needs better pay. Capable of installing, operating, and maintaining AM-FM—studio —remote control equipment. Top references. Married and have car. Will relocate for right offer. Available now! Box 542K, BROADCASTING.

Engineer, 32, married, 1st class license, heavy on maintenance and engineering for AM-FM facilities, seeks position as engineer/chief engineer, would prefer eastern seaboard station. Box 545K, BROADCASTING.

Experienced first class engineer desires midwest employment. Write Box 599K, BROADCASTING.

Experienced radio engineer available. Call Dink Collins, Jessup, Ga. GArden 7-3631, write c/o L. A. Collins. Will consider tv.

First class licensed; chef, combo experience. Available immediately. Room C, Bayard Hotel, Dover, Delaware, Redfield 4-3531.

Situations Wanted—(Cont'd)

Production—Programming, Others

Top sports announcer: Seeking sports minded station with play-by-play. Over 6 years experience radio-tv. Box 510K, BROADCASTING.

College graduate. 2 years professional singer, Production conscious. Very strong on news, on-the-spot, rewrite, delivery. Illinois, Wisconsin, Indiana, Michigan. Box 546K, BROADCASTING.

Medium market program director—Major market jock, #1 rated, 4 years experience, all phases, pop and good music formats, May, $150. Box 548K, BROADCASTING.

Midwest—West Coast . . . News director, pd, interviews—Top rated show—any format with accent on good taste references—best of—Lets hear—here! Box 555K, BROADCASTING.

Girl Friday—Graduating August—Baylor University. Experience in continuity, record library management, and board-control. Seek employment Texas or bordering states. References and resume on request. Box 563K, BROADCASTING.

Am making money away from radio, but the steak doesn't taste very good. Left working ND & PD spot in one of top 10 markets when formula (ugh) chain took over. Voice deep, experience 8 years long. Award winning newscaster/commentator, non-screaming dj, band & news remotes for nets, staff announcer, top-rated controversial public opinion show, I've done 'em all. University degree. Currently in home town, NYC, but will relocate north or south (my first job) of Mason-Dixon line, east or west of Mississippi. Willing to make smaller tax payment in return for return to broadcasting. References include present employer. Box 566K, BROADCASTING.

Journalism graduate (Illinois), 12 years experience. Built prize-winning news department, left for PR, wants return to news. Strong on legwork, writing; authoritative on air; respected by sources; knows law, government. Medium and small-medium markets also considered. Box 595K, BROADCASTING.

"As one station manager to another, I have a man available that could solve your production and programming problems. He's young, married, reliable. Outstanding production ability, with sound, imaginative ideas. Solid experience in Southeastern and Mid-south markets. We'll give you all necessary details on request. Write or wire Box 596K, BROADCASTING."

Staff cutback—top man must go! Program director with outstanding, imaginative production creativeness—proven leadership & administration ability—top rated DJ in major southeastern market for three years —seven years experience in radio & tv. Present station situation necessitates move. Prefer southeast. If you need dynamic, modern program guidance—contact immediately. Present employer will give excellent recommendation. Box 597K, BROADCASTING.

Excellent news, sports man. (Play-by-play) Specialize in local news—large, medium markets. Tape, references. Box 616K, BROADCASTING.

Programming/Operations announcer/production. 13 years. Will be available for Chicago-Milwaukee area. Charles Dennis, 624 Keith, Waukegan, Illinois. Majestic 3-0427.

TELEVISION

Help Wanted—Sales

Southeastern, 3 station VHF market. Progressive network outlet needs one more professional account executive. Generous guaranteed salary plus commission from first dollar, other benefits. Send full resume to Box 474K, BROADCASTING.

Announcers

Announcer-switcher, experienced for South Texas station. Box 398K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted: On-camera newsman with experience as a reporter-writer and able to use 16mm camera. Will be part of two city newscasting team. Please submit resume including salary requirements, recent photo and audio tape. Richard O'Neill, WICD, Danville, Illinois.

Need permanent tv man. Must have 1st phone, car. Send details to WECT, Wilmington, North Carolina.

Technical

Educational station in southeast metropolitan area expanding engineering staff, needs first phone. Write, send all details, experience, salary. Box 521K, BROADCASTING.

Opportunity for Chief Engineer in large New York College television unit. Moving into new studios during 1962-63. All equipment broadcast standard. Fringe benefits. Send complete resume. Box 561K, BROADCASTING.

Immediate opening for tv technician experienced in studio maintenance and operation. Ampex VTR maintenance experience desired. Must be ambitious, dependable and have first phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Chief Engineer, WLAC-TV, Nashville, Tennessee.

Studio maintenance engineer—Must have 1st phone—one year experience be able to pull shift at transmitter during vacation periods. Excellent opportunity for advancement in growing North-western California market. Write or wire Chief Engineer, KVIQ-TV, Eureka, California.

Production—Programming, Others

Wanted: TV newsman with radio or tv news experience who likes to dig for news as well as be on-camera. Box 383K, BROADCASTING.

Continuity writer with speed and creativity for VHF in southwestern resort city. Box 397K, BROADCASTING.

Director for large and aggressive station in major market. Must be experienced creative, ambitious. Excellent pay and working conditions. Mr. Kouris, KMBC-TV, 11th and Central, Kansas City, Missouri.

Male or female creative continuity writer. Immediate opening. Must be self starter. Emphasis on local writing. Full station benefits—Send pix—resume—references. Bob Smith, Program Director, WTVO-TV, Rockford, Illinois.

TELEVISION

Situations Wanted—Management

TV Program Manager available soon. Exceptional experience in programming, production, film buying, videotape, public affairs, news, and contract negotiations. Desire affiliation with major network affiliate, International television group, or VTR production team. Box 549K, BROADCASTING.

Manager—10 years present position (TV). 21 years radio and tv. Able administrator. Solid success record. Known in industry. Available 30 days. Box 573K, BROADCASTING.

General Salesmanager—10 years experience, now employed as salesmanager. Proven ability, 36 years, married, family, salary plus . . . Box 580K, BROADCASTING.

Sales Manager — Commercial Manager — eight years management experience. Excellent references. Heavy on local and regional sales. Ability to train others. Box 590K, BROADCASTING.

General Manager of combined tv and radio wants to devote full time to tv management. Deep experience in all departments. Full details at personal interview. Box 608K, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Announcer with agency and client endorsements galore. 10 years all phases radio/tv. Strong news, sports, commercials. Reliable, family man. Box 564K, BROADCASTING.

Sales service manager position desired by single, young, aggressive, creative man with 6 years experience in all phases of tv including sales, production and promotion. Will relocate. Resume furnished. Box 611K, BROADCASTING.

Announcers

Sportscaster, newscaster, interviewer, MC. Presently California television. Family. Reliable, references. Box 593K, BROADCASTING.

Professional Tv announcer, 31, wants staff work with professional tv station. $140 weekly plus talent. Box 612K, BROADCASTING.

Technical

TV engineer experienced in construction, maintenance, and operation of television transmitter and microwave equipment seeks opportunity to work for station in Florida or deep south. Responsible, excellent references. Box 572K, BROADCASTING.

Experienced radio-tv engineer, age 41. George Davenport, Phone Filmore 2-8298, 302 West Blvd., North, Rapid City, South Dakota.

Production-Programming, Others

Director - writer - producer seeks position with challenge, responsibility and future. Box 387K, BROADCASTING.

News director. Top-rated newscaster with proven administrative ability in major markets. Extensive editorial and public affairs experience. Kines and references available. Box 544K, BROADCASTING.

Production/Program Director—2 years experience at overseas stations, including all phases of production. College man, 26, married—will relocate. Box 558K, BROADCASTING.

FOR SALE

Equipment

1 KW Dumont Transmitter, including side band filters, spare tubes, misc. assortment of co-axial elbows. Complete and in excellent condition. First cash offer over $12,000 takes. KCHU, Box 18, San Bernardino, California.

RCA 5kw tv transmitter. Low band, presently on Channel 5. Complete with transmitter console, harmonic filters, sideband filter, diplexer, dummy load, and demodulators. Available now. KCSJ-TV, Pueblo, Colorado.

Gates 250W AM transmitter, good condition, just removed from service. WANE—Fort Wayne, Indiana.

For Sale. W.E. 504B2 FM 3 k.w. transmitter. W.E. 5A FM monitor. 37M4 Collins 4-bay antenna 280 ft. 1⅝" Andrews Coax, elbows, hangers and miscellaneous fittings. All tuned ready to operate on 102.7 m.c. Contact Henry Fones, C.E., WDIA, Memphis.

One Tapak news caster tape recorder in good condition $80. One Berlant BRX-1 tape recorder. Takes up to eleven inch reels, complete with cases, good condition, cost new about $700. First $250 buys it. KOHU, Hermistion, Oregon.

GE 1 KW FM transmitter in good condition with complete set of tubes and extra finals. Rust 108-OF remote control. Brand new. Bargain. Box 221, Lebanon, Tennessee.

Available soon transmitter package consisting of a Standard Electronics TH614 transmitter—Alford type 1042 diplexer 420 feet of teflon 3⅛ inch transmission line and a General Electric 12 TY70H antenna. This equipment is in perfect operating condition and available only because of a change in power. The equipment is currently turned to channel 12. For full information contact Bert Lebhar, Executive Vice President, WEAT-TV, West Palm Beach, Florida.

For Sale—(Cont'd)

Equipment

RCA 3-bay, Channel 3 (or 2) TV antenna. Good condition. Bargain. WSAV-TV, Savannah, Georgia.

Disc cutter, Rek-O-Kut Imperial II, less than year old, 120 OI and 210 OI leadscrews, $500, 1103 Emory Drive, Panama City, Florida.

Tapes. 1200' 99¢; 1800' $1.29. Free catalog. Box 3095, Philadelphia 50.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflen Line,$40.00 for 20' length; ⅞" ditto, 90¢ foot; 6 feet. Dishes with hardware, $150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Need everything for 1 KW 4-bay FM operation. Also 5-inch oscilloscope. Box 475K, BROADCASTING.

TV and/or AM in medium large city desired by experienced, competent and financially qualified party. Reply in confidence. Box 586K, BROADCASTING.

Wanted—TV studio equipment. State model, price and condition. Box 609K, BROADCASTING.

Wanted—by our clients. Radio, FM, and TV test and measuring equipment. "Thirty years in Broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Recording equipment. Tape and disc recorders, console. Mastersound, 103 Waring, San Antonio, Texas.

25 kw dummy load. Reasonable condition. Calorimeter or wattmeter type. Box 621K, BROADCASTING.

WANTED TO BUY

Stations

Desire medium wattage daytimer in midwest. Include all details first letter: power, station background, location, billing, etc. Justify price asked. Box 485K, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics. 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Be a Disc Jockey. Learn announcing & engineering—FCC 1st class license. Nation's leading D.J.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio, Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Instructions—(Cont'd)

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting April 17 and June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting May 9, July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

ATC and similiar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Tape recording business opportunity—good money in your own community making tapes and records. Full or spare time business. $1 brings idea-packed booklet explaining all you need to know to cash in on interesting unexploited career with small investment. Cook Laboratories, 101B Second St., Stamford, Conn.

We Guarantee increased ratings with fantastic Lange (one)—Liners! Demonstration record free! Lange, 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

Instant gags for deejays!—100 gag topics available such as Radio, Weather, Traffic, Tv, etc. Write for list Show-Biz Comedy Service (Dept. B) 65 Parkway Court, Brooklyn 35, New York.

Business Opportunity

½ **interest available** in established broadcasting school. Resident and correspondence training. Excellent potential. Franchises available for correspondence division. Famous Announcers School, 1836 Euclid Ave., Cleveland, Ohio.

RADIO

Help Wanted—Management

TOP RATED SALESMAN WANTED

WLEE, Richmond, Va., has immediate opening for top flight salesman. Number 1 ratings day and night. Chose accounts, best salary and commission arrangement. Unlimited earnings. Send complete resume to Dick Via, WLEE.

Announcers

NEWSCASTER

Top-quality, authoritative voice, experienced writer and reporter. Adult programmed station in major midwestern market of 750,000. Salary open. Rush complete resume, picture, and tape, in complete confidence to Box 588K, BROADCASTING.

Help Wanted—(Cont'd)

DJ WANTED FOR IN-PERSON TEEN SHOW

Leading national manufacturer requires services of talented, youthful, clean cut disc jockey as master of ceremonies for live, free admission show geared to teenagers. Tour in New England and Southeast July and August. Sobriety and outstanding references essential. Preference given to applicants with in-person experience teen shows. Tour transportation furnished. Send resume, tape, photo and salary requirements. Box 515K, BROADCASTING.

Summer replacement announcer May 7 thru September 9th—possible employment beyond this period. Commercial station experience required. Send tape, snapshot and resume to Program Director, WOC, Davenport, Iowa.

Situations Wanted—Announcers

FRANK "SAD" SACKS

Now enroute to World's Fair by ox wagon. Available now top 40 anywhere. 2920 West Grand Blvd., Detroit, Michigan. Trinity 2-7189.

TELEVISION

Help Wanted—Technical

TV ENGINEER
Electrical and Mechanical

Leading producer of closed circuit TV has immediate position openings for:
Senior Design, Junior Electrical or Mechanical Engineers; for our product development and systems application group. We need men with B.S. in E.E. or B.S. in M.E. and product design, development, Systems Design or application. Engineering experience in closed circuit TV in industry and for broadcast engineering.
Send full resume: J. W. Lewis, Stage Division, Thompson Ramo Wooldridge, Inc., Michigan City, Indiana. In lake side community with resort flavor. In the heart of the Dunes. An equal opportunity employer.

EMPLOYMENT SERVICE

WANTED . . .
Good Announcers with 1st phone. Tickets. Good Combo jobs available if you have the right combination of Voice, Timing and Production sense. Experience a necessity. . . .

ADS-ASSOCIATED PERSONNEL SERVICES
REGISTER NOW
P. O. Box 2343—Salt Lake City 10, Utah

Employment Service—(Cont'd)

OPENINGS NOW!
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW
WALKER EMPLOYMENT SERVICE
Jimmy Valentine — Broadcast Division
83 So. 7th St. — Minneapolis 2, Minn.
FEderal 9-0961

INSTRUCTIONS

FIRST PHONE IN 6 WEEKS

Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned classrooms. American Academy of Electronics. 303 St. Francis St., Mobile, Alabama.

FOR SALE

Stations

SOUTHERN ARIZONA

Top fulltimer, ideal climate owner-operator can realize $100,000 potential in this expanding market. $50,000 buys. Long term obligation non-interest bearing.

Box 224K, BROADCASTING

1000 WATT DAYTIMER, network, single market station. On the air six years under one owner who wants to retire. Station in a fast growing N.W. market. $10,000 will handle. BOX 571K, BROADCASTING.

SOUTHERN CALIFORNIA FULL-TIME

Only 250 watt full-time—serving growing market of 30,000. Good trade area. FM construction permit included. Way clear for 1 Kw. day. Will sell 49% interest for small payment who will assume full management leading to full ownership. I. Sinofsky, P. O. Box 696, Ridgecrest, California 8-9211.

Ky	single	daytimer	$ 75M	terms
N.H.	single	daytimer	87M	terms
La	single	daytimer	50M	$15dn
Ga	small	daytimer	65M	29%
Cal	small	daytimer	175M	terms
Neb	medium	daytimer	85M	29%
Wash	medium	daytimer	99M	terms
Ind	metro	fulltime	410M	$90dn

and others: also newspapers & trade journals

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Tex. metro regional, absentee owned, 1961 cash flow $60,000, $250,000 with $50,000 down—Tex. major FM. $75,000 with 10% down—Tex. regional single $70,000—Tex. f.t. single $70,000—Tex. medium f.t. $160,000—Ark. medium regional $150,000—Ark. regional single $78,750—Ark. major f.t. regional $180,000—La. regional single $45,000—Colo. regional single $50,000—Okla. single, making money $95,000—Tenn. major power, billed over ¼ million yrly past several yrs. $350,000 23% down—Ga. regional single $50,000—Ga. regional single f.t. $75,000 with $15,000 down—Fla. f.t. single $45,000 with $10,000 down—Fla. medium regional $95,000—Fla. medium f.t. power $175,000—Fla. medium regional $145,000—Miss. single $45,000—Tex. major regional $200,000, just $25,000, bal. 10 yrs. no interest! Contact:
PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

Continued from page 99

WCLO Janesville, Wis.—Granted license covering use of former main trans. as auxiliary trans. in place of present auxiliary trans.

WETZ New Martinsville, W. Va.—Granted license covering installation of new trans., change in trans. and studio location and remote control point.

■ Following stations were granted extensions of completion dates as shown: KTYM Inglewood, Calif., to July 2; KLUC-FM Las Vegas, Nev., to July 2; WADV(FM) Buffalo, N. Y., to Aug. 15.

Actions of April 4

■ Remote control permitted for following stations: KLIP Fowler, Calif., and WHUT Anderson, Ind.

■ Following stations were granted change of remote control authority: KAIR Tucson, Ariz. (second remote control point); WPVA Colonial Heights-Petersburg, Va.

WRYM New Britain, Conn.—Remote control permitted.

WEYE, Gale P. Lewis, Sanford, N. C.—Granted assignment of license and cp to **Sanford Radio Bcstg. Inc.**

KRCA Los Angeles, Calif.—Granted mod. of license to change main studio location to 3000 W. Alameda Ave., Burbank (Los Angeles County), Calif. (main trans. & ant. & aux. trans. & ant.); conditions.

WBLY Springfield, Ohio—Granted request for cancellation of license of auxiliary trans.

KCHU(TV) San Bernardino, Calif.—Granted mod. of cp to change ERP to vis. 9.1 kw, D; 4.6 kw, DA aur.; install DA system and make other equipment changes; ant. 340 ft.

■ Following stations were granted authority to remain silent for periods shown: KQTE Missoula, Mont., to June 26, and KETO Seattle, Wash., to June 30.

■ Following stations were granted extension of authority to remain silent for periods shown: KPSD(FM) Dallas, Tex., to June 1, and WOXR(FM) Oxford, Ohio, to June 1.

Action of April 3

■ Following stations were granted extensions of completion dates as shown: WRLB (FM) Long Branch, N. J., to Sept. 11; KBEV Portland, Ore., to Sept. 27; WKBC-FM North Wilkesboro, N. C., to July 2; KQNK-FM Lafayette, La., to Aug. 15; WWVA-FM Wheeling, W. Va., to Sept. 28; KPOI-FM Honolulu, Hawaii, to Aug. 15; WGNY Newburgh, N. Y., to May 1; WSAO Senatobia, Miss., to July 3; WICC Bridgeport, Conn., to Sept. 13; KSID Sidney, Neb., to May 1; WFMD Frederick, Md., to July 9; KCAD Abilene, Tex., to Aug. 14; WAME Miami, Fla., to May 15; WOKS Columbus, Ga., to May 15; WTOD Toledo, Ohio, to Aug. 15; WHMC Gaithersburg, Md., to June 15; and WCBS New York, N. Y., to Aug. 31, conditions.

Action of March 26

■ Granted cps for following vhf tv translator stations: Saltese Tv Assn. on ch. 7, Saltese, Mont., to translate programs of KXLY-TV (ch. 4) Spokane, Wash.; Tunnel Tv Assn. on chs. 3 and 7, Farming community SSW of Chelan Butte, Wash., KXLY-TV (ch. 11) Spokane, Wash., and KHQ-TV (ch. 13) Spokane, both via intermediate translators; Valley Falls Tv Inc. on ch. 4, Valley Falls, Ore., KOTI-TV (ch. 2) Klamath Falls, Ore.

For Sale—(Cont'd)

Stations

STATIONS FOR SALE

SOUTHWEST. Exclusive. Full time. Absentee owned. Doing $50,000. Asking $80,000. Very excellent terms to qualified buyer.

NORTHWEST. Medium market. Full time. Absentee owned. Gross $85,000 in 1961. Asking $125,000 plus assumption of $30,000 in obligations. Excellent terms.

CALIFORNIA. Full time. Medium market. $18,000 down.

ROCKY MOUNTAIN. Daytime. Absentee owned. Gross $100,000 in 1961. Asking $150,000. 29% down.

JACK L. STOLL & ASSOCS.

Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

RADIO-TV SET COUNTS continued

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
Clinton	37,969	10,328	9,853	95.4	4,114	9,710	94.0	798
Crawford	4,971	1,436	1,259	87.7	333	1,169	81.4	66
Delta	34,298	9,914	9,622	97.1	3,444	8,514	85.9	302
Dickinson	23,917	7,488	7,175	95.8	2,101	6,865	91.7	237
Eaton	49,684	14,181	13,236	93.3	5,894	13,250	93.4	1,460
Emmet	15,904	4,696	4,467	95.1	1,584	3,904	83.1	103
Genesee	374,313	105,188	97,899	93.1	37,685	99,069	94.2	9,870
Gladwin	10,769	3,105	2,869	92.4	601	2,692	86.7	122
Gogebic	24,370	7,820	7,567	96.8	2,395	6,676	85.4	269
Grand Traverse	33,490	9,065	8,307	91.6	3,035	7,888	87.0	840
Grattiot	37,012	10,532	9,718	92.3	3,224	9,454	89.8	480
Hillsdale	34,742	10,276	9,613	93.5	3,913	8,936	87.0	578
Houghton	35,654	10,825	10,523	97.2	3,775	8,606	79.5	223
Huron	34,006	9,522	9,145	96.0	2,823	8,297	87.1	437
Ingham	211,296	60,608	56,874	93.8	26,748	55,630	91.8	7,459
Ionia	43,132	11,506	10,791	93.8	4,075	10,800	93.9	971
Iosco	16,505	4,859	4,505	92.7	1,325	4,484	92.3	261
Iron	17,184	5,334	5,213	97.7	1,835	4,744	88.9	142
Isabella	35,348	8,777	8,374	95.4	2,900	7,715	87.9	433
Jackson	131,994	37,520	35,161	93.7	16,178	35,053	93.4	3,572
Kalamazoo	169,712	48,139	45,383	94.3	21,732	44,316	92.1	6,516
Kalkaska	4,382	1,346	1,154	85.7	213	1,129	93.9	65
Kent	363,187	105,765	100,465	95.0	48,550	96,019	90.8	13,303
Keweenaw	2,417	805	724	89.9	108	697	86.6	—
Lake	5,338	1,807	1,521	84.2	343	1,439	79.6	73
Lapeer	41,926	10,771	9,861	91.6	3,741	10,063	93.4	538
Leelanau	9,321	2,664	2,328	87.4	508	2,289	85.9	111
Lenawee	77,789	21,982	20,719	94.3	9,169	20,169	91.8	1,884
Livingston	38,233	10,770	10,303	95.7	4,526	10,169	94.4	1,055
Luce	7,827	1,662	1,394	83.9	287	1,332	80.1	—
Mackinac	10,853	2,920	2,735	93.7	794	2,478	84.9	83
Macomb	405,804	106,995	101,417	94.8	46,968	103,775	97.0	17,125
Manistee	19,042	5,875	5,548	94.4	2,043	5,186	88.3	403
Marquette	56,154	15,586	14,998	96.2	5,564	14,396	92.4	912
Mason	21,929	6,767	6,314	93.3	2,718	5,391	79.7	83
Mecosta	21,051	5,739	5,188	90.4	1,644	5,033	87.7	204
Menominee	24,685	7,159	6,645	92.8	2,342	6,496	90.7	564
Midland	51,450	13,612	12,967	95.3	5,507	12,891	94.7	936
Missaukee	6,784	1,916	1,682	87.8	544	1,528	79.7	39
Monroe	101,120	27,573	25,928	94.0	10,632	26,021	94.4	3,005
Montcalm	35,795	10,886	9,878	90.7	2,888	9,892	90.9	653
Montmorency	4,424	1,370	1,271	92.8	246	1,026	74.9	—
Muskegon	149,943	42,426	39,985	94.2	17,336	39,094	92.1	2,899
Newaygo	24,160	7,054	6,381	90.5	1,962	6,198	87.9	355
Oakland	690,259	188,980	179,258	94.9	95,840	182,276	96.4	39,217
Oceana	16,547	4,828	4,267	88.4	1,041	3,945	81.7	108
Ogemaw	9,680	2,883	2,512	87.1	471	2,526	87.6	46
Ontonagon	10,584	3,138	2,866	91.3	661	2,347	74.8	39
Osceola	13,595	3,992	3,558	89.1	1,212	3,516	88.1	269
Oscada	3,447	1,061	898	84.6	306	753	71.0	20
Otsego	7,545	2,131	2,090	98.1	445	1,882	88.3	21
Ottawa	98,719	27,386	26,489	96.7	12,153	25,057	91.5	1,971
Presque Isle	13,117	3,476	3,367	96.9	915	2,533	72.9	22
Roscommon	7,200	2,396	2,177	90.9	419	2,245	93.7	68
Saginaw	190,752	52,870	48,415	91.6	18,634	49,469	93.6	5,448
St. Clair	107,201	31,268	29,458	94.2	11,761	28,882	92.4	2,291
St. Joseph	42,332	13,103	12,048	91.9	5,651	12,108	92.4	849
Sanilac	32,314	9,458	8,978	94.9	3,233	8,317	87.9	246
Schoolcraft	8,953	2,577	2,357	91.5	664	2,031	78.8	42
Shiawassee	53,446	15,432	14,053	91.1	5,228	14,237	92.3	1,638
Tuscoloa	43,305	11,903	11,094	93.2	4,160	10,841	91.1	698
Van Buren	48,395	14,657	13,290	90.7	4,347	13,539	92.4	810
Washtenaw	172,440	47,272	44,083	93.3	20,669	40,915	86.6	4,788
Wayne	2,666,297	784,668	732,041	93.3	324,011	733,612	93.5	123,148
Wexford	18,466	5,545	5,194	93.7	1,827	5,021	90.6	450
Metropolitan Areas								
Ann Arbor	172,440	47,272	44,083	93.3	20,669	40,915	86.6	4,788
Bay City	107,042	30,062	28,264	94.0	9,628	28,131	93.6	2,692
Detroit	3,762,360	1,080,649	1,012,716	93.7	466,819	1,019,663	94.4	179,490
Flint	374,313	105,188	97,899	93.1	37,685	99,069	94.2	9,870
Grand Rapids	363,187	105,765	100,465	95.0	48,550	96,019	90.8	13,303
Jackson	131,994	37,520	35,161	93.7	16,178	35,053	93.4	3,572
Kalamazoo	169,712	48,139	45,383	94.3	21,732	44,316	92.1	6,516
Lansing	298,949	85,117	79,963	93.9	36,756	78,590	92.3	9,717
Muskegon-Muskegon Heights	149,943	42,426	39,985	94.2	17,336	39,094	92.1	2,899
Saginaw	190,752	52,870	48,415	91.6	18,634	49,469	93.6	5,448

VARIETY CLUBS

35TH ANNUAL INTERNATIONAL CONVENTION

TENT 41





MAY 15TH 19TH 1962 DUBLIN AND BELFAST IRELAND

OUR RESPECTS to Charles Hopson Colledge, vice president, RCA

The potential of broadcasting has only been scratched

After more than 30 years in the broadcasting business, Charles H. Colledge is still at his desk each morning with the same driving enthusiasm that characterized him in the early days of his career.

Those who have worked with Mr. Colledge are quick to attest to his abundant energy and dedication. As one colleague remarked, "Charlie doesn't walk, he trots."

The reason for this continuing buoyancy is Mr. Colledge's strong conviction that broadcasting is "still a new form of communications with a potential that has only been scratched."

Although he recognizes and is proud of the progress television has made since its birth, it is evident Mr. Colledge does not believe in resting easily on past successes.

Engineering for Growth ▪ "Every day we are discovering more and more about the potential of tv," he says. "The results—its only a matter of time before satellites and global tv will be strong factors in the industry. And with color tv sales zooming, we are intensifying our efforts to develop better and more economical ways of picking up color."

During his long service in the broadcasting industry, Mr. Colledge has contributed heavily to the growth of television from the days of its infancy to its emergence as a major medium of communication.

He has been identified with the RCA color tv system from its earliest days. Automation and equipment centralization are practices he has advocated for many years. He was instrumental in the development of RCA's video-tape system and the first transistorized video-tape equipment.

He served in the engineering departments and as an executive of networks and stations before his appointment as vice president in charge of RCA's Broadcast & Communications Products Div. in Camden, N. J.

It was his long record of excellence both as an engineer and as an administrator, plus RCA's conviction that it needed men in Camden with a deep acquaintance with broadcasters' needs, that prompted top management to ask Mr. Colledge to take the post.

His acquaintance with broadcasting problems is unanimously acknowledged by his former colleagues at NBC, which he left in 1958 to join RCA. "Charlie has a deep understanding of the needs of the broadcaster," one associate said. "He is a practical engineer who not only knows the problems of the broadcaster but knows how to solve them. And he is an engineer who is not afraid to get his hands dirty."

A genial man with a ready smile and quick wit, he made many friends in the broadcasting industry. As chief engineer of WRC-TV Washington, one of the first tv stations, he was always swamped with visitors from other stations seeking technical and administrative advice. He has kept in contact with these broadcasters through the years and has found these close relationships invaluable in his new job.

Engineering as a Career ▪ Charles Hopson Colledge first became interested in broadcasting quite early in life. As a youngster in Paterson, N. J., where he was born June 3, 1911, he helped his brother build and operate ham radio sets. It was this avocation that led to his desire to become an engineer. While in his senior year at Paterson Central High School, Charles took and passed a test prepared by Bell Labs. He entered Bell's training program as a result and remained with the organization for three years at a salary of $25 a week.

In 1930, Mr. Colledge joined CBS as a technician. Here he received his first practical experience in broadcasting while participating in field and studio programs. "Those were the days," he says, "when you worked seven days a week, 10 to 16 hours a day, for $50 a week. But it was worth it."

That it was worth it for Mr. Colledge was confirmed in 1933 when he left CBS to join NBC, where the opening of Radio City made working for this network "an engineer's dream." He was there until 1942 when he entered the Navy as officer in charge of several radar projects in the design branch of the Bureau of Ships, electronics division. Here he was instrumental in developing much equipment that was used in combat. The Navy awarded him two medals of commendation and he was discharged in November 1946 as a lieutenant commander.



Charles Hopson Colledge
Not afraid of dirty hands

He resumed his job at NBC. He was transferred to Washington and placed in charge of tv studio and field engineering. He was soon promoted to tv operations before the FCC. His experience of WRC-AM-TV, where he was responsible for the early color tv demonstrations before the FCC. His experiences with color brought him to RCA Labs in 1949 as operations head for color tv.

Mr. Colledge returned to New York in 1952 as manager of NBC network public affairs production operations. He was promoted to director of operations and engineering for the network's owned and operated radio and tv stations one year later. In October 1956, he was named vice president, facilities operations.

He joined RCA in Camden as general manager of the Broadcast & Tv Equipment Div. on Dec. 8, 1958. When that division and the Communications & Control Div. were combined to form the Broadcast & Communications Products Div. in 1961, Mr. Colledge was named vice president in charge of the new unit.

Engineering for Fun ▪ Besides his professional activities as an engineer, Mr. Colledge has always enjoyed puttering around with musical equipment and gadgets at home and on his boat. His interest in music and sound quality prompted the development of hi-fi equipment in his home workshop during the mid-'30s. An amplifier from this unit later became the standard RCA broadcast monitoring amplifier.

He is an avid yachtsman and considers boating the best form of relaxation. His 42-foot cruiser, *Tusitala III*, a Polynesian name meaning "Teller of Tales," is equipped with a variety of electronic gadgets including radar.

Mr. Colledge received his education at Columbia (Mass.) Institute of Technology and Newark College of Engineering. He holds a bachelor's degree in electrical engineering and is a registered professional engineer in Washington.

He married Margaret Whittaker of Short Hills, N. J., on Sept. 2, 1931. They have two children: Charles, 29, associate professor of entomology at the U. of Connecticut, and William, 26, also employed by RCA.

High standards

THE Standard Oil Co. (New Jersey), which sponsored *The Play of the Week* and *An Age of Kings* in former television seasons has become the critics' darling again with its new series, *Festival of Performing Arts.* The company has proved that strong advertising values can come from small audiences (the adjective is relative) coupled with rousing cheers appearing in the press.

If the Standard Oil experiences meant no more than that, we could dismiss them with a small round of applause for the company's cleverness. They suggest, however, that marriages of art and commerce can still be brought off without Newton Minow standing by the altar with a shotgun.

In the 10 broadcasts that are scheduled, outstanding artists will perform in works of their own choosing. It is an event when television stations in two large cities (WNEW-TV New York and WTTG [TV] Washington) devote prime time to the reading of poetry by Paul Scofield and Joy Parker and the playing of Beethoven and Schumann by Rudolph Serkin and the Budapest String Quartet. The event may appeal to a minority of viewers, but it is an event just the same. It is made the more important because it occurs while other programs, of wider appeal, are entertaining people who would be bored by poetry or chamber music. This is the way the U. S. television system works—and ought to.

If the shoe fits . . .

TO those broadcasters who wish for increased federal regulation to reduce competition in radio, President Kennedy's recent message on transportation provides instructive reading. The message, sent to Congress on April 5, frankly stated that 80 years of government economic supervision have left the nation's transportation system in a mess.

For broadcasters, some of the President's passages have pertinence:

". . . The management of the various modes of transportion is subjected to excessive, cumbersome and time-consuming regulatory supervision that shackles and distorts managerial initiative.

"Some carriers are required to provide, at a loss, services for which there is little demand. Some carriers are required to charge rates which are high in relation to cost in order to shelter competing carriers. Some carriers are prevented from making full use of their capacity by restrictions on freedom to solicit business or adjust rates . . ."

The President, speaking of an industry the government has regulated because it "serves, and is affected with, the national interest," concluded: "No simple federal solution can end the problems of any particular company or mode of transportation. On the contrary, I am convinced that less federal regulation and subsidization is in the long run a prime prerequisite of a healthy intercity transportation network."

Eighty years from now, or probably sooner, the same thing could be said about radio regulation, if those broadcasters who want the government to impose economic rules get what they're asking for.

All-out for all-channel sets

A MAJOR step in the orderly development of television allocations was taken last week by the House Commerce Committee. The report accompanying the all-channel receiver bill (H.R. 8031) is an uncommonly good one because it establishes a national policy on allocations and deals clearly and cogently with a highly complex subject.

The report, which urges prompt passage of the all-channel bill, implements the moratorium on selective deintermixture of vhf markets into uhf. It brings to an end the errant talk about a full-scale transition of television to an all-uhf system. It supports a long range policy of development of an 82 channel vhf-uhf system.

It is important to get the legislation through at this session. Because this is an election year, Congress will be anxious to adjourn. Broadcasters should unite in the effort to get their Congressional delegations to go down the line for swift action to avoid a crisis in the inevitable rush toward adjournment.

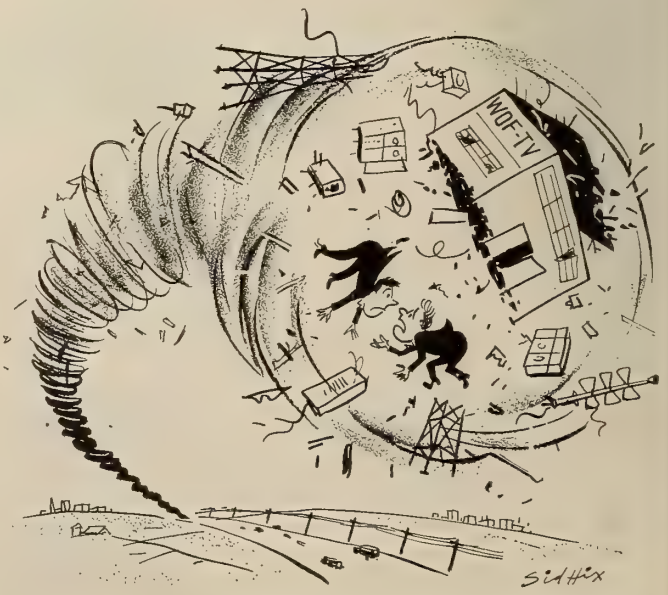
Sold by Sweeney

THE popular image of RAB President Kevin Sweeney as a free-swinging radio salesman was never better confirmed than at the NAB convention two weeks ago when he stood up before 1,000 radio broadcasters and pronounced them "stupid." It was also typical of his image that he got an ovation from them afterwards.

Kevin Sweeney is a restless, tireless man with a sharp mind and a tongue to match, and he has never hesitated to use them against anybody he thinks is short-changing radio by indifference, ignorance or design. Inevitably his outspokenness has made enemies, but the fact that he criticizes from the point of view of a broadcaster, not as an outsider, has earned him many friends and, among some, the unofficial title of "sales manager to radio."

Friend and enemy must agree that he has brought RAB a long way in his 10 years there. He figured prominently in getting the station support needed to make the organization permanent in the first place, and as president since 1954 he has built it into a stable, $1.2-million-a-year operation. The place has always been awash with projects, designed both to keep people talking about radio—no small job in itself, in radio's darker days—and to get more of them to buy more of it.

Effective next Feb. 28, Mr. Sweeney is resigning from RAB. He seems to be serious about this decision. A committee is looking for his successor. It is not an easy assignment. We suggest the committee start by looking for a man who has big feet and doesn't sleep much.



Drawn for BROADCASTING by Sid Hix

"I told you it was a mistake to pre-empt that religious show!"





Everybody leans towards Groucho

In Baltimore and Boston and Detroit and Minneapolis-St. Paul and New Orleans and Seattle and Washington, D.C., and all around the country—bigger and bigger audiences are leaning towards "The Best of Groucho." ■ Take Seattle—from December to January in ARB, Groucho's rating upped 11 points, from 16 to 27! He tightened his first-place hold on Boston when he rose to 22. He's the new leader in New Orleans with a three-point gain. And in Washington, D.C., he added 66% to his rating. ■ "The Best of Groucho" gives you 250 of the very best from Groucho's 11-year network comedy hit. And by what's happened to date, it makes a powerhouse series for daytime stripping! Give the people in your area a chance, and they'll tilt Groucho's way too. In big numbers! Get the details from . . . NBC FILMS

H-R OUTSELLS ITS COMPETITORS BECAUSE

H-R salesmen continually utilize the facilities of the largest and most versatile Sales Development Department of any major station representative . . . Combining the talents of the H-R Research Department with the Sales Promotion Department enables H-R salesmen to furnish agency and advertiser with complete, accurate, efficient facts about H-R-represented stations.

H-R hires the best available salesmen to start with —trained, experienced, mature, aggressive, knowledgeable and resourceful. Then it gives them **more** to **work** with! More facts, more sales-building promotion, more sales-oriented research.

As a result they can get there **first** with the **most** . . . another reason why H-R outsells its competitors.

Can you use this type of completely-equipped national spot sales representative? If so, we'll be glad to show you many more reasons why H-R outsells its competitors . . . Call us.

H-R Representatives, Inc.
Television, Inc.



35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 23, 1962

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KREM-TV . . . . . Spokane
WTHI-TV . . . . . Terre Haute
KVOO-TV . . . . . Tulsa

TV is reverent

This is religious beauty, inspiration and wisdom brought to meaningful life before our eyes. These stations are proud to be part of Television, that presents many programs of all religions to so many millions.

Television Division
Edward Petry & Co., Inc.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

BIG BAND BIT!

This original THEMATIC series by the fabulous QUINCY JONES is *the* masterpiece that will revolutionize the Musical Jingle Industry!

Created by



QUINCY JONES

Arranged by



QUINCY JONES

Conducted by



QUINCY JONES

Brightly created, excitingly arranged and masterfully conducted by the foremost creative man in the Big Band field; CRC's "BIG BAND BIT" includes:

TWENTY, 20-sec. THEMATIC VOCALS
THIRTY, 20-sec. THEMATIC INSTRUMENTALS

The "BIG BAND BIT" is coming *your* way; recorded in New York by 18 of the swingingest "BIG BAND" musicians in the country, and produced by CRC, the standard of quality in the Musical Jingle World since 1957! Better get with the BIG BAND BIT . . . TODAY! For a slight sample of the fantastic Quincy Jones touch listen to Capitol Album No. T-1671 . . then WIRE, WRITE, OR CALL DIRECT:

COMMERCIAL RECORDING CORPORATION

3104 Maple Ave. • P.O. Box 6726 • Dallas 19, Texas • Phone: RI 8-8004

AN INDEPENDENT ENTITY
not associated with any other sales organization.



(SALES) MEN AT WORK!

These are your **sales**men in Baltimore radio!

These men—members of WCBM's crack announcing staff — present the intensive news coverage, the pleasant-to-listen-to music and the special programming that **adults** in the Baltimore metropolitan area have long preferred!

These men can sell **your** products or services to adults because adult listeners enjoy listening to them day-in, day-out! These **sales**men are your most direct radio route to the DECISION MAKERS–the people with the power to buy and the money to spend in this burgeoning market—the 12th largest in the nation.

If you want to be **selective**—and want your message delivered to the adults who can respond best—at the cash register—then make sure WCBM is in the No. 1 spot on your schedule in Baltimore radio!

WCBM

10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

king-size audience

WGAL-TV

Your advertising dollar spent on this multi-city station is doubly rewarding. First, because of its wide market coverage, including several metropolitan areas, and many other cities and towns. Second, because of the vast size and loyalty of its audience. WGAL-TV is far and away the favorite of viewers in hundreds of communities.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.



Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Rate reclassification

Two tv networks are about ready to move with plans designed to help ease "economic imbalance" problem that is troubling all three, vis-a-vis their affiliates. Biggest departure known to be in works is apt to come from CBS-TV, which reportedly advised affiliates last week it's thinking of reclassifying daytime rates, but didn't say how. Officials denied reports that daytime prices, historically 50% of nighttime, would be cut 33½%, a la ABC-TV formula. There was talk, too, that CBS might cut daytime discounts and/or raise daytime program prices in tandem with move to reduce its outlay in station payments, but this also was unconfirmed. Some sources outside CBS said network was thinking in terms of about 5% reduction in compensation rate but that this would mean no dollar cutback because volume is running higher than year ago. Actually, officials said, they've reached no firm decision but hope to have one when affiliates meet May 3-4 for annual convention.

NBC-TV's first approach to "economic imbalance" appears set: it'll go for about 10% reduction in affiliate compensation rates for two months each year—July and August. Station with 33% rate, for example, would drop back to 30% rate in those months. This is seen as permanent July-August innovation, not an experiment, and word was going out to affiliates over past weekend. Officials feel they can't continue to absorb dst costs, program concessions and special summer discounts without affiliate help. They figure new plan will save NBC about $500,000 a year but say summer sales are up to point where affiliates will get as many dollars this summer as last. Like other networks, NBC looks on "economic imbalance" as problem that'll take years to resolve but says it has no "next step" in mind now.

6 v's per market?

Secretary of Commerce Luther H. Hodges has backed all-channel tv set legislation, but April 6 letter to Sen. Warren Magnuson (D-Wash.), chairman of Senate Commerce Committee, sounds somewhat grudging. This is because Mr. Hodges says he's told by his National Bureau of Standards people that it's possible to assign at least six vhf channels in most major markets.

What Secretary Hodges is talking about, it's learned, are theories expounded by Kenneth Norton, radio propagation expert at NBS's Boulder Labs., who has figured that use of precise carrier offset plus alternate use of horizontal and vertical polarization in adjacent cities would permit six vhf channels to be assigned to most top cities. Mr. Norton's ideas played important part in 1945 shift of fm from 40 mc region to present 88-108 mc band; he also from time to time has submitted recommendations on tv allocations.

Petker settlement?

That $16 million antitrust suit by direct salesman Al Petker against Young & Rubicam and 15 station rep firms (BROADCASTING, Jan. 22, *et seq*) is reported headed for settlement. Reports last week said deal in negotiation would give Mr. Petker $110,000—probably less than defendants' combined lawyers' fees could be—with Y&R contributing about $85,000 and rest being paid by seven of the 15 original rep defendants. Suit charged conspiracy to destroy so-called "Petker Plan," which gives programs, merchandise and services to radio stations in exchange for time which it sells directly to advertisers.

Conelrad replacement

Anticipating public announcement early this week by Dept. of Defense that some restrictions can be lifted from Conelrad (BROADCASTING, April 9), FCC Defense Commissioner Robert T. Bartley is preparing full public explanation of future plans for defense preparation and participation by non-government communications industry. DOD announcement also will include definitive statement of defense requirements for Emergency Broadcasting System along lines of White House requirements. All details of system as it affects broadcasting still are to be worked out, but this week's announcement will spell out objectives and requirements. It is probable that, in case of attack, some stations will remain on air while some will be required to go dark. It will be up to FCC to decide status of individual stations. Commissioner Bartley is expected to explain new system in Friday speech before Oregon Assn. of Broadcasters.

'Defenders' has dignity

CBS-TV officials went to unusual lengths last week to show affiliates that next Saturday's (April 28) *Defenders* program on abortion is not, in president James T. Aubrey Jr.'s phrase, *Tabloid Television*. They not only (1) screened program in closed-circuit to affiliates but also (2) sent advance wires urging station managers themselves to watch and (3) had President Aubrey, Affiliates & Engineering VP Bill Lodge and Program Practices VP Joe Ream on hand to stress that although program's subject is controversial, as others in *Defenders* series have been, show was screened carefully from first script to final film and, in CBS-TV opinion, is done with taste and dignity bespeaking responsible programming. Program's regular sponsors had pulled out of this episode, but Speidel signed last week for full tab (see page 40).

Peace Corps behind etv

Peace Corps soon will announce major campaign to assist foreign countries in development of educational tv. With FCC cooperating in project, one of first men picked for temporary overseas assignment in program is currently fulltime consultant to FCC. He will go to Latin America, where major emphasis is planned. Corps is seeking volunteers with etv experience and initial demand is for script writers and program personnel fluent in languages of countries involved.

A problem of meetings

There's good chance one bit of relief from pressure of too many industry meetings will be provided when NAB board meets in June. This would be slicing of two-day NAB fall conferences to single day, following successful test of idea last autumn.

Example of meeting jam is crowding of three important sessions in late October and early November. NAB long ago scheduled Dallas conference Nov. 8-9 when two-day agenda was standard. Broadcasters Promotion Assn. meets in Dallas Oct. 28-31 and Texas Assn. of Broadcasters is planning convention in between, probably in San Antonio.

Swafford out

Reports are circulating that Thomas J. Swafford, vice president and general manager of WCAU Philadelphia, CBS Radio owned station, plans to resign shortly. Mr. Swafford is in closing stages of negotiations to buy radio station in southwest and is expected to leave by early summer.

Published every Monday, 53rd issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

BECAUSE MILWAUKEE IS DIFFERENT



HOW MANY VOICES SHOULD SPEAK TO—AND FOR 1,063,000 PEOPLE?

Storer Broadcasting Company believes the printed word is not enough to inform, guide and serve 1,063,000 people. Thus, WITI-TV* is now the authoritative broadcast voice in Milwaukee. It has a vital role to fill! . . . to agree when agreement is proper — to dissent when the occasion demands — to speak without fear or favor — and induce *action* when needed. This is another example of the way Storer suits its programming to the needs of the communities it serves. ***IMPORTANT STATIONS IN IMPORTANT MARKETS.***

**Represented by Storer Television Sales, Inc.*

LOS ANGELES *KGBS*	**PHILADELPHIA** *WIBG*	**CLEVELAND** *WJW*	**NEW YORK** *WHN*	**TOLEDO** *WSPD*	**DETROIT** *WJBK*	*STORER* BROADCASTING COMPANY
MIAMI *WGBS*	**MILWAUKEE** *WITI-TV*	**CLEVELAND** *WJW-TV*	**ATLANTA** *WAGA-TV*	**TOLEDO** *WSPD-TV*	**DETROIT** *WJBK-TV*	

WEEK IN BRIEF

Advertising's image problems are less critical than in past years as important strides have been made in public acceptance, according to third Pulse survey, but there's need for improvement. See lead story . . .

ADVERTISING STATURE RISING . . . 31

After 120 witnesses and 11 days of hearings the FCC's Chicago program probe has come to a close. Last week the stations spoke their pieces, describing in detail their local program activity. See . . .

CHICAGO OUTLETS REBUTTAL . . . 62

The shooting was resumed last week in the all-industry effort to get new tv music licenses from ASCAP. Each side filed briefs in court charging restrictive practices in tv film program licensing. See . . .

TV-ASCAP BIG GUNS . . . 72

The agency world moves this week to the West Virginia mountains for the annual meeting of American Assn. of Advertising Agencies. Critical self-analysis and advertising's image are agenda topics. See . . .

AAAA's ANNUAL MEETING . . . 34

A total of less than 10 hours is still unsold at the three networks for fall and it appears they won't be available for long. The summer lineup is about set, too. For a complete look at the schedules, see . . .

SUMMER-FALL SHOWSHEETS . . . 78

Seven long years on Capitol Hill. That's the patient legislative record of the $32 million bill giving federal aid to educational tv. Matching-fund program is sent to White House after final action. See . . .

ETV BILL OFF THE HILL . . . 56

The 1960 "watchdog committee" that watched the industry's political campaign practices has reported to the Senate. The report has some sneakers, including a proposal to change no-censorship protection. See . . .

LICENSE HOBBLING URGED . . . 46

The all-channel tv bill is moving through Congress but roadblocks lie ahead. Setmakers oppose the bill, claiming most people would have to pay more for un-needed uhf tuning. See . . .

SETMAKERS FIGHT TV BILL . . . 66

While the watchdog group was filing its report, another agency—named by the President—completed a detailed analysis of campaign problems. It urged suspension of Sec. 315 again for 1964 campaign. See . . .

SEC. 315 LIFTING ASKED . . . 48

Peabody Awards came up with a new one this year—an award to a government official, FCC Chairman Newton Minow. This departure from tradition brought a delighted reaction from President Kennedy. See . . .

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $12.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.

NEW NEIGHBOR ACROSS THE PLAZA!



Number One Constitution Plaza, the magnificent, twenty story Connecticut Bank and Trust Company Building, progresses toward a late 1962 completion in downtown Hartford's dynamic area of urban renewal. Broadcast House, new home of WTIC TV-AM-FM and first building to be completed and occupied in Constitution Plaza, salutes its handsome neighbor, destined to be the tallest unit in the redevelopment area. Like Broadcast House, the Connecticut Bank and Trust Company Building is an important part of the urban rebirth of America's insurance capital and a further stimulus to an already bustling market.

Burgeoning with Hartford is WTIC Television and Radio. Latest ARB and Nielsen reports show WTIC-TV's clear leadership in southern New England. The superiority of WTIC Radio is delineated in the latest Alfred Politz Media Study of the Southern New England area.

WTIC TV 3/AM/FM

Hartford, Connecticut

WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INCORPORATED
WTIC AM-FM IS REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

August Chicago meet scheduled by TAC

Television Affiliates Corp. will hold two-day meeting in Chicago of program directors of TAC subscriber and producer stations Aug. 20-21 to discuss and analyze all facets of public-affairs programming.

TAC, wholly-owned subsidiary of Trans-Lux Corp., functions as clearing house for distribution of "best" of locally-produced public affairs programs to station members throughout country. TAC, which has been operating since last January, has 50 members and more than 150 programs in its library. Producer stations earn revenue, depending on number of subscriber stations that use their programs.

Robert Weisberg, TAC vice president, told news conference in New York last week that subject areas of Chicago meeting will include: stations' methods of determining community needs, specific ways in which local community has benefitted from public affairs programs, problems surrounding sponsorship of such programs, impact of FCC visit to a community.

Steering committee has been organized for Chicago meeting. It consists of Mr. Weisberg and Stan Cohen, WDSU-TV New Orleans, and Roy Smith, WLAC-TV Nashville. Meeting will be start of "a continuous flow of newsletters, informational material and exchange of ideas among local program directors throughout the country." Mr. Weisberg said.

300 fm stereo outlets predicted by Sandwick

By fall of this year there will be 300 fm stations broadcasting stereo; that's prediction by L. M. Sandwick, staff director of consumer products division of Electronics Industries Assn.

Survey by division showed that as of April 15 there were 81 fm stations broadcasting average 66½ hours weekly stereo programming. EIA study also indicated that 40% of nation's population (70 million people) are within range of at least one fm stereo broadcaster.

Mr. Sandwick said there are at least 20 manufacturers producing fm stereo-equipped receivers, or sets equipped with adapters, tuners or tuner-amplifiers.

MCA outlines plan for acquiring Decca

MCA Inc. disclosed last week the terms under which it proposes to acquire Decca Records Inc. Announcement brought sharp drop in MCA stock on New York Stock Exchange—5¼ points to 60¼—and Decca stock on Big Board dropped about 1 point to 47¾.

Details of deal, which had been announced week before (BROADCASTING, April 16), were submitted to Securities & Exchange Commission.

Television series production and distribution accounted for 85% of MCA's revenue in fiscal 1961, company said. Most of rest came from talent agency fees; MCA is ceasing that part of its operations under terms of merger.

Decca's sources of revenue include distribution of films from Universal Pictures of which it owns 80%.

MCA filed with SEC 1,527,401 shares of $1.50 cumulative convertible preferred stock (no par) and 509,134 shares of common stock. It proposes to offer such stock to Decca shareholders at rate of one preferred and ⅓ common share for each outstanding capital share of Decca. Offer is conditioned upon its acceptance by at least 80% of holders of Decca's outstanding 1,527,401 shares.

Decca board of directors April 16 unanimously approved MCA proposal and urged stockholders to go along. Universal is Decca's largest single stockholder with some 241,000 shares. President Milton R. Rackmil holds or controls about 90,000 shares of the 1,527,401 capital shares outstanding. He will be MCA vice chairman upon deal's completion.

MCA for year ended Dec. 31, 1961, had tv film and studio rentals of $72,586,630, compared with $57,593,078 for comparable 1960 period. Net income in 1961 reached $7,482,951 or $1.83 per share of common against 1960's $6,270,230 or $1.55 per share.

Decca for year ended Dec. 31, 1961, showed gross profit of $43,998,691, net income of $3,964,642 or $3.08 per share. The 1960 figures: gross profit, $43,767,997; net income, $5,524,757, or $4.30 per share.

Combined gross income for 1961 was $172,329,425 against $152,016,273 in 1960 with 1961 net income, $11,372,405 compared with 1960 net income of $11,707,404.

Jules C. Stein, MCA board chairman, owns 33.23% of the 4,187,731 outstanding shares of company; Lew R. Wasserman, president, owns 17.47%.

Burnett gets control of British ad agency

Leo Burnett Co., Chicago, today (Monday) announces acquisition of majority interest in Legget Nicholson & Partners Ltd., London, marking agency's first step overseas. Burnett already has Canadian subsidiary.

To be directors of English firm: Philip H. Schaff Jr., chairman of Burnett finance committee; E. M. Sinclair, president of Burnett's Canadian agency, and James E. Weber, executive vice president of agency's international operation. F. A. Nicholson continues as managing director of British agency and becomes vice president of Burnett. British agency, which billed $5 million in 1961, becomes Burnett, Nicholson & Partners Ltd.

Networks to attend HEW tv conference

Three networks have accepted invitations to conference on television's impact on children, which is being sponsored by Dept. of Health, Education and Welfare (BROADCASTING, April 9).

Their representatives will be Biraud Chester, vice president, daytime programming, and Fred Pierce, director of research, ABC-TV; Frank Shakespeare, vice president and assistant to president, CBS-TV; and Hugh M. Beville Jr., vice president, planning and research, NBC-TV.

Business briefly...

Hazel Bishop, Newark, N. J., has purchased participations in six network shows from mid-May through June for its new cosmetic, Fresh 'n Bright. The shows are NBC-TV's *Saturday Night at the Movies,* and ABC-TV's *Target: The Corrupters, 77 Sunset Strip, Hawaiian Eye, Surfside Six* and *Hollywood Special.* Advertising plans also include spot tv campaign in 50 major markets.

more AT DEADLINE page 10

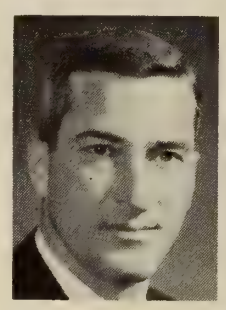
WEEK'S HEADLINERS



Mr. Marx

Frank Marx, ABC vp in charge of engineering, elected president of ABC Engineers Div., newly formed unit which will service all activities under wing of American Broadcasting-ing - Paramount Theatres Inc. Mr. Marx joined ABC in 1943 as director of general engineering, elected vp in charge of general engineering in 1948, and was appointed to his current post in 1952. He has been active in developing high-quality vidicon film transmission, transistorized broadcasting equipment tape (video and audio), transmitting antenna standards and slow-motion video tape.

Robert Schmid, after more than 25 years in radio-tv business with Mutual Broadcasting System, Headley-Reed and The Bolling Co., leaves broadcasting to join Kelly Smith, New York, national newspaper rep, in undisclosed capacity. Mr. Schmid's appointment and title will be announced this week following American Newspaper Publishers Assn. convention in New York.



Mr. Harvey

James N. Harvey, senior vp and creative director, Richard K. Manoff Inc., New York advertising agency, elected president and member of board of directors. Mr. Harvey joined Manoff in June 1959 as vp and creative director. Previously, he was creative group head at McCann-Erickson, New York, and worked in New York and Hollywood offices of Young & Rubicam.

For other personnel changes of the week see FATES & FORTUNES

Reynolds Metals Co. has signed to sponsor "Forty-Fourth National Automobile Show," to be presented on NBC-TV Sunday, Oct. 21 (6-7 p.m. NYT). Agency: Clinton E. Frank Inc., Chicago, and Lennen & Newell Inc., New York.

WGAR joins NBC Radio; CBS talking with WERE

NBC Radio is formally announcing 50-kw WGAR Cleveland affiliation effective today (April 20). Word of WGAR switch from CBS Radio, after 25-year association, first was made known by network and station nearly six months ago (BROADCASTING, Nov. 6, 1961). CBS Radio says it's negotiating with WERE for its new affiliation in Cleveland. NBC Radio terminated its affiliation there with Storer's WJW, which is expected to operate as independent.

Minow on CBS-TV program

FCC Chairman Newton N. Minow will be interviewed May 6 on CBS-TV's *Twentieth Century* program in discussion of communication satellites. He'll be asked about international cooperation needed to make global tv possible and kind of programs he hopes to see transmitted from U.S. It is on at 6-6:30 p.m. EDT.

National distribution planned for 'Festival'

Festival of Performing Arts, highbrow series that is getting critical raves in its appearances on Metropolitan Broadcasting's WNEW-TV New York and WTTG (TV) Washington (sponsored by Standard Oil of New Jersey), is virtually set for national distribution next fall.

Series will include 10 shows scheduled in current New York-Washington run plus others slated for production starting this summer. Prospects are that it'll go into syndication, though there's also been talk of possible network scheduling. Selection of syndicator to handle sales is due shortly.

NBC-TV bags L&M buy

As NBC-TV's drive to SRO status for its fall schedule picks up steam, network this week is expected to announce major sale: Liggett & Myers, through J. Walter Thompson, has purchased weekly half hour in 90-minute *The Virginian,* making that series more than two-thirds sold five months before season's start. L&M is one of NBC-TV's heavy sponsors in 1962-63 (see fall schedule, pages 80 and 81).

'Defenders' clean

Episode of *The Defenders* dealing with abortion (CBS-TV, April 28) does not violate NAB code but stations should carefully consider local situation before broadcasting it, according to NAB Code Authority (early story page 40).

After previewing at request of CBS, Code Authority urged affiliates to see program prior to broadcast. It called attention to fact that viewing hour (8:30-9:30 p.m., EST) means many immature viewers will see program.

WCLM denies helping to promote gambling

WCLM (FM) Chicago principals Friday emphatically denied allegations raised in local newspaper stories that race results aired as small part of "oral newspaper" program service on second of its two multiplex sub-channels to special subscribers is intended to promote illegal gambling. WCLM Manager William Drenthe said station is cooperating fully with FCC, FBI and local police to help prevent any such improper use.

Race results are delayed at least 20 minutes (longer if state laws prescribe) before airing, it was explained. They include but 21 minutes out of total 24-hour daily operation which also includes stocks, features and sports from regular UPI wire, Mr. Drenthe said.

"Newsplex," oral newspaper multiplex service, just getting underway, has 34 subscribers. WCLM also has music service for subscribers on other multiplex channel in addition to regular main channel music programming.

Ford off for Tokyo meeting

FCC Commissioner Frederick W. Ford left Washington late last week for Tokyo where he will attend conference on extension of underwater telephone cable in southwest Pacific. He will serve as observer for State Dept. at conference, which also will be attended by others from State and AT&T. Commissioner Ford is due back in Washington office May 7.

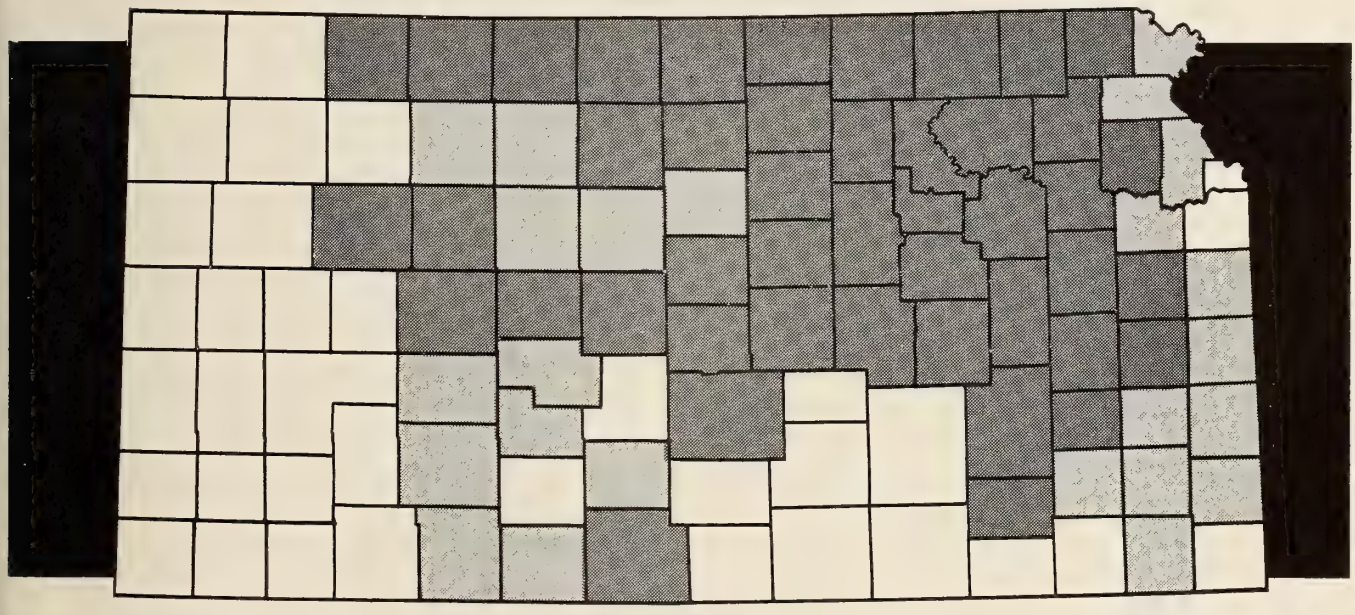
CBS-TV moves 'Password'

CBS-TV's *Password* game show, currently presented in prime evening viewing time (Tuesdays, 8-8:30 p.m. EST), will be moved to Sunday, 6:30-7 p.m., next fall.

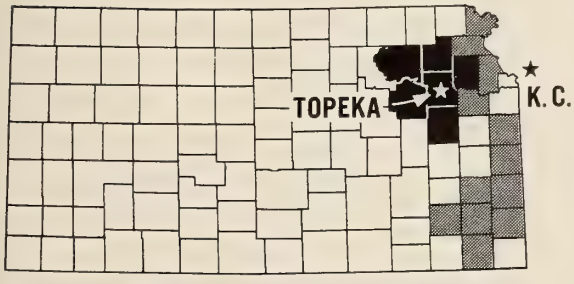
Don't let the name fool you . . .
Kansas City does not deliver KANSAS

CHECK NIELSEN ON KANSAS COVERAGE

You have to come into Kansas to cover Kansas—not the Missouri city that borrowed our name! NCS '61 Radio Survey says that WIBW-Topeka covers 68 Kansas counties — gives you dominant coverage in 45 of them. You reach more homes with more spending power with WIBW than you do in the Kansas City metropolitan area. These are the facts—not our facts—but taken from the NCS '61 Radio Survey. You can look it up!



and check the TOPEKA area



Locally WIBW delivers concentrated coverage in the 6-county Topeka industrial trade area. Reaches 10 to 80 per cent more homes than other local stations.

The NCS '61 survey shows that the combined coverage of the four leading Kansas City area stations gives you domination of 11 eastern-tier Kansas counties. Your distributors and dealers don't give two hoots about Nielsen surveys—but they know that if you aren't using WIBW, you aren't covering *their* rich Kansas market.

SUBSCRIBER
NAB
Radio Code of Good Practices

WIBW

5,000 Watts at 580
CBS RADIO NETWORK
TOPEKA, KANSAS

Division of Stauffer Publications
KSEK KGFF KSOK

Represented Nationally by
AVERY-KNODEL

Saturating And Delivering Kansas



The Embassy of Viet-Nam

His Excellency Tran Van Chuong,
Ambassador of Viet-Nam to the
United States, and Madame Tran Van Chuong,
in the Drawing Room of the Embassy . . .
another in the WTOP-TV series
on the Washington diplomatic scene.

WTOP-TV 9
WASHINGTON, D. C.

Represented by TvAR

POST-NEWSWEEK STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon



IMPACT IMAGE IMPETUS



A little extra effort is offered to all advertisers using WOC-TV. A knowledgeable sales-coordinating staff works with all the elements of the marketing structure to insure the success of the advertising campaign. Consistent program promotions, merchandising information to retail outlets, and personal contacts with reps, brokers and direct salesmen A 2 billion dollar retail market merits attention, and it gets it willingly from WOC-TV

WOC is more than a member of the community it's a member of the family With responsible local programming, WOC-TV has created a loyal audience that responds with enthusiasm.

Such attention carries a tremendous **impact** on the 2 billion dollar market covered by the WOC-TV signal. The average household spends $4,246 on retail sales and part of that expenditure has come about because they heard and saw it on WOC-TV.

The image and impact created by WOC-TV is given **impetus** by an effective sales co-ordinating staff that establishes constant liaison between the advertiser and his retail outlet.

For full information about WOC-TV, see your PGW Colonel today!

WOC NBC TV 6

Exclusive National Representatives — Peters, Griffin, Woodward, Inc

DAVENPORT, IOWA

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

APRIL

April 22-27 — "Inside Advertising Week," sponsored by Advertising Club of New York and Assn. of Advertising Men & Women. Banquet April 26, Grand Ballroom, Hotel Biltmore, New York.

April 23—International Day in New York Opening session of **American Assn. of Advertising Agencies'** second international meeting of advertising agency leaders. Among morning session speakers or presiding officers: AAAA President Frederic R. Gamble and Board Chairman Martion Harper Jr., (also Interpublic Inc.), Francis Elvinger of Elvinger S. A., Paris, Thomas H. Lane (Lennen & Newell), Armando d'Almeida of Inter-American de Publicidade, S. A., Rio de Janeiro; Arthur A. Kron, AAAA New York Council governor (also Gotham-Vladimir Adv.). N. Y. Gov. Nelson A. Rockefeller is luncheon speaker. Among afternoon speakers or presiding officers: Norman H. Strouse, AAAA director-at-large (also J. Walter Thompson Co.); Fred Adams, New York Council governor of AAAA (also G. M. Basford Co.); Elma Kelly, Cathay Ltd., Hong Kong; Irwin Zlowe (The Zlowe Co.); W. A. Messenger, Saward Baker & Co., London; Stuart D. Watson, New York Council governor of AAAA (McCann-Marschalk); William A. Masteller, AAAA secretary-treasurer (Marsteller Inc.). Empire Room, Waldorf Astoria, New York. 9:30 a.m. start of early session; luncheon at 12:30 and 2:30 p.m., start of afternoon session.

April 23—Associated Press, annual meeting of members. Waldorf-Astoria Hotel, New York.

April 23-May 5—Second International Television Festival, Montreux, Switzerland.

April 25—Assn. of Industrial Advertisers, Eastern New England chapter and Hartford chapter, all-day marketing and advertising clinic. Hotel Somerset, Boston.

*April 26-27—**State U. of Iowa,** conference on children's programs. Present will be Frances Horwich of **Ding Dong School** and the producers of *Lassie* and *Dennis the Menace.*

April 26-27—Pennsylvania AP Broadcasters Assn. Philadelphia.

April 26-28—**American Assn. of Advertising Agencies,** annual meeting. The Greenbrier, White Sulphur Springs, W. Va.

April 27-28—Oregon Broadcasting Conference. Village Green, Cottage Grove.

*April 27-28—**National Assn. of Television & Radio Farm Directors,** Southeast Region annual meeting. Riviera Motel, Atlanta.

April 27-29—Mississippi Broadcasters Assn., annual convention. Broadwater Beach Hotel. Biloxi, Miss.

April 27-29—**National Academy of Television Arts & Sciences,** trustees meeting. Seattle, Wash.

April 27-29—**Sigma Delta Chi Region 8** convention. Pioneer Hotel, Lubbock, Tex.

April 28-29—**Kansas AP Radio-Tv Assn.** meeting, Salina.

April 28-29—Sigma Delta Chi Region 10 convention. U. of Washington, Seattle.

April 28-29—**Sigma Delta Chi Region 5** convention, Morrison Hotel, Chicago.

*April 29-May 1—**Pennsylvania Assn of Broadcasters,** annual convention. Speakers include Maurie Webster, vp and general manager, CBS Radio Spot Sales; Julian Goodman, vp for news, NBC; and George I. Bloom and Otis B. Morse, chairmen respectively of Republican and Democratic state committees. Paul Woodland, WGAL-TV Lancaster, is convention chairman. Pocono Manor Inn, Pocono Manor.

April 29-May 2—Chamber of Commerce of U.S., 50th annual meeting. For information and reservations, contact the Hotel Reservation Office, 1616 K Street N.W., Washington 6, D.C. Convention will take place in the Capital.

April 29-May 4—**Society of Motion Picture & Tv Engineers, 91st convention. Advances of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.**

*April 30—**National Assn. for Better Radio & Television** awards dinner at Greater Los Angeles Press Club. Dr. Frank Baxter will be m.c., with Al Capp as guest speaker.

*April 30—**Hollywood Ad Club,** luncheon meeting, 12 noon, at Hollywood Roosevelt. A. C. Nielsen Jr., president of A. C. Nielsen Co., will speak on "Putting Broadcast Audience Research into Proper Focus." James H. Shoemaker, manager of the Nielsen Hollywood office, will be chairman of the day. George Allen, HAC president, will preside.

April 30—American Women in Radio & Television, board of directors meeting. Sheraton-Chicago Hotel, Chicago.

April 30-May 2—Assn. of Canadian Advertisers, convention. Royal York Hotel, Toronto.

MAY

May 2-5—Institute for Education by Radio-Television, annual convention. Deshler-Hilton Hotel, Columbus, Ohio.

*May 3—**Radio & Television Women of Southern California,** eighth annual award banquet honoring Spring Byington, 1962 Genii award winner. Ralph Edwards, m.c. Hollywood Palladium, 8 p.m.

*May 3-4—CBS-TV affiliates meeting, Waldorf-Astoria Hotel, New York.

May 3-5—**Montana Broadcasters Assn.** convention, Placer Hotel, Helena.

May 3-6, 1962—**American Women in Radio & Tv,** national convention. Sheraton-Chicago Hotel, Chicago. Speakers will include FCC Chairman Newton N. Minow; NAB President LeRoy Collins; Peter G. Peterson, president, Bell & Howell, and Gail Patrick Jackson, executive producer of *Perry Mason* series.

May 4—**San Francisco State College** Television Guild 12th annual radio-tv conference and banquet, San Francisco.

May 4—Annual awards dinner, Radio-Tv

TVB sales clinics

May 2—Bond Hotel, Hartford
May 8—Sheraton-Jefferson, St. Louis
May 10—Mayo, Tulsa
May 15—Sheraton-Dallas, Dallas
May 15—Sheraton-Dallas, Dallas
May 17—Roosevelt, New Orleans
May 17—Sheraton-Gibson, Cincinnati
May 29—Hillsboro, Tampa
May 31—Dinkler Plaza, Atlanta
June 5—Statler Hilton, Buffalo
June 5—Sheraton-Belvedere, Baltimore
June 7—Sheraton-Cleveland, Cleveland
June 7—John Marshall, Richmond
June 19—Tropicana Motel, Fresno
June 21—Benson, Portland, Ore.
June 22—Vancouver, Vancouver
June 26—Writers' Manor, Denver
June 28—Sheraton-Fontenelle, Omaha

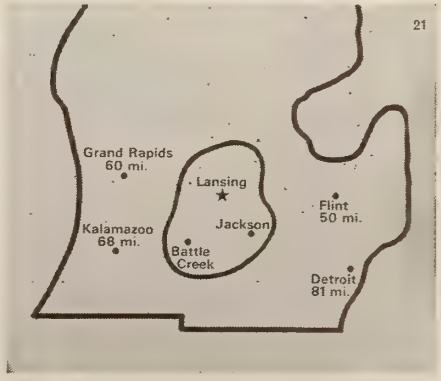
No. 1

We've been in the No. 1 Spot here in the Mid-Michigan market for the past 10 years. Measure us by Pulse, Hooper, Nielsen, Politz, Conlan, Verifax or any other means and you always find WILS leading . . . with more than four times the audience of the next station (as much as 78% of the total radio audience). Our primary signal reaches all three metro counties (Ingham, Eaton and Clinton) plus all of Jackson, Calhoun, Ionia and Gratiot. In addition the pattern covers two thirds (or more) of another six counties. The Mid-Michigan metro area prefers WILS by 3-to-1 over any other local station. Daytime power is 5,000 watts. This unusual metro market has industry (Oldsmobile), government (State Capital) and education (Michigan State University) to give it an economic tripod that ALWAYS MEANS BUSINESS!

MID-MICHIGAN'S BIG No. 1 BUY

RADIO WILS LANSING 1320

Represented by Venard, Rintoul & McConnell

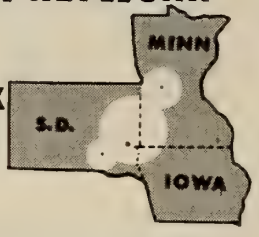




NEW RESEARCH UNDERSCORES A BIG GROWTH THAT SPELLS LEADERSHIP!!

KSOO-TV SIOUX NETWORK

ONE ORDER, ONE BILL, ONE BUY DELIVERS THE SIOUX NETWORK



Check these SIOUX NETWORK Advantages Before You Buy

GROWTH — The Sioux Network market now numbers 337,400 television homes.

GROWTH — Increased audiences now make the Sioux Network an even more efficient buy. Average cost-per-thousand minutes, Monday through Sunday: 6 to 10 p.m., $1.32 — 10 p.m. to Midnight, $1.96. Both considerably lower than competition.

GROWTH — In the Sioux Falls Metropolitan Area, KSOO-TV's share of audience 6 to 10 p.m. Sunday through Saturday, continues to climb. Up another 15% over a year ago.

GROWTH — During the same time period, the Sioux Falls ARB shows KSOO-TV's average viewing homes have jumped 54% in the past year.

MARKET DATA

Population	1,047,400
Spendable Income	$1,739,139,000
Retail Sales	$1,234,875,000
Farm Population	419,800
Gross Farm Income	$1,085,204,000

SRDS, Feb. '62. *ARB, Nov. '61. Sioux Falls Network Report and Sioux Falls report.

And remember . . . KSOO Radio—highest powered radio station in South Dakota—only station operating full time on a nationally cleared channel in four states—completely dominates the entire Sioux Falls—Sioux Empire. See NCS '61 and all other available surveys.

represented nationally by AVERY-KNODEL, Inc.

• • •

represented regionally by HARRY S. HYETT CO. Minneapolis, Minn.

• • •

Harold D. Soderlund Co. Omaha-Lincoln, Neb.

SIOUX EMPIRE NETWORK

KSOO-TV	KCMT-TV	KORN-TV
SIOUX FALLS, S. D.	ALEXANDRIA, MINN.	MITCHELL, S. D.
NBC-ABC	NBC-ABC	NBC-ABC
CHANNEL 13	CHANNEL 7	CHANNEL 5

GENERAL OFFICES: 8th & Phillips Ave., Sioux Falls, S. Dakota
Phone: ED 4-5601; Teletype: SX 8323

United Press International news produces!

Dept., **Indiana U.** Speaker will be Sol Taishoff, editor and publisher of BROADCASTING. Among awards will be two scholarships donated by Sarkes Tarzian Inc.

*May 4-5—**Kansas Assn. of Radio Broadcasters** annual convention, Lamer Hotel, Hays, Kan. Speakers include Ben B. Sanders, KICD Spencer, Iowa; Kenneth Cox, FCC broadcast bureau chief; and LeRoy Collins, NAB president, whose speech will be carried on a statewide network.

May 5—**Sigma Delta Chi Region 11** convention, Montgomery Hotel, San Jose, Calif.

May 5—**Sigma Delta Chi Region 9** convention. La Court Hotel, Grand Junction, Colo.

May 5—**Sigma Delta Chi Region 2** convention. Chamberlin Hotel, Old Point Comfort, Va.

May 7 — **New Mexico A.P. Broadcasters Assn.** meeting, Albuquerque.

May 9-11—**Public Utilities Advertising Assn.** 40th conference. Queen Elizabeth Hotel, Montreal.

May 9-12 — **Western States Advertising Agencies Assn., 12th annual conference** Theme of this year's conference is: "Advertising Achievements — West." Friday luncheon speaker will be Thomas C. Burrows, sales chief on Anheuser-Busch. Oasis Hotel, Palm Springs, Calif.

May 10 — **Station Representatives Assn.** program awards luncheon. "Silver Nail" timebuyer of the year award and "Gold Key" award will be presented. Waldorf-Astoria Hotel, New York.

May 10-11 — **Ohio Assn. of Broadcasters** 25th anniversary convention. Featured speaker will be RAB President Kevin B. Sweeney. Somerset Inn, Shaker Heights.

May 10-12—**U. of Wisconsin** Journalism Institutes. Wisconsin Center, Madison.

May 10-12—**Advertising Federation of America,** fourth district meeting. Jacksonville, Fla.

May 11 — **Wayne State U.** Mass Communications Div. annual awards banquet. Speaker will be Bob Banner, CBS-TV, and head of Bob Banner Assoc., New York. Carl's Chop House, Detroit, 6 p.m.

May 11-12—**Sigma Delta Chi Region 1** convention. Columbia U. New York.

May 12—**California Associated Press Radio-Tv Assn.,** annual meeting. Yosemite National Park.

May 12—**UPI Broadcasters of Illinois,** spring meeting. Inman Hotel, Champaign.

May 12—**Sigma Delta Chi Region 4** convention. National awards banquet on agenda. Statler Hilton Hotel, Detroit, Mich.

May 12-13—Radio and television news clinic, sponsored jointly by the **U. of Illinois, Illinois News Broadcasters Assn.** and **Radio-Television News Directors Assn.** Featured speakers will be William B. Monroe Jr., news operations director, NBC, and Carter Davidson, foreign news editor of WBBM-TV Chicago. U. of Illinois, Urbana.

May 13-15—**Southwest Assn. of Program Directors for Television,** annual meeting. Skirvin Hotel, Oklahoma City.

*May 14—**Chicago Area Agricultural Advertising Assn.,** annual marketing seminar. 8:30 a.m.-4:30 p.m., Pick-Congress Hotel, Chicago.

May 14—**Georgia Assn. of Broadcasters** and **Atlanta Advertising Club** sponsor Georgia Radio Day. Speaker will be RAB President Kevin B. Sweeney. Atlanta Athletic Club.

May 15—Comments due in **FCC** rulemaking (Docket 14419) affecting the presunrise operation of daytime only stations. (Rescheduled from Feb. 8)

May 15-16—**Council on Medical Television,** fourth annual meeting. Speakers include

VOL.3-"FILMS OF THE 50's"- NOW FOR TV

FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES PRODUCED BY WARNER BROS. FROM SEVEN ARTS

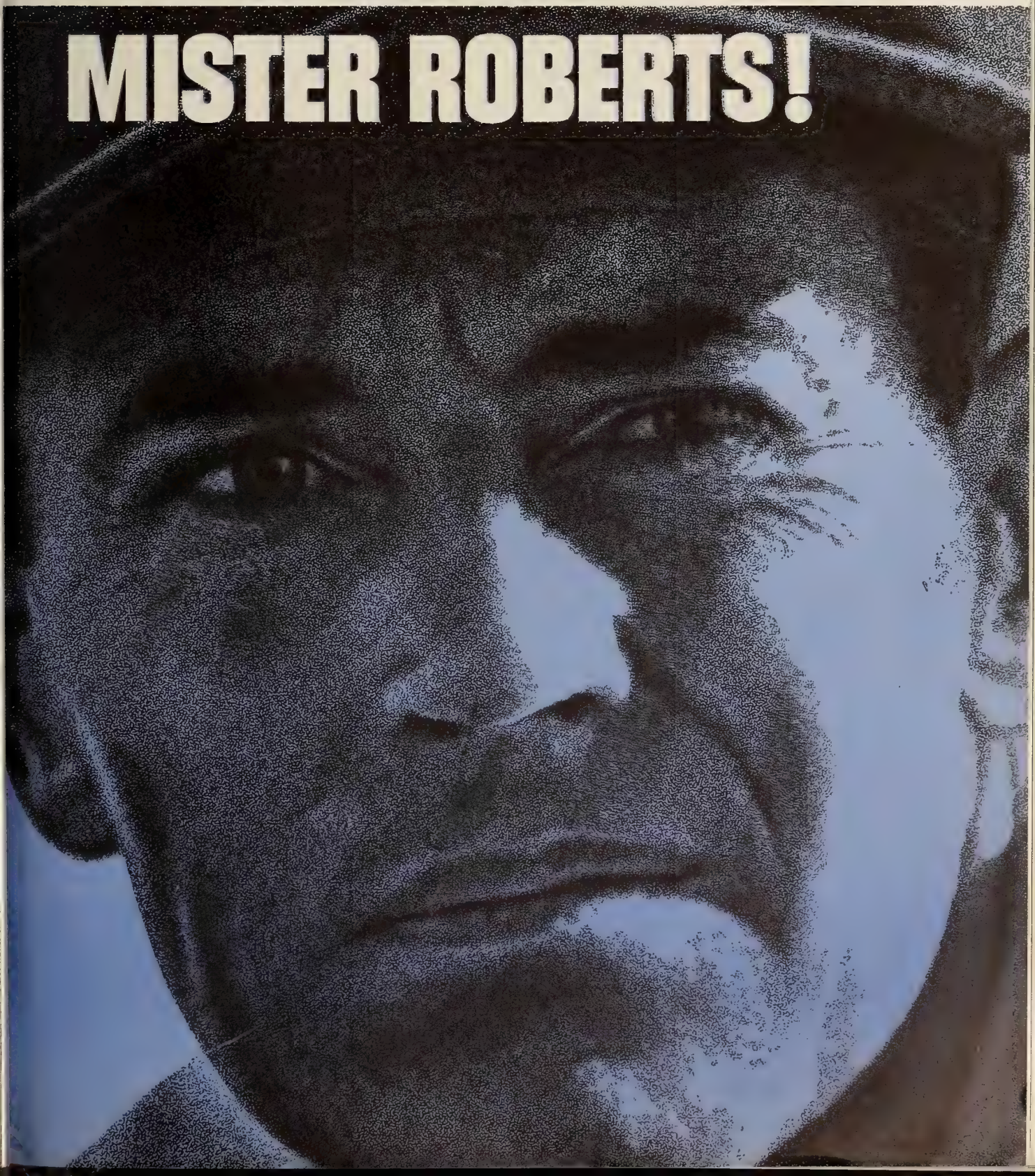
HENRY FONDA JAMES CAGNEY WILLIAM POWELL
JACK LEMMON BETSY PALMER WARD BOND PRODUCED BY **LELAND HAYWARD**
DIRECTED BY **JOHN FORD** AND **MERVIN LeROY** SCREEN PLAY BY **FRANK NUGENT** AND **JOSHUA LOGAN**

SEVEN ARTS "FILMS OF THE 50's"–MONEY MAKERS OF THE 60's

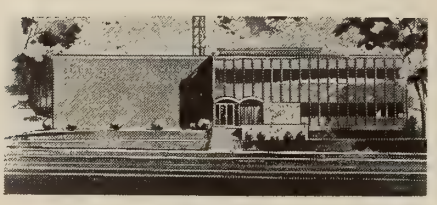
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For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)



IN MEMPHIS



THE GOOD MUSIC STATION IS WMC

TYPICAL PROGRAM SEGMENT

5:30-6:00 P.M., April 27, 1962

Come Dance With Me
—Robert Farnon

I'm Confessin'
—Perry Como

Don't Be That Way
—Pete Fountain

Penthouse Serenade
—Norman Luboff Choir

Taking a Chance On Love
—Dinah Shore

Night and Day
—Frank Pourcel

- Distinctive programming . . . different from any other Memphis station!
- News every half hour . . . covered by Memphis' largest news staff!
- Weather casts . . . at every quarter past and quarter to the hour!
- No triple-spotting!
- More play-by-play sports coverage than all other Memphis stations combined!

WMC/MEMPHIS
NBC

790 KC
5,000 WATTS

BLAIR GROUP PLAN MEMBER

Rep. John E. Fogarty, (D-R. I.) and FCC Commissioner Robert E. Lee. Clinical Center, National Institute of Health. Bethesda, Md.

May 16 — Deadline for comments on FCC proposal to charge fees for applications for new stations, renewal applications, transfers of control or major facilities changes, and other non-broadcast licenses.

*May 16—**Composers & Lyricists Guild of America** awards dinner at Sportsman's Lodge, Van Nuys, Calif. CLGA will honor the year's best original dramatic score, original comedy score, original song and original "specialized material" in both theatrical films and television and radio and tv commercials for original score and original song.

May 16-17—**Annual Medical-Dental Tv Workshop, sponsored by the National Naval Medical Center.** National Naval Medical Center, Bethesda, Md.

May 17—**Advertising Writers Club of St. Louis,** first annual awards dinner. Men's Grill, Stix, Baer & Fuller, St. Louis.

May 20-22—**Assn. of National Advertisers,** spring meeting. Hotel Commodore, New York.

May 21—**Southern California Broadcasters Assn.** annual Wingding, golf and dinner, at Lakeside Golf Club, Burbank.

May 21-24—25th anniversary Electronic Parts and Distributors Show and Conference. Conrad Hilton Hotel, Chicago.

May 22—**National Academy of Television Arts & Sciences,** 14th annual Emmy Awards presentation. Originating in New York, Hollywood, and Washington, D. C.

May 23-25—Electronic Industries Assn., 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.

May 24-25—**Iowa Broadcasters Assn.,** annual meeting. Hotel Fort Des Moines, Des Moines.

May 24-26—**Institute of Radio Engineers** seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.

May 25-26—**South Dakota Broadcasters Assn.** meeting, Watertown.

JUNE

June 2-3—**Oklahoma AP Radio-Tv Assn.** Tulsa.

June 11-12 — **North Carolina Assn. of Broadcasters** annual convention, Heart of Charlotte Motel, Charlotte.

June 11-14—**Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers.** Royal York Hotel, Toronto, Ontario, Canada.

June 11-15—**American Federation of Musicians 65th annual convention.** Public Auditorium and Hotel Penn-Sheraton, Chicago.

June 13-16—**Florida Assn. of Broadcasters** annual convention. International Inn, Tampa.

June 14-15 — **Western Assn. of Broadcasters,** convention. Jasper Park Lodge, Alta.

*June 14-16—**Florida AP Broadcasters Assn.** meeting, Tampa.

*June 16—**Florida UPI Broadcasters Assn.** annual meeting. International Inn, Tampa.

*June 16—New deadline for reply comments on **FCC** proposal to charge fees for applications for new stations, license renewals, transfers of control or major facilities changes, and for other non-broadcast licenses.

June 16 — **Georgia Assn. of Broadcasters** annual Golf Day, Athens.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

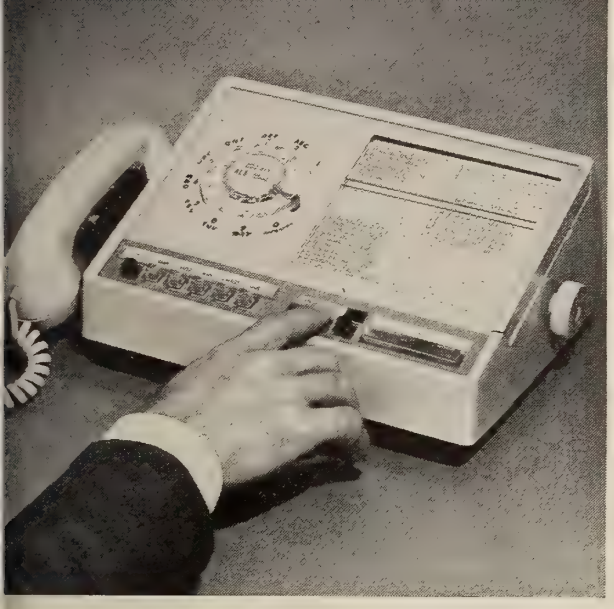
SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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MAGNETIC DIALER TELEPHONE



DIAL IN HANDSET



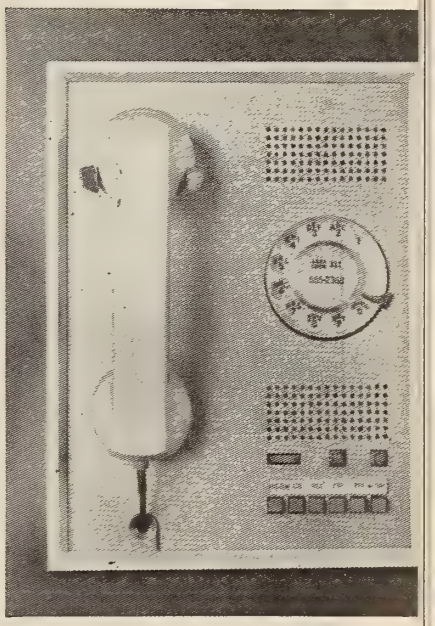
CARD DIALER TELEPHONE



TOUCH TONE PRINCESS TELEPHONE



TELEPHONE SPEAKER



PANEL TELEPHONE

Here are some of the new telephone instruments in various stages of development. Some are still experimental. Others are undergoing further work or being tested in actual use. Exciting in themselves, they are symbols of other exciting things to come . . . to make your communication services even more attractive, useful and convenient.

There Is No End to Telephone Progress →

This business has lived and grown successful by giving service.

It has done its best to give the public what it wanted, when it wanted it, with efficiency and courtesy. And then invented better things.

In the future, as in the past, the greatest progress will come through the combination of research, manufacture and operations in one organization, with close teamwork between all three . . . Bell Telephone Laboratories, Western Electric and associated Bell telephone companies.

Wherever the trail may lead, on the earth or beneath the seas, in the air or through space, we will be trying very hard to serve you well.

BELL TELEPHONE SYSTEM

Owned by more than two million Americans

JOEY AND PERRY AND ANYONE FOR GOLF?/AN EARLY MORNING TALK WITH A STATESMAN/A LOOK









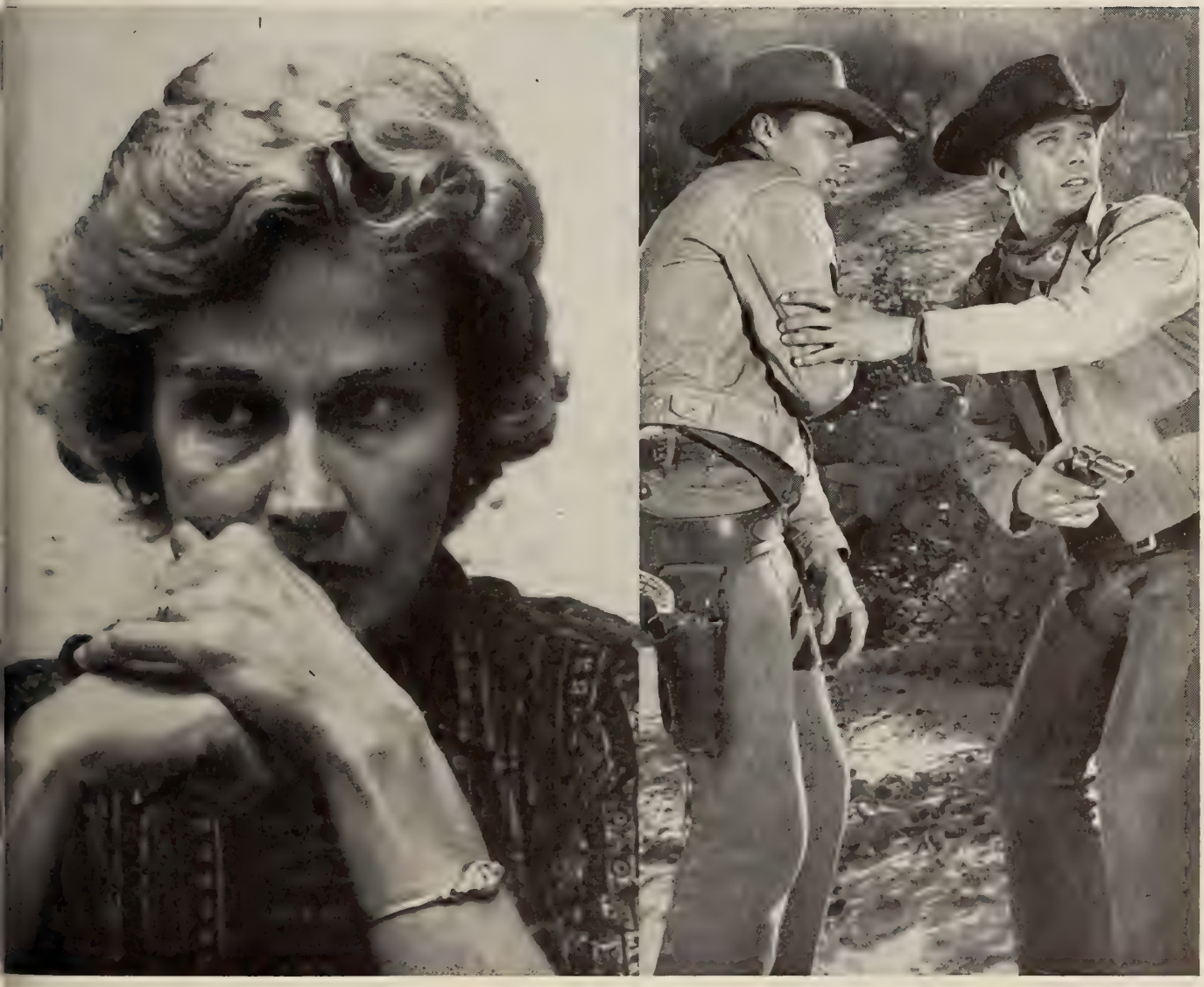
NBC

THE COLOR NETWORK

THIS IS NBC

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

THE PROBLEMS FACING TODAY'S WOMEN/AND MEANWHILE, BACK AT THE RANCH



ARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD

NOW!



THE YEAR'S BIGGEST SYNDICATION SCOOP!

Swing tv's millions your way with

HARRIGAN & SON

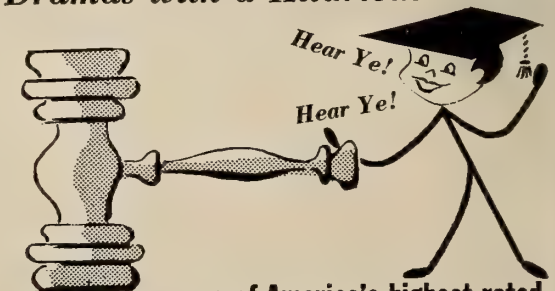
STARRING

PAT O'BRIEN

ROGER PERRY & GEORGINE DARCY

34 HALF-HOUR EPISODES

Courtroom Dramas with a Hilarious Twist!



JUDGED one of America's highest rated TV shows in every market!

Sesac Sales Inc.

38, Calif. HOllywood 9-5911

OPEN MIKE®

Better than a plaque

EDITOR: . . . You and your guys have won a place for BROADCASTING that is unique in the field of journalism, especially in the complex field of business journalism. At the [NAB] convention, I heard it said a dozen times by station executives — "Wait till BROADCASTING comes out, they'll have the right story." . . . They'll never hand you a plaque that is a better tribute to what you've built than the esteem of these guys.

Thanks for the help you've given us in building RAB into something.—*Kevin B. Sweeney, president, RAB, New York.*

Suited to a "T"

EDITOR: We were very glad you ran our story [MONDAY MEMO, April 2 on Salada Tea commercials] . . . and thanks for your cooperation.—*J. W. Colpitts, Salada-Junket Div., Salada-Shirriff-Horsey Inc., Woburn, Mass.*

The basics of tv

EDITOR: In the 1961-62 BROADCASTING Yearbook there is a section titled "The ABCs of Radio and Television." It contains much useful information for answering school children's requests about how television works and the history of television. Is it possible to obtain permission to reprint sections of this article. . . ?—*Tom Cousins, promotion director, WCCO-TV Minneapolis.*

[We are glad to grant WCCO-TV permission to reprint the article provided credit is given to the BROADCASTING Yearbook as the source and to George O. Gillingham, FCC chief of reports and information, as the author, and that any excerpts be selected so as to protect the integrity of the context. This article was first prepared a number of years ago by Mr. Gillingham and was first published in BROADCASTING.]

On birth control

EDITOR: Your editorial [EDITORIALS, April 9] was great. . . . I think the NAB was wise to ask to participate in discussions of the "birth control" suggestion for am radio if for no other reason than to have some sort of voice in what may develop in a commission seemingly bent on absolute control of everything from broadcasting to birds. . . . —*Jim Hairgrove, president, KBRZ Freeport, Tex.*

EDITOR: As I read the accounts of the last NAB meeting I was surprised to find the acceptance of a proposal to block the expansion of the radio art. . . .

Why not try and do a little looking into other pasts, other democratic systems that struggled with a governmental, socialistic economy. We are headed away from a very fine heritage into a government-controlled economy, and finally socialism. You don't pioneer in



#1 in cincinnati!

Every radio station has something to offer . . . but only one can bring the largest audience in Cincinnati* . . . and that's WSAI

wsai
robert e. eastman
JUPITER BROADCASTING

	*HOOPER		*PULSE	
WSAI	30.9	WSAI	30
B	23.6	B	20
C	14.4	C	17
D	13.2	D	14

Hooper: *Feb.-March, 6
Pulse: *Jan.-Feb., 62
. . . Cincinnati Metr area, total rated tim period!

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

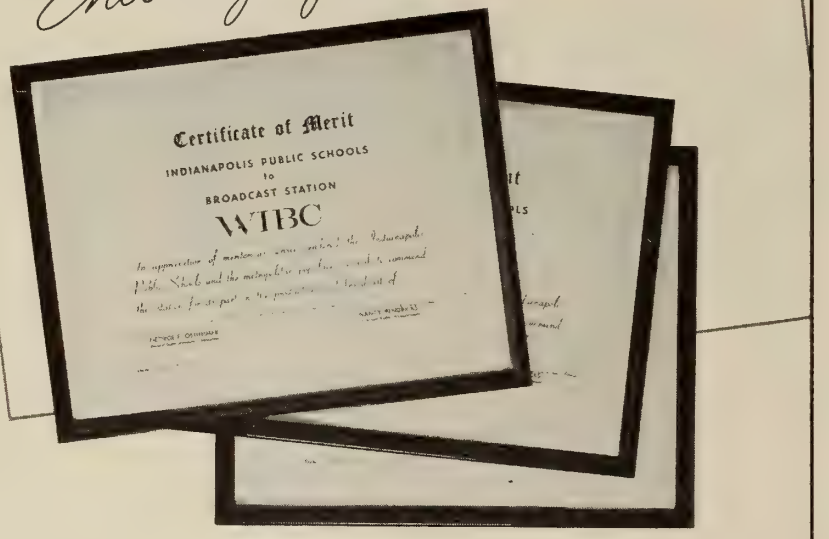
☐ 52 weekly issues $7.00 ☐ 104 weekly issues $12.00
☐ 52 issues & Yearbook published next November $12.00
☐ 1961-62 Yearbook $4.00
☐ Payment attached ☐ Please bill

name *title/position**
company name
address
city *zone* *state*
Send to home address——

* Occupation Required

WIBC The Friendly Voice of Indiana

Goal—
Encourage good citizenship!



LEADS IN SERVICE

Teenagers, historically, receive little publicity . . . unless they get into trouble. Since 1950 WIBC has presented a series of programs, "Junior Town Meeting" and "Young America Sings," showcasing the student in his normal surroundings . . . the classroom. Twice weekly WIBC announcers and technicians go to the schools to record the shows for later broadcast.

LEADS IN ACCEPTANCE

The series has grown starting with the city schools—then the county schools—and later, a third program was added, "The Principal Speaks." The Indianapolis Public Schools, in 1961, presented WIBC with framed certificates for each of the programs to show their appreciation of the continuing service.

LEADS IN AUDIENCE

These and other service programs plus top rated news, music and sports enables WIBC to maintain the largest audience morning, afternoon and evening in Indianapolis and Indiana. That audience is available to you . . . the national advertiser.

*Pulse 46-County Area Survey, April, 1961
*Pulse Metropolitan Area Survey, October, 1961

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF THE BLAIR GROUP PLAN

this kind of system and I hope I never see it. . . .

Are there any pioneers left or are we all going to let the government tell us when we should blow our noses.—*Richard T. Pattie, Hillsboro, Ill.*

Gallic gall

EDITOR: . . . As a subscriber . . . for more than 30 years, I take pen in hand to call your attention to a story [THE MEDIA, April 2] referring to me as "James C. Hauraleau." So great is my fame in the industry that you not only have changed my name but my racial antecedents from Irish to French.

The other day I had a note signed "Aristide P. Bidet" (which I soon ascertained had come from our old friend Jack Howard, president of Scripps-Howard) saying that as a member of the Bidet clan he is delighted to see that Irish s.o.b. in Cleveland at last had been supplanted by another true Frenchman, "Hauraleau". . . . —*"Jacques" (James C. Hanrahan), vice president, Scripps-Howard Broadcasting Co., general manager, WEWS (TV) Cleveland.*

[To spare him from the consequences of that truism, "once a Frenchman, always a Frenchman," BROADCASTING hastens to restore to Mr. Hanrahan his rightful name, lost through a printer's error, lest the idea of the changeover become too attractive for his Irish curiosity to resist.]

ASCAP-man's view

EDITOR: Your usual fair and excellent reporting policy was shockingly absent in the recent "coverage" accorded the ASCAP-BMI situation. Obvious zeal to present BMI in a superior position resulted in a most one-sided series. . . .

Some will call me as prejudiced as the articles, perhaps, as I am one of those rare combinations: a broadcaster as well as a writer member of ASCAP. But I still know music when I hear it. And so does the public.—*Jack Faulkner, broadcast consultant, St. Petersburg, Fla.*

Cable color

EDITOR: In the report ("Ups and Downs Don't Deter Uhf," March 19) you quoted me as follows: "Mr. Kindt contends color signals lose some of their quality in the transition from ch. 28 (WBRE-TV Wilkes-Barre) to ch. 4 on catv systems, due to the fact the cable carries only part of the color signal."

This is an untrue statement and was not made by me. Up to the time you were in my store I didn't handle color tv sets. Furthermore, you mentioned in the report that I was an engineer serviceman. This also is not a fact. I am only the proprietor of the business and I am not qualified to report on technical matters such as how much color is carried on the cable. Since you visited me

I have started selling color tv sets and the color is beautiful on the cable. . . . —*Clifton Kindt, Kindt Radio & Tv, Danville, Pa.*

[Mr. Kindt's recollections of a Feb. 12 interview as stated in his April 12 letter are at complete variance with the author's notes, made during a lengthy conversation.]

Kemm's cure-all

EDITOR: I have read with great interest your coverage of the NAB Convention in which proposed station license fees were discussed.

Mr. Minow seems to be at a loss for justification of license fees being the same for 250 w and 50 kw stations. Being an owner of two daytime stations, both low power, I feel an equitable solution to Mr. Minow's problem would be based on a charge of $1 per watt. I would imagine that if this formula could be adopted, low power stations would have an excessive amount of company, and [it] would solve many of the commission's problems with stations applying for higher power.

Yours for 10 w broadcasting.—*Edward B. Kemm, president, WLLE Raleigh, N. C.*

Unhealthy example

EDITOR: Regarding the double-billing hassle, it strikes me that many distributors and companies have perpetuated the practice by offering their local dealers 75%-25% co-op for newspapers and 50%-50% for radio-tv.—*Richard W. Long, general manager, WFAM-TV Lafayette, Ind.*

Intersync

EDITOR: Your article [MONDAY MEMO, March 19] deals with "Intersync," a picture synchronizer for television tape recorders manufactured by Ampex. We were pleased to see the article and its recommendation of our product.

This letter is written to call your attention to the fact that "Intersync" (spelled in this manner) is a trademark of Ampex Corp. . . . Your article uses the word "Inter-Sync" as though it were a common generic term. . . . —*Gregg Perry, manager, public relations, Ampex Corp., Redwood City, Calif.*

Nielson correction

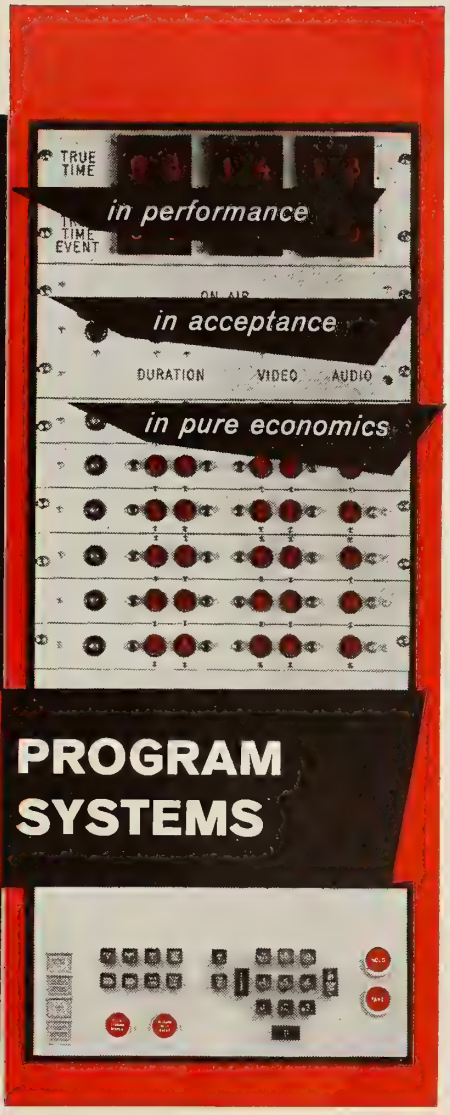
EDITOR: The Jan. 22 issue of your magazine carried an article, "Red threat livest program theme," which makes mention of my company . . . On pages 28 and 29 Mr. Joseph Mawra is listed as president and executive producer of Nielson Assoc. which is totally incorrect.—*Jules Striso, president, B. F. Nielson Assoc., Hastings on Hudson, N. Y.*

[BROADCASTING erred in identifying Mr. Mawra as president.]

OUTSTANDING

Acclaimed by successful broadcasters. Chosen by discriminating engineers, for dependability and realistic economy:

VISUAL TELEVISION AUTOMATION PROGRAM SYSTEMS



Automatic control, from scheduling to on-air—ample display of the stored schedule—preview facilities—easy last minute program changes—all tailor made to your facilities and budget!

VISUAL, the pioneer in simplified program automation, has designed a flexible system to automate your existing facilities—offering time-saving, money-saving economies. VISUAL is the leader today!

Every step required for unattended operation, smoother programming, reduced manpower requirements, and integration with data processing equipment to serve sales, traffic, accounting, and programming departments. Every step to increased overall efficiency!

For complete broadcast packages "tailor-made" rather than "ready-made," where individual components are selected from specialist manufacturers, coordinated for your requirements and your budget—contact the Leader, VISUAL!



MAIL COUPON FOR NEW 32 PAGE BOOK ON VISUAL 6000 TELEVISION PROGRAM AUTOMATION SYSTEMS.

BG

NAME _____

STATION _____

ADDRESS _____

CITY _____ ZONE ___ STATE _____

VISUAL ELECTRONICS CORPORATION

Keeps You in View!

MONDAY MEMO

from LANSING B. LINDQUIST, television consultant, New York

Would a spot tv test gauge a commercial's effect on sales?

It is certainly a truism that a good deal of broadcasting's qualitative research sets out to confirm an opinion, justify a decision or fill an economic need. This is not to say that the research is dishonest, biased or inadequately based. It is simply true that, excepting the nose count, there are valid points to be made on both sides of every research finding.

Such is certainly the case with the current argument between Bud Barry and Horace Schwerin. Mr. Barry's researchers at Young & Rubicam proved to his evident satisfaction that the memorability of a commercial has no relation to the television vehicle in which it is placed. Dr. Schwerin is convinced, on the basis of his research, that environment is very important—if not all important—certainly more so than the Y&R team says.

The protagonists for both sides will say I have oversimplified the results of the surveys. This is granted. Every research released for publication is oversimplified in the reader's mind and oversimplification is to be expected. So saying, let me disagree with both.

Economic Need ▪ At the outset, it is helpful to remind ourselves of the economic and practical need for the Y&R survey in the first place.

Nowadays, most advertisers and their agencies are caught between inordinately high costs and a cumbersome policy of product protection on the television networks. As advertisers introduce new products and diversify their product lines, they often add new strictures to an already tight network policy.

Corporate pride simply dictates, in more cases than not, that Company A does not wish to share a program with Company B, even though the parts of their product line that are competitive currently are not being advertised. Reasonable cost, non-competitive co-participators and program compatibility often do not coincide. At least they do not where high audience levels translate reasonable cost to comfortable cost-per-thousand.

There is no use railing against the magazine concept. We have it. It is here. And it remains only to decide whether you want to advertise in *Western Story, True Detective,* or what. And more to the point, whether you can get in.

Compatibility ▪ Faced with an uncomfortable and nearly impossible problem, you are bound to wonder whether compatibility is as important as we once thought. And you set out to prove, hopefully, that it isn't.

Quickly, before all the researchers in the business drum me out of the club, let me deny any suggestion of hanky-panky in the methodology. This would be silly—even sillier on the part of the accused than of the accuser. Knowing the Y&R reputation, there is no doubting the integrity of the research.

Dr. Schwerin, who conducts his research with the same scientific integrity, says the environment is very important. Memory factors, he says, change importantly with the same commercial within different programs.

Dr. Schwerin conducts his research under difficult conditions. It must be difficult to get a truly representative cross-section into that little theatre on a dingy block of New York's Sixth Avenue. It must be even more difficult to get them to react normally in a somewhat clinical atmosphere, far from the casual comfort and casual viewing they enjoy at home. I have no doubt that Schwerin meets and solves these difficult problems, as does Gallup-Robinson in a slightly different approach at Princeton. But I have to insist that the problems insert themselves in the results. They probably do not reverse them, but it seems to me virtually inevitable that they over-emphasize them.

Environment and Memory ▪ I do not agree that memorability is unaffected by environment. I also do not believe the effect is as great as Schwerin, and many broadcasters and agency television hands would have us think.

The best research, which would answer the question once and for all, is impossible for an established, high-volume product. It is, of course, the cash register, and to cut off all advertising except controlled environment television would be economic suicide. In test situations results may be meaningful, but inapplicable to other products because of differences in market and product.

Still, there is room for some limited "sales curve survey" work, and national spot is the vineyard in which the work can be done. With everything constant except the vehicle, a list of stations in key market areas might superimpose a measurable difference on the area sales curves. It is worth trying.

Until this is done, and for those products for which it cannot be done, the answer lies in the taste and judgment of the advertiser, and especially of his agency. Knowledge of the product, of the potential purchaser, of the medium itself and of the probable reaction of its audiences to certain programs is the basic ingredient. Add to this both qualitative and quantitative research. Then, to change knowledge into wisdom, taste and judgment are absolutely invaluable.

When the problem is not a product but an idea, it becomes even more a problem of taste and judgment. When television is required to convince the largest audience any medium can command that Company A is honest, true and able and that you ought to buy its stock even if you can't buy its product, environment is even more important and so are taste and judgment.

Certainly, Bud Barry will continue to exercise taste and judgment about the programs into which Y&R's client's commercials go, not because he disbelieves his own research, but because he possesses taste and judgement, and it would be very difficult for him not to exercise them. And Dr. Schwerin will continue to make his case for environment, not that environment is as important as he makes it, but because he creates a useful reminder that nose-counting is not the end-all of the advertising business.

I hope that's true and that we are properly grateful that it is.



Lansing Lindquist is a consultant in television advertising for agencies and advertisers. He has been in radio-tv programming 30 years. From 1950 to 1961, he proved his convictions about program and commercial compatibility by developing, for Westinghouse, the first broadcast sponsorship of a political convention, a tradition that continued through 1960. He has been a vice president of Ketchum, MacLeod & Grove in Pittsburgh and New York, and McCann-Erickson in New York.



YOU CAN QUOTE ME...

When we decided to put our jolly Green Giant back in "show business" as a big time TV star, we knew we could count on the WLW group to reach a giant's size share of the viewing audience in their respective areas. These stations not only put our Big Green message before the greatest number of people, but follow-thru with buyers, brokers, distributors, and store managers on the firing line.

Lyle Polsfuss

Lyle Polsfuss, Director of Marketing, Green Giant Brands
Green Giant Company, Le Sueur, Minnesota

I'LL SAY THIS...

The time availabilities offered by the Crosley Corporation chain have helped us put our "ho, ho, ho" Green Giant story before the size and type of audience we want to reach most. And you just can't beat the extra services they have to offer with the trade.

Richard L. Halpin

Richard Halpin, Account Executive
Leo Burnett Company, Inc., Chicago, Ill.

Call your WLW Stations' representative...you'll be glad you did!

WLW-C Television Columbus

WLW-T Television Cincinnati

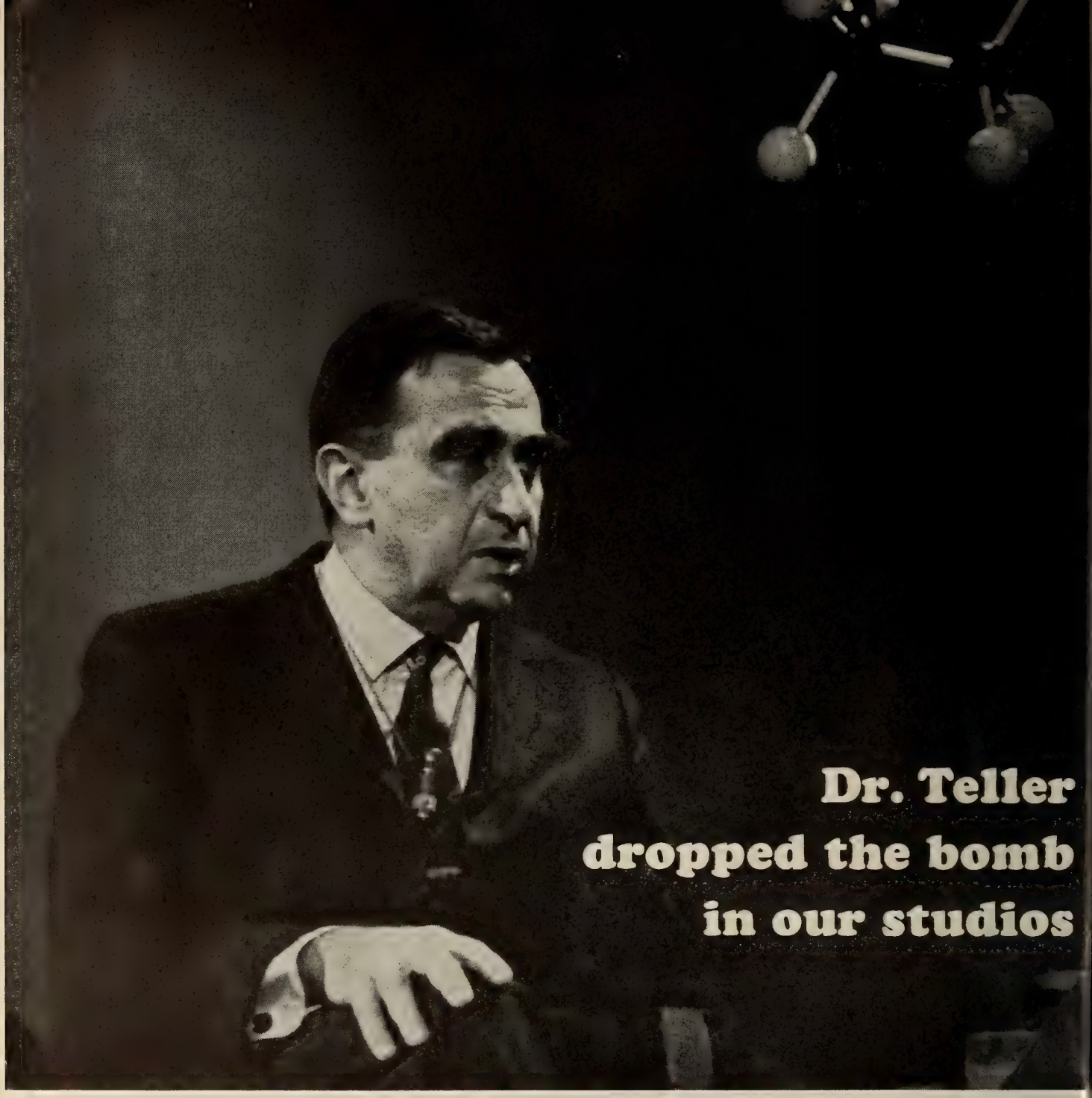
WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW-D Television Dayton

W L W Radio

Crosley Broadcasting Corporation



Dr. Teller dropped the bomb in our studios

He said: "We might be better off if we had no secrecy. All secrecy so far has not helped us very much. The Russians did succeed in catching up with us, in overtaking us, in almost all, perhaps in all, important military aspects. At the same time, the little secrecy that we have has put a barrier between ourselves and our allies."

Dr. Edward Teller, the Hungarian-born physicist who led the development of the hydrogen bomb for the United States, had suggested for the first time a *no secrecy* policy on atomic weapons.

The date was March 11, 1962. The place: the television studios of the Crown Stations in Seattle.

This was no ordinary television interview. The Crown Stations had flown Dr. Teller and Gilbert Seldes, noted author and critic, to the Pacific Northwest to tape a series of half-hour programs on survival in the atomic age.

Dr. Teller, a leading advocate of the "hard line" toward the problem of the weapons of mass destruction in the cold war, put forward the following proposal on one aspect of the problem, the particular question of national secrecy:

"I think that a greater abandoning of secrecy and great emphasis on openness would give us more spiritual weapons with which to combat the dreadful secrecy on the Russian side. As soon as that secrecy falls, we'll be on the road toward real peace."

The Crown Stations are proud of making news in this manner. But we are prouder yet of our record of bringing



to Pacific Northwest audiences special programs which illuminate the issues of our times.

When the Anti-Communist schools flared up in the country a few months before, we asked Dr. Teller and Mr. Seldes to come to Seattle — along with Dr. Arthur Flemming, former member of the Eisenhower cabinet, and New Yorker magazine correspondent Richard Rovere — to discuss quietly, and responsibly, the threat posed by World Communism.

Dr. Teller and Mr. Seldes became fascinated with their opposing points of view. They stimulated each other with the range and diversity of their own backgrounds. The two men — one a distinguished physicist, the other a famous writer who has spent his life in the arts — argued for hours after the show.

We felt our audiences had a right to hear the candid dialogue of these two divergent minds. We re-staged their meeting many weeks later in Seattle. Thus, arose the program in which Dr. Teller released the bomb of *no secrecy.*

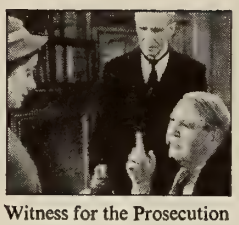
We tell this story to make one point. We believe a local station or group of local stations can conceive and produce programs of real network caliber . . . *if they are willing to invest the time, money, and talent to do it.* The Crown Stations are willing. We do.

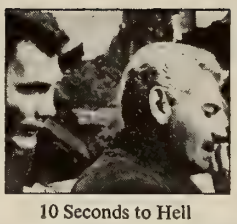
THE CROWN STATIONS

KING, AM, FM, TV, Seattle / **KGW,** AM, TV, Portland
KREM, AM, FM, TV, Spokane



"Run Silent, Run Deep" (25.8*) runs off with Sunday Night


Witness for the Prosecution


10 Seconds to Hell

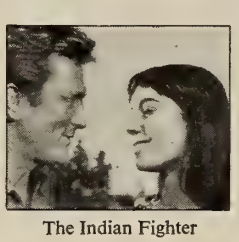

Not As A Stranger


The Wonderful Country


The Pride and the Passion

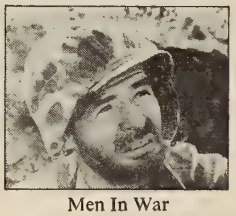

Shake Hands with the Devil

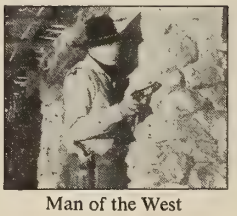

Johnny Concho


The Indian Fighter


Marty


Pork Chop Hill


Men In War


Man of the West


Moby Dick


The Kentuckian

...and look what's coming on "Hollywood Special"!

Movies are better than ever ...on ABC-TV.

Kicking off "Hollywood Special," *Run Silent, Run Deep* grabbed itself a 25.8 average rating,* outrating *every* program from 8:30 to 10:30 on Nets Y & Z.

In point of Nielsen fact, it made ABC the top-rated Network on Sunday night, with a 23.2 average.* A higher rating than any night on any other network.

A glance, above, at the upcoming schedule should leave no doubt as to this line-up's ability to score in similar fashion on forthcoming Sunday nights.

Movies, anyone?

ABC-TV

*Source: Nielsen 24 Market TV Report, Average Audience, Monday thru Sunday, 7:30-11 PM., week ending April 8, 1962.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 23, 1962, Vol. 62, No. 17

ADVERTISING GAINING IN STATURE

■ Third BROADCASTING-Pulse study indicates growing acceptance

■ Public aware of important role played in moving merchandise

■ More feel advertiser should not control television programming

Advertising's overall image among consumers is getting brighter all the time, but some of the details still need polish.

The progress it has made—and areas where more progress is needed—are pointed up in the findings of a survey of public attitudes conducted for BROADCASTING by The Pulse Inc. The study is the third in a series started by BROADCASTING and The Pulse in 1958 and renewed in 1961.

The latest findings indicate that advertising has made long strides in winning public acceptance as an "important" business and gradually is winning understanding of its goals and functions.

By long odds the greatest impediment found in the study is the still frequently encountered feeling that much of advertising is beset by "false, exaggerated, misleading claims." Yet there also is evidence that progress is being made in this area.

There also appears to be a growing feeling that advertising needs a sprightlier approach, more imaginative and entertaining treatment. The study shows an increasing tendency to like advertising for these qualities—and to dislike it for lack of them.

What's To Be Shown ▪ On a not necessarily related question it is clear that in the public mind the advertiser is losing ground as the one who decides what television programs are presented —and has lost much ground as the one who *should* make that decision. The broadcaster has gained as the one who ought to choose what will be shown.

Here are major trends and conclusions emerging from the latest survey results, based on 1,000 personal interviews in 10 major markets last month, and a comparison of these results with those of the 1961 and 1958 studies:

▪ More than 98 out of 100 people now consider advertising an "important" business. This represents a substantial upgrading in advertising's overall image in the past year and especially since 1958, when 20 out of 100 looked upon advertising as unimportant. (Table C).

▪ There sems to be a growing public awareness of the roles advertising plays not only in moving goods but also in improving business generally and in serving as a sort of general catalog that lets people know what products are

Should advertiser or station control programming?

J. Do you believe advertisers decide what programs are to be televised or that the television stations decide what programs are shown?

	% 1962	% 1961
Advertiser decides	57.7	62.8
Tv station decides	22.6	22.3
Both equal	11.5	10.1
Don't know	8.2	4.8
Total respondents (1,000)	100.0	100.0

K. Why do you say that? (Asked of those who answered "advertiser decides" to question J.)

	% 1962	% 1961
They will sponsor a show with large audience	3.5	6.7
Won't spend money on a show with no audience	.9	2.5
Associate their product with a popular program	4.3	4.6
Because they pay for it	58.1	50.6
They are more in touch with the public	.2	4.9
Pick the show best suited for their product	13.0	13.7
Sponsor censors the program	1.9	1.3
They have a right to control their show	4.2	4.5
Advertisers keep the show on the air	2.9	7.7
The commercials say so	2.4	2.5
Misc.	6.8	6.2
Don't know/No particular reason	2.9	2.7
Total responses (583)	101.1*	107.9*
Total respondents	577	628

*Total over 100% due to multiple responses.

L. Why do you say that? (Asked of those who answered "tv station decides" to question J.)

	% 1962	% 1961
They know more about programming	6.2	20.2
Station knows what the public likes	24.8	17.0
Station knows best time spot	6.6	19.7
Station has right to do so	16.8	9.9
They know what is best	5.8	8.1
Station is concerned about what is shown	6.2	6.3
Station has low standards	1.3	2.7
It is their station; they decide	13.7	9.9
Misc.	15.9	4.5
Don't know/No particular reason	3.5	4.0
Total responses (228)	100.8*	102.3*
Total respondents	226	223

*Total over 100% due to multiple responses.

M. Which one should decide what program are shown?

	% 1962	% 1961
Advertiser	38.4	46.5
Station	35.0	31.7
Doesn't matter	6.4	4.8
Public should decide	5.8	7.9
Both should have voice in it	14.4	9.1
Total respondents (1,000)	100	100

available (Tables D and F).

▪ There has been no significant decline in the number of people (15% of the sample) who say they dislike advertising for what they call false, exaggerated or misleading claims. This is still the No. 1 irritant (Table G).

▪ But there are signs that this complaint, which rose markedly in 1961 in the wake of widespread criticisms of advertising, is beginning to be offset. In the latest study truth and honesty and the accomplishments of advertising are mentioned for the first time in this series of surveys as specific reasons for liking advertising, and the complaint that advertising in general is misleading takes a sharp tumble (Tables E and F).

▪ Reasons related to the frequency and number of commercials and advertisements still rank high on the list of "dislikes" about advertising, but the number of such complaints appears to be declining while the number related to monotony and boredom is gaining. Among the best-liked features, those related to "entertaining, interesting and well-done" are on the rise (Tables F and G).

▪ There is a growing public awareness of what an advertising agency does. "Advertises product" is still the answer most frequently given, but fewer respondents rely on this catch-all response and more show an understanding of the specifics involved, especially "buys time, space and tv programs" and "prepares ads and copy and writes commercials" (Table I).

▪ The image of the advertising man is taking on a soberer tone. Last year he was most frequently described as "intelligent, clever," "imaginative," "original" and "gregarious, extrovert, outgoing personality." In this year's study he is thought of most often as "well-educated, well-informed," to a lesser extent is regarded as "intelligent, clever" and in the third place is considered "a good salesman" (Table H).

▪ There is an increase in the number of people who say they like advertising because it provides good tv programs or pays for television service at no cost to the public (Table F).

▪ But there's less feeling now that it's the advertiser who does or should decide what television programs are to be presented. The advertiser still has a marked edge over the broadcaster as the one who *does* make the decision, however, and a slight edge as the one who *should* (Tables J and M).

Whatever the reason for the change in public thinking about where responsibility does and should rest, it occurred in a year marked by big headlines and long news stories devoted to FCC hearings which explored the question in detail.

Many of the nation's leading advertisers took the FCC witness stand last fall to explain the policies under which they do—and in a few cases don't—influence both the selection and presen-

How much does the public know about advertising agencies?

A. Various streets have become associated with specific business. Can you name the business associated with:

	% 1962	% 1961	% 1958
Wall Street—Finance	83.8	73.3	83.0
Hollywood & Vine—Movies	70.5	64.4	68.2
Times Square—Theatre & Entertainment	40.7	34.4	28.2
Madison Avenue—Advertising	35.1	20.3	20.8
Seventh Avenue—Garment Industry	30.6	27.2	25.7
Total respondents (1,000)	1,000		

H. How would you describe a person who works in advertising?

	% 1962	% 1961	% 1958
Good appearance, well-dressed	5.0	7.4	4.5
Good talker, interesting	6.4	6.6	6.9
Well-educated, well-informed	15.6	9.3	5.9
Ambitious, aggressive	8.1	9.5	6.5
Imaginative, original	9.0	12.8	11.0
Gregarious, extrovert, outgoing personality	6.8	10.5	7.1
Good salesman	9.2	9.3	4.9
Intelligent, clever	11.3	19.5	8.3
Energetic, hard worker	2.0	3.8	3.2
Alert	2.9	6.1	4.8
Executive, business man	5.2	6.1	2.9
Honest, sincere, polite	0.4	1.8	1.9
Interested in meeting people	0.3	2.7	....
Misc. favorable	2.0	4.9	1.4
Showman, actor	0.9	0.4	0.4
Man in grey flannel suit, Ivy League	3.4	2.1	1.8
Neurotic, nervous, anxious	1.8	1.0	1.7
Huckster	....	0.9	0.8
Arrogant, boastful, conceited	1.4	1.2	0.6
Superficial	0.2	0.4	0.4
False	0.6	0.5	0.4
Misc. unfavorable	3.0	2.1	0.6
Average	4.8	7.6	6.5
Don't know	9.3	6.6	10.1
Total responses (1,000)			
Total respondents	1,000		

B. (If respondent associated advertising with Madison Avenue) Can you name a company in the advertising business?

	% 1962	% 1961	% 1958
B.B.D. & O.	10.0	2.5	5.6
Young & Rubicam	4.8	2.0	1.7
J. Walter Thompson	3.1	1.0	1.7
McCann Erickson	2.0	1.0	1.3
Benton & Bowles	1.4	1.0	1.3
Cunningham & Walsh	1.1	....	....
D'Arcy	0.6	....	....
Dancer, Fitzgerald & Sample	0.6	....	....
Donnelly	0.6	....	....
Doremus	0.6	....	....
Misc.	2.8	14.8	12.1
None	72.4	74.8	76.3
Total respondents (351)		203	

I. What do you think an advertising agency does?

	% 1962	% 1961	% 1958
Sells product to public	14.7	7.3	15.5
Advertises product	21.9	26.3	34.5
Prepares ad & copy, writes commercials	10.6	7.8	11.8
Presents new products to public	10.5	16.2	1.8
Handles advertising for producer	3.9	6.4	2.0
Sales promotion campaigns	5.8	8.8	11.7
Promotes sales	8.7	7.0	5.1
Buy time, space, tv programs	11.8	2.6	1.2
Solicits clients	2.7	2.8	1.3
Increases business	6.2	1.3	1.4
Creates demand for product	2.8	2.5	2.1
Miscellaneous neutral	....	0.5	3.5
Brainwashes, persuades public	1.2	0.9	0.6
Talks people into buying unwanted things	1.0	2.0	1.8
Misc. unfavorable	.9	1.5	....
Not certain	4.9	9.0	6.6
Total responses (1,076*)			
Total respondents	1,000		

*Totals over 100% due to multiple responses.

How people feel about advertising—their likes and dislikes

C. Do you think that the advertising business is important?

	% 1962	% 1961	% 1958
Yes	98.1	96.5	79.2
No	1.9	3.5	20.8
Total respondents	100	100	100

D. Why do you think the advertising business is important? (Asked of those answering "yes" to question C.)

	% 1962	% 1961	% 1958
Sells product	19.7	9.5	20.9
Tells what's available	1.5	6.2	7.0
Describes uses of products, qualities	1.3	3.1	8.6
Enlightens public	2.2	11.3	6.8
Makes people buy	1.8	3.1	1.5
Stirs competition	1.5	2.3	1.2
Helps business firms, boosts business, promotes business	18.5	12.8	8.9
Presents new products	15.8	8.2	7.9
Keeps tv on air, free tv programs	2.7	0.8	2.0
Informs public of many products	22.9	26.2	24.3
Means of choosing between products, better products	2.7	4.6	2.3
Stimulates sales	1.3	9.5	1.4
Misc.	6.2	7.1	2.1
No particular reason	3.1	1.2	2.9
Total responses (993)			
Total respondents	981	965	

*Total over 100% due to multiple responses.

E. Why do you think the advertising business is unimportant? (Asked of those answering "no" to question C.)

	% 1962	% 1961	% 1958
If products are good they sell themselves	15.8	20.0	22.4
Money spent on advertising should be used to lower prices	10.5	8.6	3.9
Unnecessary, superfluous	21.0	11.4	12.1
Misleads public	10.5	25.7	4.7
People don't pay attention to it	5.3	....	....
It is useful, but not important	5.3	....	....
No particular reason	31.6	25.7	34.9
Doesn't give new product a chance	....	8.6	1.3
Total responses		35	
Total respondents		35	

F. Is there anything you like about advertising?

	% 1962	% 1961	% 1958
Introduces, gives information about new product	13.7	13.6	14.8
Acquaints public with product, informative, facts	13.5	14.7	19.9
Sales & bargains	2.6	1.9	2.2
Samples & coupons	0.7	0.5	2.6
Stimulates buying, helps business	7.6	4.4	6.0
Educational	1.2	4.9	3.2
Entertaining, interesting, well done	10.9	7.9	7.3
Creates, stimulates competition	0.8	1.4	1.4
Provides good tv programs	1.5	1.0	1.4
Pays for tv, necessary, no cost to public	3.1	1.9	1.9
The methods—cartoons, jingles, songs	7.0	9.6	7.6
Magazine pictures, colorful advertisements	4.8	....	....
True advertising, honest advertising	2.9	....	....
Accomplishments, results, uses	1.1	....	....
Cleverness of ads—ingenuity	....	2.5	2.2
Everything	....	1.7	1.9
Leads to comparative and selective buying	....	3.2	4.2
Helps you choose products wisely	....	1.6	....
Misc.	5.9	10.8	2.2
Nothing	25.8	23.2	17.5
Total responses (1,031)*			
Total respondents	1,000	1,000	

*Total over 100% due to multiple responses.

G. Is there anything you dislike about advertising?

	% 1962	% 1961	% 1958
False, exaggerated, misleading claims	15.0	15.1	10.6
Too frequent	7.7	4.7	10.1
Too many	9.2	6.6	4.7
Interrupts tv viewing	2.1	8.0	5.0
Silly, juvenile, underrate intelligence of public	4.6	7.4	5.9
High pressure, overselling	4.9	4.8	7.1
Repetitious, redundant	6.9	9.3	6.6
Monotonous, boring, annoying	5.1	3.6	4.5
Loud, noisy	2.0	3.0	2.2
Sex appeal, bras, girdles, women	1.3	0.8	0.7
Not interesting, tells nothing	1.3	....	....
Overdone, over dramatized	7.1	....	....
Get on my nerves	1.2	....	....
Mail advertisements	0.6	0.6	0.6
Highway billboards	0.9	0.1	0.6
Long	....	0.6	4.9
Liquor ads	....	0.3	0.9
Increases cost of product	....	0.6	0.8
Makes me spend money I don't have	....	0.5	....
Misc.	6.4	9.2	3.0
Nothing	34.2	27.4	43.3
Total responses (1,105)*		1,026	
Total respondents	1,000	1,000	

*Total over 100% due to multiple responses.

tation of tv programs.

Earlier in the year—but after the 1961 BROADCASTING-Pulse survey was made—leading television writers and producers had charged in the same forum that "advertiser interference" was responsible for killing "creative" programming.

In the 1961 survey more than six out of ten respondents said they thought that advertisers choose the programs that are shown, while two out of ten thought the choice was made by stations. This year the number naming the advertiser as the decision-maker had dropped to 57.7%, while the number nominating stations remained virtually unchanged. Most of the "advertiser decides" loss appeared to go into the "don't know" column.

In both 1961 and 1962 the No. 1 reason assigned by those naming advertisers as the program selector was "because they pay for it." There was a realignment in the principal reasons which respondents gave for thinking that stations make the choice: In 1961 "they know more about programming" was mentioned most often; in 1962 this reason took a tumble and was replaced by "station knows what the public likes" (Table K and L).

The advertiser still holds onto No. 1 place as the one who should make the program choice—but by only three percentage points as compared with an edge of 14 points a year ago. The vote this year stands at 38.4% for the advertiser to 35% for the station, as against 46.5% for the advertiser and 31.7% for the station in 1961.

There has been a slight decline in the minority who think the public should decide, and a rise in those who feel that "both should have a voice in it" and in

those who think that it really "doesn't matter."

The public's increasing awareness of advertising was also reflected in the number of people (35.1%) who associated it with Madison Ave. in a "famous streets" question. More people also were able to associate finance with Wall Street, motion pictures with Hollywood & Vine, theatre and entertainment with Times Square, and the garment industry with Seventh Ave. But the increased identification of advertising with Madison Avenue greatly exceeded the other gains and was accompanied by increased ability to give the name of one or more advertising agencies (Tables A and B).

Ad creativity, evaluation on AAAA agenda

WHITE SULPHUR MEETING WILL HEAR FTC CHIEF'S VIEWS ON POLICING

An estimated 850 members and advertiser and media guests are expected to attend the annual meeting of the American Assn. of Advertising Agencies this week at the Greenbrier, White Sulphur Springs, W. Va. The three-day meeting opens Thursday.

Evaluation of advertising programs, approaches to the solution of agencies' executive and creative manpower problems, an appraisal of the outlook for creativity, and an address by Chairman Paul Rand Dixon of the ad-policing Federal Trade Commission are among the highlights of the general sessions, to be held Friday and Saturday.

A report on AAAA plans for a public relations program to improve advertising's image among opinion leaders (see this page), election of officers and a symposium on international advertising are slated for the opening-day sessions on Thursday. These will be limited to AAAA members and some 90 delegates from 40 countries who are in the U.S. for the Second International Meeting of Advertising Agency Leaders.

Gamble's Farewell ▪ The three-day meeting takes on added significance as the farewell convention for President Frederick R. Gamble and the first for John Crichton as president-elect. Mr. Gamble retires May 6 after 33 years with the association. He will be succeeded on May 7 by Mr. Crichton, former editor of *Advertising Age*, who as a newsman has covered a long succession of AAAA conventions.

Robert Saudek, president of the television production firm bearing his name, will participate in a Saturday-morning symposium on "Exciting Thresholds in Mass Communications," moderated by Marya Mannes of *The Reporter* and with Wade H. Nichols Jr. of *Good Housekeeping* also taking part.

The open sessions on Friday morning will start with a panel evaluation of advertising programs titled "Measuring What We Pay For." Charles K. Raymond of the Advertising Research Foundation is moderator and participants include Paul E. J. Gerhold of Foote, Cone & Belding, New York; William C. McKeehan Jr., Metropolitan Life Insurance Co., New York; Robert J. Fisher, Ford Motor Co., Dearborn, Mich., and Paul Lyness, research consultant, Princeton, N. J.

This will be followed by a panel on "Developing Executive and Creative Manpower," moderated by William E. Steers of Doherty, Clifford, Steers & Shenfield, New York. Participants: Paul C. Harper Jr., Needham, Louis & Brorby, Chicago; Ray O. Mithun, Campbell-Mithun, Minneapolis; Vernon C. Myers of *Look* magazine, Cowles Magazines and Broadcasting Inc., and Moorhead Wright, General Electric Co., New York.

George Gribbin, Young & Rubicam, New York, will wind up the Friday meetings with a look at "The Outlook for Creativity."

On Saturday ▪ FTC Chairman Dixon will discuss "Let's Get Rid of Uncertainty" at the Saturday-morning session following the "Thresholds in Mass Communications" symposium and presentation of the 1962 Arthur Kudner Award for creative writing in institutional advertising. Marion Harper Jr. of Interpublic Inc., New York, will close the formal sessions with an address as 1961-62 chairman of the association.

The convention will be followed by the 13th annual region and council governors' meeting on Saturday afternoon. Some 50 governors from the AAAA's four regions and 21 local councils are expected to be on hand for an exchange of information on regional and local activities.

Several television and other films are slated for showing at various times during the convention. These include a preview of outstanding entries in the 1962 American Television Film Festival; award winners from the 1961 Cannes International Film Festival; the Assn. of National Advertisers' new presentation on "This Is Advertising"; a film presentation commemorating the Advertising Council's 20th anniversary, and "The AAAA Is You," dealing with the meaning and benefits of AAAA membership.

The AAAA's annual reception and dinner are scheduled for Friday evening.

AAAA pr plan aimed at opinion leaders

The American Assn. of Advertising Agencies will unveil a new public-relations campaign blueprint this week. Its primary target: So-called opinion leaders.

Studies conducted for AAAA have indicated that, as also pointed up in special surveys conducted for BROADCASTING (see page 31), advertising has no fundamental public-relations problem among the general public. Its biggest problem has been shown to be among government officials, college professors, business executives, editors, writers and other thought leaders.

A status report on AAAA plans to reach this leadership group is slated for presentation at a closed session of the AAAA membership Thursday morning at the outset of its annual meeting at the Greenbrier, White Sulphur Springs, W. Va. (see this page). An earlier plan was unveiled at last year's annual meeting but was almost immediately deferred and finally was largely shelved pending completion of a depth study among thought leaders.

The depth study was the first of nine projects envisioned in last year's plan. The others included a new publication called "Advertising Today," which was to contain "thoughtful and thought-provoking" articles about advertising and circulate to thought leaders; a pilot seminar on advertising to be conducted at a leading university; an expanded program of speech-making by agency executives before non-advertising groups, and more "organized, positive publicity" on behalf of advertising (BROADCASTING, April 24, 1961).

The study was completed last summer and results were given to AAAA members last fall. Reports made public at the time appeared to take some of the heat off television and radio commercials as major causes of opinion leaders' criticisms of advertising. These reports failed to mention earlier findings, based on a pilot study, that "television and to a lesser extent radio advertising bore the brunt" of criticisms.



tough nut

New York, the biggest, most competitive and most lucrative market in the nation, is not so easy to crack. Advertisers *must* have the indispensable impact of local spot television. WPIX-11, New York's prestige independent, delivers the most effective combination of market-cracking opportunities... Minute Commercials in Prime Evening time in a "network atmosphere" of network caliber programming and national advertisers. Only WPIX-11 can deliver *all* of these premium opportunities.

where are your 60-second commercials tonight?



CHECK



70 FULL HOURS

MAHE

STARRING **ANTHONY GEORGE**

SEBASTIAN CABOT

AND DOUG McCLURE

NOW AVAILABLE FOR LOCAL PROGRAMMING

GREATEST GUEST-STAR LIST IN TV HISTORY!

Jack Benny	Dan Duryea	Mickey Rooney
Scott Brady	Joan Fontaine	Barbara Rush
Lloyd Bridges	Charles Laughton	Jane Wyman
Sid Caesar	Julie London	Keenan Wynn
Cyd Charisse	Lee Marvin	
Joseph Cotten	Ricardo Montalban	And...
Angie Dickinson	Tony Randall	Many, Many More

1st day sales to:
WPIX New York
KTTV Los Angeles
WGN-TV Chicago
WMAL-TV Washington, D.C.
WALA-TV Mobile
WPTA-TV Ft. Wayne
KVOA-TV Tucson
KLZ-TV Denver
WXYZ-TV Detroit

mca INC.
TV FILM SYNDICATION

598 Madison Ave., New York 22, N. Y.
PLaza 9-7500 and principal cities everywhere

Nielsen reports on weekly home viewing, listening

Television: More than 500 stations in a given week telecast program offerings received in 45 million homes at an average rate of more than 40 hours per family.

Radio: Over 4,000 stations in the continental U. S. during a given week broadcast program offerings received in more than 40 million homes at an average rate of more than 14 hours per family, exclusive of auto radio and battery-only portable sets in use.

These dimensions of the broadcast media in the U. S. are drawn from A. C. Nielsen Co.'s eighth annual review of the broadcast media which will be distributed at the end of this month (two brochures, entitled "Radio '62" and "Television '62").

Tv high points:

As of January 1962, 49 million homes were equipped with one or more tv sets. Tv viewing nationally last winter averaged 5 hours 36 minutes per home per day (averaged daily viewing regionally ranged from 5 to 6 hours). As of last January, the 5 hours 57 minutes per home each day was about the same as the year previous (seasonal "low" was 4 hours 10 minutes in July).

Tv viewing in January for the full day was 43% greater than the previous July and the seasonal difference is greatest during the evening when the winter audience is 61% greater than in the summer.

Families in the middle socio-economic (education and income) bracket tend to be above average in the hours of tv viewing per week. The heaviest viewing 20% of the homes account for about half of the weekday daytime viewing, and evening viewing tends to be more evenly spread between heavy and light viewers.

The tv brochure also reviews spot tv's reach, audience competition, new program movements (by shares), and viewing plusses by outstanding public events covered by television.

Radio ▪ During the past year, the daily rate of in-home radio listening ranged between 1½-2 hours per home (regionally, last winter's average was 1⅔ hours per home each day, the daily level 1½-2 hours per home).

In-home listening reaches its peak for the entire day at 8-9 a.m., averaging 7.6 million homes. Auto radio usage is "substantial" through most of the day and in late afternoon is the equivalent of more than 50% of in-home listening.

In a week, 62.4% of total U. S. radio homes used their sets at some time during the weekday morning hours, average about 6 hours per home, and 50.1% of the homes listened at some time during the evening hours for an average of 4¼ hours per home.

The Nielsen review claims 97 advertisers used 144 network radio buys last winter and notes that 37 of these schedules reached cumulative audiences of more than 5 million homes in four weeks ending Dec. 3, 1961. Each of the single- or multi-network campaigns of 45 of the advertisers delivered over 15 million messages in the four-week period.

Other data on radio accumulative audience, the metro areas and spot radio are included.

The brochures are available upon request to Public Relations, Media Research Division, A. C. Nielsen Co., 2101 Howard St., Chicago 45.

'Defenders' episode finds a sponsor

CBS-TV's hunt for substitute sponsors for one episode of *The Defenders* has turned up a prize catch. Speidel Inc. (jewelry) signed for all of the sponsorless April 28 *Defenders* show and for alternate-week, half-hour sponsorship of the series on a continuing basis next season.

Speidel's full sponsorship of the controversial episode, "The Benefactors" next Saturday (8:30-9:30 p.m.) represents a vote of confidence in the network's decision to air the show, either sponsored or sustaining, which deals with abortion (BROADCASTING, April 16). The advertisers withdrawing just for this episode—Brown & Williamson, Lever Bros. and Kimberly-Clark—claimed a conflict between the program's subject and their respective corporate policies.

Speidel's own emergence as a benefactor absorbing the estimated $250,000 cost of the April 28 program, does not necessarily end the network's problems. There remains the possible defection of affiliates who may feel the subject matter will offend viewers. CBS-TV affiliates saw a closed-circuit screening of "The Benefactors" last Thursday (April 19). Network officials believe the announcement of Speidel's order just prior to the screening will more than offset any unfavorable reaction to the retreat of the show's regular advertisers. Few if any affiliates are expected to cancel, according to CBS sources.

Speidel's order was placed by McCann-Marschalk Co., New York. Other advertisers signed for the series next season are Brown & Williamson and Lever (both renewals), and Allstate Insurance Co.

M-E to review samples from commercial makers

McCann-Erickson Inc., New York, has instituted a policy under which a sample film reel or tape of a particular radio or television commercial production company will be reviewed each week by members of the agency's tv-radio commercial production department.

Robert Dall'Acqua, vice president and director of the department, said the arrangement was made because some outside production sources have had trouble bringing their services to the attention of all the agency's producers. Each week the producers and production assistants will see and hear a sample reel or tape from a specific company.

A reel from Elektra Productions is scheduled to be screened today (April 23) and in subsequent weeks, presentations will include samples from Music Makers Inc., Videotape Productions of New York and VPI Productions.

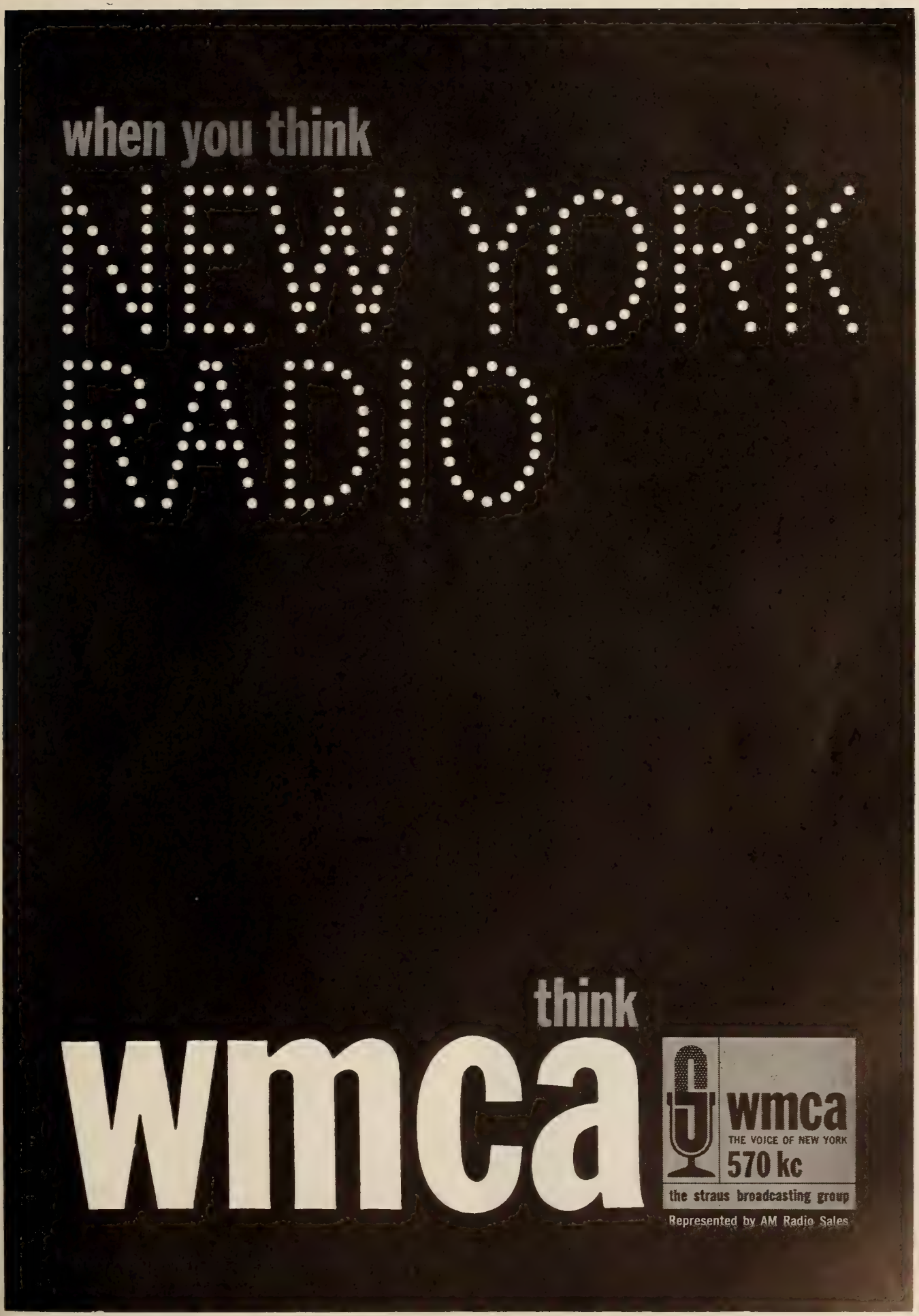
N.C. increases radio-tv tourist advertising

The state of North Carolina, which last year started extensive use of radio and television to lure tourists, has announced plans to increase its use of air media in 1962.

The state tested radio and television in 1961 with a one-minute spot that was used on virtually all of North Carolina's 155 radio and 12 television stations—all of which broadcast the messages as a public service in conjunction with the North Carolina Broadcasters Assn.

This year's campaign, which began earlier this month, is using a similar one-minute film for television in 13 cities, to be followed by a four-week radio schedule.

A second television campaign beginning in July will be launched with an additional 13 cities as the targets. Bennett Adv., High Point, N. C., is the agency for the state.


when you think
NEW YORK
RADIO
think
wmca
wmca
THE VOICE OF NEW YORK
570 kc
the straus broadcasting group
Represented by AM Radio Sales

The cream of the tv commercial crop

AUTOLITE, VOLKSWAGEN, XEROX GET N.Y. ART DIRECTORS MEDALS

Television commercials won three medals and eight awards of distinctive merit in the 41st annual Exhibition of Advertising & Editorial Art and Design conducted by the Art Directors' Club of New York. Winners were announced at an Awards Luncheon last Tuesday (April 17).

The exhibition will be in the Park Gallery of the Pepsi-Cola Bldg., 500 Park Ave. until May 4. Approximately 500 winning entries are on view, with an enlarged section devoted to television.



Volkswagen



Autolite



Xerox

Management awards were made to Frederic Papert and Julian Koenig of Papert, Koenig, Lois Inc., New York, for "dramatic demonstration that art and copy are compatible"; to Norton Clapp, president, Weyerhaeuser Co., and to Arthur L. Manchee, president, Macy's Department Store, New York.

Television took three of 15 medal awards. Autolite Div.-Ford Motor Co. and Volkswagen of America won for live action, black-and-white commercials of 1 minute length, and Xerox won for "long commercials," black-and-white, 1 minute or longer.

Art director for the Autolite commercial was George Olden; designer, Robert Dunne; writer, John van Dagens; photographer, Ray Esposito; production company, Sarra Inc.; agency, BBDO.

Art director for the Volkswagen spot was Helmut Krone; writer, Bob Levenson; photographer, Sid Zucker; film producer, John Capsis; production company, V.P.I.; agency, Doyle Dane Bernbach Inc.

The Xerox commercial's art director/designer was Sam Scali; writer, Mike Chappell; photographer, Jim Walsh; production company, Elliot, Unger, Elliot; agency, Papert, Koenig, Lois Inc.

Awards of Distinctive Merit ▪ Winners in this classification:

Polaroid Corp. (live action, black-and-white, 1 minute): art director, William Taubin; writer, David Herzbrun; photographer, Mike Elliot; film producer, Joan Wolf; production company, Elliot, Unger, Elliot; agency, Doyle Dane Bernbach.

Laura Scudder Inc. (live action, black-and-white, 1 minute): art director, Len Sirowitz; writer, Ron Rosenfeld; photographer, Mike Elliot; film producer, Bob Warner; production company, Elliot, Unger, Elliot; agency, Doyle Dane Bernbach.

Renfield Importers Ltd. (Martini & Rossi Vermouth) (live action, black-and-white, over 10 seconds, less than 1 minute): art director, Greg Bruno; writer, Richard Karp; designer, Robert Baldwin; photographer, Merl Bloom; production company, Columbia Pictures-Screen Gems; agency, Reach, McClinton & Co.

National Federation of Coffee Growers of Colombia (live action, color, 1 minute): art director, William Taubin; writer, Judy Protas; photographer, Ross Lowell; film producer, Don Trevor; production company, Rene J. Oulmann-Arco Film Productions Inc.; agency, Doyle Dane Bernbach.

Campbell Soup Co., Franco-American Products Div. (full animation, black-and-white, 1 minute): art director, Ed Barge; writer, Nelson Winkless; artists, Ken Harris, Fred Grable; designer, Pete Bastiansen; production company, Animation Inc.; agency, Leo Burnett Co.

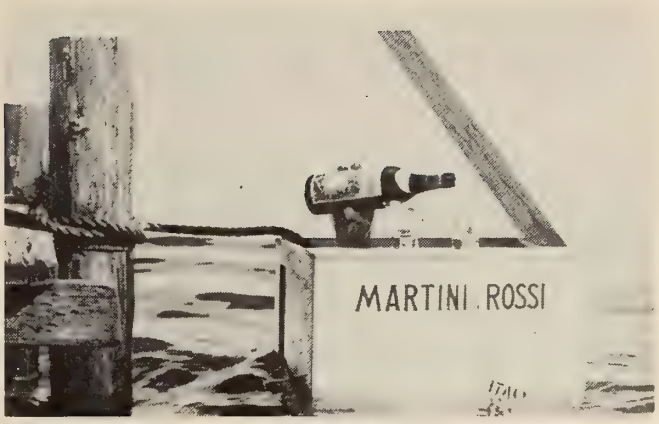
S&W Fine Foods (limited animation, 1 minute): art director, William Taubin; writer, Paul Green; photographer, Howard Zieff; film producer, Ernie Hartman; production company, Television Graphics Inc.; agency, Doyle Dane Bernbach.

Autolite Div., Ford Motor Co. (stop motion, 1 minute): art director/designer, Georg Olden; writer, Edgar Marvin; photographers, Ray Esposito, Ed Fahan; production company, Sarra Inc., agency BBDO.

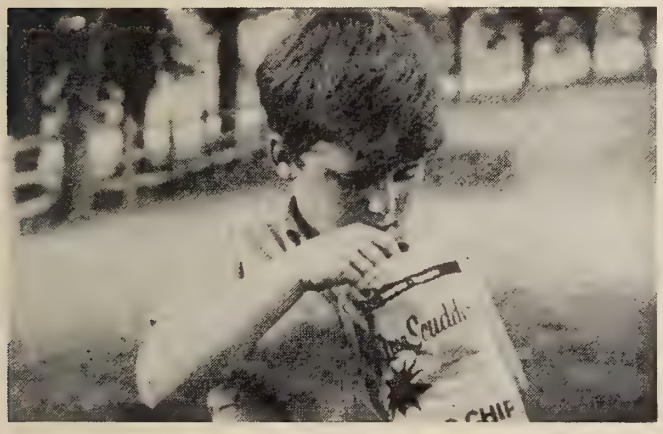
General Mills (Cheerios) (live or video tape, 1 minute or over): art directors, Stan Freberg, Bob Dahlquist; writer, Stan Freberg; designer, Bob Dahlquist; photographer, Paramount Video Tape Productions; production company, Fre-



S&W Fine Foods



Martini & Rossi



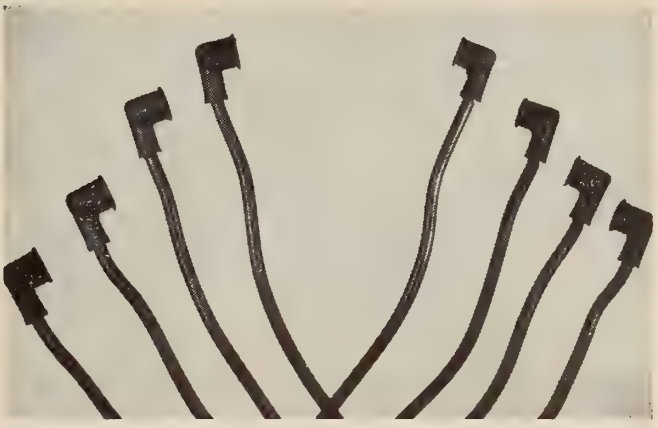
Scudder



Colombian Coffee



Polaroid



Autolite



Campbell Soup



General Mills

Less than 10 hours open on tv networks in fall

A new drive by ABC-TV, in signing advertisers for next season's nighttime schedule, places all three networks at a point where the bulk of their choice time is sold and programming is locked in.

At this date—some five months before the start of the 1962-63 season—the networks (especially NBC-TV and ABC-TV) still have time open for advertisers who have lagged in making network sponsorship decisions.

Yet the pace continues. In the past week alone, there were reports of advertisers for *The Flintstones* (up to now reported available) on ABC-TV and of a Speidel buy in *The Defenders,* making it SRO for that program on CBS-TV. There are additional orders said to be in the network offices but they are not yet final.

This is the total time available on each of the three television networks:

ABC-TV has approximately 4 hours and 35 minutes open plus some time in *Cheyenne.* The programs are *Hollywood Special* (movies), 30 minutes; 35 in *Stoney Burke,* 25 in *Combat,* 15 in *Going My Way,* 10 in *Leave It to Beaver,* 15 in *Mr. Smith Goes to Washington,* 5 in *Premiere,* 20 in *Gallant Men,* all (30) of *Flintstones,* all (60) of *Circus by the Sea* and all (30) of *McHale's Men.*

NBC-TV has some 4 hours and 10 minutes plus some time in *It's a Man's World* and *Saints and Sinners.* The programs are 30 minutes in *Eleventh Hour,* 15 in *Laramie,* all (30) of *Chet Huntley,* 10 in *The Virginian,* all (60) of the just slotted *Wide Country,* 15 of *Andy Williams,* 15 of *International Showtime,* 30 of *Sam Benedict,* 15 of *Joey Bishop* and 30 in the two-hour Saturday feature movie.

CBS-TV has at least 50 minutes open—15 in *Mr. Ed,* 15 in *Dobie Gillis* and 20 of *The Jackie Gleason Show*—in addition to some time available in advertiser-participating shows, *CBS Reports, Hitchcock Presents* and *Fair Exchange.*

FALL LINEUP: SPONSORS, COSTS . . . Pg. 80-81

berg Ltd.; agency, Dancer-Fitzgerald-Sample Inc.

Doyle Dane Bernbach, which led agencies in the tv field with five of the 13 awards, also led the entire competition with a total of 20 awards. Papert, Koenig, Lois Inc. was second with eight.

Network Commendations ▪ Two networks were honored for trade ads: CBS-TV (2 colors); and ABC (black-and-white). For the CBS-TV ad, Louis Dorfsman was art director/designer; Mr. Dorfsman and George Bristol were copywriters and photographer was Horn-Griner. For the ABC ad: art director, John McClash; photographer, Frank Cowan; copywriter, Leon Meadows; agency, Doyle Dane Bernbach.

Robert Lawrence firm, RKO end association

Robert Lawrence Productions and RKO General Inc. have ended their two year association, it was announced jointly today (April 23) by Robert Lawrence, president, and Hathaway Watson, executive vice president in charge of broadcast operations for RKO General. Mr. Lawrence will continue as a consultant to RKO General.

The Lawrence organization, which specializes in the production of tv film commercials and industrial films, was owned 100% by RKO General. Under the terms of their disassociation, RKO General retains certain properties, while Lawrences acquires the equipment, accounts receivable and other assets and operational control of the company. The financial terms of the transaction and the reason for the move were not disclosed.

CANNED 'PUBLIC'?

Robinson sees ad plans based on computer data

The statistical equivalent of the entire consuming public of the U. S. may be available in the 1970s to help advertising and marketing men design and conduct their campaigns with greater skill and profit, Dr. Herbert W. Robinson of C-E-I-R said last week.

He said this may be accomplished by constructing a "model" of the population and storing it in electronic computers. To do this and keep it continuously updated would require the accumulation of tremendous masses of information, but he noted that once it had been stored the data would be immediately accessible for confident predictions based on "living" information.

An advertising campaign could be designed and launched and then continuously improved in effectiveness on the basis of information fed back into the basic statistical equation, he asserted.

He also said that advertising's emphasis on increasing sales is becoming "a rather primitive procedure." The real objective is to "maximize profits," he said, "and with the introduction of new analytical techniques and the new computing machinery, achievement of the delicate balance necessary to optimize profits may become a reality."

Dr. Robinson is president and board chairman of C-E-I-R, industrial, economic and operations research firm specializing in the use of electronic data-processing equipment. He spoke at the last of five "computer in Advertising" seminars sponsored by Central Media Bureau for agency, media and marketing executives in New York. C-E-I-R is a part owner of CMB, which offers a computer-based clearing-house and statistical information service in the buying and selling of national spot advertising.

CMB President Kenneth C. Schonberg, who introduced Dr. Robinson, saw it plausible that U. S. advertising volume may go from its current $12 billion annual level to $25 billion by 1970, with a number of agencies reaching $500 million in annual billings.

Business briefly...

Liggett & Myers Tobacco Co. and **The Mennen Co.** have renewed, for the second year, sponsorship of CBS Radio's *Coleman on Sports,* broadcast 10 times each weekend. Agencies: J. Walter Thompson (L&M) and Warwick & Legler (Mennen).

Procter & Gamble, through Grey Adv., New York, has bought the *Miss Universe Beauty Pageant,* to be presented on CBS-TV Saturday, July 14.

Airline commercials

A novel new ad medium developed for high-flying BOAC 77 jets consists of commercial announcements spotted in within-plane "broadcasts." Officials associated with the two-channel, in-plane radio transmission service, expect to announce a choice of an advertising agency within days. Target: U. S. advertisers to add to those now using the system (mostly British companies).



Lots of CLASS– and considerable MASS!

Retail sales per household in the Fargo-Moorhead metro area are among the very highest in the U.S.* In the American saga, that's CLASS!

But many people don't realize that Fargo is the retail trading center for more than 500,000 people in the rich Red River Valley—has over 200 wholesale distribution firms — is really a kinda *mass* market!

That combination of high spending and big audience is why WDAY Radio and WDAY-TV carry a lot more business than the top outlets in a lot of *larger* cities. Ask PGW to prove it.

**See "Metro Area Retail Sales Per Household," in Standard Rate & Data.*

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

Watchdog unit would hobble licensees

THREE SENATORS WOULD EMPOWER FCC TO REQUIRE 'OPPOSING VIEWS'

The Senate Watchdog Subcommittee, has concluded that the nation's broadcasters need careful watching and a tight rein in political matters. The report issued last week may become one of the more controversial documents in broadcasting offered by a congressional committee in recent years. The Senate unit has been studying the way broadcasters used the airwaves to disseminate news of the 1960 presidential campaign.

Emphasizing the need for broadcaster impartiality in presenting issues and candidates, the report makes numerous recommendations—including one proposing an amendment of the no-censorship provision of the Communications Act. It would expressly permit the FCC, in an "editorial fairness" case, to direct a station to make time available for the presentation of an opposing point of view.

Some saw in this a dilution of the no-censorship section's protection of programs from interference.

The report also recommends that the FCC readopt its fairness doctrine as a rule, "a violation of which would be a cause for revocation of a station's license." The doctrine calls on licensees to present all sides of any controversial issue.

Campaign Costs Report ▪ A second government step in campaign broadcasting was taken Wednesday when the President's Commission on Campaign Costs filed a report to President Kennedy (see page 48). The report suggested ways of meeting the fund-raising problem and proposed suspension of Sec. 315 of the Communications Act for the 1964 presidential campaign. The report will be the basis for legislative proposals which the President said "can provide a significant advancement of the public interest in this very vital field."

The watchdog report was submitted by Sens. Ralph Yarborough (D-Tex.), subcommittee chairman, Gale McGee (D-Wyo.) and Hugh Scott (R-Pa.), who indicated they are in no hurry to see the equal-time section of the Communications Act repealed. The report said no action to modify the section should be taken this year.

This recommendation appears to run counter to the wishes of Sen. Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.), chairmen, respectively, of the Senate Commerce Committee and its Communications Subcommittee. The Watchdog Subcommittee is a unit of the latter group.

Sen. Magnuson has introduced legislation (S 204) to make permanent the temporary equal-time suspension that permitted broadcasters to present the Kennedy-Nixon debates. Sen. Pastore is sponsoring a bill (S 2035) to extend the exemption to candidates for governor, senator and congressman.

Disagreement ▪ The watchdog group said action of this kind would be "premature." The experience in the 1960 campaign, "despite claims to the contrary" didn't provide "a comprehensive picture" of what would happen if the exemption were made permanent, the group said.

What it costs

The Senate Watchdog Subcommittee has cost an estimated $86,000 since it was created in 1960 to keep an eye on how broadcasters dealt with political candidates and issues.

A special appropriation of $35,000 was voted the subcommittee in 1960, but since then it has been operating on funds provided for its parent Commerce Committee. A committee source estimated watchdog expenditures since January 1961 at the rate of about $40,000 a year, including staff salaries and expenses.

The subcommittee has produced a six-volume study of the 1960 political campaign, which includes all transcripts of speeches and broadcast appearances by the major candidates and 15-minute network newscasts during the campaign. The final volume, submitted last week, contains the subcommittee's recommendations.

The report recommended that, before Congress considers a permanent revision of the equal-time section, "an in-depth" survey be made of broadcasters' performance in next fall's elections.

Sen. Magnuson, who filed the report in the Senate, emphasized it had not been "approved or disapproved" by anyone but the three-member subcommittee, and that the conclusions and recommendations were not considered by the Communications Subcommittee or the full Commerce Committee. But the recommendations "are provocative and timely," he said, and will help the Senate "legislate intelligently" in this field.

The subcommittee report was based on a study of all scripts of network documentaries and newscasts dealing with the 1960 presidential election campaign, as well as on the speeches and statements of the candidates themselves, and on a hearing last year on alleged political bias by broadcasters (BROADCASTING, April 3, 1961).

The subcommittee concluded that "quantitatively" the networks were fair "in most cases" to the two candidates. But it said the three subcommittee members reserved their opinion on the question of qualitative fairness.

But the report did make one qualitative judgment, in the case of a broadcast by Mutual Broadcasting Co. commentator Fulton Lewis Jr.

Favored Nixon ▪ In the broadcast in question, on election eve, 1960, Mr. Lewis said he would vote for Vice President Nixon, and gave his reasons. The report said this was the only instance brought to the subcommittee's attention in which "a network newscaster" openly endorsed and editorialized in favor of one of the two major candidates.

The subcommittee, Sen. Scott dissenting, called the Lewis broadcast "a clear abuse of newscast time," and said that "so-called newscasters who abuse the public franchise in such a manner should probably be barred from use of the medium."

Mr. Lewis, in commenting on the report, said he favors the recommendation that the opposition be given an opportunity to present its side if a station editorializes in favor of a political candidate. But he denied he abused broadcast time.

He said he's "frankly billed as a commentator," not a newscaster, and that he made the broadcast "to be absolutely honest to my listeners." He said he wanted them to know how his mind worked, "so there could be no false pretenses on my part that I was unbiased or unprejudiced."

In recommending that violation of the fairness doctrine be cause for a license revocation, the report said that stations should editorialize but that they must be absolutely fair. And, in event of a complaint, it added, the FCC should be able to act promptly, not wait for a renewal hearing.

Politicians Preferred ▪ The subcom-



H-R OUTSELLS ITS COMPETITORS BECAUSE

H-R salesmen work for a **limited list** of choice stations in active markets.

One of H-R's basic foundation stones is its Limited List Policy . . . Every H-R salesman, therefore, is able to know **every** H-R-represented station **more thoroughly** . . . he is an **expert** on market, area and programming; a **specialist** on ratings, costs and efficiency of the H-R station **and** the competition. Agencies and advertisers know this, and rely on H-R salesmen for **all** the facts. No other major station representative was founded on such a Limited List Policy . . . another reason why H-R outsells its competitors.

HR
Representatives, Inc.
Television, Inc.

Can you use a national spot representative who will know your station better—be able to give you more thorough, more concentrated selling? If so, we'll be glad to show you many **more** reasons why H-R outsells its competitors . . . Call us.

Advisors ask Sec. 315 suspension in 1964

Suspension of Sec. 315 in 1964 to allow political campaign debates by major presidential candidates was urged April 18 in a report submitted to President Kennedy by the President's Commission on Campaign Costs. The equal-time suspension, which permitted the Kennedy-Nixon debates in 1960, was one of a series of recommendations by the group, headed by Dr. Alexander Heard, dean of the Graduate School, U. of North Carolina.

Repeal of the federal ceiling of $3 million a year on expenditures of national political committees was recommended along with a plan to finance the 1964 and 1968 campaigns partly by making contributions tax deductible.

The report, which was adopted unanimously, was based on a study started last autumn. The commission was given the job of seeking possible methods to broaden the base of campaign financing. Combined Democratic-Republican expenditures nationally ran $19.9 million in 1960. The Democrats ran up a $3.8 million deficit and the GOP $700,000. The commission estimated expenditures for all candidates for public office ran between $165 million and $175 million in 1960.

An analysis by the commission showed that in 1952 34% of expenditures by 15 Democratic committees which spent $4.5 million and 31% of $6.6 million spent by 18 Republican committees went to broadcasting. These committees operated in more than one state. Similar expenditures by 11 Democratic committees in 1956 showed 41% of $4.3 million went to broadcasting and 11 Republican committees spent 37% of $7.8 million on broadcasting.

Tv Buying Still Hot ▪ The Commission said that despite the increased time given without charge to the candidates in 1960, the costs of tv network programs were almost identical with 1956. "The minor sums spent on radio network programs declined sharply from 1956 to 1960," it added.

Proposals that broadcasters be required by law to supply specified amounts of time to presidential candidates were mentioned without recommendation.

In its Sec. 315 recommendation the commission urged further temporary suspension "to permit broadcasters to make their facilities available on an equal basis to the nominees of the major political parties for President and Vice President without the legal compulsion of doing likewise for minor party candidates for those offices."

It urged the President to call a nonpartisan conference on campaign finances, including representatives from communications media, to start broad solicitation programs by all parties. Individuals, corporations and unions as well as other groups, would be encouraged to contribute to bipartisan activities. These activities would include joint appearances on tv and radio. The commission commended campaign activities of the Advertising Council, American Heritage Foundation and other groups.

As to a limit on expenditures for broadcasting and other activities, the committee feared creation of "a false impression of limitation."

Broadcasting Contributions ▪ The committee recalled that during the 1960 presidential campaign, under freedom granted by suspension of Sec. 315, "the networks and radio-television licensees contributed important public information about the campaign by providing for a variety of broadcasts in which the candidates participated without charge to them.

"The leaders of the radio-television industry have stated their desire to render higher levels of performance in bringing information about campaigns to the public. There is also need to permit broadcasters further opportunity to experiment in the use of television in campaigns to develop practices fully compatible with the requirements of the American political system.

"Accordingly, we recommend that Sec. 315, as it applies to presidential and vice presidential nominees, be suspended in the same form as in 1960 for the 1964 general election campaign. This will permit the networks and stations, in consultation with the candidates, to develop more fully their role in campaigns in mutually agreeable ways.

"We recommend that the suspension of Sec. 315 again include an instruction to the FCC to report to Congress on the performance of the broadcasting industry under the suspension.

"We also recommend that FCC require reports that will permit it to determine the amount of time individual stations have devoted to campaign material, the rates they have charged for political broadcasts, the extent the stations have carried network programs offered to them, the extent they have permitted saturation broadcasting in the closing hours of the campaign, and similar information about their part in the campaign.

Serving on the commission with Chairman Heard were Paul A. Porter, of Arnold, Fortas & Porter; V. O. Key Jr., Harvard U.; Malcolm C. Moss, Johns Hopkins U.; Neil O. Staebler, Democratic National Committeeman from Michigan; Walter N. Thayer, *New York Herald-Tribune* and Corinthian Broadcasting Corp.; John M. Vorys, of Vorys, Sater, Seymour & Pease and James C. Worthy, of Cresap, McCormick & Paget.

mittee recommended that politicians be allowed to set the format to be used for political programs. Once time has been made available, the report said, broadcasters should defer to the candidates.

"There seems to be a feeling . . . that those who are eminently qualified in the field of entertainment are better able to judge the format and content of political programs designed to enlighten the public than the candidates themselves," the report said.

"Those who test the public response and rate programs accordingly for entertainment value or the sale of commercial products may not be the best judge to analyze the citizen's quest for information or his taste for political controversy."

The report added that the licensees who substitute their judgment for a candidate's in the matter of a political program's format and content are abusing their freedom.

Licensees who exercise editorial judgment in political programs, the report said, can "direct a political campaign the way they think the campaign ought to go."

The report said that although stations should editorialize in behalf of candidates and parties they have an obligation to allow the public to hear all sides of controversial issues. To assure this, the subcommittee suggested a number of ground rules for the FCC to consider.

Suggested Rules ▪ One would require stations to keep the script or tape of an

EXCLUSIVELY YOURS
on WHEC RADIO
In ROCHESTER, N. Y.

1. FOUR FULL QUARTER-HOUR *local* news editions daily gathered by a staff of six WHEC Radio newsmen to keep you informed of all local and regional news.

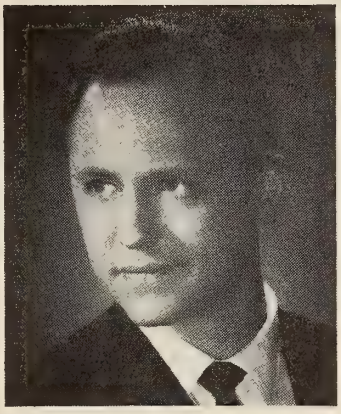
2. TWELVE daily newscasts, direct to Rochesterians from every corner of the world via the great CBS Network.

3. WEATHER CONDITIONS throughout New York State, direct from selected points four times *daily*.

4. POLICE 90—up to the minute reports on Rochester's highway and traffic conditions direct from Police Safety Headquarters.

5. ENTERPRISE—Five solid hours every afternoon, bringing listeners a world of fact, fancy and information—off-beat features—interviews with prominent people from many fields—in-depth stories—etc.

6. FAVORITE CBS PERSONALITIES: Arthur Godfrey, Art Linkletter, Garry Moore, Bing Crosby, Rosemary Clooney, Betty Furness, Richard Hayes—daily.



WARREN DOREMUS
WHEC Radio's Director of News and Public Affairs

HR
Representatives, Inc.

PLUS Rochester's TOP RADIO PERSONALITIES:

ED MEATH	HOWARD HOSMER	JACK FRIEL
DOROTHY COTTON	AL SISSON	DEAN TAYLOR
ED FERLAND	CHUCK STEVENS	JOHN MacDONALD

WHEC Radio

Where Quality Programming Brings You
The BEST in Broadcasting



Sen. McGee Sen. Scott Sen. Yarborough

editorial on file at least a week for inspection by interested parties. Another would require stations to give advance notice of an editorial to the candidate or party against whom it is directed.

Other recommendations would require that equal opportunity to use the station facilities be given to the opposing candidate or party, or the persons they designate. The report also recommends that "a reasonable cut-off time on such editorials" be set—at least 48 hours before the opening of the polls.

The report calls on the FCC to study the question of how broadcast time is used for discussion of controversial issues, and suggests that guides be established for presenting both sides.

It recommends that stations be required to seek out opposing viewpoints "prior to the presentation of the original editorial discussion," instead of waiting for a complaint or relying on a blanket offer to anyone to discuss the issue.

Another recommendation calls on the FCC to determine whether a licensee can require a commercial advertiser who uses advertising time to promote one side of a controversial issue to buy time to present the opposing viewpoint. This suggestion appears to be an outgrowth of complaints made against U. S. Steel in the closing weeks of the 1960 campaign. Some Democrats accused the company of supporting the Republican position in its television commercials.

More Rules Asked ▪ Other areas in which the subcommittee feels broadcasters need closer supervision involves the manner in which they make time available to candidates, and their refusal to sell it to organizations whose views they oppose.

The report said the FCC should adopt rules covering the use of broadcast stations by candidates. Under one suggested rule, a licensee who decides in advance against making time available to candidates in a particular contest would not be able to change that decision without the "acquiescence of all candidates" in that race. Another would prohibit licensees from setting a cutoff date for the sale of political time. The report said the timing of political broadcasts is a matter of judgment that should not be left to the licensee.

Regarding licensees who refuse to sell time to organizations "espousing a point of view" they oppose, the report said such stations should notify the FCC of refusals. "Censorship by the licensee by refusal to sell time . . . may be a denial to the public of the right to hear contrary viewpoints," the report said. "The licensee has no mission to function as a thought-control policeman.

The report said the FCC should consider "a continuing accumulation" of such refusals "as a failure on the part of the licensee to act in the public interest."

The subcommittee said there is a need for promptness by the FCC in handling equal-time and fairness-doctrine complaints, and urged the commission to adopt procedures to speed up such matters. One suggestion calls for the creation of a hearing system under which examiners could take immeate testimony in the field.

KRLA CHARGES FCC 'DOUBLE STANDARD'

Failure to renew shows favoritism, petition holds

KRLA Pasadena - Los Angeles charged last week the FCC's refusal to renew the station's license "reflects an arbitrary and capricious application of a double standard of licensee responsibility."

Citing five alleged errors in the commission's decision, KRLA asked that the action of a month ago be reconsidered and that the record be reopened (BROADCASTING, March 19). KRLA charged that (1) basic findings of fact by the FCC are not supported by the record; (2) certain established findings that are essential to a proper decision were not made; (3) conclusions reached are contrary to the evidence; (4) the decision was reached substantially upon issues raised by the FCC for the first time in the final order and KRLA was given no opportunity to reply.

In the fifth instance, KRLA said, denial of its renewal shows a double standard when contrasted with the FCC's license renewals for Westinghouse Broadcasting Co. (BROADCASTING, March 5) and the fine of WNOE New Orleans for fraudulent contests (BROADCASTING, April 2).

The commission reversed its chief hearing examiner, who recommended renewal for one year, and refused to grant KRLA a new license. The station's owner, Donald Cooke, was found guilty of neglecting statutory responsibilities as a licensee and of attempting to mislead the FCC. KRLA also was found by the FCC to have conducted fraudulent contests and altered program logs.

Firm Persuasion ▪ According to KRLA's views, the FCC recognized that on the basis of the published issues it would have to affirm the initial decision, but was persuaded by the Broadcast Bureau that this should not be permitted, and consequently tried to "recast the issues and to evaluate the evidence in the light of new issues of which the licensee had no notice."

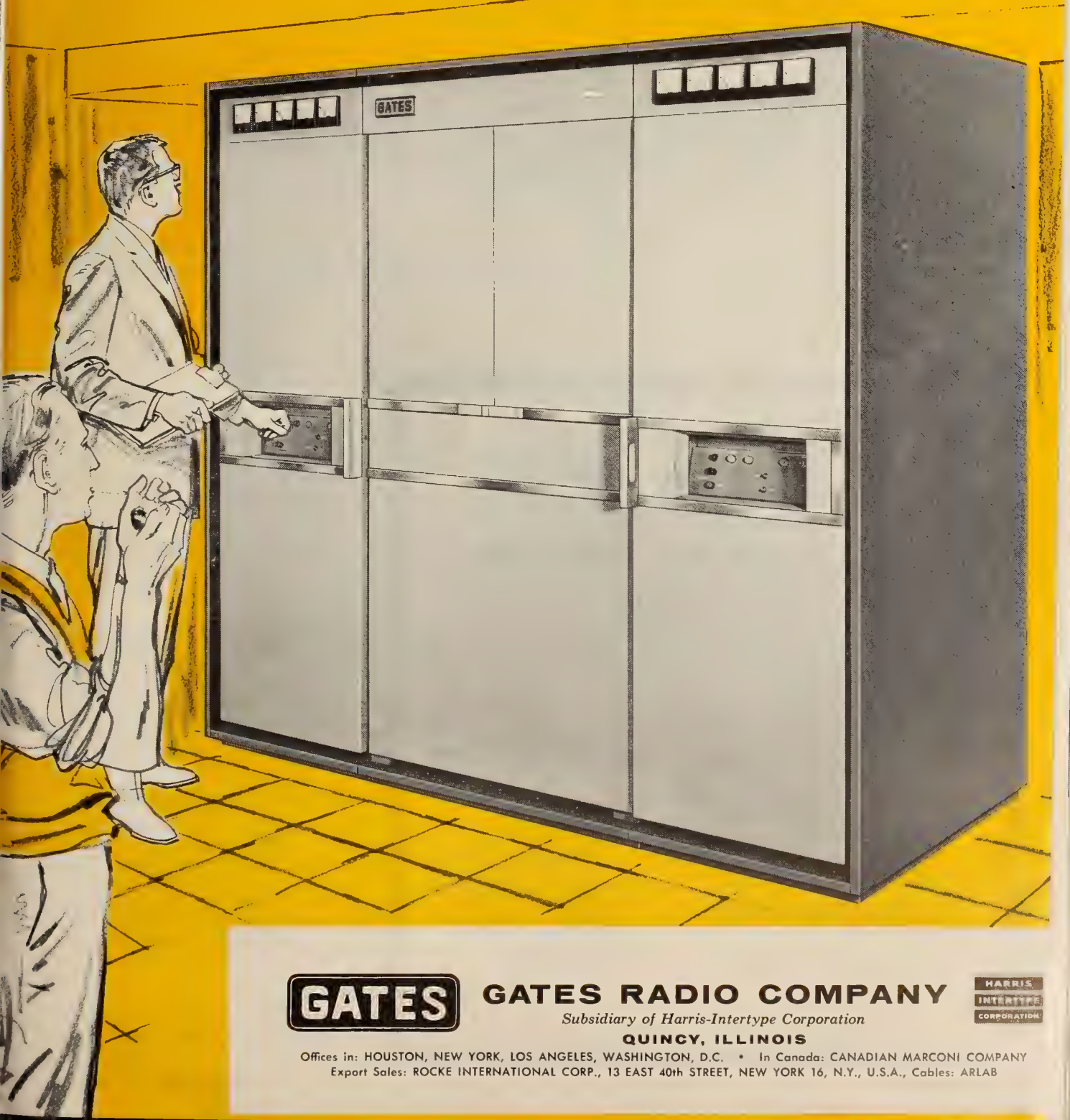
These two substitute issues, KRLA said, are (1) whether Donald Cooke connived with his employes to misrepresent to the FCC the true nature of the station's operation, and (2) whether Mr. Cooke exercised ineffective control of KRLA. Even using these two issues, the FCC conclusions "do not even flow logically from the evidence cited by the commission in support thereof," the station said.

KRLA, in an unusual move, reprinted the FCC's exceptions to the initial decision in their proper place and submitted the document with this remark: "The most persuasive argument which we have for reconsideration is contained in the commission's own basic findings of fact."

The FCC "unreasonably refuses" to acknowledge that no culpability can be attached to Mr. Cooke for the alteration of the logs, KRLA maintained. Thomas Dowd, KRLA attorney from Pierson, Ball & Dowd, said he had personal knowledge of facts that will corroborate Mr. Cooke's testimony relating to false information submitted to the FCC but that, at the time, it was not felt the counsel's testimony was necessary. The FCC's decision renders such testimony necessary, the station said,

Achievement of a Decade and a Half of FM Engineering Research . . .

THE NEW GATES FM-20B . . . The Most *Advanced* 20,000 Watt FM Broadcast Transmitter Ever built. ■ Here is absolute, confirmed reliability in high power FM, with matchless *dimensional-sound* performance. So many new features make the difference. ■ Cascade modulation – providing lowest distortion and widest response for a whole new world of stereo. Solid state power supplies with a 3 to 1 current and 2 to 1 safety factor. New impeller design to reduce blower noise to a low whispering hum. Two 4CX10,000D tetrode tubes for long life. Remote control facilities included. A completely self-contained 20-kilowatt model – not a combination of lower powered transmitters. ■ Get the full technical story on this new *Advanced Twenty* today. Literature on request.



GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C. • In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

in asking that the record be reopened for this purpose.

Trusted Employes ▪ No amount of supervision by Mr. Cooke could have prevented the alteration of logs by qualified and trusted employes, KRLA said. The commission found that Mr. Cooke had no prior knowledge of the log changes or fraudulent statements made to the FCC.

On the fraudulent contests, KRLA said the record fails to support the FCC's finding that the station did not intend to pay the full amount in prizes offered the public. KRLA pointed out that it had allocated $50,000 for one contest (with an eventual payoff of $5,000) and had paid the full $10,000 offered in the second contest.

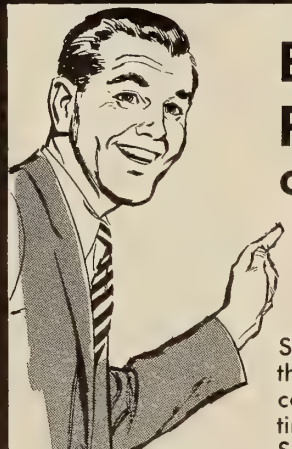
"We respectfully submit that the contrast between the treatment of WNOE [where the FCC found the station had represented that the public could win more money than actually was possible] and KRLA represents a double standard of inconsistency in the judgment and treatment of licensees," KRLA said.

And, KRLA continued, "we submit that . . . KRLA's broadcast service to the public over the last year and a half will meet the 'superior and uncommon nature' standards of the broadcast programming which the commission found that Westinghouse possessed. . . . If the standards of the Westinghouse case were not created solely for the benefit of that licensee, the commission is required to evaluate the program service which KRLA has rendered and the impact on the public interest if that service is destroyed."

Support for KRLA ▪ Several Los Angeles organizations filed pleadings with the commission also asking that the KRLA denial be reconsidered. The International Brotherhood of Electrical Workers urged reconsideration on behalf of 13 technicians employed by the station. They will suffer grievous financial injury if KRLA is ordered off the air, IBEW said, adding that the station has a good record in labor relations.

Also citing labor relations in asking for reconsideration were United Steelworkers of America and the American Federation of Tv & Radio Artists. Others seeking reconsideration were the Los Angeles County Epilepsy Society, Immaculate Conception Church and Lake Congregational Church, which said the station offers the only 11 a.m. Protestant Church service on radio in the Los Angeles area.

In its original order, the FCC gave KRLA until April 16 to wind up its affairs and get off the air. However, that date has been stayed pending a decision on the petition for reconsideration (BROADCASTING, April 2).



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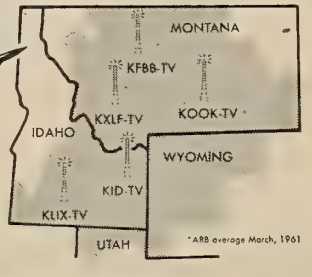
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Cunningham denies plea to drop am application

FCC Chief Hearing Examiner James D. Cunningham last week turned down a joint petition by three applicants for new am stations in the Pittsburgh area for dismissal of the application of one in return for partial reimbursement of its expenses.

Mr. Cunningham said he doesn't question that Carnegie Broadcasting Corp., seeking dismissal, spent some $19,000 prosecuting its application, but that the company did not prove the expenditures were "prudent and necessary."

The companies were given until April 30 to amend the petition to prove the validity of the expenditures.

Under the arrangement, Monroeville (Pa.) Broadcasting Co. and WMBA Ambridge-Aliquippa, Pa., would pay Carnegie $5,000 immediately and an additional $5,000 upon ultimate grant to either of the remaining applicants.

FCC upholds candidate in equal-time dispute

In the opinion of the FCC, a Texas radio station did not give all candidates in a congressional primary sufficient advance notice of a program to feature all contenders. The incumbent, who was busy in Washington, is entitled to equal opportunities, the FCC ruled.

KTRM Beaumont, Tex., on April 5 notified all candidates for U. S. representative from Texas Second District that it would feature them on an hour program April 9. Rep. Jack Brooks (D) told the station he could not attend because Congress is in session but requested use of time and facilities of KTRM equal to that provided his opponents for free.

The station asked the FCC if Rep. Brooks had not foreclosed his right to equal time by failing to accept the original offer. The commission reminded the station that Sec. 315 is as binding in primaries as in general elections and ruled Rep. Brooks was given insufficient notice.

Kansans oppose controls

A poll taken in his home state by Rep. William Avery (R-Kan.) shows less than one quarter of those replying to favor government control of programs.

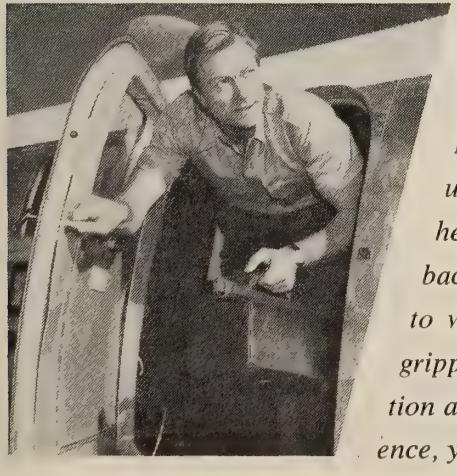
Asked, "Do you believe the federal government should have control over Tv and radio programs?" 24% said yes, 67% said no. The remaining 9% had no opinion.

The questionnaire, containing 19 questions, went to about 102,000 Kansans, and was returned by some 9,500.

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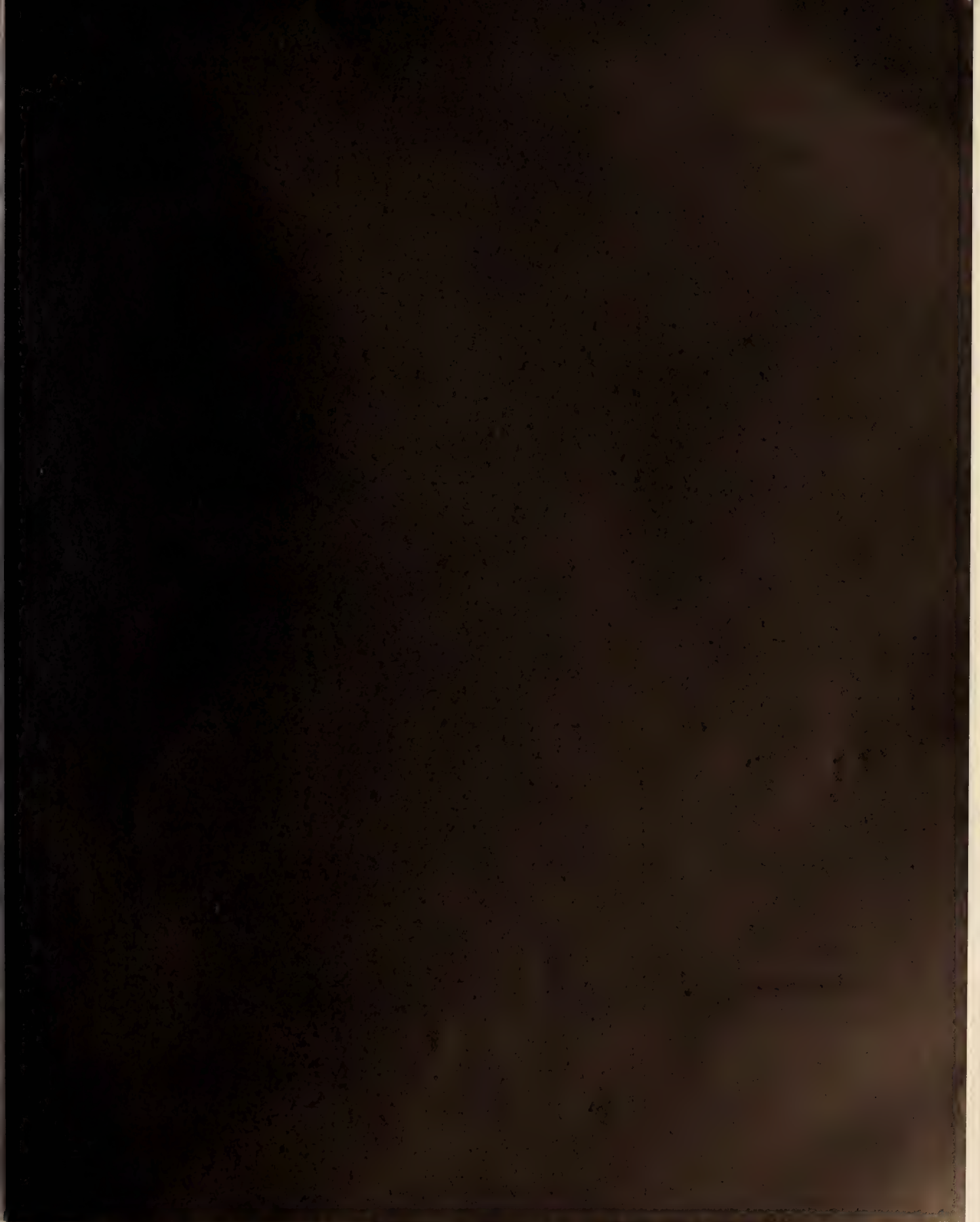
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ETV BILL FINALLY OFF HILL

Matching-fund legislation sent to White House after seven years of frustration in Congress

A $32 million educational television bill completed its passage through Congress last week, seven years after etv groups began seeking federal help to light up the nation's long-dark educational channels.

The five-year, matching-fund program, a compromise between legislation passed earlier by both houses (BROADCASTING, April 16), sped through Senate and House without difficulty.

The Senate, which has passed etv legislation in two previous Congresses, acted almost by reflex action, approving the measure on Monday with practically no discussion.

The House had failed to act on the proposal until this session, but it sent the bill on to the White House Wednesday after a voice vote in which there was no discernible opposition.

The final action capped with success seven years of effort on the part of Sen. Warren G. Magnuson (D-Wash.) and Rep. Kenneth Roberts (D-Ala.), who have been the prime movers behind etv legislation in Congress.

Sen. Magnuson predicted the bill will go a long way toward putting educational television on its feet. "Communities, states, regions and the nation as a whole will benefit enormously, in my opinion, from the many services these wholly noncommercial stations will offer the public," he said.

Unused Channels ▪ He observed that although the FCC 10 years ago set aside 273 channels for educational television, only 62 are being used. "Yet," he added, "a minimum need of 1,197 such channels has been indicated by national surveys."

He said the etv legislation will provide the "stimulus" needed to put more etv stations on the air. "It will trigger an educational and public service advance extending to every state and to the Commonwealth of Puerto Rico," Sen. Magnuson said.

Rep. Oren Harris (D-Ark.), chairman of the Commerce Committee, who piloted the bill through the House, said its "primary purpose is to utilize a natural resource—the spectrum— that is not being utilized so that those who are engaged in education may have the benefit of this natural resource."

The legislation will authorize the Secretary of Health, Education & Welfare to make available up to 50% of the cost of educational television facilities. No state will be entitled to more than $1 million in federal funds.

The original Senate Bill would have provided up to $51 million for etv, the House bill $25,520,000. The bill sent to the President, however, only authorizes the expenditure of $32 million over a five-year period. The funds will have to be provided in a separate bill.

Sen. Magnuson noted that the FCC, whose Division of Research & Education was established to aid educational broadcasters, will be able to help HEW in administering the program.

Sen. Magnuson said cooperation between the two agencies and the studies already made by the FCC "will hold administrative expenses in launching the program to a minimum.

Second Thursday

A couple of new Nashville broadcasters with the odd corporate name of Second Thursday Corp. feel their success is assured because of the coincidence involving the day they incorporated and the day their grant (1 kw daytime on 1560 kc) was announced. Both incorporation and grant were on the second Thursday of April, but were two years apart. The grant to the Second Thursday Corp. was announced by the FCC April 12. The company is 80% owned by Samuel J. Simon, optometrist, and 20% by Harold Seligman, attorney.

WJRT Flint license set for comparative hearing

WJRT (TV) Flint, Mich., is going to have to fight to keep ch. 12. The FCC last week set WJRT's license renewal for comparative hearing with an application by Lake Huron Broadcasting Co. for a new station to operate on the same channel.

Lake Huron owns WKNX-TV (ch. 57) Saginaw, Mich., and holds a construction permit for ch. 11 at Alpena, Mich. WJRT last November asked the commission to dismiss the Lake Huron application which WJRT charged contravenes FCC overlap and duopoly rules.

WJRT, owned by The Goodwill Stations Inc., a publicly held company, applied for ch. 12 originally in November 1952 and got the grant after a three-way contest in late 1958.

Principals of Lake Huron are William J. Edwards, Howard H. Wolfe and Alvin M. Bentley, former congressman, one-third each.



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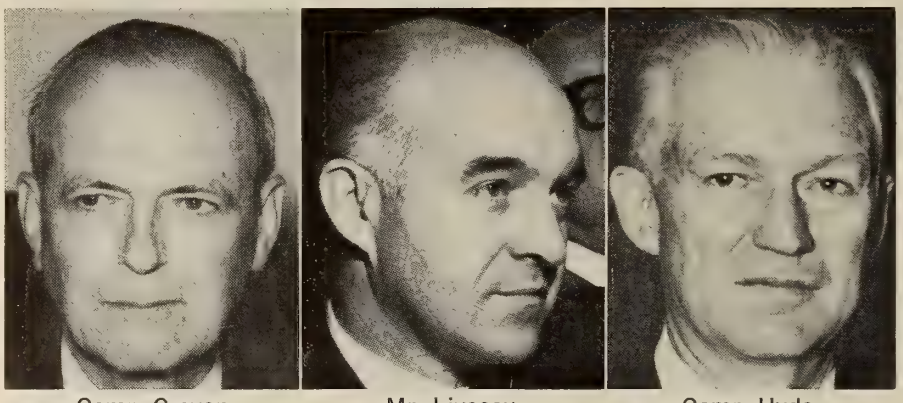
FCC to reconsider daytimer requests

AGENCY TELLS HOUSE GROUP IT HOPES TO EASE PROBLEMS

Daytime broadcasters last week presented their oft-made request to Congress for extension of their hours of operation. Again they ran into opposition from the FCC. But this time the commission, beset by messages from daytimers and congressmen disturbed by the FCC proposal to tighten its rules for pre-sunrise operations, offered daytimers some hope of relief from the strictures of their present broadcast day.

In a statement presented by Commissioner T. A. M. Craven, the FCC said it is as opposed as ever to bills requested by the daytimers that would permit them to broadcast from 6 a.m. to 6 p.m.

But, said Mr. Craven, the commission is aware of the importance of the matter and has undertaken a new investigation of the question "of permitting additional hours of operation by daytime stations." He gave no details of the reported "compromise" under consideration by the FCC (CLOSED CIRCUIT, April 16), but said the study is expected to result in "early rulemaking."



Comr. Craven | Mr. Livesay | Comr. Hyde

Mr. Craven appeared with Commissioner Rosel Hyde before the House Communications Subcommittee, headed by Rep. Morgan Moulder (D-Mo.), which heard more than a dozen daytime broadcasters and members of Congress support the 6 a.m.-6 p.m. legislation.

The Weaver Bill ▪ The broadcasters, led by J. R. Livesay, board chairman of the Daytime Broadcasters Assn., concentrated their attention on a bill introduced by Rep. Phil Weaver (R-Neb.). The measure (HR 10532) is designed to block implementation of the commission's proposal to change its pre-sunrise rule—a change daytimers fear would swiftly lead to the termination of their pre-sunrise operations.

In addition to permitting 6 a.m.-to-6 p.m. operations, the Weaver bill would entitle daytime stations on regional channels to a hearing before the FCC could order them to cease pre-sunrise operations. The bill would also require that the commission's decision be based on a finding of "substantial interference" and on a determination as to whether the interference "outweighs" the benefit derived by the public from the local daytime station.

In supporting the legislation, the daytimers made the argument—now familiar to the FCC—that their listeners rely on them for early-morning information on school closings, farm-market reports, weather conditions and storm warnings. They also said that a considerable percentage of their income is earned in the early-morning hours, and that if they were denied pre-sunrise operations they would be in serious financial difficulty.

Daytimers Present ▪ Expressing these views in addition to Mr. Livesay were Richard B. Adams of WKOX Framingham, Mass., president of DBA; William Martin, president of KMMJ Grand Island, Neb.; Ed Mason, executive vice president, KXXX Colby, Kan.; George Volger, KWPC Muscatine and KCII Washington, both Iowa; David Potter, WNAE Warren, Pa.; Israel Cohen, WCAP Lowell, Mass.; and Robert Pricer, WCLT Newark, Ohio.

The commission, which feels unregulated pre-sunrise and post-sunset operation by daytimers would cause severe interference with unlimited-time stations, opposed the legislation with the same argument it has used against bills dealing with commission proposals on vhf-uhf deintermixture and clear-channel duplications.

"This legislation," Mr. Craven said, "would put Congress in the business of considering many of the technical details of radio service and interference which the commission, as a body of experts, was created to handle. In our opinion, such matters do not lend themselves to the broad sweep of legislation." He also noted that the legislation would create conflicts with U.S. obligations under treaties with Canada, Mexico and Cuba which prohibit some 470 daytime stations from operating before and after dark.

But, he went on, "because of the extreme importance of this matter and the difficult questions involved, we will on our own motion consider again the the whole question of extended hours of operation for daytime stations."

He said the commission staff has already been directed "to explore all the possible courses of action which might offer hope of permitting additional hours of operation by daytime stations consistent with the public interest."

He added that "special attention is being given to a possible limited easing of pre-sunrise restrictions on those daytime stations located on Class III regional channels in communities which have no unlimited-time station."

Early Action Expected ▪ Though an "early rulemaking" is expected, Mr. Craven said, the commission couldn't now disclose its details or what effect it might have on the controversial pre-sunrise rulemaking under consideration.

In connection with that proposed rulemaking, Commissioners Craven and Hyde said it apparently has been misunderstood and is not "as drastic as some people seem to think."

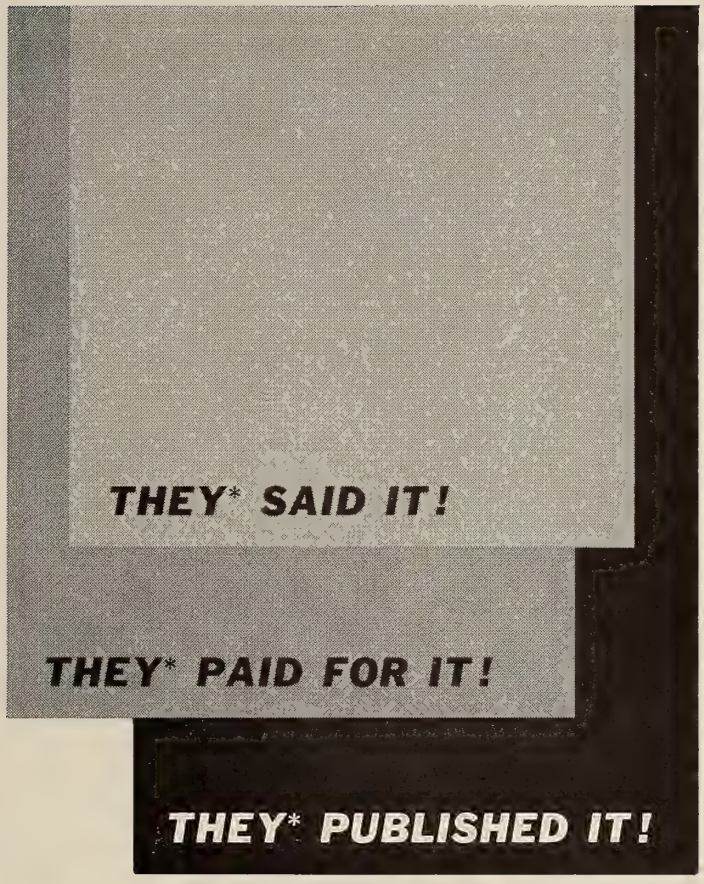
Mr. Craven said no privileges currently enjoyed by daytimers on regional channels would be "automatically withdrawn." He acknowledged that the proposal requiring daytimers to notify the commission of pre-sunrise operations would make it easier for unlimited-time stations to identify interfering stations and file complaints against them.

But, he said, the burden of proving "objectionable interference" would still be on the unlimited-time stations.

The proposal would automatically prohibit pre-sunrise operations by some 28 daytime stations operating on clear channels. But Mr. Hyde said the commission is reconsidering this matter and will probably "be able to resolve it without undue hardship in most cases."

Test Recommended ▪ Besides the relief they may get from the commission in the way of rulemaking, the possibility was raised the daytimers may get something else they have requested in the past—a test to determine whether their pre-sunrise and post-sunset operations actually do interfere with unlimited-time stations on their channels.

The daytimers complained that FCC



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charges of interference are based on "slide-rule" calculations rather than physical evidence. James E. Barr, assistant chief of the FCC's broadcast bureau, acknowledged under questioning this is true.

Rep. George Shipley (D-Ill.), one of several congressmen who supported the D.B.A. position, recommended a six-month test to determine "what the problems of interference are."

Reps. Moulder and John E. Moss (D-Calif.), a subcommittee member, agreed. Rep. Moss said he'd be reluctant to "freeze into law" the 6 a.m-6 p.m. hours requested by the daytimers if it were to produce the "chaos" feared by the FCC. But, he said, a test would demonstrate whether chaotic conditions would, in fact, follow establishment of fixed hours of broadcasting.

Two new applicants seek facilities of KLFT

It appears Golden Meadow, La., will not be without a local radio service after all. The FCC, in deciding to revoke the license of Leo J. Theriot for KLFT there, regretted that the community would lose its only station but stated Mr. Theriot's attempts to deceive the commission warranted revocation (BROADCASTING, March 19).

Now two applications have been filed for the KLFT frequency in Golden Meadow (1600 kc). The FCC extended the date KLFT must leave the air from last Monday (April 16) to June 15 at the request of applicants Clerville Keif and Edward T. Diaz. Mr. Theriot will operate the station until June 15.

John A. Egle, mayor of Golden Meadow, has also applied for the frequency. He said he talked with Mr. Theriot about buying the KLFT equipment but that negotiations were so far "unfruitful." Mr. Egle has extensive real estate holdings and a half interest in a service station.

Satellite log jam starts to break up

HOUSE COMMERCE COMMITTEE APPROVES AMENDED BILL

Communications satellite legislation, which has been moving at a snail's pace through Congress, began picking up speed last week.

The House Commerce Committee last Thursday approved the House version of the modified administration proposal (S 2814) which has also been approved by the Senate Space Committee. And the House leadership promptly scheduled it for floor action May 2, provided the House Rules Committe gives it clearance.

In the Senate, the Commerce Committee, which resumed examination of the bill April 16, will continue its hearing tomorrow (April 24) and Thursday. These are expected to be the final public sessions on the bill.

The House Commerce Committee vote on the bill (HR 11040) was unanimous, according to Committee Chairman Oren Harris (D-Ark.). But several members indicated they had reservations about some of the provisions, and one or more sets of minority views are expected to be filed with the committee's report.

As approved by the committee, the bill retains the basic provisions that would create a private, profit-making corporation to operate the U.S. portion of the system that will relay telephone, telegraph and eventually television signals around the world.

Divided Ownership Retained ▪ The bill also provides for ownership of the corporation to be split 50-50 between the public and communications carriers, with stock to be sold for $100 a share.

The House committee, however, amended the bill to eliminate a fixed number of directors. The bill had envisioned a 15-member board, with three directors named by the President, six by the public and six by the carriers.

The amendment would deny the carriers their full quota of six directors unless they subscribed to the full 50% of the stock set aside for them. The number of carrier-elected directors would be based on a sliding scale according to the percentage of stock the companies purchased.

A subcommittee source said the amendment was regarded as a necessary spur to industry investment in the corporation in view of the general feeling that the space system will not pay dividends for a number of years.

Ground Station Issue ▪ The issue that appeared to have created the most controversy among committee members involved owership of ground stations. The committee retained the provision which authorizes the FCC to license either the corporation or individual carriers but directs the agency to "encourage" ownership by carriers.

Reps. John D. Dingell (D-Mich.) and John E. Moss (D-Calif.) were sharply critical of this language, contending it would preclude the corporation from owning ground stations, at least the more profitable ones.

Rep. Dingell said this was a "dangerous" provision, and that he intended to oppose it on the House floor. "If we leave that language in," he said, "we're inviting the public to make a bad investment" in the satellite corporation.

Government Bill Pushed ▪ In the Senate, the Commerce Committee under Sen. John O. Pastore (D-R.I.) heard two Democratic senators restate their opposition to the administration bill. Sen. Estes Kefauver of Tennessee urged adoption of his own bill which provides for government ownership of the space system. Sen. Russell Long of Louisiana, while not endorsing government ownership "at this time," said the system should not "be given away" to a private corporation under the terms of the administration bill.

Sen. Kefauver said the bill would neither prevent AT&T from dominating the corporation nor foster competition among suppliers. He also said it would exempt the corporation from the anti-trust laws.

Sen. Pastore replied, "You can bet your bottom dollar that before the bill gets to the floor" safeguards to prevent such abuses would be written into it.

When the Commerce Committee resumes hearings tomorrow, it is scheduled to hear from Edward R. Murrow, director of the U. S. Information Agency, and from Nicholas deB. Katzenbach, assistant attorney general.

Daytimers offer their own ray of sunlight

Amid indications on Capitol Hill that all is not dark for pre-sunrise daytimers (see story page 58), a dozen such stations represented by the Washington law firm of Krieger & Jorgensen have suggested a compromise to the FCC.

The stations said they don't object to notifying the commission of their pre-sunrise hours but think it unfair that interference proved only on paper, based on skywave interference calculations, should be considered "conclusive." They asked the FCC to weigh carefully the need for protection of unlimited-time stations against the needs of communities for local pre-sunrise service.

If paper proof of interference is to be accepted, the daytimer at least should be given the opportunity to prove by field intensity measurements that only negligible interference actually results, the stations contended.

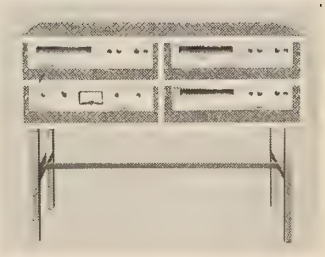
Since the FCC, by making so many am grants, had a hand in creating the interference problem, it should take into account when dealing with pre-sunrise operations: (a) the time such operation has been in effect; (b) extent of interference, and (c) any showing made as to public service or specialized programs, the stations recommended.

New RCA Cartridge Tape System with "TRIP CUE"

Here's the cartridge tape system with something new—*trip cue!* This unique feature allows you to record a special trip-cue tone that, during playback, can be used to start the next device in an automatic or semi-automatic system, with split-second timing. (In TV operations it may be used to advance slide projectors.)

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Typical packaging is this attractive four-unit console with single BA-7 Cartridge Tape Record and Playback Amplifier and three Cartridge Tape Decks, as illustrated.

Separate units of this system available are the Record and Playback Amplifier, and the Cartridge Tape Deck. A Cartridge Storage Rack is also available.

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Chicago outlets wind up their rebuttal

YODER, GEORGE AND QUINLAN FIRMLY DENY LACK OF AUTONOMY

The FCC's "experimental" probe of local live television in Chcago exhausted itself Thursday after more than 120 public and station witnesses and a total of 11 days of hearings this month and last.

Station officials appeared confident last week that in their detailed presentations covering a wide variety of local program activities they had more than held their own. They felt they had successfully answered some of their most severe public critics.

The stations also felt they had adequately proved that local tv does a better-than-average job in the home town of FCC Chairman Newton Minow despite the complaints and despite the meticulous cross examination by FCC counsel in certain areas, particularly why they did not air "more" local shows in prime time and why, in some instances, local program decisions had to be "cleared" with New York.

Commissioner Robert E. Lee, the presiding officer, said he was happy with what had transpired. He noted that everyone "had a chance to get his gripes off his chest," that the "self-examination" was helpful to the stations and the publicity gave the public a chance to understand more about a very complex industry.

How well did the local stations fare in his opinion? Commissioner Lee said in his concluding statement he would not comment on the "adequacy" of local live tv in Chicago because "I need time to reflect on the record here." But, he told newsmen, based on his opinion of what he had heard, "I see no reason to put anyone's license in jeopardy."

Three of the five stations—ABC's WBKB (TV), CBS's WBBM-TV and NBC's WNBQ (TV)—still have license renewal applications pending, but Commissioner Lee made it clear frequently during the proceeding that the probe was only a fact-finding inquiry and had nothing to do with any station's license renewal (BROADCASTING, Feb. 26 *et seq*). He indicated to newsmen, however, that the record probably would be studied by the FCC staff and he could not guess what conclusions might be drawn or what other actions recommended.

Educational WTTW (TV) and independent WGN-TV (*Chicago-Tribune*-owned) are operating under current licenses. They presented their direct cases the previous week (BROADCASTING, April 16). Mr. Lee said last week he thought WTTW could be more effective if it worked out finances to expand its on-the-air schedule. He also was pleased with its plans to file for a sister operation on uhf.

If the Chicago hearing focused attention on any one broad issue, it was that of "local autonomy" in programming, Commissioner Lee said. He felt the commission should take steps to clarify the problem, since it applies not only to network and other multiple-owner licensees, but to absentee and corporate licensees as well.

The dilemma, in his mind, is how a New York licensee can delegate complete local program autonomy to a Chicago manager—in accordance with the FCC's feeling that the licensee should be an expert in local needs. Commissioner Lee said clarification of this issue might come through rule-making or through some modification or amendment to the FCC's program statement of July 29, 1960.

Does he favor more hearings? Certainly not in every case of renewal, Commissioner Lee said, but possibly two such hearings a year or a test in a two-station market. He would not think a Chicago-type hearing helpful with radio since the medium is so diversified.

All three Chicago managers of the network owned-and-operated stations last week testified they have either complete or sufficient local autonomy to enable them to program properly for local needs. The FCC attorneys, however, pressed them for explanation of certain memorandum exchanges with New York officials concerning local program decicions.

In his personal evaluation of this portion of the testimony, Commissioner Lee told newsmen he didn't mind saying that in the case of NBC's WNBQ it appeared that "New York is the boss" but he was not saying "whether this is good or bad."

Some highlights of last week's hearing:

- Lloyd E. Yoder, vice president of NBC and general manager of WNBQ, charged that the protests voiced earlier in the hearing by the American Federation of Television & Radio Artists and the National Assn. of Broadcast Employe & Technicians were only attempts "to achieve by harassment and pressures against NBC private objectives which they have not been able to achieve at the bargaining table." He contended many of their "facts" were in error.
- Mr. Yoder testified that NBC's goal in developing the program schedule of WNBQ is "to create from a blend of the best available programming, network and local, a total tv service that will reasonably balance the different significant interests of the people of Chicago." He noted that the moving of some local shows to prime time would cut their audience because of the competition from other network programs.
- The WNBQ manager strongly defended NBC's form of delegated authority and pointed out that the station manager "is not himself the licensee, with ultimate responsibility for its obligations, nor has the commission selected him as the steward of those obligations." If he were given total program authority and the licensee retained none, "a serious question of abdication would be raised," he said.

Clark B. George, vice president of



WNBQ's Yoder (l) as he faced the FCC hearing. At right is Frank Jordan, manager of NBC News, Chicago.

CBS Television Stations Div. of CBS Inc. and general manager of WBBM-TV, testified that the hearing itself proved just how hard it is for stations to satisfy all the divergent needs of the community regardless of how much they try. He cited conflicts in the testimony of the public witnesses representing religious and other groups.

WBBM-TV presented a 2½ hour closed circuit video tape program on monitors in the hearing room to document the station's array of local shows, both those in its regular day-by-day schedule and specials, such as documentaries on major Chicago problems.

▪ Mr. George disputed the premise of some critics' testimony that Chicago is being short-changed or down-graded by its local tv stations. The fact is, he said, that long before tv became a popular medium the drama and theatrical capital of the U. S. was in New York and the film capital was in Hollywood.

▪ When WBBM-TV filed its renewal application last fall, Mr. George recalled, the station broadcast the fact and published it in the local papers, inviting the public to comment. Two million saw the air spots, he said. From all this, "only a handful" bothered to write, he said, and virtually none of the letters concerned local live programming by WBBM-TV.

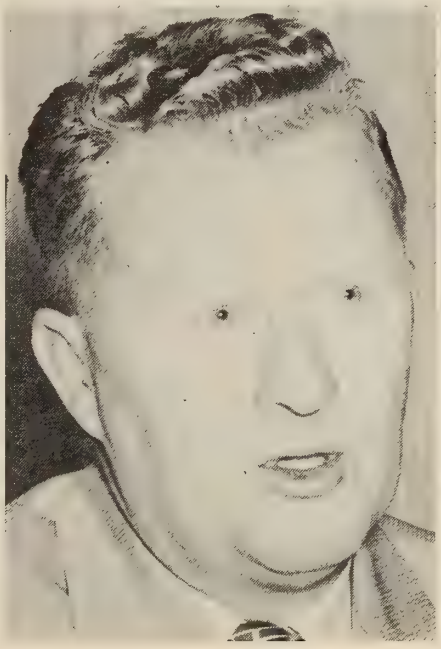
▪ The testimony of Sterling (Red) Quinlan, vice president of ABC and general manager of WBKB, was the shortest of the three but it was filled with excerpts from his memos to New York superiors, retorts to earlier witness critics or references to FCC Chairman Minow as the "tree-shaker." Mr. Quinlan's fights to retain his autonomy in local programming prompted Commissioner Lee to remark he was "impressed" with his presentation and with the witness himself. Mr. Lee said the ABC officials are fortunate "to have someone with guts."

▪ Mr. Quinlan entered a defense for both the inherent values of network programs and the importance of big network profits from owned-stations such as Chicago. The over-all picture must be considered, he said. The profits not only help WBKB do a better job, he said, but they insure the health of the network itself and its ability to bring the very best programs to the many smaller communities around the country.

▪ The WBKB manager introduced exhibits detailing the varied local program efforts of his station, as did the other station managers. Mr. Quinlan also pointed out that it is ABC's policy to rely on managers and staff who are residents of their community.

All three of the network-owned station managers cited the public's much greater preference for network programs. Mr. Yoder quoted audience figures to show how network shows far outstrip local programs, especially those in the public-affairs area. Mr. Quinlan emphasized that the public really doesn't concern itself with where a program originates or how it is transmitted (live, film or tape) because "the show is the thing." The local stations, however, submitted lists of network shows they had pre-empted to aid local programs which they felt were important.

Mr. George stressed a point of distinction shared by himself and the other



WBKB's Quinlan



WBBM-TV's George

managers that causes misunderstanding. That is the popular reference to owned-and-operated stations as "network" stations, which they are not, he claimed.

Owned-and-operated station managers report to station division executives in New York, just as network officials report to their superiors and both in turn report to common top echelon corporate officials in CBS Inc. Thus network and station are parallel and the "network" does not run the stations, he said. His explanation, however, did not deter FCC attorneys from detailed probing of witnesses last week as to how the conflicts of interests are resolved.

All of the stations submitted detailed exhibits on various subjects in addition to specific program fare. These included the many community organizations in which the managers and their staffs are personally affiliated; biographies, technical facilities and historical accountings of their public service.

Unions 'Special Pleaders' ▪ Mr. Yoder described AFTRA and NABET as the "special pleaders" in the hearing. He charged AFTRA's figures for WNBQ's local live program totals contained errors which overstated percentages for 1958 and understated 1961. The result, he said, "is to give an erroneous appearance of a sharp decline in local live programming, rather than the increase which actually took place."

AFTRA's true objectives can be seen in its emphasis on the subject of network originations from Chicago, Mr. Yoder said, "an emphasis which is wholly inconsistent with its claim that it is concerned with local live programming." Mr. Yoder charged that AFTRA really is "trying to press its private interests in the increased fees and union dues incident to employment on network programs."

The WNBQ manager noted that the NABET witness charged 50 technicians had been fired when he arrived to take over the station. Mr. Yoder said that the NABET witness knew this was not true when she testified because only 17 technicians were released and this was the result of a general review before he ever got there. The changes chiefly took place because two network shows which originated there had failed and modern equipment needed less maintenance work.

Mr. Yoder testified that while WNBQ presents a smaller total volume of local programming than the other four stations, this is principally because WNBQ broadcasts NBC-TV's *Today*, *Tonight* and *Continental Classroom* programs. He considered these "unique presentations" of "great service" to Chicago.

Mr. Yoder said WNBQ stresses news and informational programs more in its local fare because viewers already have ample selection of entertainment programs among network and

Disenchantment

Public spectators at the second phase of the FCC's inquiry into local Chicago television programming last week were virtually nil compared to the measurable sprinkling that turned out last month when more than 100 public witnesses testified. Charges voiced by the critics at that time evoked big newspaper headlines.

The stations' side of the story didn't receive the same big headlines last week, but nearly every edition of the daily papers in Chicago did devote at least nominal space to the hearing.

syndicated offerings. FCC attorneys suggested this might be because news or informational shows merely cost less to put on, a premise not agreed with by Mr. Yoder.

The FCC attorneys cross-examined Mr. Yoder far more extensively than any other witness, mostly on exchanges of memos with New York officials on programming. At the end, Commissioner Lee asked Mr. Yoder if he felt "ambushed," a query he had put earlier to Ward Quaal of WGN-TV because of a BROADCASTING editorial which had been titled "Ambush in Chicago." Mr. Yoder replied, "Just drop the 'am.' I'm bushed."

Mr. George, however, felt impelled to cite the conflicting testimony of public witnesses in some detail and to point out a number of instances in which the hearing record "is not altogether accurate." For example, he noted one witness testified that no tv station had ever consulted him for program ideas whereas WBBM-TV records showed "that he was invited to attend" and did attend a luncheon meeting at which his views were obtained on the format of WBBM-TV's *I See Chicago* documentary series.

Other witnesses, Mr. George recalled, testified that WBBM-TV or the local tv stations in general failed to program on such subjects as racial problems, student drop-outs, slums and bond issues, whereas WBBM-TV had produced a variety of important programs on these problems. "One witness said flatly that there are 'no auditions at any of these stations for talent'," Mr. George noted, whereas WBBM-TV's *Repertoire Theatre* series to date has auditioned "more than 660 performers, of whom we have used 122."

The WBBM-TV manager said he did not mean to suggest that every worthwhile subject had been covered nor that "we have said the last word which might be said on all the topics we have covered. But I do not think it serves the public interest to ignore all that we have done, and much of it in prime time."

Mr. Quinlan had multiple differences with the testimony of Father John Banahan, radio-tv director of the Catholic Archdiocese of Chicago. He noted in part that the priest was critical of the fact that WBKB last year carried *Bishop Sheen* as a sponsored show in a commercial time slot. "If Father Banahan could come up with a program good enough to merit sponsorship, I would be happy to turn all proceeds over to a Catholic charity of his designation," Mr. Quinlan said noting the priest had "neglected also to mention that WBKB was the only station that would carry *Bishop Sheen* last year."

Complete News Clearance ▪ Mr. Quinlan testified that WBKB normally provides 100 percent clearance for ABC-TV news, special events and public affairs programs because of the "expanding interest of the public to learn and hear more of what is national and international." He said this clearance percentage is considerably higher than the average and he feels the extra news coverage affirmatively serves the interests of Chicagoans.

The WBKB manager said he has "complete freedom" to spend as much as necessary to do an effective job in local programming. Questioned about his local program autonomy, Mr. Quinlan said to his knowledge, Oliver Treyz, until recently head of ABC-TV, never once was able to block him when he wanted to substitute a local public affairs program in prime time.

Mr. Quinlan said he had been very ill in the hospital and had delegated management authority to another when a controversial documentary on Chicago, "Portrait of a City," was killed after others disliked it, including a local Balaban & Katz theatre official. B&K is a subsidiary of American Broadcasting-Paramount Theatres Inc., as is ABC. He said he wanted to run the film then and still does although he has not pursued it recently.

WBKB did 66 remote programs among its local shows last year, Mr. Quinlan recalled, and so far this year has chalked up 18 remote shows.

He also announced that a local tv sponsor, Community Builders, has pledged $100,000 to sponsor an upcoming series of public service documentaries to be produced and aired by WBKB in prime time. First will be "The Face of Medicine" on May 8. Commissioner Lee complimented the sponsor.

PHILCO-FORD EVIL COMBINE, NBC AVERS

Asks FCC to dismiss Philly bid on antitrust, lying charges

The long-standing RCA-NBC fight with Philco (now owned by Ford Motor Co.) erupted again last week as NBC asked the FCC for:

▪ Early action on the exchange of NBC-owned WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-TV Boston, consolidated in a comparative hearing with a Philco Broadcasting Co. application for ch. 3 Philadelphia (assigned to WRCV-TV).

▪ Additional issues in that hearing to explore the character qualifications of Philco in relation to parent Ford's antitrust record and alleged Philco misrepresentations of its character qualiifications.

▪ Dismissal of Philco's protest against the 1957 renewal of WRCV-AM-TV.

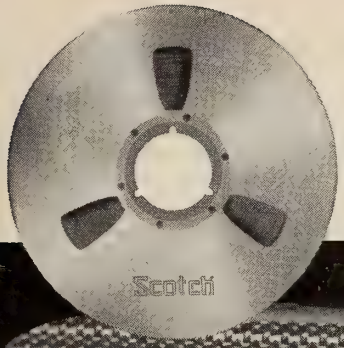
NBC is under a court order to dispose of WRCV-TV by Dec. 31. Such action was stipulated in a consent decree following a Justice Dept. antitrust suit arising out of NBC's acquisition of the station from Westinghouse Broadcasting Co. in an exchange for am-tv properties then owned by the network in Cleveland.

The commission ordered a hearing in the Philadelphia-Boston-Philco proceeding a year ago and, at that time, stations in several other cities were involved (BROADCASTING, May 1, 1961).

Other actions formerly part of the proceeding, all since cancelled, included RKO's purchase of NBC's WRC-AM-FM-TV Washington; Crowell-Collier's purchase of WGMS-AM-FM Washington from RKO; sale of KTVU (TV) Oakland-San Francisco to NBC, and an application for ch. 4 Washington (WRC-TV) by the *San Francisco Chronicle* (KRON-TV).

Ford & Philco ▪ Any comparative hearing for ch. 3 in Philadelphia must include issues as to the basic qualifications of Philco, NBC said. Ford purchased Philco in a stock exchange transaction last September, subsequent to the Philco application for ch. 3 which was filed in May 1960. An antitrust issue is especially pertinent to Ford, NBC said, because within the past three years Ford has been charged in at least 12 federal courts with "serious and widespread violations of the antitrust laws."

These include charges of price fixing, monopolization, attempted monopolization, restraints on competition, illegal discrimination and coercive practices, according to NBC. Ford encounters with antitrust laws are not limited to automotive sales, NBC said, "for in field



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Make-believe gains conviction and added enchantment from the video taped picture that brings the "Shari Lewis Show" to life for millions on NBC.

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For black and white tv, "SCOTCH" Video Tape provides a wide, expanded gray scale for gradual transitions from absolute black to absolute white. For color, the superior picture quality of video tape is even greater. Highest fidelity sound adds to the true-to-life impression. And the sharp video tape original can be duplicated with excellent copies or with kines made from the master tape.

Tape has many favorable facets for the producer of network shows, for the advertiser and agency making commercials, for local programming and closed circuit applications. Immediate playback means mistakes can be spotted and corrected at once. An almost limitless number of special effects can be achieved instantly by push-button; others are done relatively easily, and never involve lab work and the long wait.

"Techniques of Editing Video Tape" is the name of a booklet that offers a sampling of ideas used by video tape editors to build shows from tapes, create special effects . . . tells of techniques that make editing easier. It's free . . . just write, Magnetic Products Division, 3M Company, Dept. MBX-42, St. Paul 1, Minn.

"SCOTCH" AND THE PLAID DESIGN ARE REGISTERED TRADEMARKS OF MINNESOTA MINING & MANUFACTURING CO., ST. PAUL 1, MINNESOTA. EXPORT: 99 PARK AVENUE, NEW YORK, N. Y. IN CANADA: LONDON, ONTARIO. ©1962, 3M CO.

Magnetic Products Division 3M COMPANY

after field which it has entered, Ford has been charged with anti-competitive conduct. At this very time, Ford stands accused of attempting to monopolize in . . . auto sales, credit insurance, auto radios and television apparatus."

NBC cited "illustrative examples" of Ford's antitrust record within the past three years. David B. Smith and Charles F. Steinruck, current officers of Philco Broadcasting, "actively participated" in antitrust violations and anti-competitive conduct, according to NBC. (The network's parent, RCA, earlier this month filed a counterclaim in a U. S. District Court in Philadelphia charging that Ford's tv-radio subsidiary [Helios Corp., successor to Philco Corp.] is engaged in antitrust violations.

The network said that both Messrs. Smith and Steinruck are the only persons retained by Ford as officers of both Helios Corp. and the ch. 3 applicant, Philco Broadcasting (subsidiaries of Ford Motor Co.).

Financial Statements ▪ Character qualifications of Philco should be included as an issue in the light of Philco "having deceived and misled the commission with respect to its financial responsibility," NBC said. When the plan to sell Philco to Ford was made public last September, it became evident that Philco had misrepresented to the FCC its financial ability to construct and operate a tv station, NBC continued.

In two amendments to its ch. 3 application, Philco did not disclose its "deteriorated financial condition," NBC charged. The application for ch. 3 was filed in May 1960 with financial information based on a December 1959 Philco financial statement.

"The fact that Ford has now purchased Philco Broadcasting does not eliminate the pertinence of this issue," NBC said. "Certainly, responsibility for misrepresentation or failures to disclose must remain, particularly where Ford advertently chose to . . . designate as officers of the applicant individuals who participated in the very misconduct described."

In asking that a hearing be expedited, NBC pointed out that many facets of the case have been dismissed. The only applications remaining (license renewal for WRCV-AM-TV, the Boston-Philadelphia exchange and the Philco ch. 3 bid) are now in a position to warrant an immediate hearing order, NBC said. RKO has pending a petition to dismiss the Philco application.

NBC also asked that the protest against the WRCV-AM-TV 1957 renewals be dismissed on the grounds Philco no longer has standing to protest. The FCC originally denied the Philco petition for a renewal hearing but this action was reversed by the courts on the grounds Philco had standing as a competitor with RCA (BROADCASTING, July 3, 1961). It no longer is a competitor since owned by Ford, NBC said.

Editing slip-up

The FCC's Research & Education Division may not be used in place of regular legal and engineering firms. The division stands ready to give educators general information on FCC procedures but, as in the past, the commission expects applicants to obtain their own legal and engineering advice on specific applications.

Through an editing slip a story on the division in the April 16 BROADCASTING erroneously stated that groups could use the division in lieu of regular legal and engineering firms.

SETMAKERS FIGHT ALL-CHANNEL BILL

Law would impose needless expense on public, EIA says

Television set manufacturers last week mounted a counterattack against all-channel tv receiver legislation right after the House Rules Committee cleared HR-8031 for a House vote.

The set manufacturers said an all-channel tv receiver would force 92% of the public to pay $30 more for a tv set with a uhf tuner they don't need.

Releasing the results of a survey made by its consumer products division, the Electronic Industries Assn. said 92% of U.S. citizens live outside the range of the 81 uhf stations now in operation.

Only 7.2% of the population (13.2 million persons) are within range of one or more uhf stations, the survey discloses. Yet, EIA noted, the current production rate of uhf-equipped tv receivers is 8.4% of all tv output.

Some of the 13.2 million people who can receive a uhf station also can tune in vhf stations from nearby communities, EIA said.

James D. Secrest, executive vice president of EIA, said:

"This survey clearly shows that the majority of televiewers will have no immediate opportunity to use the uhf tuner in an all-channel receiver, for which they will pay an extra $30 on the average, should Congress pass the legislation requested by the FCC. Most of them will be unable to do so during the life of the set. . . . We hope Congress will carefully weigh these figures before enacting a law that will deprive the tv set buyer of his freedom of choice and force manufacturers and dealers to raise prices in areas where uhf service may never become available."

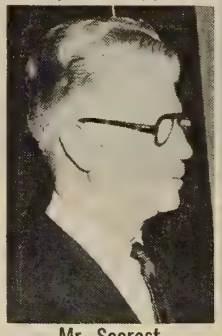
Dual Operation ▪ Referring to his proposal that the FCC require vhf stations to operate simultaneously on uhf if Congress forces the manufacture of all-channel tv sets (BROADCASTING, March 26), Mr. Secrest added:

"If Congress agrees with the FCC that the pending legislation is needed to expand uhf broadcasting—and EIA doesn't believe it is—it should at least require vhf broadcasters to provide parallel uhf program service, as we have recommended, to compensate the consumer for the extra cost of his set."

The EIA survey does not include the coverage of the 18 educational uhf stations, it was noted.

The manufacturers' group has consistently opposed the all-channel legislation, but various individual manufacturers are on record in support of it. These include RCA, Zenith and Admiral.

Cleared for Vote ▪ Earlier in the week the House Rules Committee cleared the all-channel tv receiver bill for a House vote after Rep. Oren Harris (D-Ark.), Commerce Committee



Mr. Secrest



Rep. Harris

chairman, urged its approval as a means of promoting uhf tv in additional markets. He said the legislation might lead to a uhf network. Debate on the bill was scheduled for May 1.

The only opposition during the Rules Committee hearing on the bill came from Rep. Clarence Brown (R-Ohio), a member of that committee. He said the government should not be permitted to tell consumers what kind of television set to buy.

"If you follow this through," he said, "the natural thing would be for the government to require all radio sets to contain both am and fm tuners."

Rep. Harris said the Commerce Committee approved the bill as an alternative to the deintermixture policy which the FCC had instituted to help uhf.

The committee reportedly also rejected a proposal to require dual operation.

A BROADCASTING story last week incorrectly reported that the committee didn't discuss dual uhf-vhf operation.

CBS HAS RECORD QUARTER

Estimated earnings for 'best quarter in history' up 20% from 1961, Paley tells Los Angeles meeting

CBS Inc. stockholders attending last Wednesday's meeting in Los Angeles, the first annual session ever held outside New York, got the good news that the company's first quarter was a record breaker and the outlook is good for the rest of the year.

"I am delighted to be able to report that CBS has just completed the best first quarter in its 34-year history," William S. Paley, chairman, said in welcoming the western shareholders to the meeting. Pending final figures, he said that the first quarter earnings are estimated to be 20% greater than for the first quarter of 1961 (consolidated net income for the first quarter of 1961 was $6,025,978.) "For 1962 as a whole we look forward to a strong year. We hope to post increases both in sales and profits," Mr. Paley said.

CBS President Frank Stanton, in his more detailed report, told the stockholders that the CBS Television Network's "position as the world's largest advertising medium is continuing and even strengthened." First quarter sales are up substantially over last year and it is "virtually sold out for fall, the earliest this has ever been accomplished," he reported. Sales of the CBS Television Stations Division are also ahead of last year for the first quarter, Dr. Stanton stated, and while CBS Radio sales were down for the quarter, sales for the year are expected to equal or surpass those of 1961.

Columbia Records, which had a record year in 1961, has moved into 1962 with first quarter sales "well above" those of a year ago.

The International Division had its usual slow first quarter, while residents of major South American markets took their summer vacations, but orders for second quarter shipments are substantial and the prospects for bettering last year's record sales are "bright."

The CBS stockholders re-elected the complete board of directors for another year and also re-elected Lybrand, Ross Bros. & Montgomery as auditors. The idea of holding meetings outside of New York was praised by several stockholders and Mr. Paley agreed to consider using closed circuit tv to make proceedings at all annual meetings available to stockholders in various parts of the country.

Dr. Stanton smilingly denied any intention of retiring or resigning his present duties with CBS, when asked by a stockholder about rumors that he was leaving the presidency of CBS Inc. to make way for James T. Aubrey Jr., whose present post as president of the CBS Television Network would be assumed by Hubbell Robinson, who has recently returned to CBS Television as senior vice president, programs (BROADCASTING, March 12).

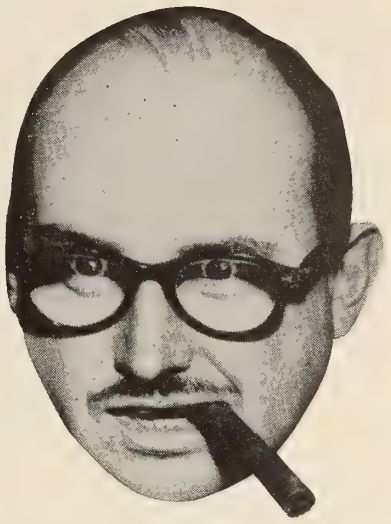
New firm hopes to buy 5 tv, 7 radio stations

A new broadcasting company has been organized that has as its goal the acquisition of five tv and seven radio stations, the limit permitted under FCC rules. The company is Nationwide Broadcasting Inc., 825 National City Bank Building, Cleveland, Ohio.

Founders are Herbert R. Whiting, president, and William K. Brusman, vice president. Mr. Whiting is the senior partner of the Cleveland law firm of Van Aken, Whiting, Arnold, Bond & Nash and is also president of Interlake Theatres Inc., owner of a drive-in movie house in Cleveland. Mr. Brusman is vice president of the Nelson Stern advertising agency in Cleveland and before that was, for 23 years, a sales executive with Forest City Publishing Co.'s broadcast properties (WHK Cleveland, WHKC Columbus and WHKK Akron). The firm said it welcomes inquiries from station owners considering the sale of their properties.

KCOP losses, KPTV profits reported by Nafi

Nafi Corp. had net revenues of $67,595,931 in 1961, compared to 1960 revenues of $58,409,153, according to the company's annual report, mailed last week to stockholders. Net earnings for the year, after provision for federal income taxes, amounted to $2,298,750, or $1.85 per share, compared to $1,728,580 for 1960. The 1960 figures, the report points out, include operations of Chris-Craft for the last nine months of the year, following its acquisition by Nafi on April 1, 1960; the 1961 results reflect capital gains of approximately $900,000 from the sale of Dorchester Corp. and KXYZ Houston, as well as losses of some $650,000 by KCOP (TV) Los Angeles "arising from the



COMMON MARKET?

There already is one—right in the U.S.A. It consists of 103 counties sprawling over some 73,000 square miles.

Two facts of economic life combine to give it the status of "common market."

- **All 103 counties are bound together by natural distribution flow.**
- **All 103 counties are served by one advertising medium which dovetails exactly with natural distribution flow, KELOLAND TV.**

This unique correlation of cargo carrier and advertising carrier holds meaning for the manufacturer who recognizes the advantages of accompanying his product shipments with product advertising. To be lured into diverting your television "buys" to stations which are off the track (more outside the market than in it) is pretty much like shipping your merchandise consigned to the dealer but unconsigned to the consumer. Only one television medium showcases your wares the width and breadth of this unified "common market." In fact, only one television medium ever tried to do so. That medium is KELOLAND TV. And gentlemen, we do it well.

Joe Floyd

KELOLAND tv

KELO-tv SIOUX FALLS and interconnected
KDLO-tv Aberdeen, Huron, Watertown
KPLO-tv Pierre, Valentine, Chamberlain

JOE FLOYD, President
Evans Nord, Exe. Vice Pres./Gen. Mgr.
Larry Bentson, Vice-Pres.

Represented nationally by H-R in Minneapolis by Wayne Evans & Associates

MIDCO
Midcontinent Broadcasting Group
KELO-LAND/tv and radio Sioux Falls, S.D.; WLOL/am, fm Minneapolis-St. Paul; WKOW/am & tv Madison, Wis.; KSO radio Des Moines

now terminated television film production and distribution business and from adjustments of film costs."

KTVT (TV) Fort Worth has been sold, subject to FCC approval, the report notes. "Of the two remaining Nafi broadcast properties, KPTV (TV) Portland, Ore., operated on a profitable basis throughout 1961. However, due to the severe competition from the other independent television outlets in the Los Angeles area and the non-recurring losses discussed earlier, the company's KCOP continued to operate at a loss. Efforts are being made to place this station on a more competitive basis with the installation of color telecasting facilities, new programming and further reductions in over-all operating expenses."

A proposal to change the name of the company to Chris-Craft Industries Inc., approved by the Nafi Board, will be submitted to stockholders at a special meeting to be held concurrently with the annual meeting at the Chris-Craft offices in Hayward, Calif., on April 27.

Reeves revenues up

Reeves Broadcasting & Development Corp. reported total revenues of $4,340,240 and net earnings of $157,877 (11 cents per share) for the year ended Dec. 31. This compares to 1960 total revenues of $2,432,280 and earnings of $328,284 (23 cents per share). Included in net income for 1961 were special credits of $142,594 representing net gain on the sale of investments. Earnings per share are based on 1,408,893 shares outstanding. Reeves owns WUSN-TV Charleston, S. C.; WHTN-TV Huntington, W. Va., and KBAK-TV Bakersfield, Calif.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval*:

▪ KENS San Antonio, Tex.: Sold by Express Publishing Co. to Roy Hofheinz and R. E. (Bob) Smith for $700,000. Mr. Hofheinz, former mayor of Houston, owns 16% of KTRK-TV Houston, 25% of KTHT Houston and 9% of KRYS Corpus Christi. Express Publishing Co. is owned 33⅓% by the estate of George W. Brackenridge, 29⅔% by Frank G. Huntress Jr. and family, and 37% by Harte-Hanks Newspapers. Harte-Hanks Newspapers is buying the other two interests out for an aggregate sum of $6.2 million (CHANGING HANDS, March 12). Express Publishing Co. (*San Antonio Express*) will retain KENS-TV. KENS is fulltime on 680 kc with 50 kw daytime and 10 kw nighttime. Broker was Blackburn & Co.

APPROVED ▪ *The following transfers of stations interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 89).

▪ KCRA - AM - FM - TV Sacramento, Calif.: 50% interest sold by Gerald and C. Vernon Hansen to family of late Ewing C. Kelly, which already owns 50%, for $2.8 million.

▪ KWKW Pasadena, Calif.: Sold by Les Malloy and Stanley Breyer to Lotus Theatres Corp. for $1 million and agreements to employ Messrs. Malloy and Breyer as consultants for 10 years for total fee of $100,000. Lotus Theatres is headed by Howard A. Kalmenson. FCC Commissioners Robert T. Bartley and Frederick W. Ford dissented.

Sec. 315 proposal endorsed by Collins

NAB President LeRoy Collins praised the proposal to suspend Sec. 315 of the Communications Act in 1964, as recommended April 18 by the President's Commission on Campaign Costs (story page 48). Gov. Collins endorsed the commission's finding that "there is no need to require the industry to provide free time to candidates."

Writing Chairman Alexander Heard of the commission, Gov. Collins said the broadcasting industry "demonstrated its ability and willingness, in the 1960 presidential campaign, to provide fair and comprehensive treatment to the major candidates" and pledged a similar performance in 1964 if the equal-time clause is suspended. He reminded he had urged the commission in January to recommend outright repeal of Sec. 315.

Stevenson heads list of 'McCall's' winners

Winners of the 11th annual "Golden Mike" awards of *McCall's* magazine were announced last week. The awards will be presented at the annual convention of American Women in Radio & Television, May 5 in Chicago.

Top "Golden Mike" award will go to Mrs. Rachel W. Stevenson, WTTW (TV) Chicago, for her program which is "designed to include hearing-handicapped children," through pantomime and other sight devices.

Other awards: (to executives) Elizabeth P. Campbell, WETA (TV) Washington, D. C. etv station, for service to the community; Doris Ann, in charge of religious programming, NBC-TV New

Outstanding Exclusive Broadcast Properties

This daytime station is ideal for an owner-operator. Grossing over $100,000 this year. Will accept a low downpayment of $25,000 and a long payout.

NORTHWEST
$140,000

An important shipping and rail center is serviced by this fulltime property. Downpayment of 29% and balance on terms.

TEXAS
$160,000

A good market and a successful fulltime property. Cash flow is over $100,000. Can be purchased on terms at a slightly higher price, with $150,000 down.

MIDWEST
$500,000

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Calif. Bank Bldg.
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Beverly Hills, Calif.
CRestview 4-2770

York, for service to the family; Helen Jean Rogers, ABC-TV, New York, for service to the American future.

Awards to broadcasters: for service to the community (two awards)—Kitty Broman, WWLP (TV) Springfield, WRLP (TV) Greenfield, both Massachusetts, for *The Epileptic: Public Prognosis, Negative—What Then?* and Valena Minor Williams, WABQ Cleveland, for a project on her *At Home With Kitty* series; for service to the family—Nancy Clark, KTVB (TV) Boise, Idaho, for series of 29 one-hour programs exploring major problems of family life from childhood to old age; for service to the American future—Joyce Marron, KNME-TV Albuquerque, N. M., for *Tv Kindergarten* for preschool children.

Taishoff honored by Arizona broadcasters

Sol Taishoff, editor-publisher of BROADCASTING and *Television* magazines, was named "Man of the Year" of the broadcasting profession at the April 13 meeting of Arizona Broadcasters Assn., held in Tucson.

The resolution called Mr. Taishoff a "radio pioneer, publisher and a great American (who) has continued throughout the years to defend and promote the American system of broadcasting and has been popularly recognized by the radio and television profession as 'Mr. Broadcasting'."

The ABA meeting (BROADCASTING, April 16) heard a report from former Gov. Ernest W. McFarland, president and chief owner of KTVK (TV) Phoenix, recalling the history of the McFarland amendments adopted by Congress in 1952 when he was a senator. Douglas A. Anello, NAB general counsel, attacked the "unholy alliance" between the FCC and Federal Trade Commission on *Advertising Alert*, the publication in which stations are notified of advertising under surveillance by the FTC. He said NAB is trying to meet with the two agencies "to rectify this double standard."

J. Leonard Reinsch, executive director of the Cox Stations and chairman of the U. S. Advisory Commission on Information, said questions involving pay tv and community antenna services are on the horizon along with the impact of satellite communications.

NATIONAL RADIO MONTH

JFK, cabinet members cite medium's service

President Kennedy has officially endorsed the observance of May as National Radio Month in a recorded message that will be made available to all NAB member radio stations. And for the first time, every member of the President's Cabinet has voiced a tribute to the annual event. Cabinet voices, too, are supplied NAB radio members in a kit of materials for use by stations.

All executive-level messages are designed for broadcast use with only one limitation—the President's salute may be originated only once by a station (in addition to any network use of the message), according to John M. Couric, NAB public relations manager.

The President paid tribute to radio's many services, saying that "its most vital job is informing the people." He continued, "By broadcasting our failures as well as our successes, and dissent and disagreement as well as assent and agreement, radio helps our people to make the choices and the judgments that are the essence of freedom."

Here are excerpts from comments of other Cabinet members:

Secretary of State Dean Rusk—"I salute radio for its increasing effort to keep America informed."

Secretary of the Treasury Douglas Dillon—"It is appropriate that we recognize the technical strides the broadcast industry has made over the past 40 years . . . Radio provides entertainment, information, education, advertising and news whenever and wherever we care to listen."

U. S. Attorney General Robert F. Kennedy—"By broadcasting messages of importance from those who protect our lives and property, radio fulfills a vital need . . . Truly radio is a sound citizen."

Secretary of Defense Robert S. McNamara—"Radio is truly the town crier of freedom. Ninety-seven out of every 100 men, women and children in our nation hear its voice."

Secretary of the Interior Stewart L. Udall — "The Interior Department knows by experience that radio is extremely vital in this work of conservation."

Secretary of Commerce Luther H. Hodges—"The use of radio as a means of advertising goods and services speeds up the process of distribution and stimulates increased demand which in turn leads to further economic growth and progress."

Secretary of Health, Education & Welfare Abraham Ribicoff—"National

EXCLUSIVE BROADCAST PROPERTIES

FLORIDA —Single station daytimer. Total price $50,000 with $10,000 down—long terms.

SOUTH —Absentee-owned fulltimer. Priced at 1½ times gross with $35,000 down.

MIDWEST —Single station fulltimer. Grossed $172,000 last year. Priced at $260,000 on terms.

NORTHWEST —Fulltimer grossing $5-6,000 monthly. High fixed assets. Priced at $95,000 — 29% down, long terms.

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EXecutive 3-3456	Tribune Tower	RIverside 8-1175	111 Sutter St.
Warren J. Boorom	DElaware 7-2754	Joe A. Oswald	EXbrook 2-5671
New York		New Orleans	



Newsmen honor Sarnoff for 'Titanic' exploit

Brig. Gen. David Sarnoff (c), board chairman of RCA, was presented a Steuben Glass bowl by the Radio-Television News Directors' Assn. on the eve of the 50th anniversary of the sinking of the S.S. Titanic. The presentation was made by Richard E. Cheverton (second from r) president of RTNDA and news director of WOOD-AM-TV Grand Rapids, Mich. Other association leaders on hand for the award were (l to r) Edward F. Ryan, RTNDA vice president for radio and general manager of news and public affairs, WTOP Washington; William G. Garry, first vice president of RTNDA and news director, WBBM-TV Chicago; A. G. Bert Cannings, RTNDA vice president for television and news director, CBCF-TV Montreal, Que. Gen. Sarnoff, as a young wireless operator in 1912, picked up the first news of the *Titanic* disaster, and remained at his post for 72 hours receiving news of the sinking.

Radio Month gives me an opportunity to express approval of the effort made by the nation's radio broadcasters to meet their public service responsibilities."

Secretary of Agriculture Orville L. Freeman—"The American farmers and ranchers are perhaps the best informed food producers in the world. And this is due in substantial part to radio.

Postmaster General J. Edward Day—"Radio carries out many public service services which are sometimes taken for granted, such as helping us in our mail early campaigns at Christmas time."

Secretary of Labor Arthur J. Goldberg—"Radio communication is a most vital link in the American democratic process."

AB-PT profits dip slightly in quarter

American Broadcasting-Paramount Theatres Inc. reports estimated net operating profit for the first quarter of 1962 was $3,042,000 (70 cents a share) compared with $3,425,000 (79 cents a share) for the same period of 1961.

First-quarter profits for the ABC division exceeded those of last year's comparable period, Leonard H. Goldenson, AB-PT president said. In the first quarter, AB-PT had a net capital loss of $133,000 against a net capital gain of $3,914,000 a year ago.

ABC Radio names WRIT

WRIT Milwaukee will affiliate with ABC Radio, replacing WISN there, no later than Aug. 6, 1962, Robert Pauley, the network's president, announced on April 20. WRIT is owned by Radio Milwaukee Inc. The station, which operates with 250 w, is on 1340 kc. It is one of the Balaban Stations, of which John F. Box Jr. is managing director.

TV HOMES UP TO 90%, CENSUS FINDS

Study made for ARF compares with survey in May 1961

Tv circulation has increased from 88% of all homes, according to a nationwide sampling conducted for Advertising Research Foundation by the U. S. Census Bureau. The 90% figure includes sets temporarily out of order or being repaired at the time the enumerator called in January. The 1960 U. S. decennial census showed a saturation of 86.7%.

In its last sampling, conducted in May 1961, the bureau found that 89% of homes had tv sets. The percentage of homes with only one set was 77% in both May 1960 and January 1962. The number with two or more sets increased from 11% to 13% in the period.

The highest tv circulation, 93%, was found in the northeastern section of the U. S., followed by 92% in the north central, 85% in the southern and 90% in the western sections. Metropolitan areas had 92% saturation compared to 86% outside these areas.

Here are tv household saturation figures (Census Bureau sample) by geo-

Tv households by number of sets

	No. of Tv households (000)			Per Cent of Tv households			No. of Tv Sets In households (000)	
	Total	One-Set	Multi-Set	Total	One-Set	Multi-Set	Total	Av. (Mean)
UNITED STATES	48,855	42,005	6,850	100.0	86.0	14.0	56,375	1.15
STANDARD METROPOLITAN STATISTICAL AREAS								
Inside	30,241	24,827	5,414	100.0	82.1	17.9	36,241	1.20
Outside	18,614	17,178	1,436	100.0	92.3	8.0	20,134	1.08
URBAN AND RURAL RESIDENCE								
Urban	30,842	26,068	4,774	100.0	84.5	15.5	36,087	1.17
Rural nonfarm	14,887	12,981	1,906	100.0	87.2	12.8	16,974	1.14
Rural farm	3,126	2,956	170	100.0	94.6	5.4	3,314	1.06
TYPE OF HOUSEHOLD								
Husband-wife	38,159	32,143	6,016	100.0	84.2	15.8	44,776	1.17
All other	10,696	9,862	834	100.0	92.2	7.8	11,599	1.08
SIZE OF HOUSEHOLD								
One person	5,186	5,032	154	100.0	97.0	3.0	5,346	1.03
Two persons	13,587	12,340	1,247	100.0	90.8	9.2	14,908	1.10
Three persons	9,375	7,999	1,376	100.0	85.3	14.7	10,871	1.16
Four persons	9,291	7,469	1,822	100.0	80.4	19.6	11,305	1.22
Five persons	5,741	4,608	1,133	100.0	80.3	19.7	7,011	1.22
Six or more persons	5,675	4,557	1,118	100.0	80.3	19.7	6,934	1.22
CHILDREN UNDER 14								
None	26,215	23,207	3,008	100.0	88.5	11.5	29,494	1.13
One	7,710	6,431	1,279	100.0	83.4	16.6	9,119	1.18
Two	7,100	5,863	1,237	100.0	82.6	17.4	8,469	1.19
Three	4,296	3,512	784	100.0	81.8	18.2	5,170	1.20
Four or more	3,534	2,992	542	100.0	84.7	15.3	4,123	1.17

Source: Estimates by ARF based on data from U. S. Bureau of the Census.
Copyright by Advertising Research Foundation.

graphic divisions:

	Percent with sets		
	January 1962	May 1961	May 1960
United States	90	89	88
Northeast	93	94	92
New England	94	95	93
Middle Atlantic	93	93	92
North Central	92	91	89
East North Central	93	91	90
West North Central	90	90	87
South	85	85	82
South Atlantic	86	86	84
East South Central	81	82	78
West South Central	87	85	81
West	90	90	87
Mountain	87	87	83
Pacific	91	91	88

The bureau found "notable consistency" among the three sample surveys in the relationship between relative frequency of television and size of the household. One-person households were lowest by a large margin. Here are figures showing tv saturation by size of household in the three recent sample surveys:

	Percent with sets		
	January 1962	May 1961	May 1960
All households	90	89	88
1 person	70	67	65
2 persons	90	89	87
3 persons	93	94	92
4 persons	96	96	96
5 persons	96	95	93
6 persons or more	92	93	91

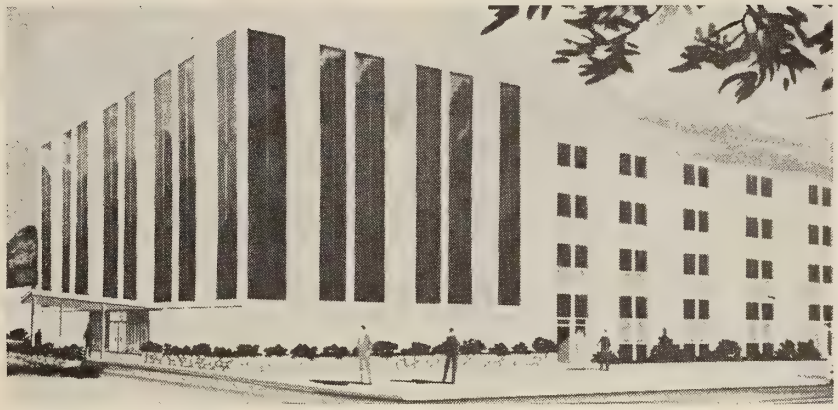
Each household interviewed was asked whether there were any tv sets in the unit and, if so, how many. The sample was spread over 333 areas comprising 641 counties and independent cities. Completed interviews were obtained from about 35,000 households.

ARF said the 90% tv saturation represents 48.9 million homes, an increase of 16.7 million since June 1955 when the first complete count was made; 6.9 million homes now have two or more sets compared to 1.1 million in 1955.

Plough sales climb

Net sales of $12 million and net income of $810,000 (60 cents per share) were reported for the first quarter of 1962 by Plough Inc. This compares to total sales of $11 million and net income of $700,000 (52 cents per share) the same period last year.

The 1962 quarter earnings per share are based on 1,344,359 shares outstanding. Plough Inc. stockholders authorized an increase in the number of authorized shares from 3.3 million to 5 million to effect a 2 for 1 stock split. Plough stations are WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Atlanta. Plough is a manufacturer of patent and prescription medicines.



WTTG starts to build new broadcast center

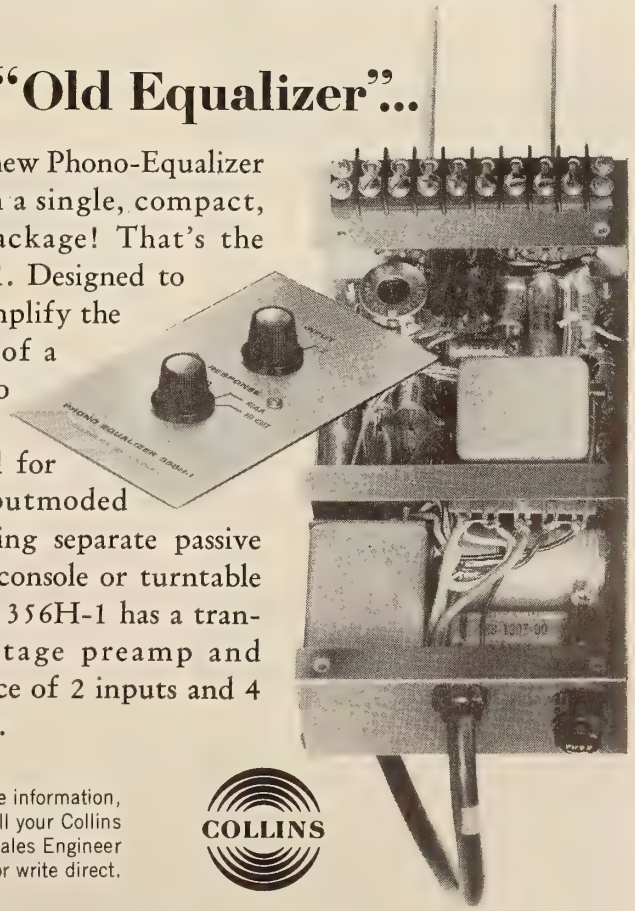
WTTG (TV) Washington today (Monday) is breaking ground for its new broadcasting center to be located at 5151 Wisconsin Ave., N.W. The $2.5 million facility also will house the Washington headquarters of Metromedia Inc., parent organization of Metropolitan Broadcasting Co. which owns WTTG.

The new structure, which is tentatively scheduled to be completed in February of 1963, will consist of a five-story office building and a connecting but separate one-level studio wing. The studio element will contain more than 17,000 square feet of space, more than doubling the station's present area at the Raleigh Hotel in the downtown district of Washington.

Donn Colee, vice president and general manager of WTTG, the city's only independent tv station, will be joined in groundbreaking ceremonies by the station managers of the three local network affiliates: Joseph Goodfellow, WRC - TV (NBC), George R. Hartford, WTOP-TV (CBS), and Fred S. Houwink, WMAL-TV (ABC).

Not the "Old Equalizer"...

. . . But an all-new Phono-Equalizer *and* Preamp in a single, compact, economical package! That's the Collins 356H-1. Designed to equalize and amplify the output signal of a magnetic phono cartridge, the 356H-1 is ideal for modernizing outmoded installations using separate passive equalizers and console or turntable amplifiers. The 356H-1 has a transistorized 3 stage preamp and provides a choice of 2 inputs and 4 response curves.



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TV AND ASCAP BRING UP BIG GUNS

Each charges restrictive practices in lengthy briefs as All-Industry Committee renews fight for lower rate

The fight between television stations and ASCAP resumed last week with their lawyers exchanging blast for blast on the question of whether stations should be relieved of paying ASCAP directly for music played in feature films and syndicated tv programs.

Each side accused the other of engaging in restrictive practices designed to influence the choice of music used in films, procedures followed in licensing it and compensation paid for it.

Naming names, ASCAP renewed its contention that through Broadcast Music Inc., ASCAP's only major competitor, broadcasters have bought preferential treatment for BMI music. And the stations, also naming names, charged that producers working through ASCAP affiliates get television money from two sources and that organizations dominated by ASCAP members promote restrictive practices favoring ASCAP (for details of this exchange, see page 73).

Unbrief Briefs ▪ The exchanges were contained in lengthy briefs filed in U. S. Southern District Court in New York, where the stations—through the All-Industry Television Station Music License Committee—are suing ASCAP for new music licenses to replace those that expired last Dec. 31.

Central issue in the briefs is whether the court can or should grant the new type of licenses requested by the stations. They are asking for licenses under which, essentially, they would pay ASCAP only for the ASCAP music that is used in locally produced programs.

Music used in feature films and syndicated tv programs produced after some unspecified future date would be "cleared at the source"—that is, the rights would be cleared and paid for by the producer at the time of production. Currently stations pay under "blanket" or "per program" licenses covering virtually all programming except that furnished by the networks, who have separate contracts with ASCAP. The type of programming that stations want excluded from the new license currently represents 70% of their air time.

Chief Judge Sylvester J. Ryan, presiding over the trial, has made clear that he does not think the consent decree governing ASCAP's operation will permit the granting of licenses based on source-clearance. The papers filed by both sides last week were addressed to this issue. There was no indication of when Judge Ryan may issue a ruling.

Last week's was the first formal renewal of the ASCAP-television fight since the abortive settlement proposal that stirred up an industry-wide controversy last month until the All-Industry Committee turned it down. Under this proposal broadcasters would have had to give up their ownership of BMI in exchange for a 17% reduction in ASCAP's rates for tv stations (BROADCASTING, March 12, et seq).

ASCAP's brief on the source-clearance questions, filed by the New York law firm of Sullivan & Cromwell and ASCAP general counsel Herman Finkelstein, held that stations are not entitled, under the ASCAP consent decree, to the type of license they seek. But it offered 37 pages of arguments for consideration if the judge should disagree.

Decided in '49 ▪ ASCAP said the question of source clearance was raised and resolved in negotiations in 1949—and that since then broadcasters have consistently accepted the form of license in effect today.

The All-Industry Committee countered that in 1949-50, when the current form of license originated, there wasn't much for television to ask source-clearance on. Syndicated film production was still limited and post-1948 feature films had not come to tv.

ASCAP maintained that since 1950 the ASCAP consent decree has provided for source clearance under certain conditions but limits it to instances where (1) the producer requests it and (2) the producer or distributor enumerates the stations for which it is sought. The committee contended that no producer has ever used this permissive right in dealing with ASCAP members.

ASCAP contended that source clearance would create "the very chaos" that ASCAP was formed to prevent; that its "many thousands" of writers and publishers would be forced to negotiate individually with "the hundreds" of film producers; that writers and publishers would be inadequately paid and perhaps not paid at all in many cases and that the public in time would suffer

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV:

April 23-27, 30-May 2 (10:30-11a.m.) **Play Your Hunch,** part.

April 23-27, 30-May 2 (11-11:30 a.m.) **The Price Is Right,** part.

April 23-27, 30-May 2 (12-12:30 p.m.) **Your First Impression,** part.

April 23-27, 30-May 2 (2-2:25 p.m.) **Jan Murray Show,** part.

April 23-27, 30-May 2 (11:15 p.m.-1 a.m.) **Tonight,** part.

April 23, 30 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

April 24-27, 30-May 2 (6-6:30 a.m.) **Continental Classroom,** probability and statistics.

April 24-27, 30-May 2 (6:30-7 a.m.) **Continental Classroom,** American government.

April 24, May 1 (7:30-8:30 p.m.) **Laramie,** part.

April 25, May 2 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

April 25, May 2 (10-10:30 p.m.) **Bob Newhart Show,** Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

April 25, May 2 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Plate Glass through Maxon.

April 27 (9:30-10:30 p.m.) **Bell Telephone Hour,** AT&T through N. W. Ayer.

April 28 (9:30-10 a.m.) **Pip the Piper** General Mills through Dancer-Fitzgerald-Sample.

April 28 (10-10:30 a.m.) **Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

April 28 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

April 28 (5-6 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

April 28 (7:30-8:30 p.m.) **Tales of Wells Fargo,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

April 28 (9-11 p.m.) **Saturday Night at the Movies,** part.

April 29 (6-6:30 p.m.) **Meet the Press,** co-op.

April 29 (7-7:30 p.m.) **Bullwinkle,** part.

April 29 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

April 29 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** Kodak and RCA through J. Walter Thompson.

May 3 (10-11 p.m.) **Sing Along With Mitch,** Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

from this "discouragement" of musical creativity; that many factors including the complexity of station rates would make it economically impossible to determine "reasonable" music fees in individual negotiations; and that the cost of policing the use of ASCAP music would become prohibitive.

"The ultimate effect (of source clearance)," ASCAP contended, "would be to deprive the Society of revenue from about 70% of (tv stations') local programming, while requiring the Society to police the content of all such programming. Today, the Society need only police the three television stations that have per-program licenses." (Others have "blanket" licenses.)

Economic Advantage ▪ ASCAP argued that the approximately 360 stations represented by the All-Industry Committee, plus the networks and their owned stations, not only "dominate" television but "control" other major media, and thus "operate at an economic advantage" in negotiating with ASCAP.

While television has been paying ASCAP a declining percentage of tv's income, ASCAP contended, television's own rate of profit has been increasing. The brief said the return on original investment for tv networks and for all stations had grown from 29.3% in 1957 to 32.9% in 1958, and to 41.2% in 1959 and 1960. Their return on broadcast revenue (before federal income taxes) went from 17% to 19.3% in the same span, according to ASCAP.

The Society said its own gross receipts from television, as a percentage of tv's total income, had declined from 8.7% in 1957 to 7.5% in 1959 and 1960. (ASCAP's receipts from television in 1961, according to the All-Industry Committee, amounted to $19 million out of total ASCAP revenues of $33 million.)

The committee's brief, a 28-page document filed by the New York law firm of Donovan, Leisure, Newton & Irvine, also contended that only the producer is in a position to decide what music he needs for a program, and that reasonable values for this music cannot be determined except in negotiations at the time the music is being selected.

The brief argued that tv licenses based on source-clearance would be "reasonable" for several reasons, including:

▪ The existing form of license is not indispensable to assure that composers and publishers will be adequately paid for tv's use of their music. Authors, directors and performers already are paid, by common practice, according to the number of times their tv films are played.

▪ Policing would be no "unreasonably burdensome problem" for ASCAP. Stations would need only keep a record—such as they must keep anyway for the FCC—showing filmed programs played. Producers already prepare and give to ASCAP cue-sheets showing when a film is produced and what music it contains.

▪ To avoid prejudice to ASCAP members in their competition with BMI, the committee has offered to defer effective date of source-clearance until similar provisions are written into BMI-broadcaster contracts.

▪ The proposed new licenses would not "forthwith" curtail the programs on which ASCAP would be paid. Source-clearance would apply only to films produced after some yet-to-be-set cut-off date, and stations would continue to pay ASCAP on all produced before that date. These "thousands" of films are apt to remain the bulk of stations' film programming "for a substantial period of time."

AT THE NAME-CALLING STAGE

ASCAP, BMI get down to specifics in tossing charges about each others business tactics

For years ASCAP has charged that broadcaster-owned BMI, ASCAP's only major competitor in the music-licensing field, "subsidizes" producers to put BMI music in their programs and pays big sums to get ASCAP songwriters to switch to BMI. And broadcasters have contended that producers work through ASCAP-publishing affiliates to get money from television in two ways: Directly, as producers, and through ASCAP's distribution of tv revenues to their publishing affiliates.

In the past, neither ASCAP nor BMI has been disposed to name names.

Last week, both did.

In papers filed in the music-licensing suit brought by the All-Industry Tv Station Music Licensing Committee against ASCAP (see page 72), ASCAP named (1) 28 songwriters and amounts up to $200,000 which it said they were paid to switch their affiliations to BMI, and (2) four leading tv producers—Screen Gems, Goodson-Todman, Four Star Television and Revue Productions—which it linked with so-called "sub-

Continued on page 76

new... exciting... wonderful...
RAHALL RADIO
1st...in Community Life
1st...in Overall Ratings
1st...in Sell
1st...in Adult Listening
WKAP
RADIO 132
Allentown - Bethlehem - Easton
5000 WATTS. No. 1 latest Hooper and Pulse. Lowest cost per thousand-audience in vast Lehigh Valley growth market. First with Blue Chip advertisers.
WLCY
RADIO 138
Tampa - St. Petersburg, Fla.
5000 WATTS. No. 1 January-February 1962 Hooper . . . double of all other area stations. Lowest cost per thousand audience . . . in fast growing Tampa-St. Petersburg market.
WWNR
RADIO 62
Beckley - W. Virginia..
1000 WATTS. No. 1 Hooper and Pulse surveys, serving 9 big counties in heart of West Virginia. Lowest cost per thousand audience . . . featuring great personalities.
WNAR
RADIO 111
Philadelphia Area
500 WATTS. No. 1 latest Hooper survey report, covering large Philadelphia and Norristown market . . . where bulk of consumers live and buy. Lowest cost per thousand audience.
WQTY
RADIO 122
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Minow promises creative hotfoot for tv

FCC CHAIRMAN LISTED AMONG YEAR'S PEABODY RADIO-TV AWARDS

FCC Chairman Newton N. Minow in accepting a special Peabody award last week—the first to a federal official —pledged the government would continue to play a role in broadcasting.

President John F. Kennedy in a wire said he was "glad one of our boys made it," noting he wanted to congratulate the entire list of winners (and non-government employes). The text: "My sincere congratulations to all the Peabody award winners this year.

"I have always thought of the George Foster Peabody radio and television special awards as proud marks of the highest attainment in service to the public interest." He went on to say he noted "with pride" that Mr. Minow received such an award—"and as President, I am glad one of our boys made it."

Just what government's role would be, Mr. Minow didn't specify, though he explained that with broadcaster cooperation he thought the government could maintain a climate in which tv people would be "free to create."

The Peabody award, he said at presentation ceremonies in New York, was not to him personally but as recognition of the role of government in broadcasting. The government is engaged in shaping a new tradition, he said, and this role is being assumed "whether we like it or not."

Mr. Minow indicated one of the roles is for government (the FCC) to speak out "from time to time" in efforts to open up new ideas and "awaken" the American audience, and that in effect he spoke up in his now-famous "vast wasteland" speech when broadcasters had failed to fully nourish the appetite of this audience after tv had done so well to create one.

The 'Most' on FCC ▪ The citation to Mr. Minow in fact mentioned that speech, noting "he has done much to rescue the wasteland from the cowboys and private eyes. He has reminded broadcasters of their responsibilities and put new heart in the viewers." He was called by the Peabody board "the most courageous, responsible, and energetic (FCC) commissioner in years."

The list of awards in the annual George Foster Peabody awards presentation did not reflect 'cowboys and private eyes" programming and in fact was made up almost totally (except for comedian Bob Newhart) of public information or so-called cultural shows both on network and local levels.

NBC-TV won three, CBS-TV two and ABC-TV one, and one commercial tv station (KSL-TV Salt Lake City), one community-run station (WNYC New York), one short-wave (for international broadcasting) station (WRUL New York) and one fm station (WFMT [FM] Chicago) received one award each.

The awards presentation for the first time in many years had a new host—the New York Chapter of the Broadcast Pioneers—replacing the traditional arrangement with the Radio & Television Executives Society. The U. of Georgia's Henry W. Grady School of Journalism and the Peabody Board jointly administer the awards. Board Chairman Bennett Cerf announced the winners who were presented with their awards by Dean John E. Drewry of the Grady School.

During the ceremonies, Peabody-winner Fay V. Thomas, producer of *Expedition* on ABC-TV, said the advertiser —Ralston-Purina—still seeks to keep the show on the air. It is scheduled to go off tv next fall. Curiously, Bob Newhart's show also has been in doubt, though either the comedian or a filmed show (*Kentucky Kid* with Jack Carson) will be on NBC-TV for Sealtest next season.

The award to FCC Chairman Minow was precedent-setting in that it was the first of the series ever awarded to a federal government official strictly in his administrative capacity and who is not connected, directly or indirectly, with a specific television program.

The Peabody award citations honoring the programs and their creators follow:

Television News ▪ David Brinkley and his producer, Ted Yates, have added a new dimension of humor, skepticism, and wisdom to television news in *David Brinkley's Journal,* the writing and scope of which are far more sophisticated than most tv news programs.

Television Entertainment ▪ Bob Newhart of NBC's *The Bob Newhart Show* is a person whose gentle satire and wry and irreverent wit waft a breath of fresh and bracing air through the stale and stuffy electronic corridors.

Television Education ▪ Entertainment and education became synonymous in "An Age of Kings," a brilliant and imaginative portrayal of Shakespeare's rich pageant of English history, through the cooperation of the British Broadcasting Corp., National Educational Television and Radio Center, Metropolitan Broadcasting, and stations too numerous to name. For this valuable contribution to culture, special commendation goes to NET, Metropolitan, the individual stations, and the Standard Oil Company of New Jersey and its affiiliate, Humble Oil and Refining Co.

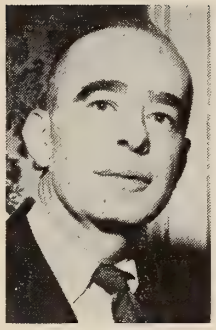
Television Education ▪ In NBC's "Vincent Van Gogh: A Self-Portrait," the life and work of Van Gogh presented a challenge which was met by the combined efforts of a perceptive



Dean Drewry and Chairman Minow


Mr. Brinkley


Mr. Newhart


Mr. Hazam


Mr. Fetter


Mr. Evans


Mr. Brilikhes

script writer and a sympathetic narrator in a significant production, probably unexcelled for sheer beauty. NBC-TV producer Lou Hazam accepted.

Television Youth and Children's Programs ▪ ABC's *Expedition!* is a program utilizing authentic films of scientific expeditions in which young people can experience a sense of adventure. Ted Fetter, ABC vice president, accepted.

Television Contribution to International Understanding ▪ For the program which did the most to promote international understanding during 1961, to Walter Lippmann, on whose perceptive and reasonable analysis of a world in crisis we all rely. We also salute CBS.

Television Public Service ▪ *Let Freedom Ring* was an inspirational one-hour special program marshalling through music and the spoken word the moral heritage that has made America great. This patriotic expression ranged from the spirit of Patrick Henry and Abraham Lincoln to the "Battle Hymn of the Republic." It featured the Salt Lake City Mormon Tabernacle Choir; starred Richard Boone, Laraine Day, Howard Keel, and Dan O'Herlihy; was narrated by Richard L. Evans; produced by Michel M. Brilikhes; and written by Michel M. Brilikhes and Richard L. Evans.

Radio Entertainment ▪ WFMT Chicago presents the Fine Arts (including classical music, musical comedy, folk music, poetry, drama, discussion) and news entertainingly and excitingly. Its 19-hour schedule includes "live" concerts by the Chicago Fine Arts Quartet, recorded concerts by the Boston Symphony Orchestra and the Philadelphia Orchestra, as well as 54 World Music Festivals from abroad, the BBC Concert Hall, and highlights of radio from 40 other countries. It is proving daily that society's more notable cultural achievements can be effectively communicated and commercially sustained through broadcasting.

Radio Education ▪ It is the considered opinion of the Peabody Awards Board that television and radio, far from being the ogres book publishers once labeled them, are actually a stimulant to the cause of good book reading in America. Proof of the pudding is the resounding success scored by two radio programs devoted entirely to books by WNYC, New York's fine municipal broadcasting system. One of the programs is *The Reader's Almanac,* conducted since 1934 by Prof. Warren Bower of the New York University Writing Center. The other is *"Teen Age Book Talk,"* presented, unrehearsed, every Saturday morning by the New York Public Library and produced by Lillian Okun. Accepted by Seymour Siegel, WNYC New York.


Mr. Brent


Mr. Siegel


Mr. Friendly

Radio Contribution to International Understanding ▪ WRUL (Worldwide Broadcasting), a division of Metromedia Inc., carried into the homes of millions of people around the world through the medium of radio the complete daily proceedings of the General Assembly and Security Council of the United Nations in English and Spanish—thereby extending their participation in this international organization's global efforts to build world peace. This unique radio coverage was made possible by the enlightened world consciousness of AMF International of American Machine and Foundry Co. and its chairman, Morehead Patterson.

Special Award ▪ Fred Friendly is one of the young veterans of the young profession of television journalism. A man of extraordinarily strong character, his far-ranging two-ton pencil, as he calls it, has examined and illuminated for television the great and raw-nerved issues of our times, from war or peace to birth control to segregation to civil liberties to migratory labor to medical care. A courageous perfectionist—the only thing he fears is falling even one degree short of the perfection upon which he insists for himself and his work. More than any single individual, he has brought a dynamic meaning to the phrase "electronic journalism." For most men it is enough that the broadcasts which conceive and bring to fruition be landmarks—as Fred Friendly's have been. But television owes a debt to Fred Friendly not only for his broadcasts, but for the broadcasts by other television journalists on other networks and stations which have been stimulated by Mr. Friendly's own pioneering.

Special Award ▪ A special Peabody Award goes to Capital Cities Broadcasting Corp. and its executive producer, Milton Fruchtman, for providing the gavel-to-gavel television coverage of the trial of Adolph Eichmann in Israel. Through its persistence in persuading the government of Israel to allow the trial to be televised, and through the unstinting contribution of its own resources in providing the exclusive television coverage of the four-month trial, Capital Cities Broadcasting compiled an enduring record of the dangers and consequences of tyranny and rule by terror. Capital Cities Broadcasting also produced a 30-minute film documentary summarizing the trial's proceedings entitled "Verdict for Tomorrow" and distributed same, without charge, to stations reaching more than three quarters of the nation's population.

$5,597,000 paid by funds

Total payments of $5,597,000 were made in 1961 to 410,000 musicians participating in the Recording Industries Music Performance Trust Funds, according to the funds trustee, Samuel R. Rosenbaum, New York. This compared to $5,334,000 paid in 1960 and $5,732,000 in 1959. Allocations from the funds for musicians' services have increased from $900,000 in fiscal 1950. The project includes payments by distributors for tv exhibition of films originally produced for theatrical use.

sidies" from BMI.

In presenting its own side in the same proceeding, the All-Industry Committee named 11 major film producers and 27 ASCAP music-publishing companies which it said were affiliated with them and thus in a position to help them ladle tv gravy with two spoons. The committee also named the American Guild of Authors & Composers and the Composers & Lyricists Guild of America as involved in allegedly restrictive acts favoring ASCAP.

ASCAP Charges ▪ The ASCAP brief contended:

▪ That BMI advanced $100,000 to Goodson-Todman for use in recording BMI music abroad for inclusion as background in Goodson-Todman shows, and that in addition BMI agreed to pay Goodson-Todman at least $100,000 each year thereafter if, in the preceding year, at least 70% of the music on Goodson-Todman programs were BMI music.

▪ That Screen Gems bought BMI Publishing Co., "a very large music publishing company," from BMI at a price which BMI agreed to repay in royalties over a five-year period for the inclusion of BMI Publishing Co.'s music in Screen Gems programs. In turn, ASCAP continued, Screen Gems "agreed to incorporate enough BMI music in its television films to 'earn' these 'royalties.' "

▪ That MCA's Revue Productions "is receiving a substantial subsidy from BMI in return for its commitment to use BMI-licensed music in many television program series that it produces."

▪ That "Four Star, another leading producer of television program series, is also receiving a large subsidy from BMI in return for its agreement to use BMI music in its programs."

Among them, ASCAP said, Revue, Screen Gems and Four Star will account for 20 hours of network film programming per week in the 1962-63 season, and Goodson-Todman, "by a wide margin the most prolific producer of live and taped network programs," currently has 15½ hours a week on the networks.

ASCAP claimed that BMI has "induced" many ASCAP writers into the BMI fold with offers of big money unrelated to the amount or quality of music they may compose or the extent to which it may be used. Some of these, according to ASCAP, work for producers in positions to influence the selection of music to be played on new programs. Those named in ASCAP's brief were described as specialists in tv background and theme music.

BMI Guarantee ▪ Leith Stevens, president of the Composers & Lyricists Guild, "the principal background music writers' association and the collective bargaining agent for such writers in their dealings with television producers," was named as having been guaranteed $150,000 to switch from ASCAP to BMI.

Music supervisors Herschel B. Gilbert of Four Star and Stanley J. Wilson of Revue, both described as being "in a position to favor the use of BMI music in the many television program series produced by their two companies," were said to have received BMI guarantees of $200,000-plus and $90,000, respectively.

Nelson Riddle and Joe Mullendore were said to have been guaranteed more than $100,000 each. Two others were said to have received $100,000 guarantees; seven others, $90,000; three others, $70,000, and 11 "amounts unknown."

The "guarantees" were described by ASCAP as payable over five- or 10-year periods.

These alleged guarantees and subsidies, ASCAP contends, are part of "a calculated and concerted campaign" by which "the broadcasting industry has engrossed a substantial captive source of music and . . . foreclosed free access to a significant portion of television programming."

In addition, ASCAP claimed, "BMI also gives publishers affiliated with record companies a 38% override on royalty payments, thereby artificially stimulating the volume of records of BMI music that are available for broadcast presentation."

A "typical agreement between BMI and a writer receiving a guarantee," ASCAP continued, became effective upon the writer's resignation from ASCAP, runs for 10 years, and escalates yearly guarantees from $3,000 for the first year to $11,000 for the tenth, "thus making it financially impossible for the recipient to leave BMI during the contract period."

BMI authorities told BROADCASTING they had not seen the ASCAP brief and that until they did they would have no comment.

All-Industry Committee's Charges ▪ The All-Industry brief named 11 film producers—including Revue and Four Star—who it said have from one to seven ASCAP music publishing subsidiaries or affiliates through which they can get a share of the payments television stations make to ASCAP.

Warner Bros. was shown with seven ASCAP publishing - house affiliates: Harms Inc., Atlas Music, M. Witmark & Sons, Remick, Advance, Fullarton and New World Music companies.

MGM was listed with six: Variety Music, Lion, Robbins, Leo Feist, Miller and Pine Ridge.

Twentieth Century-Fox was shown with three (Surrey, Movietone Corp. and 20th Century Music) and Paramount with three (Birdees, Famous and Paramount).

Columbia Pictures Music Corp., and the following, were identified with one each: Walt Disney Productions (Walt Disney Music Co.), United Artists (United Artists Music Co.), Universal-International (Universal Music Corp.), Desilu Productions (Desilu Music Corp.), Revue Studios (Alaska Music Co.) and Four Star Films (BNP Music Publishing Co.).

50-50 Share ▪ The committee's brief said common practice of such producers in hiring a composer to write music for a film is to have the composer assign all right, title and interest and the statutory copyright and all renewals to the producer; the producer then licenses the non-dramatic ("small") performing rights back to the composer and assigns the publisher's 50% share of the tv performance rights to his ASCAP publishing affiliates.

"Then," the brief continued, "by registering the composition with ASCAP, the producer and the composer both share, on a 50-50 basis, in the payments made by television stations under their existing ASCAP licenses."

The committee's brief continues:

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. ELDORADO 5-0405

"When incorporating existing musical compositions into their films, such producers often select works owned by their ASCAP affiliates in order to collect the publishers' distributive share of the earnings realized by ASCAP through its existing television performing rights licenses. In many instances the music director, composer or other person in the employ of the film producer who is charged with the duty of selecting appropriate musical compositions for use in films is a member of ASCAP.

"Such film producers commonly offer films to television stations only on the condition that the station agrees to obtain the necessary television performance licenses from ASCAP, and further require that none of the music in the film be changed when the film is broadcast."

Restrictive Clauses ▪ The committee also named the American Guild of Authors & Composers and the Composers & Lyricists Guild of America, both described as composed largely of ASCAP officers and members, as having fostered agreements designed to restrict music licensing to ASCAP channels.

AGAC was identified with the so-called "uniform popular songwriters contract" which was intended, according to the tv committee, to "inhibit" publishers from granting tv performance rights directly to film producers or to television broadcasters.

The Composers & Lyricists Guild negotiated the 1960 contract with the Assn. of Motion Picture Producers Assn., according to the committee. It said the contract was designed to channel performing rights through the society which the composer involved is affiliated—"in most instances, ASCAP."

ON TAP AT THE NETWORKS

Fall-winter programming just about complete; summer lineup again to be heavy with re-runs

The tv networks' nighttime schedules for the summer and for next fall are locked in, barring a last-minute change or deletion.

The networks are going in with sponsorship at a high (see page 44).

The 1962-63 programming will continue the trend to higher production stakes. BROADCASTING's annual show cost estimates place the weekly tab at $7.9 million in regularly scheduled shows (see chart, pages 78 and 79). This is up some $800,000 from the 1961-62 season's $7.1 million weekly, a previous high.

There's a total of 31 new shows, according to current listings for the next season. This is three fewer new shows than were scheduled at the outset of the current season.

Of the 31 new program series, 13 are on ABC-TV, 8 on CBS-TV and 10 on NBC-TV. There will be 63 shows returning next season, on the basis of current listings of nighttime shows in network prime-time schedules. Of the returning shows, 18 are on ABC-TV, 28 on CBS-TV and 17 on NBC-TV.

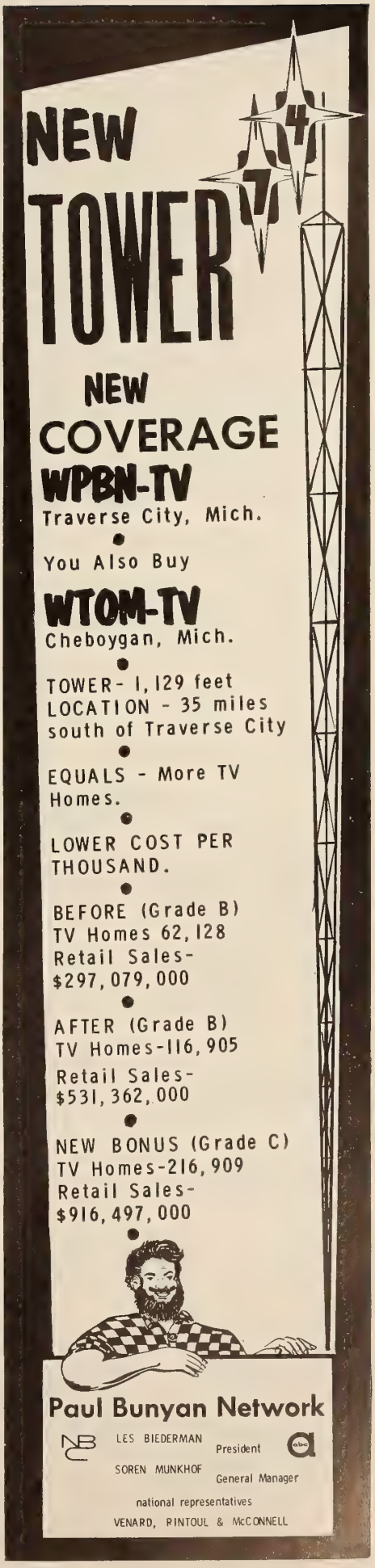
Not counted in these totals is the Sealtest period (Wednesday, 10-10:30 p.m.) on NBC-TV in which Bob Newhart may return. Of the new shows counted, *Circus by The Sea* on ABC-TV Saturday was considered questionable at deadline.

The Immediate Outlook ▪ The summer schedule will look much like the current season with less than a dozen programs replaced, many of the changes occurring in CBS-TV's lineup (see chart, pages 80 and 81). The networks will continue to play reruns of shows previously broadcast in the periods remaining.

NBC-TV has yet to announce summer replacements for *Hazel* (Thurs., 9:30 p.m.) and *Car 54, Where Are You?* (Sun., at 8:30 p.m.). ABC-TV will shortly name a program to succeed *Straightaway* (Wed., 8-8:30 p.m.) which will go off after the July 4 show.

CBS-TV has set June 24 for the return of Ralph Edwards in a new interview show, *Speaking of People,* to replace *Jack Benny* on Sunday nights until September or October. In the only Monday night alteration in the current schedule, CBS-TV has scheduled repeats of one hour shows produced by Lucille Ball and Desi Arnaz. They will occupy the 9-10 p.m. slot until the return next fall of *Danny Thomas* and *Andy Griffith.*

A revival of *Talent Scouts,* off CBS-TV for two years, will start on the network July 3 as *Garry Moore's* replacement. Jim Backus will be the host. Situation comedy reruns will be the attraction in *Comedy Spot,* replacement for *Red Skelton* on Tuesdays at 9 p.m. *Zane Grey Theatre* and *Brenner* reruns replace *Tell It to Groucho* and *Gertrude Berg Show,* respectively, on Thursdays. NBC-TV ordered reruns of *Rebel,* a Goodson-Todman series which ran two seasons on ABC-TV, for the Wednesday night replacement of *Joey Bishop Show. Kraft Mysteries* will substitute for vacationing Perry Como on the same night and network.



WHAT THE SUMMER TV SCHEDULE LOOKS LIKE

The table shows the programs to be seen on network tv during the summer months and their sponsors. The majority are reruns of previously seen material and thus have no footnotes. Where dates have been set for rerun installments they are indicated in parentheses ( ). Question mark indicates termination date not known.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Follow The Sun** participating	**Dennis The Menace** Kellogg, Best Foods	**Walt Disney** RCA, Eastman Kodak
8:00		**Ed Sullivan** Colgate-Palmolive, Revlon, P. Lorillard	
8:30	**Hollywood Special** participating		TBA (6/29-9/9) Procter & Gamble
9:00		**GE Theatre** General Electric	**Bonanza** Chevrolet
9:30		**Ralph Edwards** (6/24-?) State Farm, Lever	
10:00		**Candid Camera** Bristol-Myers, Lever	**DuPont Show Of The Week** DuPont
10:30	**Lawman** participating	**What's My Line?** All-State, Block Drug, Kellogg	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Howard K. Smith News & Comment** Nationwide Ins.	**Alvin & The Chipmunks** sustaining	**Wagon Train** Ford, Nabisco, R. J. Reynolds
8:00	**Straightaway** (ends 7/4) (Replacement unannounced) Autolite	**Window On Main Street** Scott	
8:30	**Top Cat** Bristol-Myers, Kellogg	**Checkmate** participating	**Rebel** (6/27-9/12) P&G, Am. Tobacco
9:00	**Hawaiian Eye** participating		**Kraft Mysteries** (6/13-9/26) Kraft
9:30		**Dick Van Dyke Show** P&G	
10:00	**Naked City** participating	**Armstrong Circle Theatre** alt. with **The U.S. Steel Hour** Armstrong Cork, U. S. Steel	**Bob Newhart Show** Sealtest, Beech-Nut Life Savers
10:30			**David Brinkley's Journal** Schlitz, Schick Safety Razor, Singer, Block Drug, Eastman Kodak

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Ozzie & Harriet** participating	**Oh! Those Bells** sustaining	**Outlaws** participating
8:00	**Donna Reed Show** Campbell, Johnson & Johnson	**Frontier Circus** (5/31-9/20) Remington Rand, Pepsi-Cola, Best Foods, P. Lorillard	
8:30	**Real McCoys** P&G		**Dr. Kildare** Singer, L&M, Warner-Lambert, Colgate-Palmolive, Sterling Drug, Alberto-Culver
9:00	**My Three Sons** Chevrolet	**Brenner** (5/31-9/20) sustaining	
9:30	**Law & Mr. Jones** P&G	**Zane Grey Theatre** (4/12-9/20) General Foods	**Hazel** (until Aug. 1) Ford (Replacement show between 8/2 and 9/20 TBA)
10:00	**The Untouchables** participating	**CBS Reports** participating	**Sing Along With Mitch** Ballantine, Buick, R. J. Reynolds
10:30			

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Cheyenne** participating	**To Tell The Truth** Whitehall	Station Time
8:00		**Pete & Gladys** Kellogg, Alberto-Culver, Remington Rand, Carnation	**National Velvet** participating
8:30	**The Rifleman** (To be replaced by **Law Of The Plainsman** on July 9—sponsorship available	**Father Knows Best** Toni, Scott	**Price Is Right** P. Lorillard, American Home
9:00	**Surfside Six** participating	**Lucy-Desi Hour Shows** (7/2-9/17) General Foods	**87th Precinct** participating
9:30			
10:00	**Ben Casey** participating	**Hennesey** P. Lorillard, General Foods	**Thriller** participating (5/7-7/9)
10:30		**I've Got A Secret** Pepsi-Cola, General Foods, Hertz, Babbit, Polaroid, Alberto-Culver	**Actuality Reports** sustaining (7/16-9/10)

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Bugs Bunny** Peter Paul, Perkins Div. Gen. Foods, Kool-Aid	**Marshal Dillon** (not for network sale)	**Laramie** participating
8:00	**Bachelor Father** American Tobacco, Armour	**Password** participating	
8:30	**New Breed** participating	**Dobie Gillis** Colgate-Palmolive, Philip Morris	**Alfred Hitchcock Presents** Lincoln-Mercury, American Tobacco, Toni
9:00		**Comedy Spot** (7/3-9/18) Best Foods, S. C. Johnson	**Dick Powell Show** participating
9:30	**Yours For A Song** Alberto-Culver, Lever	**Ichabod & Me** Scott, Toni, Brown & Williamson	
10:00	**Alcoa Premiere** Alcoa	**Talent Scouts** (7/3-9/18) Oldsmobile, S. C. Johnson, R. J. Reynolds	**Cain's Hundred** participating
10:30			

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Margie** Ralston Purina	**Rawhide** participating	**International Showtime** participating
8:00	**The Hathaways** participating		
8:30	**The Flintstones** Miles, R. J. Reynolds	**Route 66** Chevrolet, Philip Morris, Sterling	**Robert Taylor** participating
9:00	**77 Sunset Strip** participating		
9:30		**Father Of The Bride** General Mills, Campbell	**Purex Specials** and others (5/25-9/7)
10:00	**Target: The Corruptors** participating	**Twilight Zone** participating	
10:30		**Eyewitness** participating	**Chet Huntley Reporting** participating

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Calvin And The Colonel** Lever Bros.	**Perry Mason** participating	**Tales Of Wells Fargo** participating
8:00	**Room For One More** participating		
8:30	**Leave It To Beaver** participating	**Defenders** Brown & Williamson, Lever, Kimberly-Clark Allstate	**Tall Man** participating
9:00	**Lawrence Welk Show** Whitehall, J. B. Williams		**Saturday Night At The Movies** participating
9:30		**Have Gun, Will Travel** Lever, Whitehall	
10:00	**Fight Of The Week** Consolidated Cigar, Gillette	**Gunsmoke** L&M, S. C. Johnson, P&G, General Foods	
10:45	**Make That Spare** Brown & Williamson, Mennen		

DETAILED WRAPUP OF FALL TV SCHEDULES

(Also see story, page 44)

This table details next fall's nighttime programs, how much they cost, who packages them, the time of night they are scheduled and the date they are to begin, and the advertisers (with their agencies) which sponsor them. "Available" denotes an unsold period.

Production costs are estimated by BROADCASTING on the basis of data from various sources. Costs in most cases represent the price of a single original in a series and includes neither agency commission nor averaging of first-runs against reruns, although invariably there are exceptions.

Agencies are in parentheses ( ); production firms in brackets [ ]; starting dates indicate the beginning of the fall cycle; new programs are in boldface; continuing show titles or familiar formats (e.g., 'Dinah Shore Show') are in italics; asterisk * denotes New York origination; (C) denotes color. Since no program straddles the periods before 7:30 p.m. in any of the network lineups, all nighttime programs are shown from 7:30 p.m. to the conclusion of the period generally regarded in television as "prime-time" (usually 11 p.m.).

In all cases, advertisers listed in program periods reflect sponsorship in October of this year as now reportable in network sales offices. The duration of the purchases is not indicated.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**The Jetsons** $60,000 Time Available [Screen Gems]	*Dennis the Menace* $50,000 Kellogg (Leo Burnett) Best Foods (GB&B) [Screen Gems] 9/30	*Walt Disney* (C) $112,000 RCA (JWT) Eastman Kodak (JWT) [Walt Disney Prod.] 9/23
8:00	**Hollywood Special** (C) $200,000 Philco (BBDO) Sunbeam (FC&B) Union Carbide (Esty) Beecham (K&E) Contac (FC&B) R. J. Reynolds (Esty) Chesebrough-Ponds (Esty) Armour (FC&B) Time Available [UA]	*Ed Sullivan** $100,000 Revlon (Grey) P. Lorillard (L&N) Pillsbury (Agency not assigned) [CBS] 9/16	
8:30			*Car 54, Where Are You?** $55,000 P&G (Burnett) [Nat Hiken] 9/16
9:00		*The Real McCoys* $48,000 American Tobacco (SSC&B) Ralston Purina (Gardner) [Marterto Prod.]	*Bonanza* (C) $120,000 Chevrolet (Campbell-Ewald) [NBC] 9/23
9:30		**Jack Webb Show** $70,000 General Electric (BBDO) [Mark VII Prod.]	
10:00	**Voice of Firestone** $65,000 Firestone (Sweeney & James) [ABC] 9/30	*Candid Camera** $45,000 Bristol-Myers (Y&R) Lever (SSC&B) [Banner-Funt] 9/30	*DuPont Show of the Week** (C) $185,000 DuPont (BBDO) [NBC] 9/16
10:30	**Howard K. Smith** $35,000 Nationwide Ins. (Ben Sackheim) [ABC]	*What's My Line?** $40,000 J. B. Williams (Parkson) Kellogg (Burnett) [CBS/Goodson-Todman] 9/9	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Wagon Train* $150,000 Sunbeam (FC&B) R. J. Reynolds (Esty) P&G (?) Alberto-Culver (Compton) Union Carbide (Esty) [Revue]	*CBS Reports** $100,000 Xerox (PKL) Metrecal (K&E) Menley & James (FC&B) Tidewater (FC&B) Chemstrand (DDB) Polaroid (DDB) Time Available [CBS News] 9/19	**Virginian** (C) $200,000 Philco (BBDO) Ford Motor (JWT) Warner-Lambert (L&F) Nabisco (M-E) Carnation (EWR&R) Miles Lab (Wade) ⅓ Available [Revue] 9/19
8:00			
8:30	**Going My Way** $145,000 Miles (Wade) American Tobacco (SSC&B) John H. Breck (Ayer) Time Available [Revue]	*Dobie Gillis* $55,000 Colgate (Burnett) ½ Available [20th Century Fox-TV] 9/26	
9:00		**Beverly Hillbillies** $55,000 Kellogg (Burnett) R. J. Reynolds (Esty) [Filmways] 9/26	*Perry Como's Kraft Music Hall** (C) $112,000 Kraft (JWT) [Roncom] 10/3
9:30	**Our Man Higgins** $63,000 American Tobacco (SSC&B) Pontiac (MJ&A) [Screen Gems]	*Dick Van Dyke Show* $62,000 P&G (B&B) P. Lorillard (L&N) [Calvada Prod.]	
10:00	*Naked City** $125,000 Philco (BBDO) Contac (FC&B) Block Drug (Grey) Bristol-Myers (OB&M) Warner-Lambert (Lambert Feasley) Beecham (K&E) B&W (Bates) Mobil Oil (Bates) Armour (FC&B) [Screen Gems]	*U. S. Steel Hour** $75,000 alt. with *Armstrong Circle Theatre** $55,000 U. S. Steel (BBDO) Armstrong Cork (BBDO) [Talent Assoc.]	**Bob Newhart** (?) $55,000 Sealtest (N. W. Ayer) [Revue]
10:30			*David Brinkley's Journal* (C) $50,000 PPG (Maxon) Douglas Fir Plyw'd (Cole & Weber) [NBC News] 10/3

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Ozzie & Harriet* $55,000 A. Dairy (Comp.) Anahist (Bates) Listerine (L&F) Armour (FC&B) [Stage Five Prod.]	*Mister Ed* $55,000 Studebaker (D'Arcy) ½ Available [Filmways] 9/20	**Wide Country** $100,000 Available [Revue] 9/20
8:00	*Donna Reed Show* $68,000 Campbell Soup (BBDO) Nabisco (M-E) [Screen Gems]	*Perry Mason* $96,000 Colgate (Bates) Drackett (Y&R) Parliament (Burnett) Sterling Drug (D-F-S) Coca-Cola (M-E) [Paisano Prod.] 9/27	
8:30	*Leave It To Beaver* $55,000 Derby Foods (M-E) Polaroid (DDB) Time Available [Gomalco Prod.]		*Dr. Kildare* $130,000 Alberto-Culver (Compton) C-P (L&N) Singer (Y&R) Warner-Lambert (L&F) L&M (JWT) Sterling Drug (D-F-S) [MGM] 9/27
9:00	*My Three Sons* $70,000 Chevrolet (C-E) [Don Fedderson]	**The Nurses*** $95,000 Whitehall (Bates) Johnson & Johnson (Y&R) B&W (Bates) Pillsbury (Agency not assigned) [CBS] 9/27	
9:30	**Mr. Smith Goes to Washington** $61,000 R. J. Reynolds (Esty) Time Available [GAC]		*Hazel* (C) $65,000 Ford (JWT) [Screen Gems] 9/20
10:00	*Alcoa Premiere* $130,000 Alum. Co. of America (F&S&R) [Revue]	*Alfred Hitchcock Presents* $112,000 Alberto-Culver (Compton) Pillsbury (?) Time Available [Revue]	**Andy Williams Show** (C) $100,000 American Home Products (SSC&B) Kimberly-Clark (FC&B) Noxzema (SSC&B) L&M (JWT) Miles (Wade) ¼ Available [Barnaby Prod.] 9/27
10:30			

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Cheyenne* $105,000 American Tobacco (SSC&B) P&G (?) Block Drug (Grey) Anahist (Bates) Union Carbide (Esty) Time Available [Warner]	*To Tell The Truth** $35,000 Whitehall (Bates) R. J. Reynolds (Esty) [CBS/Goodson-Todman]	**It's A Man's World** $100,000 Carnation (EWR&R) Time Available [Revue] 9/17
8:00		*I've Got A Secret** $42,000 General Foods (Y&R) Toni (North) [Goodson-Todman] 9/10	
8:30	*Rifleman* $60,000 P&G (B&B) [Four Star]	**Lucille Ball Show** $60,000 Lever (JWT) Toni (North) [Desilu]	**Saints and Sinners** $95,000 Miles Labs (Wade) Warner-Lambert (L&F) Philco (BBDO) Time Available [Four Star] 9/17
9:00	**Stoney Burke** $125,000 Consolidated Cigar (L&N) Alberto-Culver (Compton) Time Available [Ziv-UA]	*Danny Thomas Show* $55,000 General Foods (B&B) [Marterto] 10/8	
9:30		*Andy Griffith Show* $55,000 General Foods (B&B) [Mayberry Enterprises] 10/8	*Price Is Right** (C) $50,000 Whitehall (Bates) P. Lorillard (L&N) [Goodson-Todman] 9/17
10:00	*Ben Casey* $120,000 Sunbeam (FC&B) Bristol Myers (OB&M) P&G (B&B) B&W (Bates) Noxema (SSC&B) Armour (FC&B) [B. Crosby Prod.]	**Christine's Children** $60,000 Lever (JWT) Toni (North) [Loretta Young] 9/25	**Eleventh Hour** $110,000 Smith Kline & French (FC&B) Warner-Lambert (L&F) ½ Available [MGM] 9/17
10:30		*Pantomime Quiz* $40,000 Ralston Purina (GB&B) [Mike Stokey] 9/10	

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Combat** $110,000 Alberto-Culver (Compton) Polaroid (DDB) Armour (FC&B) Time Available [Selmur]	*Marshall Dillon* (*Gunsmoke* Reruns-local sale) [Norman MacDonnell]	*Laramie* (C) $100,000 B&W (Bates) Miles Labs (Wade) Bristol-Myers (Y&R) AC Spark Plug (D. P. Brother) Block Drug (SSC&B) C-P (Bates) Time Available [Revue] 9/25
8:00		**Adam Fable** $55,000 Kaiser (Y&R) (4 Star Tv)	
8:30	*Hawaiian Eye* $105,000 Philco (BBDO) Sunbeam (FC&B) Colgate (Bates) Warner-Lambert (Bates) Polaroid (DDB) Union Carbide (Esty) [Warner]	*Red Skelton Show* $100,000 Best Foods (L&N) S. C. Johnson (FC&B) Lever (Agency not assigned) Philip Morris (Agency not assigned) [Cecil Barker Prod.] 9/25	**Empire** (C) $165,000 American Tobacco (SSC&B) General Mills (?) Chrysler (Burnett) [Screen Gems] 9/25
9:00			
9:30	*Untouchables* $130,000 Philco (BBDO) Sunbeam (FC&B) Whitehall (Bates) Beecham (K&E) Block Drug (Grey) Mobil Oil (Bates) Armour (FC&B) [Desilu]	*Jack Benny Program* $76,000 State Farm (NL&B) Gen. Foods (B&B) [Gomalco] 9/25	*Dick Powell Show* $125,000 Reynolds Metals (L&N) Am. Gas (L&N) [Four Star] 9/25
10:00		*Garry Moore Show** $130,000 Oldsmobile (D. P. Brother) S. C. Johnson (NL&B) R. J. Reynolds (Esty) [Red Wing Prod.] 9/25	
10:30	*Close-Up** Bell & Howell (M-E) $35,000 [ABC] **Sid Caesar** $75,000 Con. Cigar (P-K-L) [Shelrick]		*Chet Huntley Reporting** $45,000 Available [NBC News] 9/25

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Gallant Men** $112,000 Sunbeam (FC&B) Beecham (K&E) Anahist (Bates) Block Drug (Grey) Time Available [Warner]	*Rawhide* $90,000 Coco-Cola (M-E) Nabisco (M-E) Bristol-Myers (Y&R) Drackett (Y&R) Colgate (L&N) [Four Star] 9/21	*International Showtime* $90,000 Miles (Wade) Seven-Up (JWT) ¼ Available [NBC] 9/14
8:00			
8:30	*Flintstones* (C) $65,000 Available [Screen Gems]	*Route 66* $95,000 Chevrolet (Campbell-Ewald) Philip Morris (Burnett) Sterling (D-F-S) [Screen Gems] 9/21	*Sing Along With Mitch** (C) $110,000 P. Ballantine (Esty) R. J. Reynolds (Esty) Buick (M-E) [All-American Features] 9/28
9:00	**Men At Work** $55,000 P&G (?) Consolidated Cigar (Compton) [ABC]		
9:30	*77 Sunset Strip* $110,000 Philco (BBDO) Sunbeam (FC&B) Noxzema (SSC&B) R. J. Reynolds (Esty) Block Drug (Grey) Beecham (K&E) Whitehall Labs (Bates) Mobil Oil (Bates) Armour (FC&B) [Warner]	**Fair Exchange** $95,000 Vick (?) Pilsbury (?) Time Available [Desilu] 9/21	**Vive Judson McKay!** $55,000 Scott Paper (JWT) B&W (Bates) [McGuire Co.] 9/28
10:00			**Jack Parr Show*** (C) $110,000 P. Lorillard (L&N) Polaroid (DDB) K. C. (FC&B) SK&F (FC&B) Gulton Industries (Compton) Un. Carbide (Esty) Bulova (SSC&B) Ronson (P-K-L) Mog. David (Weiss) [Jack Paar] 9/21
10:30	Station Time	*Eyewitness** $50,000 Polaroid (DDB) Con. Cigar (P-K-L) Carter (?) Prestone (Esty) L&M (JWT) Vick (?) [CBS]	

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Circus By The Sea** (?) $50,000 Available [MGM]	**Jackie Gleason Show*** $100,000 Drackett (Y&R) Philip Morris (Burnett) ⅓ Available [CBS]	**Sam Benedict** $95,000 Sterling Drug (D-F-S) Quaker Oats (JWT) Block Drug (Grey) Polaroid (DDB) Philco (BBDO) ½ Available [MGM] 9/29
8:00			
8:30	**McHale's Men** $63,000 Available [Revue]	*The Defenders** $110,000 B&W (Bates) Lever (O-B-M) All State (Burnett) Speidel (McCann-Marschalk) [CBS] 9/17	*Joey Bishop Show* (C) $55,000 P. Lorillard (L&N) ½ Available [Belmar Prod.] 9/8
9:00	*Lawrence Welk* $55,000 Whitehall (Bates) J. B. Williams (Parkson) [Teleklew]		*Saturday Night at the Movies* (C) $200,000 Miles (Wade) Thos. Leeming (Esty) Kimberly Clark (FC&B) Union Carbide (Esty) Liggett & Myers (JWT) Maybelline (Post & Morr) Schlitz (Burnett) Bristol-Myers (Y&R) ¼ Available [20th Century] 9/22)
9:30		*Have Gun, Will Travel* $50,000 American Tobacco (SSC&B) Whitehall (Bates) [CBS] 9/18	
10:00	*Fight of the Week* $55,000 Gillette (Maxon) [ABC]	*Gunsmoke* $114,000 Johnson & Johnson (Y&R) General Foods (Agency not assigned) P&G (Agency not assigned) [Norman MacDonnell] 9/29	
10:30	*Make That Spare* $17,000 Available [ABC]		

RCA PROFITS ARE UP 20%

All-time record in first quarter of 1962 shows $14.5 million profit after taxes

RCA's sales and earnings in the first three months of 1962 hit an all-time record high for a first quarter.

Profits after taxes of $14.5 million were up 21% over the $12 million of 1961's first quarter. (The previous record for first-quarter earnings was $13 million in 1960.) Sales of products and services were $425 million, up 18% from 1961's first-quarter figure of $361.7 million. Earnings per common share for the first quarter of this year were 81 cents, compared with 68 cents on a slightly smaller volume of share outstanding in the same period of 1961.

In a joint statement, Brig. Gen. David Sarnoff, board chairman of RCA, and Dr. Elmer W. Engstrom, RCA president, said the record figures reflected a "major upsurge" in all principal areas of RCA's business. The statement added that sales and earnings for NBC set an "all-time first-quarter record" and that color tv set sales and sales of color picture tubes "continued to set the pace in consumer products and components." Dollar earnings from color tv set sales again exceeded those of black-and-white set sales while black-and-white sales maintained a "steady improvement." The statement predicted a continued "upward trend" in sales and profits.

Radio-tv set sales up

Increased distributor sales of tv and radio receivers for the first two months of 1962 compared with the same period in 1961 were reported last week by Electronic Industries Assn.

For January and February, distributors moved 987,111 tv sets and 1,260,762 radio receivers into retail channels. This compares to these 1961 figures: 832,-275 tv sets and 1,111,897 radio receivers.

Zenith sets plans for color tubes

Zenith Radio Corp. announced last week that it will begin producing its own color tv picture tubes in early 1963 for its own color receivers and for sale to others. Zenith heretofore has used the RCA color tube, the only one on the market. Zenith introduced its color receiver line last fall and expects to make about 100,000 sets this year.

The company announced it is doubling the manufacturing and research space of its tube subsidiary, Rauland Corp. The $4 million expansion includes an addition at the existing Rauland plant in Chicago and a new research and administration center to be built at Niles, Ill.

Rauland also will expand production of black-and-white picture tubes and tube products for specialized non-broadcast fields.

Rauland tested its own color tube in 1950 and used one of its own make in the Zenith color receiver demonstrated before the FCC during the NTSC test Oct. 15, 1953. But none has ever been offered to the commercial market. Zenith began experiments in color tv as early as 1940. Zenith made the color tv sets used in closed-circuit medical color tv demonstrations in 1949.

Zenith would not disclose technical details or production capacity for the new color tv tube.

RCA is developing a new color tube with a neck six inches shorter than present color tubes.

The viewing end of the tube will be round, as in the present tube, and will represent no change in front end size or styling, a spokesman said.

Television sets with the new tube will not be on the market until mid-1963, the spokesman said. Models of the tubes are expected to be available to set designers by mid-1962.

Aitken's problem

Aitken Communications Inc., Taft, Calif., did a brisk business at the recent NAB convention in Chicago. However, on the trip back to California, the truck bearing Aitken's special equipment, records, orders and other information was destroyed in an accident.

According to Kenneth Aitkin, it is impossible to fulfill the orders taken at the convention because all information was destroyed. He hopes that all who did business with him there will contact him at 305 Harrison St., Taft, Calif. Telephone: Roger 5-4086.

Even more discouraging to Mr. Aitken, when he told his story to BROADCASTING, was that "I can remember all the details of a $5 sale but I can't remember anything—not even the customer—in the $5,000 deal."

NASA to try tv shots of moon in space shot

A second attempt to televise the surface of the moon from 2,400 miles above the lunar surface will be attempted when the National Aeronautics & Space Administration launches another Ranger spacecraft today (April 23).

Aboard the vehicle will be a vidicon camera system which is expected to take "closeup" pictures of the moon's surface just before an instrumented capsule is landed on the moon. Using a slow-scan mode, the camera will take one picture every 13 seconds and is expected to telemeter back to earth about 100 moon pictures. Each picture will consist of 200 lines.

The tv camera equipment was developed by RCA; a special optical telescope, providing the equivalent of 40-inch focal length, was developed at the Jet Propulsion Lab., and the electron gun structure was developed by General Electro Dynamics Corp.

Jerrold claims best year in its history

Jerrold Electronics Corp., Philadelphia, reported the highest sales and earnings in the company's 14-year history for its fiscal year ended Feb. 28. Sales jumped 51% and earnings 137%, according to Sidney Harman, president of the company.

Operating revenues for the company reached $18,045,564 with net income of $591,171 (29.6 cents per share on an average of 1,999,682 shares outstanding), compared to last year's revenues of $11,935,899 and earnings of $248,-873 (13 cents per share on an average of 1,884,569 shares outstanding). In 1961 Jerrold had a non-recurring credit of $2,837,212 ($1.51 per share principally from the sale of its nine community antenna systems to H&B American Corp. for $5 million.

Jerrold comprises four divisions, including the original Jerrold-Philadelphia group specializing in community antenna and communications equipment; Harman-Kardon Inc., high-fidelity radio and phonograph components; Pilot Radio Corp., hi-fi and radio equipment and kits, and Technical Appliance Corp. (TACO), antennas. The fiscal 1962 figures include only six months for TACO and two months for Pilot.

BROADCAST ADVERTISING


Mr. Fenner

Robert M. Fenner joins Mogul Williams & Saylor Inc., New York, as vp and group supervisor on Griffin Shoe Polish account, which was assigned to MW&S earlier this month by Boyle-Midway Div. of American Home Products. Mr. Fenner was previously marketing brands supervisor and brand manager of Chesebrough-Pond's Inc. He also has been group advertising manager, Vick Chemical Co.; assistant vp for product management, Coty Inc., and new product manager at Colgate-Palmolive.

Arthur H. Ross elected vp and radio-tv creative director, Ketchum, MacLeod & Grove, New York. Mr. Ross was former radio-tv creative group head at McCann-Erickson, and eastern radio-tv director at Campbell-Ewald Co.

Allan Gavan, account executive, and **Kenneth P. Torgerson,** senior associate media director, Dancer-Fitzgerald-Sample, New York, elected vps.

Tully Plesser, research director, Fuller & Smith & Ross, New York, elected vp.

Richard E. Goebel, vp and general manager, Compton Adv., San Francisco, joins Showalter Lynch Agency, Portland, Ore., as vp and account supervisor.

Larry Larson joins Wenger-Michael Inc., San Francisco advertising agency, as vp and account executive.

George H. West, director of advertising and sales promotion, Consolidated Electrodynamics Corp., Los Angeles, elected to four-year term as west coast director of Assn. of National Advertisers.


Mr. Eastright

Robert E. Eastright, editorial group supervisor, J. Walter Thompson Co., New York, joins Gardner Adv. as vp and creative director of agency's New York office. Mr. Eastright will also serve as permanent member of Gardner's plans board.

John L. Baldwin, vp and account supervisor, Kenyon & Eckhardt, Boston, named assistant manager of Boston office. **Warren T. Brookes** and **C. J. Lafferty Jr.,** account executives, promoted to account supervisors. In addition, Mr. Lafferty will coordinate and supervise marketing services division of K&E, Boston. **Daryl Bach,** copy supervisor, appointed creative director of Boston office.

John McAllister, psychologist, and research project director, Edward H. Weiss & Co., Chicago, joins Young & Rubicam, Los Angeles, as assistant to Norb Wild, working on copy and attitude research for Hunt Foods account.

Sara Fox joins creative department of Geyer, Morey, Madden & Ballard, New York, to supervise creative work on Max Factor & Co. account. For past year, Miss Fox has been special consultant to Max Factor on advertising and merchandising.

Anthony J. Froio, formerly with J. Walter Thompson Co. and Allen B. DuMont Labs, joins Kudner Agency, New York, as group account executive.


Mr. Hunter

George H. Hunter, advertising manager, Nationwide Insurance Co., Columbus, Ohio, promoted to director of advertising, succeeding **George W. Campbell Jr.,** who was elected executive vp of Peoples Broadcasting Co. (WEEK'S HEADLINERS, April 16). Mr. Hunter joined Nationwide in 1956 as advertising copy manager. He was appointed advertising manager in 1958. Previously, Mr. Hunter was account executive with Remington Rand Co. for nine years.

Robert E. Layton, formerly with Grey Adv., joins Street & Finney, New York, as executive on Colgate-Palmolive account. **Budd F. White,** formerly with N. W. Ayer & Son joins Street & Finney's creative department on same account.

Andrew Lorant, advertising, sales promotion and pr director, Bell Sound Div., Thompson Ramo Wooldridge Inc., Columbus, Ohio, joins Harold Cabot & Co., Boston advertising agency, as account executive.


Mr. de Jonge

Alfred W. de Jonge, deputy to senior vp in charge of international operations, Benton & Bowles, New York, elected vp, international operations. Before joining agency in 1960, Mr. de Jonge was coordinator of European operations for BBDO.

Mona Pressman, assistant account manager, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, joins Weightman Inc., that city, as account manager.

Charles A. Bier joins Clay Stephenson Assoc., Houston advertising and pr agency, as account executive. He served previously as account executive with Cunningham & Walsh, San Francisco, and with Campbell-Mithun and Knox Reeves Adv., both Minneapolis.

Robert D. Swiss, account executive, Ketchum, MacLeod & Grove, Pittsburgh, joins marketing division, Lando Adv. Agency, that city, as director of sales promotion.


Mr. Prout

William W. Prout, merchandising manager in charge of home laundering detergents, Lever Bros. Co., New York, named director of promotion services, succeeding **Oscar Lubow,** who has returned to Young & Rubicam, that city, as vp. Before joining Lever in 1954, Mr. Prout was associate director of advertising and sales promotion for General Foods Corp. Mr. Lubow, who joined Y&R in 1951, left agency last year to join Lever Bros.

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Mr. McGough

J. Wallace McGough, formerly with ABC International, joins Radow & Alpers Adv. Agency, Columbus, Ohio, as partner. Mr. McGough recently returned from 14 months in Latin America, where he was director of station operations for ABC with headquarters in Buenos Aires, Argentina. Before joining ABC, he served as general manager of WKRC-TV Cincinnati.

Robert H. Gray and **Thomas D. Sceals,** advertising and pr executives with over thirty years combined experience in New York, Washington, and Norfolk, Va., form own advertising agency, G/S Associates Inc., Peoples National Bank Bldg., Suite 1117, Lynchburg, Va. Telephone: 846-4928 or 845-2059.

Raymond J. Leicht and **William R. Watson Jr.** join tv department of Leo Burnett Co., Chicago, as copy supervisors. Mr. Leicht formerly was with J. Walter Thompson, New York, and Campbell-Ewald, Detroit. Mr. Watson was with Foote, Cone & Belding, Chicago.

Don Martin, executive vp and radio-tv director, Advertising Assoc. Inc., Richmond, forms own agency, Don Martin Adv., Bon Air, Va. Mr. Martin had served previously as producer for NBC, New York.

David Reider, vp and copy supervisor, Doyle Dane Bernbach, New York, named associate copy chief. **Jean Spencer,** J. M. Mathes Agency, joins DDB as account executive, and **David H. Mitchell,** Compton Adv., joins agency in marketing department.

Sam Dana, former copy supervisor, Daniel & Charles, New York advertising agency, joins Kenyon & Eckhardt, that city, in similar capacity.

Leslie Wallwork, formerly with Erwin Wasey, Ruthrauff & Ryan, Los Angeles, joins McCann-Erickson, that city, as media buyer.

Malcolm L. Mackenzie, formerly with N. W. Ayer & Son, Philadelphia, joins Gray & Rogers, advertising agency, that city, as plans director.

Gustaaf Thies, Asa Duff and **Steve Singer** join McCann-Erickson's Los Angeles art department as photographer, art director and assistant art director, respectively.

THE MEDIA


Mr. O'Reilly


Mr. Schellenberg

Peter V. O'Reilly, local sales manager, WTOP-TV Washington, appointed general sales manager, WTOP-AM-FM, effective May 7. He succeeds **Robert W. Schellenberg** who moves to WJXT (TV) Jacksonville, Fla., as national sales manager. Both stations are licensed to Post-Newsweek Stations. Mr. O'Reilly joined WTOP as announcer in 1954. He transferred to station's sales department in 1956 as sales representative, and was appointed ch. 9's local sales manager in 1960. Mr. Schellenberg joined WTOP-TV as account executive in 1953 from Minute Maid Corp. where he had served as field representative. He moved to WTOP radio in November of that year.

Harold Soldinger, Jack B. Prince and **William A. Gietz** elected vps of WTAR Radio-Tv Corp. (WTAR-AM-FM-TV Norfolk, Va.). Mr. Soldinger will serve as vp in charge of tv programs and operations; Mr. Prince as vp in charge of radio operations, and Mr. Gietz as vp in charge of tv sales.

William W. Moore, station manager, WITN (TV) Washington, N. C., elected vp of Tar Heel Broadcasting System (licensee of WITN).

James W. Anderson, account executive, ABC-TV, New York, appointed general advisor to Televisora Nacional, ABC International affiliate in Panama City. New station begins operations today (April 23).


Mr. Dix

William P. Dix Jr., former general manager, WDAU-TV Scranton, Pa., appointed general manager, WCHS-TV Charleston, W. Va.

Lee Wulff, noted sportsman, author and lecturer, appointed hunting and fishing consultant to CBS-TV sports department, New York.

Chet Odom, commercial manager, KHAT Phoenix, promoted to station manager, succeeding **Joe Thompson,** who resigned. **Jerry Sawyer** appointed KHAT's sales manager.

Dick Jungers, account executive, WGN-TV Chicago, promoted to new position of midwest national sales manager. **Marvin Rudolph,** account executive, promoted to new position of assistant eastern division national sales manager for WGN-TV in New York. **John J. McEntee,** former branch manager of BBDO, Dallas, and **John McMahon,** account executive with WBKB (TV) Chicago and before that with Ziv-United Artists and ABC Films, join WGN-TV's Chicago account executive staff.

Jac L. Bye, operations manager, KSLN-TV Salina, Kan., joins KFRM, that city, as regional sales manager.

Junius R. Fishburn, national sales coordinator, Metro Broadcast Sales, service of Metromedia Inc., New York, resigns. Mr. Fishburn joined Metro four years ago as midwestern tv sales manager. No future plans have been announced.

Thomas Petree, sales service representative for past two years, NBC-TV Central Sales Div., Chicago, promoted to sales service manager, succeeding **Jan Schultz,** who joins Alberto-Culver Co., Melrose Park, Ill., cosmetics manufacturer, as assistant to director of advertising. Prior to joining NBC, Mr. Petree was with Liggett & Myers, Chicago, in sales capacity.

Jack Van Nostrand appointed local sales manager for KFMB-TV San Diego.

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"Pioneer Manufacturer of Towers of All Kinds"
REPRESENTATIVES WORLD-WIDE

George Whitney, salesman, KHJ-TV Los Angeles, appointed tv sales executive for RKO General National Sales, with headquarters in division's San Francisco office.

E. Paul Percha, formerly with Knorr Broadcasting Corp., joins sales department, CKLW-AM-FM Detroit-Windsor, Ont.

John K. Mullaney, assistant advertising and promotion manager, WEEI-AM-FM Boston, joins WNAC-AM-TV, that city, and Yankee Network as assistant director of advertising-promotion department.

Donald W. Craig, advertising and pr director, and **Ross R. Callaway,** account executive, WJR-AM-FM Detroit, promoted to advertising and sales promotion director, and pr director, respectively.

Larry Faler, sales representative, KCKT (TV) Great Bend, Kan., joins KFDA-TV Amarillo, Tex., as account executive.

Tom Koon Jr., account executive, Gardner Adv., St. Louis, joins WIL-AM-FM, that city, in similar capacity. **Alice Friedman,** formerly with Wm. Morris Agency, Chicago, joins WIL's promotion department as assistant to David R. Klemm, director of promotion.

Thomas J. Chepko, financial accountant, Westinghouse Broadcasting Co., New York, joins KDKA-AM-FM-TV Pittsburgh as assistant business manager-auditor.

David M. Johnson, announcer, and **Walter H. Morris,** engineer, WPLO-AM-FM Atlanta, resign to form Broadcast Associates, that city, to provide automatic programming equipment maintenance and cartridge tape reconditioning service.

Bonnie Gockel, publicity department, WBBM-TV Chicago, joins publicity staff, KTLA (TV) Los Angeles, succeeding **Judy Morrow** who resigned to join Mike Stokey Enterprises, production firm, Sherman Oaks, Calif.

Betty Lane and **Charles B. Scott** join WSIX-AM-FM Nashville as traffic assistant and d.j., respectively.

Gary S. Margason and **Jon A. Gallant** join KRAB (FM) Seattle as directors of department of Oriental music and culture and department of Indian studies, respectively.

Spencer Allen, news director, KMOX-TV St. Louis, elected president of Press Club of Metropolitan St. Louis, succeeding **Marsh Clark,** political editor, *St. Louis Globe-Democrat.*

Kelsey L. Hutchinson, former owner of WYND Sarasota, Fla., and **Tom Johnson,** creative-production manager of broadcast division of *Esquire* magazine in Atlanta, join WSAF Sarasota as news and pr director and operations manager, respectively.


Mr. Allen

John S. Allen named general manager, WLBW-TV, Miami's ch. 10 outlet. **Charles J. Mathews** and **Mollie Flynn** appointed station's national sales manager and sales coordinator, respectively. From 1950 until 1957 Mr. Allen was vp and general sales manager of WTVJ (TV) Miami. He joined WTSP-TV (former Miami ch. 10) in 1958, serving as retail sales manager until station was discontinued in November 1961. Mr. Mathews joined WLBW last fall as account executive. Miss Flynn has worked in national sales for L. B. Wilson Co. (licensee of WLBW-TV) for past ten years.

Richard B. Wallace elected treasurer of Evening News Assn., effective May 1, publisher of *Detroit News* and licensee of WWJ-AM-FM-TV Detroit. He succeeds **James S. Whitcomb,** who retires. **V. Leonard Hanna,** vp for finance, Fenestra Inc., metal products manufacturer, Detroit, resigns to join Evening News Assn. as manager of finance and control.

Dick Joy, news director, KFAC-AM-FM Los Angeles, has returned to station after being ill for nearly six months with hepatitis.

George W. Goodman, news editor, WLIB New York, named public affairs director. **Charles Herndon,** newscaster, promoted to news director.

Gil Fryer, newsman and air personality, WSBA-TV York, joins WFBG-TV Altoona, both Pennsylvania, in similar capacity.

Jim Kirk, former newsman, WOOD-TV Grand Rapids, and **Bill Rosengren,** formerly with WKBH LaCrosse, Wis., join WCCO-TV Minneapolis-St. Paul as reporter-writer and assistant to merchandising director, respectively.

Donald Schendel, former art director, KMMT (TV) Austin, Minn., joins KMTV (TV) Omaha, in similar capacity.

James Smith, meteorologist, WLW Cincinnati, to WJZ-TV Baltimore, in similar capacity.

Lee V. Collins, for past five years audience promotion manager, WCAU-AM-FM Philadelphia, appointed advertising-promotion director, WXYZ-AM-FM Detroit, succeeding **Allen Franco.**

Anne Sylvester, formerly with *World,* weekly newspaper, in Washington, joins WRC-TV, that city, as pr coordinator.

Donald L. Sandberg, director of distribution, National Educational Television & Radio Center, New York, named station relations associate.

Bill Diamond appointed coordinator of special events at WRKT-AM-FM Cocoa Beach, Fla.

Howie Leonard, program director, WLOB-AM-FM Portland, joins WLAM Lewiston, both Maine, as air personality.

Dale Kemery, program director, WATS Sayre, Pa., joins WPOP Hartford, Conn., as air personality.

Pat Turner, formerly with WBEC Pittsfield, Mass., joins WINF-AM-FM Manchester, Conn., as air personality.

Ed Bonner, air personality, WIL-AM-FM St. Louis, joins WKRC-AM-FM Cincinnati, in similar capacity.

Arthur Pugh, promotion manager, KBMT (TV) Beaumont, Tex., resigns to establish Fredrichsen-Pugh Adv. Agency, that city, at 2566 Ridgewood Center.

Charles B. Scott, formerly with WLAC Nashville, joins WSIX-AM-FM, that city, as air personality.

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PROGRAMMING

John Affriol elected vp in charge of tv production at WCD Inc., New York film production company.


Mr. Connes

Keith Connes, formerly with Norman, Craig & Kummel, New York, joins Mars Broadcasting Inc., that city, as executive producer.

Milton Krasny, executive vp, General Artists Corp., New York, resigns, effective June 4. Mr. Krasny has been with GAC 22 years in various executive capacities.

James M. Strain, director of western division sales, Filmaster Inc., appointed western division sales manager for Storer Programs Inc., program producing and distributing subsidiary of Storer Broadcasting Co. Mr. Strain will make his headquarters in Los Angeles.


Mr. Bell

William W. Bell, former sales manager, KOFY San Mateo, Calif., joins Formatic Radio, Hollywood, syndicated program and production aid service, as associate producer. Formatic Radio is produced by Stars International and distributed by Richard H. Ullman Inc., both wholly owned subsidiaries of The Peter Frank Organization.

Jack Cron, former European sales director for Screen Gems and international sales manager for NBC, appointed international sales manager for Television Enterprises Corp. Mr. Cron will begin an extended European sales trip this week for TEC's *Mahalia Jackson Sings* and its new comedy series, *Laffs.*

Leo Gutman, director of advertising and sales promotion, Ziv-United Artists Television, resigns to accept post as advertising manager of Paramount Pictures Corp., New York. He is succeeded by Ziv-UA's Cincinnati promotion director, **Mel Bernstein.** Mr. Gutman, who has been associated with Ziv for past 15 years, formerly operated his own advertising agency in Cincinnati.

Edward Wells joins Filmex Inc., New York, as production manager and staff director.

Jack Kelly, who recently completed five-year contract with Warner Bros., forms own production company, Majack Corp., Hollywood, to handle independent motion picture production, personal appearances and tv series. He is currently appearing in government featurette, "Freedom and You," at Warners.

Ed Birdbryer, radio-tv and commercial film writer, joins creative staff of Wilding Inc., Chicago. Mr. Birdbryer has formerly been on creative staffs of NBC, William Esty Co., and Campbell-Ewald.

David Chasman, advertising manager, United Artists Corp., New York, appointed executive director of advertising.

Herbert Gross, formerly with Paramount Pictures and legal staff of MCA Artists Ltd., named resident counsel for Selmur Productions, wholly owned subsidiary of American Broadcasting-Paramount Theatres. Selmur is currently producing *Combat* and *Day in Court* for ABC-TV Network.

Irving Elman, motion picture, stage and tv writer-producer, signed by MGM-TV as associate producer and story editor on production firm's *The Eleventh Hour,* new dramatic series for NBC. **Bruce Colen,** formerly with CBS Films Inc., joins MGM as general program executive. Mr. Colen will work closely with Norman Felton, director of programming for studio.

Al Ramrus, associate producer of *PM* for Westinghouse Broadcasting Co., joins Wolper Productions, Hollywood, as production executive and writer. Mr. Ramrus has been assigned to assist producer Jack Haley Jr. on *Biography* documentary series.

Billy Friedberg, former head writer of *Sgt. Bilko Show,* resigns from Four Star Productions to rejoin his former partner, Nat Hiken, as co-producer and script supervisor of *Car 54, Where Are You,* in New York. Mr. Friedberg will also write some of the teleplays.

AMA elects president

Dr. William R. Davidson, professor of business organization, Ohio State U., elected president of American Marketing Assn., Chicago, for year beginning July 1, 1963. Dr. Davidson will serve one year as president-elect, in accordance with association's policy of allowing an orientation period for its incoming officers.

Other officers elected: **Joseph W. Newman,** Stanford U., vp for marketing education; **Robert J. Lavidge,** Elrick & Lavidge Inc., vp for marketing research and development; **Sidney R. Bernstein,** Advertising Publications Inc., vp for marketing management; and **Edward R. Bartley,** B. F. Goodrich Co., vp for association development.

Margaret L. Reid, Monsanto Chemical Co., was re-elected secretary-treasurer.

Newly elected directors are: **Perry Bliss,** U. of Buffalo; **John M. Rathmell,** Cornell U.; **Sydnor V. Reiss,** Graybar Electric Co.; **Alfred N. Watson,** U. S. Rubber Co.; **James L. Chapman,** Detroit Edison Co.; **Charles J. Tobin,** Oscar Mayer & Co.; **Melvin S. Hattwick,** Continental Oil Co.; **J. R. Jones,** Southern Services Inc.; **Gerald E. Brown,** Safeway Stores Inc.; **Ralph C. Hook Jr.,** Arizona State U.; and **David S. Catton,** Foster Adv. Ltd.

EQUIPMENT & ENGINEERING

Charles F. Avila, president, general manager and member of board of directors, Boston Edison Co., elected to board of directors of Raytheon Co., Lexington, Mass., filling vacancy created by death of George L. Langreth last February. **Joseph Oppenheim,** with Raytheon for 20 years in various engineering and managerial capacities, appointed director international and interdivisional services, newly created division.


Mr. Wortman

Leon A. Wortman, group executive on Sylvania account at Kudner Adv. Agency, New York, joins Fisher Radio Corp., Long Island City, N. Y., as director of marketing services.

Lucien E. Rawls, director, and **William S. Alberts,** associate director, Leesburg (Va.) division, Deco Electronics Inc., elected senior vp and vp, respectively, of parent company. Deco Electronics, headed by Lester H. Carr, specializes in research, development, design, installation and evaluation of complete radio communications systems.


Mr. Helhoski

Richard Helhoski, director of contract sales division, Magnavox Co., joins Blonder - Tongue Labs, Newark, N. J., as director of marketing. He was with RCA before joining Magnavox.

Russell C. Mock, account executive and radio-tv director, Wheeler-Kight & Gainey, Columbus, Ohio, advertising agency, joins Bell Sound Div., Thompson Ramo Wooldridge Inc., that city, as

advertising and sales promotion manager.

Leonard Feldman, vp in charge of engineering, Crosby Electronics Inc., joins Madison Fielding Div., Datom Industries, Orange, N. J., as director of engineering.

ALLIED FIELDS


Mr. Agee

Dr. Warren K. Agee, executive officer, Sigma Delta Chi, Chicago, resigns, effective June 30, to become professor of journalism and dean of Evening College of Texas Christian U. in Fort Worth. Dr. Agee, who formerly headed TCU's journalism department for eight years and former dean of West Virginia U. School of Journalism, has served professional journalistic society since its reorganization in 1960. New executive officer will be selected at society's regular spring board meeting in Detroit on May 11.

INTERNATIONAL

C. W. McQuillin, executive vp, Cockfield, Brown & Co. Ltd., Montreal-based advertising agency, elected chairman of board of directors. **R. W. Collington** and **G. E. Plewman,** and **R. G. Bartlett** and **E. C. Morris,** elected vps in CB's Toronto and Montreal offices, respectively. Elections follow recent appointments of **H. C. Johnston** as vp and director of marketing in Toronto, and **J. Burke-Gaffney** as vp and director of marketing in Montreal.


Mr. Parker

Fred Parker, UPI business representative in North Carolina, named Canadian sales manager of United Press International, with headquarters in Toronto.

Murray Brown, CFPL-TV London, Ont., elected chairman of affiliates section of Canadian Broadcasting Corp.'s network advisory committee. He succeeds **Don Jamieson,** CJON-TV St. John's, Newfoundland. Other committee members: **Ralph Snelgrove,** CKVR-TV Barrie, Ont.; **Ron Skinner,** CKOS-TV Yorkton, Sask.; **Jean Pouloit,** CFCM-TV Quebec City, Que.; **Henri Audet,** CKTM-TV Three Rivers, Que.; **Narven Nathanson,** CJCB-TV Sydney, N. S.; and **Blair Nelson,** CFQC-TV Saskatoon, Sask.

James M. Coltart, deputy chairman of Scottish Television Ltd. and chairman of Independent Television Companies Assn., elected to board of directors of Kenya Broadcasting Corp. whose Nairobi tv station begins operation in October.

E. H. (Hart) Kinnear, audio products manager, Ampex of Canada Ltd., Rexdale, Ont., elected president of Dominion Hi Fi Assn. for 1962. Association is official Canadian organization of high fidelity manufacturers. Mr. Kinnear joined Ampex in 1958 and assumed responsibility for sale of all Ampex audio products in Canada following year.

William G. Reid, general sales manager, CHED Edmonton, Alta., joins CHML Hamilton, Ont., in similar capacity, succeeding **W. Denny Whitaker,** who has resigned after sixteen years with station to join O'Keefe Brewing Co., Toronto, as vp.

Mary Poirier, formerly with Walsh Adv. Agency, Toronto, joins Spitzer, Mills & Bates Ltd., that city, as tv time buyer.

DEATHS

Robert A. Landsburg, 65, engineer in charge of FCC's Portland, Ore., primary monitoring station, died April 15. Mr. Landsburg entered duty in radio division of Commerce Dept. in 1929 as junior inspector in Seattle.

Winthrop M. Orr, 54, former radio producer and commentator with KGU Honolulu, Hawaii, and most recently in securities field with Bishop Securities Ltd., that city, died April 16 at Queen's Hospital in Honolulu.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 11 through April 18, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ulta high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

ACTION BY FCC

Syracuse, N. Y.—Channel 9 Syracuse Inc. Granted on interim basis vhf ch. 9 (186-192 mc); ERP 79.6 kw vis., 39.8 kw aur. Ant. height above average terrain 1,516 ft.; above ground 961 ft. Estimated construction cost $2,286,000; first year operating cost $1,350,000; revenue $1,450,000. P. O. address 700 Wilson Bldg., Syracuse. Studio location Syracuse; trans. location Pompey, N. Y. Geographic coordinates 42° 56′ 42″ N. Lat., 76° 01′ 28″ W. Long. Trans. RCA TT-11AH; ant. RCA TF-12AH-S. Legal counsel Dempsey and Koplovitz, Washington, D. C.; consulting engineer A. Earl Cullum Jr. & Assoc., Dallas, Tex. Application granted requests joint operation by 9 of 10 applicants for ch. 9 in Syracuse, to render interim service until applicant for regular service is selected and regular service begins, with other applicant favoring it and indicating desire to participate; conditioned that no effect will be given to any expenditure of funds by joint interim operators, nor preference given to any of them, in comparative hearing for regular operation. Interim company represents Onondaga Bcstg. Inc.; WAGE Inc.; Six Nations Tv Corp.; George P. Hollingbery; Veterans Bcstg. Inc.; W.R.G. Baker Radio & Tv Corp.; Syracuse Civic Tv Assn.; Ivy Bcstg. Inc., and Salt City Bcstg. Corp. Other applicant is Syracuse Tv Inc. Officers of interim company are Asher S. Markson, president; Frank G. Revoir and George P. Hollingbery, vice presidents; Harry G. Slater, treasurer, and Bernard S. Cohen, secretary. Action April 12.

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

APPLICATIONS

*Athens, Ohio—Ohio U. Uhf ch. 20 (506-512 mc); ERP 12.6 kw vis., 6.3 kw aur. Ant. height above average terrain 860 ft., above ground 871 ft. Estimated construction cost $104,080; first year operating cost $70,000. P. O. address Athens. Studio and trans. location Athens. Geographic coordinates 39° 18′ 57″ N. Lat., 82° 06′ 07″ W. Long. Trans. GE TT-20-A; ant. GE TY-25-B. Legal counsel Cohn & Marks, Washington, D. C.; consulting engineer Jansky & Bailey, Washington, D. C. Ohio U. is licensee of WOUB-AM-FM Athens. Ann. April 15.

Existing tv stations

ACTION BY FCC

WLBW-TV (ch. 10) Miami, Fla.—Granted mod. of cp to increase ant. height from 520 ft. to 1,000 ft., and make other equipment changes; conditions. Comr. Craven not participating. Action April 12.

New am stations

ACTION BY FCC

Jena, La.—LaSalle Bcstrs. Granted 1480 kc, 500 w D; condition. P. O. address box 550, Jonesboro, La. Estimated construction cost $14,965; first year operating cost $30,000; revenue $42,000; Principals: **A. H. Colvin Jr., T. L. Colvin Sr., Robert C. Wagner,** and **R. W. Wagner** (each one-fourth). A. H. Colvin and T. L. Colvin each own 50% of WTOC Jonesboro, 50% and one-third of weekly newspaper; R. W. Wagner is owner and publisher of newspapers; Robert C. Wagner has been associated with R. W. Wagner in newspaper business. Action April 12.

Many, La.—Many Bcstg. Co. Granted 1530 kc, 1 kw D; conditions. P. O. address box 550, Jonesboro, La. Estimated construction cost $18,145; first year operating cost $30,000; revenue $42,000. Principals: **A. H. Colvin Jr.** and **T. L. Colvin Sr.** (each one-half). Applicants each own 50% of KTOC Jonesboro, 25% of new am station in Jena, La. (above), and one-third of weekly newspaper. Action April 12.

Nashville, Tenn.—Second Thursday Corp. Granted 1560 kc, 10 kw D, DA; conditions. P. O. address Life & Casualty Tower, Nashville. Estimated construction cost $55,000; first year operating cost $50,000; revenue $65,000. Principals: **Samuel J. Simon** (80%) and **Harold Seligman** (20%). Dr. Simon is optometrist, 30% partner in WRBS Tuscaloosa, Ala., and 51% stockholder in WHLP Centerville, Tenn.; Mr. Seligman is attorney and minority stockholder in WHLP. Action April 12.

APPLICATIONS

Cathedral City, Calif.—Glen Barnett. 1340 kc, 250 w unl. P. O. address box 2805, Palm Springs, Calif. Estimated construction cost $14,410; first year operating cost $41,340; revenue $55,000. Mr. Barnett has been chief engineer for KCMJ Palm Springs, and is chief engineer for mobile communication carrier firm. Ann. April 12.

Quincy, Fla.—D & F Bcstg. Co. 1090 kc, 1 kw D. P. O. address box 107, Donalsonville, Ga. Estimated construction cost $18,682; first year operating cost $25,000; revenue $24,000. Principals: **Robert E. Dolbelstein** and **W. F. Fowler** (each one-half). Mr. Dobelstein owns service station and 25% of WGRO Lake City, Fla.; Mr. Fowler is manager of WMGR Bainbridge, Ga. Ann. April 16.

Crystal Lake, Ill.—Lake-Valley Bcstrs. Inc. 850 kc, 500 w D, DA. P. O. address 621 Leonard Parkway, Crystal Lake. Estimated construction cost $19,096; first year operating cost $84,504; revenue $100,000. Principals: **George M. DeBeer** (60%), **George L. DeBeer, Dorothy B. DeBeer** (each 16%) of new am station in Many, La. (below), and **Arthur L. Thorsen** (8%). George M. DeBeer is proprietor of manufacturer's representative; **George L. DeBeer** is account executive for Foote, Cone & Belding; **Mrs. DeBeer** is wife of George L. DeBeer; **Mr. Thorsen** is free lance radio and tv writer, formerly staff writer for WBBM Chicago. Ann. April 16.

Pontiac, Ill.—Livingston County Bcstg. Co. 1080 kc, 1 kw D. P. O. address 116 E. Broadway, Winona, Minn. Estimated construction cost $25,683; first year operating cost $40,000; revenue $45,000. Principals: **Merlin J. Meythaler, Merton J. Gonstead, Rex N. Eyler,** and **James B. Goetz** (each one-fourth). Messrs. Meythaler, Eyler, and Goetz own stock in KAGE Winona, Minn., and are partners with Mr. Gonstead in application for new am station in Lincoln, Neb.; Mr. Meythaler is partner in KMAQ Maquoketa, Iowa; Mr. Gonstead is chiropractor. Ann. April 12.

Plymouth, Ind.—Mel Wheeler. 1560 kc, 250 w D. P. O. address 1215 N. Reus St., Pensacola, Fla. Estimated construction cost $23,398; first year operating cost $48,000; revenue $60,000. Mr. Wheeler has been licensee of WRKT Cocoa Beach, WSCM Panama City, and stockholder in WEAR-TV Pensacola, and WFNM DeFuniak Springs, all Florida. Mr. Wheeler owns ranch supply company. Ann. April 12.

Golden Meadow, La.—John A. Egle, 1600 kc, 1 kw D. P. O. address 105 St. Mary St., Golden Meadow. Estimated construction cost $21,300; first year operating cost $45,000; revenue $50,000. Applicant requests facilities of KLFT Golden Meadow, whose license has been revoked; waiver of sec. 1.354 of rules to permit immediate consideration of application. Mr. Egle is employe of telephone company, owns interest in petroleum bulk plant and service station, and is mayor of Golden Meadow. Ann. April 16.

Denton, N. C.—Denton Radio Co. 710 kc, 10 kw D. P. O. address box 1114, Sylva, N. C. Estimated construction cost $55,420; first year operating cost $60,000; revenue $90,000. Principals: **James B. Childress** (51%), **James Ardell Sink** (25%) and **Theatrice C. Childress** (24%). Mr. Childress owns 25% of WMSJ Sylva, 79% of WKRK Murphy, 51% of WKSK West Jefferson, all North Carolina, 100% of WKMK Blountstown, Fla., and 36.3% of WLAF LaFollette, Tenn., and is applicant for new am station in Burnsville, N. C.; Mrs. Childress owns 1% of WKRK and WKSK, and is bookkeeper for WMSJ; Mr. Sink is general manager and 1% stockholder in WKSK. Ann. April 18.

King, N. C.—Stokes County Bcstg. Co. 1090 kc, 500 w D. P. O. address 4028 Sherman Drive, Winston-Salem, N. C. Estimated construction cost $16,342; first year operating cost $26,000; revenue $35,000. Principals: **Ray A. Childers, Radford N. Butler** (each 30%), **Dorothy D. Childers** and **Tom Max Garland** (each 20%). Mr. Childers is representative for motor sales company and has owned stock in WCDJ Edenton, N. C.; Mrs. Childers is registered nurse and housewife; Dr. Butler is physician; Mr. Garland owns tv sales and service stores. Ann. April 16.

Sidney, Ohio—Van Wert Bcstg. Co. 1080 kc, 250 w D, DA. P. O. address Marsh Bldg., Van Wert. Estimated construction cost $26,500; first year operating cost $47,000; revenue $56,000. Principals: **Kenneth E. Kunze, Raymond M. Waldron** (each 25%), **Stephen S. Beard, George W. Wilson, G. Dale Wilson** and **Merl Knittle** (each 12.5%). Applicant is license of WERT Van Wert, Ohio, and applicant for new am station in Plymouth, Ind., and new fm station in Van Wert. Ann. April 12.

Wilmington, Ohio — Community Communicators of Ohio Inc. 1090 kc, 1 kw D. P. O. address 1088 Greenbriar Lane, Northbrook, Ill. Estimated construction cost $18,820; first year operating cost $53,000; revenue $58,000. Principals: **Francis J. Stratman** (59.2%), **Gene F. Seehafer** (39%) and others. Mr. Stratman is sales representative for Community Club Awards; Mr. Seehafer is account executive for CBS Radio, and owns 12.9% of WSJM St. Joseph, Mich. Ann. April 12.

Xenia, Ohio—West Central Ohio Bcstg. Inc. 1110 kc, 1 kw D. P. O. address 30½ N. Detroit St., Xenia. Estimated construction cost $12,750; first year operating cost $30,000; revenue $36,000. Principals: **Ernest Rogers** (70%), **Harry B. Miller** (15%), **Ernestine Rogers Miller** (10%), and **Albert L. Brandenburg** (5%). Mr. Rogers is retired farmer; Mr. Mill is permittee of new fm station in Xenia; Mrs. Miller is vocal music teacher; Mr. Brandenburg owns Tektronics and is assistant manager of WHIO-AM-FM-TV Dayton, Ohio. Ann. April 12.

Dorado, P. R.—Luis Prado Martorell. 1030 kc, 10 kw D. P. O. address box 10981, Caparra Heights, P. R. Estimated construction cost $14,200; first year operating cost $10,250; revenue $18,500. Mr. Martorell is chief engineer for WITA San Juan, P. R. Ann. April 12.

Existing am stations

ACTIONS BY FCC

WZOE Princeton, Ill.—Granted increased power on 1490 kc, unl., from 100 w-N to 250 w-N, 1 kw-LS; conditions. Action April 12.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 18

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,649	66	147	657
FM	931	53	189	144
TV	484[1]	76	85	107

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 18

	VHF	UHF	TOTAL TV
Commercial	469	91	560
Non-Commercial	42	14	56

COMMERCIAL STATION BOXSCORE

Compiled by BROADCASTING, April 18

	AM	FM	TV
Licensed (all on air)	3,644	937	484[1]
Cps on air (new stations)	67	46	75
Cps not on air (new stations)	153	189	83
Total authorized stations	3,864	1,172	653[2]
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	174	20	63
Total applications for new stations	592	119	106
Applications for major changes (not in hearing)	459	92	35
Applications for major changes (in hearing)	49	4	12
Total applications for major changes	508	96	47
Licenses deleted	1	0	0
Cps deleted	0	4	0

[1]There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. [2]Includes one STA.

WHLS Port Huron, Mich.—Waived sec. 1.354 of rules and granted mod. of cp to change from DA-D to non-directional, continued operation on 1450 kc, 250 w-N, 1 kw-LS; remote control permitted; conditions. Action April 18.

KYVA Gallup, N. M.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action April 18.

WMSA Massena, N. Y.—Granted mod. of license to change from unl. to SH, continued operation on 1340 kc, 250 w-N, 1 kw-LS. Action April 12.

WLEU Erie, Pa.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, conditions; waived sec. 3.188(d) of rules to permit use of roof-top ant. By letter, advised Northwestern Pennsylvania Bcstg. Inc., that action on its application to change facilities of WFRA Franklin, Pa., from 1430 kc, 500 w, D, to 1450 kc, 250 w-N, 1 kw-LS, will be taken in proper turn according to date filed rather than concurrently with WLEU proposal, as requested. Action April 18.

WKYN San Juan, P. R.—Granted mod. of license for change on 630 kc, from 1 kw, D, to 1 kw, DA-N, unl.; conditions and without prejudice to any action commission may deem appropriate as result of its final consideration of pending renewal applications of WORA-AM-FM Mayaguez, and WPRP Ponce. Action April 18.

KDOK Tyler, Tex.—Designated for hearing application for change on 1330 kc from day to unl. with 500 w-N, DA-N, continued daytime operation with 1 kw. Action April 12.

WDOT Burlington, Vt.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; remote control permitted; conditions. Action April 12.

KARI Blaine, Wash.—Designated for hearing application for change of operation on 550 kc from 500 w, D, to 1 kw-N, 5 kw-LS, DA-2. Action April 12.

APPLICATIONS

WTUG Tuscaloosa, Ala.—Cp to increase power from 500 w to 1 kw and install new trans. Ann. April 16.

WBBY Wood River, Ill.—Cp to change hours of operation from D to unl., using power of 1 kw, 500 w LS (this is correct power), install new trans and change from DA-D, to DA-D-N (DA-2). Ann. April 13.

WHRV Ann Arbor, Mich.—Cp to increase daytime power from 1 kw to 5 kw, install new trans and change from DA-1 to DA-2. Ann. April 12.

KWEL Midland, Tex.—Cp to change frequency from 1600 kc to 1440 kc, change hours of operation from D to unl., using power of 1 kw, 5 kw LS, install new trans. and DA-D-N (DA-2) and change trans. location. Ann. April 16.

New fm stations

ACTIONS BY FCC

Kokomo, Ind. — Fidelity Bcstg. Inc. Granted 100.5 mc, 1.6 kw. Ant. height above average terrain 117 ft. P. O. address box 1033, Kokomo. Estimated construction cost $9,500; first year operating cost $16,600; revenue $18,750. Principals: **Joseph P. Sweeney** (95%) and others. Mr. Sweeney is employe in engineering dept. of Delco Radio Div. of GMC and owns stock in WGLM Richmond, Ind. Action April 12.

Norwalk, Ohio — Radio Norwalk Inc. Granted 95.3 mc, 1 kw. Ant. height above average terrain 115 ft. P. O. address 114 E. Fifth St., Port Clinton, Ohio. Estimated construction cost $16,300; first year operating cost $24,000; revenue $30,000. Principals: **Robert W. Reider** and **R. C. Linker** (each one-half). Mr. Reider is manager and principal stockholder in newspaper and owns 51% of WRWR-FM Port Clinton, Ohio; Mr. Linker owns restaurant. Action April 12.

ACTION BY BROADCAST BUREAU

Athens, Ga.—University City Inc. Granted 104.7 mc, 3.92 kw. Ant. height above average terrain 253.75 ft. Estimated construction cost $12,250; first year operating cost $5,000; revenue $7,500. Principals: **James S. Rivers** (two-thirds) and **Doris R. Rivers** (one-third). Mr. Rivers owns 99% of WMJM Cordele, 52% of WTJH East Point, 51% of WJAZ Albany, and 51% of WACL Waycross, all Georgia; Mrs. Rivers owns 1% of WMJM, 38% of WACL, and 5% of WJAZ. Applicant is licensee of WDOL Athens. Action April 12.

APPLICATIONS

***Elmhurst, Ill.—Board of Trustees, Elmhurst College.** 88.7 mc, 10 w. Ant. height 90 ft. P. O. address 190 Prospect Ave., Elmhurst. Estimated construction cost $2,-917. Ann. April 18.

Paintsville, Ky.—Big Sandy Bcstg. Inc. 98.7 mc, 7.43 kw. Ant. height above average terrain 720 ft. P. O. address Paintsville. Estimated construction cost $14,774; first year operating cost $2,300; revenue $3,500. Principals: **Dr. Hershell B. Murray** (30%), **James D. Cox, Thomas Cox, Mort Mullins, Parker West** (each 15%) and **Paul G. Fyffe** (10%). James D. Cox and Thomas Cox each own one-third of automobile dealership and bowling lanes; Messrs. West and Mullins are partners in oil well drilling company; Big Sandy Bcstg. Inc. is licensee of WSIP Paintsville. Ann. April 18.

Cookeville, Tenn.—Helen L. Cunningham. 101.3 mc, 3.367 kw. Ant. height above average terrain 106 ft. P. O. address 310 W. Broad, Livingston, Tenn. Estimated construction cost $1,075; first year operating cost $2,400; revenue $8,000. Mrs. Cunningham is wife of chief engineer for WLIV Livingston. Ann. April 18.

Rogersville, Tenn.—WRGS Inc. 95.7 mc, 9.1 kw. Ant. height above average terrain 154 ft. P. O. address Burem Rd., Rogersville. Estimated construction cost $7,065; first year operating cost $10,000; revenue $12,500. Principals: **John E. Beal** (50%), **Charles W. Beal** (40%), **Harry M. Beal** and **Fred T. Beal** (each 5%). Applicant is licensee of WRGS Rogersville. Ann. April 16.

Port Arthur, Tex.—Radio Southwest Inc. 94.1 mc, 6.72 kw. Ant. height above average terrain 274.3 ft. P. O. address box 1126, Port Arthur. Estimated construction cost $18,783; first year operating cost $10,000; revenue $8,000. Principals: **John H. Hicks Jr.** and **Edward L. Francis** (each one-half). Messrs. Hicks and Francis each own 50% of KOLE Port Arthur and WTAW College Station, Tex., and 42.5% of KPEL Lafayette, La. Mr. Francis is attorney. Ann. April 12.

Existing fm stations

■ **David E.** and **Madeleine O. Fleagle**, d/b as **Lynne-Yvette Bcstg. Co.**, permittees of new fm station in Albany, Ga., no longer own WDMF Buford, Ga., as reported April 9. WDMF is owned by Lanier Bcstg., Robert E. Thomas, sole owner.

ACTION BY FCC

WITH-FM Baltimore, Md.—Granted cp to change trans. site and change of operation on 104.3 mc from 10.9 kw to 20 kw, ant. height from 500 ft. to 130 ft.; remote control permitted; conditions. Action April 18.

APPLICATION

KNIK-FM Anchorage, Alaska — Cp to change frequency from 105.5 mc to 105.3 mc, increase ERP to 2.997 kw and install new trans. Ann. April 13.

Ownership changes

ACTIONS BY FCC

KWKW, KWKW Inc., Pasadena, Calif.—Granted assignment of cp and licenses to **Lotus Theatre Corp. (Howard A. Kalmenson)**; consideration $1,000,000 and agreements to employ **John F. Malloy** and **Stanley G. Breyer**, two stockholders of assignor, as consultants for 10 years for $100,000, and not to compete in radio broadcasting for 10 years in California south of San Francisco. Comrs. Bartley and Ford dissented. Action April 18.

KCRA-AM-FM-TV (ch. 3), KCRA Inc. Sacramento, Calif.—Granted assignment of licenses and cps to **Nina N., Robert E.** and **Jon S. Kelly**, d/b as **Kelly Bcstg. Co.**, through purchase of remaining 50% interest from **Gerald** and **C. Vernon Hansen**; consideration $2,800,000. Action April 18.

KGEM, Gem State Bcstg. Corp. Boise, Idaho—Granted transfer of control from its parent corporation, **The Interstate Corp.** (licensee of KLO Ogden, Utah), to **Wilda Gene Hatch,** guardian, **Wilda Gene** and **George C. Hatch,** trustees, and **Michael Gene Hatch,** who are surrendering for cancellation 17,500 shares of stock of Interstate in exchange for $35,000 and all of Gem State stock. This effects compliance with divestment order attached to July 27, 1960 grant to KALL Salt Lake City, for increased power, conditioned that Mrs. Hatch not vote stock in KLO as trustee or co-trustee and that stock of her minor children be divested within 15 months to meet "overlap" duopoly rule. Action April 12.

KRIH, John H. Touchstone, Rayville, La.—Granted assignment of license to **Aycock Inc. (Charles Sellers Aycock Jr.,** 99% owner); consideration $42,000. Action April 18.

KABY, The Albany Bcstg. Corp., Albany, Ore.—Granted assignment of license to **Peter Ryan** and **Milton Viken,** d/b as **Radio Station** KNND; consideration $60,000. Assignees own KNND Cottage Grove. Action April 12.

WICE Providence, R. I., WYCE(FM) Warwick, R. I., Providence Radio, Inc.—Granted assignment of license and cp of **WICE** and cp of **WYCE** to **Providence Bcstg. Co.** (90% owned by **Susquehanna Bcstg. Co.**); consideration $422,000 for WICE and $3,000 for WYCE, and $75,000 consultant fee to Edwin T. Elliott, assignor president. Includes remote pickup stations. Susquehanna is licensee of WSBA-AM-TV York, Pa. **Louis J. Appell Jr.,** assignee president and

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5% stockholder, also has interest in WSBA-AM-TV; WARM Scranton, Pa.; WCTC New Brunswick, N. J.; and WHLO Akron, Ohio. Action April 12.

WAGS, Lee County Bcstg. Co., Bishopville, S. C.—Granted assignment of license from **James F. Coggins** and **Edward L. B. Osborne** to **Lee County Bcstg. Inc.** (Messrs. **Coggins, Osborne,** and **Emory H. Bedenbaugh** who paid $12,666 for 25 shares of stock). Action April 12.

KONI, Pioneer Bcstg. Co., Spanish Fork, Utah—Granted transfer of control from **William P. Grubbe, Sterling O. Bricker, Orvil H.** and **Helen M. Hurling** to **George K.** and **Charlotte L. Culbertson**; consideration $32,000. Action April 18.

WOVE, Community Bcstg. Co., Welch, W. Va.—Granted assignment of license from **Raymond L. Anderson** to **South C. Bevins,** tr/as **McDowell County Bcstg. Co.**; consideration $60,000. Action April 12.

APPLICATIONS

WJRD Tuscaloosa, Ala.—Seeks assignment of license from **John C. Cooper Jr.** to **John C. Cooper Jr.** (99.9%) and others, d/b as **Cooper Radio Inc.** Ann. April 12.

KSEW Sitka, Alaska—Seeks assignment of license from **Voice of Sheldon Jackson Inc.** to **Christian Bcstrs. Inc.**; consideration $10,000, not including plant building. Ann. April 16.

KTKT Tucson, Ariz.—Seeks assignment of licensee & cp from **Copper State Bcstg. Corp.** to **Leland Bisbee Bcstg. Co.,** owner of all outstanding stock in licensee corporation. Assignee owns KRUX Glendale, Ariz. Ann. April 16.

KMEX(TV) Los Angeles, Calif.—Seeks involuntary transfer of 55% of **Spanish International Bcstg. Co.** from **Frank Fouce** to **Anna Fouce** and **United California Bank,** co-executors of estate of Frank Fouce, deceased. Ann. April 16.

WESH-TV Daytona Beach, Fla.—Seeks acquisition of positive control of **The Pensacola News-Journal Co., (John H. Perry Jr.** and **Farwell W. Perry,** each 50%), owner of **Telrad Inc.,** licensee, by **John H. Perry Jr.,** through merger of The Post-Times Co., wholly owned by Mr. Perry, into The Pensacola News-Journal Co.; purchase of 4% of recapitalized stock in surviving company from Farwell Perry by a group of twelve individuals for $252,000; purchase of 33.6% of recapitalized stock in surviving company from Farwell Perry by The Pensacola News-Journal Co. for $2,148,000, to be retired as treasury stock. John H. Perry Jr. will thus own 94.1% of outstanding stock in surviving company. Ann. April 16.

WZOK-FM Jacksonville, Fla.—Seeks assignment of license from **WZFM Inc.,** wholly owned subsidiary of **Peninsular Life Bcstg. Co.,** to **Peninsular Life Bcstg. Co.** Peninsular owns WZOK Jacksonville. Ann. April 13.

WMUZ(FM) Detroit, Mich.—Seeks assignment of license from **Ruth M. Crawford,** executrix of estate of Percy B. Crawford, deceased, to **William F. Eisamann,** administrator of estate of Percy B. Crawford. Ann. April 18.

WDBC Escanaba, Mich.—Seeks transfer of all outstanding stock in **Delta Bcstg. Co.** from **George D. Lindenthal** (99%) and others, to **H. N. Cardozo, Jr.,** d/b as **WDBC Bcstg. Co.**; consideration $100,000 and assumption of liabilities. Mr. Cardozo owns KATE Albert Lea, and 50% of WJON St. Cloud, both Minnesota. Applicant also seeks assignment of license from Delta Bcstg. Co. to WDBC Bcstg. Co., contingent on grant of transfer of control. Ann. April 16.

WMPL Hanock, Mich.—Seeks transfer of one-third of outstanding stock in **Copper Country Bcstg. Co.,** back to company through purchase of stock from **Clifford Paulson,** *et al.*; consideration $13,300. Applicant seeks acquisition of positive control of licensee corporation by **Francis S. Locatelli** (present owner of 45.9%) through above purchase. Ann. April 16.

WHDF Houghton, Mich.—Seeks involuntary transfer of 60% of all stock in **Upper Michigan Bcstg. Co.** from **George L. Burgan** to **Irma O. Burgan,** (present owner of .6%) executrix of estate of George L. Burgan, deceased. Ann. April 16.

KNUJ New Ulm, Minn.—Seeks transfer of 67.69% of stock in **KNUJ Inc.** from **Walter K. Mickelson** and **Doris E. Mickelson,** as individuals, to **Walter K. Mickelson,** voting trustee. Ann. April 12.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Lake Shore Bcstg. Inc., to permit dual-city identification of WDOE Dunkirk, N. Y., as Dunkirk-Fredonia. Action April 12.

OTHER ACTIONS

■ By memorandum opinion & order, commission denied petition by Grand Bcstg. Co. for reconsideration of Feb. 6 denial of its request for conditional grant to operate new tv station on ch. 13 in Grand Rapids, Mich., on temporary basis pending outcome of 6-party comparative hearing in docs. 14407 *et al.* Action April 18.

■ By memorandum opinion & order, commission granted petition by Allen C. Bigham Jr., and enlarged issues in proceeding on his application and that of John E. Grant for new am stations in Salinas, Calif., to determine whether Mr. Grant, in view of his proposal as to staff, is qualified to operate his station in manner proposed. Action April 18.

■ By memorandum opinion & order, commission (1) denied, for untimely filing, petition by Putnam Bcstg. Corp., Brewster, N. Y., to enlarge issues as to applicant Port Chester Bcstg. Co., Port Chester, N. Y., in proceeding on their applications for new am stations; (2) dismissed Port Chester's motion to strike and denied its request for oral argument; and (3) on own motion, added issue to determine whether Port Chester has reasonable assurance of being able to secure its proposed transmitter site. Action April 18.

■ Commission scheduled following proceedings for oral argument on May 17:

Salina Radio Inc., and Kansas Bcstrs. Inc., for new am stations in Salina, Kan.; Orlando, Fla., tv ch. 9 remand proceeding. Action April 18.

■ Commission rescheduled from May 4 to May 7 oral arguments on following proceedings: Charles P. B. Pinson Inc., St. Petersburg, Clearwater, Jacksonville, and All-Florida Communications Co., and James C. Fields, Tampa, Fla.; Crawford County Bcstg. Co. (WTIV), Titusville, Pa.; Rounsaville of Louisville Inc. (WLOU), Louisville, Ky. Action April 18.

WJRT(TV) (ch. 12), The Goodwill Stations Inc.; Lake Huron Bcstg. Corp., Flint, Mich.—Designated for consolidated hearing applications of WJRT for renewal of license, including auxiliaries and Lake Huron for new station to operate on ch. 12. Action April 18.

■ By order, commission stayed until June 15 the effective date of its March 15 decision which revoked, effective April 16, license of Leo Joseph Theriot for KLFT (1600 kc, 1 kw, D), in Golden Meadow, La. This was done at request of Clerville Keif and Edward T. Diaz, prospective applicants for facility. Action April 13.

KWEN Bcstg. Co., Port Arthur, Tex., Radio Orange, Orange, Tex.; Vidor Bcstg. Co., Inc., Vidor, Tex.—Designated for consolidated hearing applications for new daytime am stations to operate on 1510 kc, 1 kw, on issues including multiple ownership of KWEN and financial and other qualifications of Radio Orange. Action April 12.

George Voron Co., Newhouse Bcstg. Corp., Harrisburg, Pa.—Designated for consolidated hearing applications for new class B fm stations to operate on 104.1 mc—Voron with ERP 2.8 kw, ant. height 696.7 ft., and Newhouse with ERP 2 kw, ant. height 700 ft. Action April 12.

WKLM-TV Inc.; Cape Fear Telecasting Inc., Wilmington, N. C.—Designated for consolidated hearing mutually exclusive applications for new tv stations to operate on ch. 3. Action April 12.

Christian Bcstg. Assn. of New England Inc., Providence, R. I.; North Attleboro Bcstg. Co., North Attleboro, Mass.—Designated for consolidated hearing applications for new class B fm stations to operate on 93.3 mc—Christian with ERP 20 kw, ant. height 237 ft., and North Attleboro with ERP 3.9 kw, ant. height 184 ft. Action April 12.

■ By memorandum opinion & order in am consolidated proceeding on docs. 14166 *et al.*, commission (1) denied petition by George F. O'Brien, New Milford, Conn., to add sec. 3.35 issue as to applicant Blair A. Walliser, also New Milford, but (2) on own motion, enlarged issues to determine whether grant of Mr. Walliser's proposal would result in substantial overlap or in concentration of control in violation of sec. 3.35 of rules. Should it ultimately be determined that grant of Mr. Walliser proposal would be consistent with sec. 3.35 except for pendency of one or more of his other proposals, grant of this application will be made subject to condition that program tests will not be authorized until he divests himself of his interests in such other proposal or proposals. Comr. Hyde dissented. Action April 12.

■ By memorandum opinion & order, commission granted motion by Capital Cities Bcstg. Corp. (WPAT), Paterson, N. J., and enlarged issues in proceeding on application of Rockland Bcstrs for new am station in New York, N. Y., to determine whether overlap of 2 mv/m and 25 mv/m contours would occur between Rockland proposal and WPAT, in contravention of sec. 3.37 of rules and, if so, whether circumstances exist which would warrant waiver of that section. Action April 12.

■ By memorandum opinion & order, commission denied petition by Veterans Bcstg. Inc., to delete "overlap" issue concerning its application in Syracuse, N. Y., tv ch. 9 comparative proceeding. Action April 12.

■ By memorandum opinion & order, commission affirmed examiner and (1) dismissed application of John Matranga, d/b as Trans-Sierra Radio, for new am station to operate on 1430 kc, 500 w, DA, D, in Roseville, Calif., and (2) granted application of Radio Carmichael for new station on same facility in Sacramento, conditioned that Radio Carmichael shall not issue or transfer any of its stock to John Matranga, or otherwise accord to him any ownership, interest or status, without prior approval of commission. Comr. Ford dissented and issued statement. Action April 12.

■ By order, commission granted petition by Jackson Bcstg. & Tv Corp. and dismissed its application to increase daytime power of WKHM Jackson, Mich., from 1 kw to 5 kw and install new trans., continued operation on 970 kc, 1 kw-N, using present daytime DA system. Action April 12.

■ By memorandum opinion & order in proceeding on applications of Hershey Bcstg. Inc., and Reading Radio Inc., for new fm stations in Hershey and Reading, Pa., respectively, commission denied Hershey Bcstg.'s petition for review of hearing examiner's Feb. 7 order which allowed Reading Radio to amend its application to show new engineering data and financial proposals in order to conform to commission's interim fm procedures. Action April 12.

■ By memorandum opinion & order, commission granted petition by Rochester Area Educational Tv Assn., to extent of enlarging issues in Rochester, N. Y., tv ch. 13 comparative proceeding to consider programming service proposed in each of applications considered in light of (1) whether there are particular types or classes of programs for which there is unfulfilled need in area proposed to be served and (2) extent to which program proposal of each applicant would meet such needs. Action April 12.

■ By separate memorandum opinion & order in above Rochester proceeding, commission granted motion by applicant Main Broadcast Inc., and deleted hearing issues Nos. 4 and 5 relating to its ant. and financial qualifications; dismissed as moot Main's request for expedited action. Action April 12.

■ By memorandum opinion & order, commission granted petition by Rockland Bcstrs. Inc., Spring Valley, N. Y., to extent of enlarging issues in consolidated am proceeding in docs. 14510-14514 to determine nature of terrain at proposed site of applicant Rockland Bcstg. Co., Blauvelt, N. Y., and whether it can construct and operate system as proposed; dismissed as moot Rockland Radio Corp's motion to strike petition. Action April 12.

■ By memorandum opinion & order, commission granted petition by Kennett Bcstg. Corp. (KBOA), Kennett, Mo., to extent of designating for hearing applications of William L. Miller, d/b as Bootheel Bcstg. Co., for new daytime station to operate on 1540 kc, 1 kw (250 w-CM), in Kennett, Mo., to determine whether application for assignment of license of KHSJ Hemet, Calif., filed March 28, 1960 by Mr. Miller and Luther Pillow, d/b as L & B Broadcast Co., contained willful misrepresentations of material facts, whether any abuse of commission's processes has occurred or been attempted, whether Mr. Miller has requisite character qualifications to be licensee, and other issues; made KBOA and Federal Aviation Agencies parties to proceeding. Action April 12.

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Routine roundup

■ By letter, commission withheld action on application of Tullis & Hearne Inc. (KAFY), Bakersfield, Calif., to change from DA-1 to DA-N, continued operation of 550 kc, 1 kw, unl., pending final determination whether KFMB San Diego will be required to change frequency from 540 kc to 550 kc under agreement with Mexico concerning allocation of standard broadcast facilities. Action April 18.

■ By letter, commission denied objection by WARK Inc. (WARK), Hagerstown, Md., and authorized change of call letters of Regional Bcstg. Co.'s am station in Halfway, Md., from WDDW to WHAG, effective immediately. Action April 18.

■ Commission denied petition by Dixie Bcstg. Co. requesting declaratory ruling that program, *Let's Go To The Races*, which it proposed to broadcast over WDXI-TV Jackson, Tenn., is not lottery; Chmn. Minow dissented. Action April 12.

■ By memorandum opinion & order, commission (1) denied petition by Edina Corp., applicant for new am station to operate on 1080 kc, 10 kw, DA-1, in Edina, Minn., for return, under sec. 1.301, of application of Tedesco Inc., for new station to operate on 1080 kc, 50 kw-N, 10 kw-LS, DA-2, in Bloomington, Minn., and (2) accepted for filing as of Dec. 19, 1961 Tedesco's application. Action April 12.

■ By order, commission modified license of Fetzer Tv Inc., to specify operation of WWTV(TV) on ch. 9 instead of ch. 13 in Cadillac, Mich., effective as of Sept. 11, 1961 in accordance with its response to show cause order in doc. 14230; conditions. Consistent with that order, commission granted renewal of licenses of WWTV(TV) on ch. 9 for main trans. and ant., auxiliary ant., and adjunct stations. Action April 12.

■ By memorandum opinion & order, commission ordered Radio California Inc., to forfeit $5,000 to government for repeated violations of sec. 317 of Communications Act and commission rules by permitting broadcasts of "teaser" announcements over KDAY Santa Monica, Calif., without identifying either sponsor or product. It is payable to Treasurer of United States. Action April 12.

ACTIONS ON MOTIONS

By Commissioner Frederick W. Ford

■ Granted petition by Broadcast Bureau and extended time to May 2 to file exceptions to initial decision in proceeding on applications of The Young People's Church of the Air Inc., and WJMJ Bcstg. Corp., for new fm stations in Philadelphia, Pa. Action April 10.

■ Granted petition by Broadcast Bureau and extended time to April 6 to respond to petition by Frontier Bcstg. Co. for imposition of conditions or for enlargement of issues in proceeding on applications of Laramie Community Tv Co. and Albany Electronics Inc., for vhf tv translator stations in Laramie, Wyo. Action April 9.

By Chief Hearing Examiner

James D. Cunningham

■ Dismissed joint petition by Monroeville Bcstg. Co., Monroeville, Pa., Carnegie Bcstg. Corp., Pittsburgh, Pa., and Miners Bcstg. Service Inc. (WMBA), Ambridge-Aliquippa, Pa., seeking approval of agreement looking toward dismissal of Carnegie's application for new am station upon immediate payment to it of $5,000 by Monroeville and Miners and additional $5,000 payment upon ultimate grant to either of two remaining applicants; without prejudice to filing by April 30 of appropriate petition embodying all of data required by sec. 1.316 of rules; held in abeyance petition by Carnegie to dismiss its application, pending compliance with above-mentioned requirements. Action April 18.

■ Granted petition by Madison County Bcstg. Co. to dismiss, but with prejudice, its application for mod. of cp of WBBY Wood River, Ill., and terminated proceedings in doc. 14589. Action April 17.

■ Granted petition by WDSU Bcstg. Corp. to dismiss, but with prejudice, its application for mod. of cp of WDSU New Orleans, La., and terminated proceedings in doc. 14515. Action April 17.

■ Granted petition by Fairfield Bcstg. Service to dismiss, but with prejudice, its application for new am station in New Canaan, Conn. Application was in consolidated proceedings in docs. 8716 *et al.* Action April 17.

■ Granted petition by Frontier Bcstg. Co. (KFBC-TV), Cheyenne, Wyo., for leave to intervene in proceeding on applications of Laramie Community Tv Co. and Albany Electronics Inc., for vhf tv translator stations in Laramie, Wyo. Action April 12.

■ Denied petition by State of California for leave to intervene in proceeding on application of KSAY Bcstg. Co. for renewal of license of KSAY San Francisco, Calif. Action April 11.

■ Granted petition by New Canaan Bcstg. Co. to extent that it seeks dismissal of its application for new am station in New Canaan, Conn., which is consolidated for hearing in docs. 8716 *et al.*, but dismissed application with prejudice. Action April 11.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at April 12 further prehearing conference in proceeding on am application of Rockland Bcstrs., New City, N. Y., granted motion by applicant and continued from April 2 to April 23 date for exchange of its exhibits, from April 16 to May 21 for exchange of rebuttal exhibits of respondent Capital Cities Bcstg. Corp. (WPAT), Paterson, N. J., and hearing from April 24 to May 28. Action April 12.

■ Scheduled further prehearing conference for April 12 to consider, among other matters, rescheduling of dates for exchange of engineering exhibits in proceeding on application of Rockland Bcstrs. for new am station in New City, N. Y. Action April 10.

By Hearing Examiner Asher H. Ende

■ Granted petition by Broadcast Bureau and extended time from April 12 to April 19 for filing proposed findings and conclusions and from April 23 to April 30 for replies in proceeding on applications of Peace River Bcstg. Corp. and William H. Martin for new am stations in Punta Gorda and Fort Myers, Fla. Action April 12.

By Hearing Examiner Charles J. Frederick

■ Converted May 17 hearing into further prehearing conference in proceeding on application of Potomac Bcstg. Corp. (WPIK), Alexandria, Va., with date for hearing, if necessary after action on contemplated petition for leave to make engineering amendment, to be determined at May 17 conference. Action April 17.

By Hearing Examiner Walther W. Guenther

■ Granted request by applicant and continued May 8 further hearing to May 16 in proceeding on applications of The Walmac Co. for renewal of licenses of KMAC and KISS (FM) San Antonio, Tex. Action April 11.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Blue Island Community Bcstg. Inc., and Elmwood Park Bcstg. Corp., for new fm stations in Blue Island and Elmwood Park, Ill., respectively, and Mrs. Evelyn R. Chauvin Schoonfield for renewal of license of WXFM (FM) Elmwood Park, granted motion by Mrs. Schoonfield and corrected transcript of hearing as proposed. Action April 10.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Community Service Bcstrs. Inc., for leave to amend its application for new daytime am station in Ypsilanti, Mich., on 1520 kc, to specify 250 w instead of 500 w reduced to 250 w during CH and substitute amended engineering report; severed its application from consolidated proceeding and closed record on Community application effective at close of April 16 hearing session. Action April 16.

■ Granted petition by Mainliner Bcstrs. and extended time to April 16 for exchanging its written hearing exhibits, and to April 17 for notification of witnesses desired for cross-examination on these specific exhibits in proceeding on its application for new am station in Louisville, Ky., which is consolidated for hearing in docs. 14085 *et al.* Action April 11.

■ Granted petition by Rochester Area Educational Tv Assn. for leave to amend its application in Rochester, N. Y., tv ch. 13 proceeding, to supplement information supplied with reference to business and financial interests of four of its trustees. Action April 11.

■ Granted petition by Crawford County Bcstg. Co., and Airon Inc. and severed from other applications consolidated for hearing in docs. 14085 *et al.* their applications for new am stations in Bucyrus, Ohio, and Decatur, Ind., and scheduled hearing for April 23 on two severed applications. Action April 10.

By Hearing Examiner Jay A. Kyle

■ Continued April 17 prehearing conference to Sept. 5 in proceeding on tv applications of Chronicle Publishing Co. (KRON-TV) and American Bcstg.-Paramount Theatres Inc. (KGO-TV), both San Francisco, Calif., for cps to increase ant. heights. Action April 12.

■ Granted request by Radio Assocs. Inc. (WEER), Warrenton, Va., and extended time from April 19 to May 8 for filing proposed findings and from April 30 to May 18 for replies in proceeding on its am application and WNOW Inc. (WNOW), York, Pa. Action April 11.

By Hearing Examiner Forest L. McClenning

■ Granted motion by applicants and extended time from April 12 to May 3 for filing initial findings, May 14 to June 4 for filing conclusions of law, and May 31 to June 21 for filing replies in Corpus Christi, Tex., tv ch. 3 proceeding. Action April 11.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Upon request by applicant, continued time from April 16 to April 30 for exchange of written exhibits, April 23 to May 7 for notification of witnesses to be called for cross-examination, and May 1 hearing to May 15 in proceeding on application of DeKalb Bcstg. Co. for new am station in Decatur, Ga. Action April 10.

■ On own motion, scheduled further prehearing conference for April 23 in proceeding on applications of WWIZ Inc., Lorain, Ohio, *et al.*, for renewal of license of WWIZ Lorain, Ohio, etc. Action April 10.

By Hearing Examiner Herbert Sharfman

■ Issued order formalizing result of discussion between counsel in proceeding on applications of Rockland Bcstg. Co. for new am station in Blauvelt, N. Y., *et al.*, and extended time from April 2 to April 16 for preliminary exchange of engineering exhibits and from April 12 to April 17 for informal meeting of engineers and counsel. Other dates set in order released April 3 remain same. Action April 10.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 17

WJBW New Orleans, La.—Granted licenses covering increase in daytime power and installation of new main trans. for day and night use; and to use present licensed auxiliary trans. as alternate main nighttime and auxiliary daytime.

KGFW Kearney, Neb.—Granted license covering increase in daytime power and installation of new trans.

KVET Austin, Tex.—Granted cp to install old main trans. as alternate main trans. at main trans. location; remote control permitted, non-DA only.

WOSH Oshkosh, Wis.—Granted mod. of cp to change type trans.

Metropolitan Tv Co., Denver, Colo.—Granted renewal of license for low power broadcast station.

Actions of April 16

WKVA Lewistown, Pa.—Granted renewal of license.

WFPG Atlantic City, N. J.—Granted cp to install old main trans. as aux. trans. at main trans. location; remote control permitted.

WSOY Decatur, Ill.—Granted cp to install old main trans. as aux. trans.-daytime; alternate main trans.-night at main trans. location.

WCBM Baltimore, Md.—Granted cp to install new trans. as alternate main trans. at main trans. location.

WADO New York, N. Y.—Granted cp to install trans. (previously licensed to WHBI) at main trans. location to be operated on 1280 kc, 5 kw, share hours—WHBI, DA-1, as alternate main trans.

WSAL Logansport, Ind.—Granted cp to install old main trans. at main trans. location for aux. purposes.

WMIT(FM) Clingman's Peak, N. C.—Granted cp to replace expired permit for installation of alternate main trans.

K04AM Broadus, Mont.—Granted cp to replace expired permit for vhf tv translator station, specify type trans. and changes in ant. system.

K10AT Circle, Mont.—Granted cp to re-

Continued on page 99

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
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- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Salesman, with ideas, ready to take over management new East Coast single station market. $125 weekly base plus attractive commission. Box 702K, BROADCASTING.

Sales

Florida East Coast fulltimer in metropolitan market needs experienced salesman with proven sales record. $100 base plus 15%. Give complete resume first letter. Box 40K, BROADCASTING.

Sales manager. Must be willing to invest in and direct sales for New England daytimer. Excellent opportunity for man not afraid to go out and sell a good product. Must have sales experience. Send all particulars, including photo in first letter. Write Box 499K, BROADCASTING.

Experienced salesman wanted immediately by 5000 watt fulltime New York State station. Salary and commission, on-air accounts to start plus A-1 account list. Send resume to Box 619K, BROADCASTING.

Your best dollar potential is in booming Atlanta . . . Excellent facility . . . Great potential . . . Interested? Write Box 722K, BROADCASTING.

Experienced radio salesman wanted—WBIC, 540 kc, Long Island, N. Y. Salary plus commission—Call or write for appointment. PE 5-0540, 1 E. Main St., Bayshore, N. Y.

Salesman-Announcer with at least 2 years experience. Salary plus commission on all sales. Established Michigan daytimer with revolutionary new equipment to help increase sales income. Permanent position. Growing group operation. Contact J. F. Butler, Manager, WKLZ, Kalamazoo, Michigan.

Experienced salesman for highest-rated station in town. Strong on local acceptance, established 24 hour personality indie. Beautiful area, excellent working conditions with cooperative and creative staff. Salary plus commissions, photo, resume, references to Burt Levine, WROV, Roanoke, Virginia.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Announcers

Top 40 station, Southwest, needs first phone men. Your chance to learn number 1 radio. Send tape and details. Box 363K, BROADCASTING.

Experienced announcer with 1st phone wanted by smooth sound New Hampshire station. This is a permanent opening with a secure future for the right man. Starting salary $100 a week. Send tape and resume to Box 411K, BROADCASTING.

Wanted: Capable newsman for upper midwest station in market of 35 thousand. Ability in gathering, writing and delivering in authoritative manner will determine successful applicant. Send full information in first letter. Salary range up to $125 weekly. Box 543K, BROADCASTING.

Move up to a top quality station. Florida's #2 market is looking for an outstanding mature voiced, slick production, big smile, announcer—d.j.—no rockers. Send aircheck tape, resume, and references. Box 559K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Alert, versatile with 1st phone. Come dig in with new service-minded modern adult station in northern Maryland. Start $85 per week plus sales. Box 600K, BROADCASTING.

Radio is your medium! Comedy is your specialty! Your work carries a chuckle for its light irony and understanding of humans and their foibles. You handle many voices skillfully and to good purpose. You are an idea man . . . not a hack who carries his creative brain in a joke book. You are all of these things and venturesome, too, and for that reason, you answer this ad by sending full details and tapes of your top quality professional abilities to Box 602K, BROADCASTING.

Announcer . . . 1st phone . . . No maintenance. Immediate opening upstate New York. Send tape and resume. Box 643K, BROADCASTING.

Experienced announcer wanted for good music Ohio station. No top 40 dj's. Good pay and working conditions. Mature air salesman desired. Send tape and resume to 623K, BROADCASTING.

Central Michigan full time station is seeking a mature newsman-announcer. Must be experienced and willing to follow strict policy. Please send audition tape and picture as well as references and complete background in first letter. Box 675K, BROADCASTING.

Negro dj wanted for major Eastern market. Ready made audience. Fantastic opportunity for right man. Please send tape, photo and resume. Box 677K, BROADCASTING.

Announcer-Engineer, 1st phone, capable of taking over chief's responsibility. Good voice a must. Daytime station in South-Central Texas. Box 684K, BROADCASTING.

Need summer announcer. Good voice, run board, tight production. Send picture, resume and tape. Box 689K, BROADCASTING.

C & W disc jockey for low frequency gulf south station going all country. Can earn extra money selling if desired. Contact Joe Carson, New South Radio Network, phone 482-6133, Meridan, Mississippi.

50,000 watt station seeking bright, personable dj, with imagination and creative talent capable of producing a stimulating adult personality show. Duties include broadcast from Seattle World's Fair. Send tape and resume to KING, Seattle.

Personality morning man on pop album station. No Sunday work. Good hunting, fishing and recreation. Salary $300 to $400 monthly plus generous commission if desire to sell afternoons. Send tape, photo and resume KISD, Sioux Falls, South Dakota. Population 65,000.

Announcer needed by regional station. Must have quality voice. Good salary. Send letter to KTOE, Mankato, Minnesota.

Have immediate opening for first phone man. Must be strong on top 40 and format operation. Will not be required to do any maintenance. Starting salary $100 a week and advancement guaranteed. Must send tape, snapshot and resume to Box 7372A Mt. Brook, Birmingham 13, Alabama.

Experienced morning man. Must be able to type creative copy and do production spots as well as a good air job. Duties will be split about 50-50 between air work and production. Most beautiful spot in California to live—Gateway to Sequoia and Kings Canyon Parks. KONG—AM & FM, Visalia.

Help Wanted—(Cont'd)

Announcers

Pop music deejay needed by aggressive top rated station in medium market. Contact Joe Carson, New South Radio network, phone 482-6133, Meridan, Mississippi.

Lucrative future for right man. Send tape and resume along with salary requirements for immediate staff opening for major fulltime AM-FM good music station. Requirements: Fast, tight board—quality voice and delivery, production experience. Box 721K, BROADCASTING.

Staff announcers for 5000 watt full-time AM 40 miles from Philadelphia. Experienced mature voices. Fringe benefits. WCOJ, Coatesville, Pennsylvania.

Wanted: Announcer with first class ticket. Send tape and resume to Ed Allen, Jr., WDOR, Sturgeon Bay, Wisconsin.

Experienced announcer-d.j. immediately, adult am-fm tape, resume to Ted Barker, WJOY, Burlington, Vermont.

1st phone-announcing ability necessary. Immediate opening. Growing Michigan resort area. Contact Manager, WIOS, Tawas City, Michigan.

Immediate opening for morning personality, humorous or zany deejay. Salary, working conditions excellent. Airmail tape and resume to Box 839, Eureka, California.

First phone-announcer for new daytimer just opened in Eastern Pennsylvania. Mail tape and resume to P. O. Box 115, Palmerton, Pennsylvania.

Experienced announcer needed. Adult audience. Also need good local newsman. Happy place to work. Air conditioned. Good working conditions. Close to NYC. Hurry - - WLNA, Peekskill, N. Y.

Morning man to entertain 80,000 market. Boost ratings and we will boost salary. Call Bob Allen, WNCO, Ashland, Ohio.

$725 mo. Anchorage, Alaska 5 kw. Adult music. Board—news. No beginners. Immediate opening. Airmail tape and full qualifications to Bill Harpel, 605 W. Main, Santa Maria, Calif.

Announcer-first phone . . . no maintenance —immediate opening . . . salary open to experience. Rush tape, resume to: WMHI, Route 5, Frederick, Maryland.

1st phone announcer, experienced for small friendly town. WNJH, c/o Box 351, Coatesville, Pennsylvania.

Good music community-minded station needs experienced mature voice. Above average salary. Personal interview necessary. WPVL, Painesville, Ohio.

Morning man. Tight format. Must be experienced. Good pay. WTKO, Ithaca, New York. Send tape and resume.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Technical

Engineer, first class license holder, experience not necessary, needed immediately. Send resume, photo, and salary desired to: Box 673K, BROADCASTING.

Wanted: A competent technical man with 1st ticket who likes creative, challenging work. 5000 watt full-time East Coast AM. $100 per week. Box 519K, BROADCASTING.

Wanted combination engineer-announcer. Reply Box 547K, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Tranmitter engineer, first ticket, experience not required; western Pennsylvania. Box 681K, BROADCASTING.

Washington, D. C.—Consulting Radio Engineer requires assistant. Experienced all phases broadcast/television allocations and applications. Submit resume. Box 691K, BROADCASTING.

Montana 1KW DA2 remote seeking chief engineer. Must be highly qualified to assume full responsibility of technical operation. Good working conditions. Excellent equipment. Local ownership. Prefer applicants willing to establish a home on a permanent basis. Write or call collect 265-7842. Box 567K, BROADCASTING.

Chief experienced maintenance. Regular staff man with best work references. 40-hours in half day shifts. Light announcing can add to earnings. Single station fifteen-thousand city. Colorado's finest climate. Hunting, fishing, golf. Assistant manager to right man. Salary open. Box 700K, BROADCASTING.

Chief, all around transmitter—mobile audio maintenance, 1st class C who will forget the clock and work alone with sleeves rolled up. L. I. Axtel 1-1180. New York.

Engineer with AM-FM experience. Southern New England. State salary expected. Box 710K, BROADCASTING.

West Virginia daytimer seeks experienced first-phone engineer, good voice, mature. Apartment available. Need photo, resume and tape. Box 714K, BROADCASTING.

Be daring: help our poverty-stricken operation start from nothing. KRAB (FM), 9029 Roosevelt, Seattle 15, Washington.

Richmond area . . . Chief engineer-announcer needed for new station—air date May 1st. Send resume, tape and salary requirements immediately to Tom House, WIVE, Ashland, Virginia.

Chief. Good at maintenance for 1000/250 station. Must have car. Submit experience, references and present salary. WCSS, Amsterdam, New York.

Wanted: 1st class engineer immediately. Contact Neil Conway, Manager, WTHT, Hazleton, Pennsylvania.

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for its new relay station at Greenville, North Carolina. These positions for the operation and maintenance of two high power transmitting plants and a receiving plant require a minimum of five years responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability; $5,820 to $8,860 per year; promotional opportunity. Positions are in the career civil service. Must be American Citizens; for further details write to: Mr. Horace R. Holmes, Employment Branch, Personnel Division, U. S. Information Agency, 1776 Pennsylvania Ave., N.W., Washington 25, D. C.

Radio and Television Placement. Midwest saturation, plus major markets. Over 650 stations. Write Walker Employment, 83 So. 7th St., Minneapolis 2, Minn. Now!

Production-Programming, Others

Immediate opening experienced News Director full time station, mobile equipment, beepers, correspondents, single station market midwest. Submit resume and starting salary expected. Personal interview arranged. Box 491K, BROADCASTING.

Wanted: TV newsman with radio or tv news experience who likes to dig for news as well as be on-camera. Box 383K, BROADCASTING.

Wanted for future expansion. Video transmitter engineers, announcers, cameramen and projectionists. Box 632K, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Top VHF in northeast has opening for news director. Individual must have organizational and administrative ability particularly in regard to a tv operation. On-camera experience preferable, but not a prerequisite. Box 633K, BROADCASTING.

Mobile news operation. Hard news, plus feature interviews. Brand new fully equipped mobile unit and complete news room facilities. Journalism degree preferred but will consider experienced announcer with sincere interest in fulltime newswork in 3 man news department. Send picture, tape and job history to Jack Douglas, Radio Station WCSI, 501½ Washington St., Columbus, Indiana.

Male or female creative continuity writer. Immediate opening. Must be self starter. Emphasis on local writing. Full station benefits—Send pix—resume—references. Bob Smith, Program Director, WTVO-TV, Rockford, Illinois.

RADIO

Situations Wanted—Management

Formerly general manager of three medium market stations now asst' director of sales for major equipment manufacturer desires re-enter management of medium to large market am needing heavy sales and cost-watching. Willing to invest knowhow and loyalty plus limited cash for return of solid opportunity with ownership option. Full references on request. Reply Box 362K, BROADCASTING.

Manager—Strong personal sales. Excellent fifteen year record, eleven management. Mature, responsible, family man. Seeking complete responsibility, medium market. Highest character and owner references. Box 610K, BROADCASTING.

Presently assistant to General Manager of Radio-TV station in one of the top 100 markets. Responsible for all phases of station management and programming. Excellent references — excellent background. Would like management position preferably in programming, in larger market or with a station group. Box 618K, BROADCASTING.

Sales Manager . . . College graduate, married . . . presently in sales department of leading medium market operation. Know sales and promotion. 9 years experience sales and programming . . . East or midwest . . . excellent personal sales. Box 656K, BROADCASTING.

Experienced all phases. Able to produce sound and $'s. Aggressive, married, college graduate, 28. Proven sales record. Box 661K, BROADCASTING.

Broadcast executive. Management, sales, promotional background. Local, network experience. Seeks return to metropolitan situation. Now small markets owner. Full details to Group, Agency, Station. Box 667K, BROADCASTING.

Bigger profits require administrative experience, original sales ideas and programming knowledge. Ex-manager with 10 years in all areas seeks southeastern station. Box 676K, BROADCASTING.

Manager — Versatile, Experienced Broadcaster. 17 years all phases Radio & TV including 1st phone. Educated family man age 40. Minimum 12M, may consider less initially with incentive to prove performance or invest in stock. Recent station sale concluded previous managership. Currently employed Florida TV sales. Appreciate sunshine but compensation not commensurate with ability. Native Illinois, prefer upper mid-west but will consider all. Reply Route 2, Box 271A, Lake Worth, Florida. Phone 965-3365.

Sales

Change in ownership. Aggressive young man must relocate. Prefer medium sized market. Good references. Box 496K. BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Sales Manager—station manager position. Medium market. Experienced large and small markets. Management experience. $800.00 minimum. Box 701K, BROADCASTING.

Announcers

Pro—Announcer, DJ, 11 years experience, some tv. Versatile, sincere, want to move up. With present employer six years. Best references. Box 364K, BROADCASTING.

Sports announcer seeking sports-minded station. Excellent voice, finest references. Box 402K, BROADCASTING.

Experienced announcer in 2,000,000 market currently on prime-time radio and tv shows. Desires to relocate in major market. Box 539K, BROADCASTING.

Announcer and dj. No commercial experience. Want to learn. Box 554K, BROADCASTING.

DJ, fast board, mature sound, experienced, veteran, want permanent position. Box 569K, BROADCASTING.

Announcer 7 years, married, veteran, 32. Available immediately. Box 592K, BROADCASTING.

Negro announcer, first phone. I'm cutting staff. I want to help this good man find a good job. Now located in top ten market. Write General Manager, Box 598K, BROADCASTING.

Veteran radio and tv newsman and sports announcer wishing to relocate in southwest or California. Associated Press award winner. Family man. Box 634K, BROADCASTING.

Top-notch summer replacement! 5 years board experience. Currently employed in Northwest states top market. First phone. Prefer top-40. Fine production experience. Pacific Northwest please. No beginner! Need salary to match! Box 635K, BROADCASTING.

Deejay, four years, Pulse, Hooper number one. Tight, bright, married. Box 636K, BROADCASTING.

1st phone announcer, three years experience, 25, single, vet, tight production, dependable. Avail. May 1st, tape, resume on request. Pop or country, west. Box 638K, BROADCASTING.

Top name c&w dj—First-phone license. Sober family man. Excellent audience rating. Sales, news, farm, and metropolitan experience. Also pop music. Top flight operation only. Box 646K, BROADCASTING.

Cosmopolitan-type voice, attention-getting, different, cultured, deep, resonant. Owner has wide knowledge classical music programming, copywriting. Can add variety and extra polish to the sound of your good music station. Box 649K, BROADCASTING.

Highly rated dj—first phone, 4 years experience, knows production, play-by-play, college, family man, assistant pd at No. 1 station. Present station changing ownership. $500 a month minimum. Box 653K, BROADCASTING.

Young man with three years experience desires position with live news-conscious station. Prefer midwest but will consider any location. Presently employed. Available on two weeks notice. Box 654K, BROADCASTING.

Experienced quality major market announcer (8 years radio & tv) seeks job anywhere where native intelligence is still useful. This "modern radio" & "'good music' format" stuff is too much, man! Married, sober, permanent. $130 minimum. Box 655K, BROADCASTING.

Dee Jay-newsman, excellent voice. 5 years experience. Try me. Box 660K, BROADCASTING.

Staff annc. with three years commercial experience, desires starting position in television or radio/television. 30 years old, married, no hanky panky. Presently employed in midwest market, can furnish finest references. Box 665K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Relaxed sell, smooth styled announcer, pd experience, seeks announcer or pd-announcer position medium midwest markets. Box 669K, BROADCASTING.

Announcer-deejay . . . 25, married, 8 years experience . . . top 40, middle of road. Good voice, tight board. 3rd ticket. Prefer Washington, Oregon or California—West Coast. $125. Box 670K, BROADCASTING.

Big markets only. Experienced professional tv announcer. Versatile. Want staff work with talent fee potential. Box 671K, BROADCASTING.

First phone—No experience — Single — 20 — Will go anywhere. Box 678K, BROADCASTING.

Experienced announcer-dj, great adult voice, single, no shouter. Good music or country and western, references, no floater, drifter. Prefer Southwest. Box 679K, BROADCASTING.

Personality dj, announcer—2½ years experience. Tight board. Not a floater or screamer. Box 682K, BROADCASTING.

Announcer training studios graduate. Two years college, strong on news, tight board, bright sound. Tape available. Box 683K, BROADCASTING.

1st phone, teacher, dependable, desires summer work. Experience, fine voice, music expert. Box 688K, BROADCASTING.

Mature announcer, 10 years experience, radio and television, news director, program director, dj, (morning, etc.) Box 692K, BROADCASTING.

Announcer — dj — newsman — experienced. Bright . . . tight production. Personality or staff. Know all music. College. Want permanence and future. Box 694K, BROADCASTING.

Announcer, dj, tight production, authoritative news. Pleasant sound, steady, no prima donna. Veteran, married. Box 695K, BROADCASTING.

Negro, announcer, dj, bright personality sound, veteran, married, 28, previously with Armed Forces radio and graduate of broadcasting school. Some college. Box 696K, BROADCASTING.

Dynamic air personality with 3 years experience, wants to move up to top position with a future in major metropolitan market. College graduate, radio or tv. Tapes available. Box 697K, BROADCASTING.

Staff announcer; strong news, commercials, dj., advertising and selling background. Tape available. Box 698K, BROADCASTING.

Disc jockey—newscaster, young experienced, seeking swinging sound, immediate availability. Box 703K, BROADCASTING.

Young announcer with little experience would like to work in countrv station. Prefer West and Southwest. U. S. Box 707K, BROADCASTING.

Good music and jazz personality. Experienced—first phone. Box 708K, BROADCASTING.

Negro announcer will offer experience, personality, versatility for solidarity—anywhere. Box 711K, BROADCASTING.

Different dj. Natural British accent. 5 years experience. Top 40 & better music, newscasting, production, etc. 23. Reliable. Efficient. Box 712K, BROADCASTING.

Announcer-newscaster-writer 56 with first-phone license. Experienced. Fast rewrite, idea-man. No drink. Fourteen years last job. Have car. No maintenance. Waldo Brazil, Box 85221, Hollywood 27. HO 7-7032.

Summer replacement, announcer, dj. Experienced, good references. Available June through September. Presently employed in Detroit radio. Ed Christian, 554 Barrington, Grosse Pointe, Michigan.

Situations Wanted—(Cont'd)

Announcers

Six months experience, hard worker, family, top 40, adult. Radio school graduate. Jim Dean, OX 4-1097, HI 2-2139, Houston, Texas.

Young announcer starting in radio desires work in New England or eastern New York. Good voice, good news delivery, and good production. Tape available. William Elliot, 48 Imperial Avenue, Pittsfield, Massachusetts.

Attention California, Florida, Southwest. Announce—program—assistant manager, 8 years experience all phases including sports and writing. Family. 32. Permanent. Bob Hott, WBLJ, Dalton, Georgia.

Frank "Sad" Sacks, now enroute to World's Fair by ox. 2920 West Grand Blvd., Detroit, Michigan. Telephone Trinity 2-7189.

First-phone—Good appearance, training in public speaking. Desires announcer-technician position, east coast area. S. L. Jackson, Jr., 6915 Shepherd Street, Hyattsville, Maryland, SPruce 3-7990.

Announcer: 26, vet, bright sound, 1st phone, married; three years announcing, two years board engineering. Wish to locate: Minn, Wis., North Dakota. Write: R&R, 416 South 6th Street, LaCrosse, Wisconsin. Phone 2-1425.

Technical

Chief engineer or staff with large station. Over 20 years experience AM-FM, directional, 50 kw. Box 479K, BROADCASTING.

First phone—Drake student seeks summer engineering position. Experienced in am, fm & tv. Excellent references and tape. Box 650K, BROADCASTING.

Recent technical school graduate electronic technician with 1st phone license wants job in radio or tv station. Single age 38. Box 662K, BROADCASTING.

Combo working top morning shift in five counties, prefer better music station, have all test equipment. Minimum $500. Box 680K, BROADCASTING.

First phone and telegraph—11 years field service engineer (radio, radio and industrial) 4 years Marine radio officer. Some electronic sales—age 33—seeking good paying job. Box 693K, BROADCASTING.

Chief Engineer, eight (8) years experience in all phases of radio with announcing ability, seeking position in Louisiana, Texas or Oklahoma. References and resume upon request. Box 720K, BROADCASTING.

Chief engineer-Announcer-Manager wants to settle. Plenty installation experience. Will build and operate new station or join staff of progressive organization. Family man, civic minded. Ready now, lets talk. Jim Harris, Phone GE 7-7401, Pikeville, Kentucky.

Experienced engineer-announcer strong on maintenance desires summer employment. See ad under tv. Marvin Livingston, 619 University, Stillwater, Oklahoma.

Engineer, 50, single, sober, life experience 250w to 50kw. Also public utility. Wants vacation transmitter operation or where some maintenance initiative is needed. W. V. Rockefeller, Wood River, Nebraska.

Production—Programming, Others

Midwest—West Coast . . . News director, pd, interviews—Top rated show—any format with accent on good taste references—best of—Lets hear—here! Box 555K, BROADCASTING.

Radio Man; 25, employed, five years experience in all phases. The team is the theme. Desire southwest or midwest. Box 630K, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

"As one station manager to another, I have a man available that could solve your production and programming problems. He's young, married, reliable. Outstanding production ability, with sound, imaginative ideas. Solid experience in Southeastern and Mid-south markets. We'll give you all necessary details on request. Write or wire Box 596K, BROADCASTING."

Staff cutback—top man must go! Program director with outstanding, imaginative production creativeness—proven leadership & administration ability—top rated DJ in major southeastern market for three years —seven years experience in radio & tv. Present station situation necessitates move. Prefer southeast. If you need dynamic, modern program guidance—contact immediately. Present employer will give excellent recommendation. Box 597K, BROADCASTING.

Production Assistant—Copywriter. College. Experience. Resume and excellent references. Want opportunity for more experience. Box 705K, BROADCASTING.

News director 200-thousand midwest market seeks West, will consider all, radio and/or tv. College graduate. Box 631K, BROADCASTING.

Correspondent—free lance assignments handled from N.Y. Experienced in foreign and domestic voice reporting, interviews and analysis. UN a specialty with actuality. Box 637K, BROADCASTING.

Newsman — experienced reporter-writer-newscaster. 9 years radio, newspaper news, covering police, courts, education, politics, government. College. Interested radio and/or TV. Prefer east. Box 640K, BROADCASTING.

College graduate, service completed seeks employment; radio news rewrite man. Box 641, BROADCASTING.

Serious, news-in-depth. Suitable news director major market. Experienced overseas; presently newscaster top-rated major market station. Offer authoritative news with believable delivery. First phone; 20 years radio. Married 19 years, age 43. Available mid-summer. Box 644K, BROADCASTING.

Program director. Presently dj-newsman with top station in 350,000 market. Experienced all phases. First phone 20 years. Available August. Box 645K, BROADCASTING.

Music specialist for directing or programming music at FM or adult, AM, good music station. Excellent and varied experience and recommendations. Classical, popular, cocktail-dinner music, tailor-made shows. Warm climate preferred. Box 647K, BROADCASTING.

Newsman—13 years experience. Broadcasting, reporting, network newswriting. State Peabody award winner. Journalism degree. Married. Box 652K, BROADCASTING.

Creative—adept University of Missouri trained. Production, continuity. Would like to learn sales; Box 76, Ewing, Illinois; NA 9-2751.

I know news and can beat your competition. Newspaperman, 36, 12 years dailies, vet, j-grad., 3 children. Want tv off-camera or radio news small or big anywhere. Must be tough. Pay secondary. Voice like NBC's Ed Newman. Top writer, photographer. I dig deep and fast. Jack Magee, 6320 Lake Como Ave., San Diego 19, California. Phone HOward 5-1598.

TELEVISION

Help Wanted—Management

Commercial Manager, southern city television station. Single station television market, CBS, NBC, ABC. Must be experienced. Salary plus commission arrangement. Full details, personal history, experience, production record, photo, in first letter. Box 685K, BROADCASTING.

Help Wanted—(Cont'd)

Management

Assistant General Sales Manager for major market tv station in East. Top opportunity for salesman with knowhow and initiative. Send complete resume now to Box 713K, BROADCASTING.

Sales

Immediate opening for experienced television salesman. VHF station major midwestern market. Established account list awaits man eager to move to bigger market. Guarantee plus unusually attractive commission scale. Retirement and insurance programs. We want a man capable of earning a 12 to 14 thousand dollar annual salary. Box 651K, BROADCASTING.

Immediate opening for local-regional tv sales representative for midwest ABC affiliate, previous sales experience necessary. Complete resume and photo requested. Box 716K, BROADCASTING.

Western sales manager for western television station. We need an aggressive local sales manager for our NBC affiliated TV station in Idaho Falls, Idaho. Station is located in a growing area. Channel 8, with maximum power, gives service to 87,000 TV homes. Excellently equipped to do an outstanding local job for local advertisers. Pay commensurate with experience, ability, and productivity. Apply giving experience, personal history, references, and desired starting pay. Write to Mr. Brady, KIFI-TV, P. O. Box 2148, Idaho Falls, Idaho.

Local tv salesman required by expanding group operation. Call or write WPTZ, Plattsburgh, N. Y. Area code 518, JO 1-5555.

Announcers

TV newsman for large Florida market. Experience or good potential as reporter-writer, on-camera performer, able to handle 16mm cameras. Send short VTR or SOF. Box 950J, BROADCASTING.

Staff announcer for summer relief—June, July and August in southern New England station. Must have TV experience. Send tape and resume to Box 717K, BROADCASTING.

New vhf, NBC affiliate needs 2 versatile, experienced announcers. Applicants must be able to handle various commercial duties; perform sincere, penetrating news, weather, sports programs; and exhibit considerable showmanship. Personal interviews will be required. Include full resume, audio tape, sof or silent footage and photo in first letter to: manager, WCIV-TV, Room 2-S, Sergeant Jasper Bldg., Charleston, S. C.

Wanted: On-camera newsman with experience as a reporter-writer and able to use 16mm camera. Will be part of two city newscasting team. Please submit resume including salary requirements, recent photo and audio tape. Richard O'Neill, WICD, Danville, Illinois.

Need permanent tv man. Must have 1st phone, car. Send details to WECT, Wilmington, North Carolina.

Technical

Major network station has number of vacation relief jobs immediately available. TV studio—field experience. 1st class phone. Salary range from $117 per week depending upon experience. Reply Box 718K, BROADCASTING.

Immediate opening for tv technician experienced in studio maintenance and operation. Ampex VTR maintenance experience desired. Must be ambitious, dependable and have first phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Chief Engineer, WLAC-TV, Nashville, Tennessee.

Help Wanted—(Cont'd)

Technical

Engineers: TV studio operations. Summer relief positions available immediately, approximately 6 months' duration. Must have first class Radio-Telephone license. Please forward resume and references to Mr. A. H. Jackson, Supervisor, Engineering Department, WTIC-TV, 3 Constitution Plaza, Hartford, Conn. Telephone: 525-0801.

Studio maintenance engineer—Must have 1st phone—one year experience be able to pull shift at transmitter during vacation periods. Excellent opportunity for advancement in growing North-western California market. Write or wire Chief Engineer, KVIQ-TV, Eureka, California.

Production-Programming, Others

New vhf, NBC affiliate needs qualified operations director. This is outstanding opportunity for the right man, who will supervise program/production departments and personnel. Applicants must have network traffic experience, film buying background and ability to establish and administrate various production departments. Apply—manager, WCIV-TV, Room 2-S, Sergeant Jasper Bldg., Charleston, S. C.

Help wanted: Immediate opening for film editor—prefer one with working experience. If interested contact J. G. Evans, WCYB-TV, Bristol, Virginia.

New vhf, NBC affiliate needs 2 creative, experienced, production supervisors. These men are versatile, skilled directors now, capable of assuming advanced responsibilities. Apply—manager, WCIV-TV, Room 2-S, Sergeant Jasper Bldg., Charleston, S. C.

TELEVISION

Situations Wanted—Management

Program Manager with 12 years Television experience desires to relocate to West Coast. Background includes Programming, Production, Film Buying and VTR Supervision. Available in May due to reorganization of present station. Box 550K, BROADCASTING.

General Salesmanager—10 years experience, now employed as salesmanager. Proven ability, 36 years, married, family, salary plus . . . Box 580K, BROADCASTING.

Sales Manager — Commercial Manager — eight years management experience. Excellent references. Heavy on local and regional sales. Ability to train others. Box 590K, BROADCASTING.

Sales

Sales service manager position desired by single, young, aggressive, creative man with 6 years experience in all phases of tv including sales, production and promotion. Will relocate. Resume furnished. Box 611K, BROADCASTING.

AGENCY-ADVERTISER

Experienced production assistant. College. Excellent references. Resume. Want opportunity to work and learn. Box 706K, BROADCASTING.

Announcers

Quality Announcer. Broad experience in announcing with production ability both radio and TV. Box 468K, BROADCASTING.

Announcer with agency and client endorsements galore. 10 years all phases radio/tv. Strong news, sports, commercials. Reliable, family man. Box 564K, BROADCASTING.

News writer—announcer. B.A. political science; M.S. candidate, tv-radio. Married. Available September-October. Salary and location open. Box 642K, BROADCASTING.

Announcer-salesman. Competent. Experienced. Four years tv background. News-commercials-interviews-shows-sales. Married. Prefer west. Box 687K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Top announcer 3½ years experience, all radio. Interested in learning directing along with announcing duties. Presently employed. College. Vet. Box 704K, BROADCASTING.

Technical

Technician, first phone, desires return to broadcast field. 15 years experience, 12 years same station, one year television, 2 years master recording, active amateur. No genius, but competent and reliable. Prefer southeast, consider other. Age 41, married. Box 639K, BROADCASTING.

First phone, no experience, eager to learn, 35, family man, prefer southwest. Dale Branson, Beliot, Kansas.

Need a steady hand with a soldering iron? First phone ex-ham looking for summer employment in tv operation and maintenance with possibility for permanent position. Will graduate in electrical engineering next January. 2½ years of experience in radio engineering and announcing. I will answer every reply. Marvin Livingston, 619 University, Stillwater, Oklahoma, FR 2-7941.

Production-Programming, Others

Director - writer - producer seeks position with challenge, responsibility and future. Box 387K, BROADCASTING.

Promotion-Publicity Director, award-winning major market experience, administration of annual budget in excess of $300,000. Writes, places own copy locally, nationally, consumer and trades. Available West Coast broadcast, studio or client assignment immediately. Top industry references. Box 719K, BROADCASTING.

FOR SALE

Equipment

Ampex model 345 stereo recorder with Ampex console cabinet, 15 and 7½ ips, like new, less than 30 hours use. $1745. Immediate delivery. Box 648K, BROADCASTING.

8 hour tape player, Magnecord 814, automatic reverse, in cabinet—$225. Box 668K, BROADCASTING.

Two GPL 16mm Kinescope recorders—one 35mm Kine Camera. All top condition. Box 699K, BROADCASTING.

For Sale. Schafer automation current model includes CU-9 control unit. One Schafer Ampex program preparation unit with remote control box and cables. Three Ampex tape playbacks. Two Seeburg units. System has photocell cue system. First class operating condition. Replacement price $14,865, will sell at substantial discount. Available for immediate deliver. Box 709K, BROADCASTING.

Model 66 RCA modulation monitor. Good condition; FCC approved—$175.00. KFRO, Longview, Texas.

RCA 5kw tv transmitter. Low band, presently on Channel 5. Complete with transmitter console, harmonic filters, sideband filter, diplexer, dummy load, and demodulators. Available now. KCSJ-TV, Pueblo, Colorado.

For Sale. W.E. 504B2 FM 3 k.w. transmitter. W.E. 5A FM monitor. 37M4 Collins 4-bay antenna 280 ft. 1⅝" Andrews Coax, elbows, hangers and miscellaneous fittings. All tuned ready to operate on 102.7 m.c. Contact Henry Fones, C.E., WDIA, Memphis.

For Sale—6 complete Motorola used 2-way mobile units, type FMTU—30D, 30 watt, freq. 153.29. All in working condition. Best offer takes lot. Contact Ernest Sparkman, WKIC. Hazard, Kentucky.

Equipment for 1000 watt FM station. Henry, 42 Camino Lenada, Orinda, California.

For Sale—(Cont'd)

Equipment

Tapes. 1200′ 99¢; 1800′ $1.29. Free catalog. Box 3095, Philadelphia 50.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

ERCO type 500-T FM exciter 15 watts at carrier or ½ carrier frequency. Includes 1 67 k.c. sub carrier, second can be added, 3 years old. Cost, $4700; excellent condition. Will consider reasonable offers—WGLI, Babylon, N. Y.

16mm Reversal Film Processor—Aiglonne, Model America—Automatic daylight Film processing up to 1400 feet per hour, threads itself automatically, high speed solution recirculation, replenishing system, temperature controls, impingement, drying, etc.—new condition. $2500 plus freight. WHO-TV Des Moines, Iowa.

Seeburg Library Unit—Model 200LU in excellent condition complete with high fidelity pre-amplifier. Limed oak cabinet with glass door, 200 play selectomatic unit excellent basic unit for automation. Price $495.00 FOB Phoenix. Vinson-Carter Electric Company, 4444 E. Washington St., Phoenix 34, Arizona.

Federal field meter type 101C. Broadcast and short wave loops. In excellent condition. Original cost $1100, will sell for $350. E. L. Keim, WWVA, Wheeling, West Virginia.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, $40.00 for 20′ length; ⅞" ditto, 90¢ foot; 6 feet. Dishes with hardware, $150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Need everything for 1 KW 4-bay FM operation. Also 5-inch oscilloscope. Box 475K, BROADCASTING.

Wanted—TV studio equipment. State model, price and condition. Box 609K, BROADCASTING.

Need used RCA, type. TK-11, studio camera with orbitor. Write stating age, condition and price. Box 657K, BROADCASTING.

Used 1 kw or 3 kw fm transmitter and monitor. State age, make, condition and frequency. Box 686K, BROADCASTING.

Wanted—Used AM frequency and modulation monitors, also used studio equipment—state condition. Box 715K, BROADCASTING.

25 kw dummy load. Reasonable condition. Calorimeter or wattmeter type. Box 621K, BROADCASTING.

Wanted: FCC approved modulation monitor. Have fully reconditioned Collins Limiter to sell or trade. WTSA, Brattleboro, Vermont.

WANTED TO BUY

Stations

Experienced broadcasters seek profitable multiple market facility in midwest or southwest. Will pay cash or terms. Confidence assured. Box 326K, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. **Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics. 3123 Gillham Road, Kansas City 9, Missouri.**

Instructions—(Cont'd)

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting May 9, July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Be a Disc Jockey. Learn announcing & engineering—FCC 1st class license. Nation's leading D.J.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio, Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

Tape recording business opportunity—good money in your own community making tapes and records. Full or spare time business. $1 brings idea-packed booklet explaining all you need to know to cash in on interesting unexploited career with small investment. Cook Laboratories, 101B Second St., Stamford, Conn.

We Guarantee increased ratings with fantastic Lange (one)—Liners! Demonstration record free! Lange, 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

RADIO

Help Wanted—Management

PROGRAM DIRECTOR

Exceptional opportunity in major Ohio market for seasoned broadcaster with ability and know how. Outstanding adult station in a wonderful area for your future. Send complete resume, picture, tape, immediately in confidence.

Box 690K, BROADCASTING

Help Wanted—(Cont'd)

Sales

EXECUTIVE CALIBRE CREATIVE SALESMEN

QUALIFIED TO EARN $30,000 to $40,000 PER ANNUM

Leading production firm desires several men of exceptional ability—

- Capable of dealing exclusively on a top management level
- To aid radio stations in the presentation of our "concept" or "image" method of advertising to local and regional sponsors
- Free to travel extensively

Interviews will be held in NYC and only men of experience and integrity will be considered.

AUDIO DESIGNS CORP.

756 Seventh Avenue
New York 19, New York CI 7-2535

"Ready to move up to a bigger market?" 5kw AM—180kw FM has two unusual opportunities due to power increase.
Salesman—best opportunity in Chicago market. Write complete details including present billings, requirements, etc.
Combo Man—first class license—will consider part time sales. Established progressive, successful station 16 years under original management-ownership. **WEAW,** Evanston, Illinois.

"PRIME AVAILABILITY"

For outstanding time salesman! Requirements: experienced, aggressive, enthusiastic. Excellent opportunity for advancement in group operation. If you are this man, call or write Terry Atkinson, WJW-TV, Cleveland, Ohio . . . TOwer 1-6080.

Announcers

MAJOR EASTERN MARKET

offers opportunity for creative mature air personality on quality station who can originate daily program (3 hours) while supervising over-all station production. Excellent salary and future for competent individual. Mail tape, picture and resume. All replies confidential.

Box 658K, BROADCASTING

Help Wanted—(Cont'd)

Announcers

NEWSCASTER

Top quality authoritative voice, experienced writer and reporter. Should be able to write and air editorials and commentary preferably of liberal view point. Adult programmed station in major midwestern market of 750,000. Salary open. Send complete resume, picture, tape immediately in complete confidence. Very fine opportunity. Box 588K, BROADCASTING.

Summer replacement announcer May 7 thru September 9th—possible employment beyond this period. Commercial station experience required. Send tape, snapshot and resume to Program Director, WOC, Davenport, Iowa.

Production—Programming, Others

GAL FRIDAY . . . for Michigan's #1 out-state Radio Station! Shorthand and typing, do specialty air work. Chance for radio writing production in public service field. Work with greatest staff in Michigan's vacation paradise. Contact Gene Milner, General Manager, WTAC, Flint, Michigan. Send complete resume, references, and photo.

RADIO

Situations Wanted—Announcers

For Sale

One fourteen year old Sportscaster. That is, fourteen years exp. in top Mkt. Radio and TV. Otherwise 36 years old—looking for real sports alert station with a touch of class. Now employed in Big Town with reg. TV show, but disc happy Radio side. Want radio and TV, play-by-play if avail. Will send tape and/or VTR.

Box 672K, BROADCASTING

MIKE LAURENCE

Creative air/on camera personality formerly with **WMGM**, New York. 538¾ N. Sycamore, Los Angeles 36, Calif. WEbster 8-0536.

Production—Programming, Others

MIRACLE

For sky-high ratings and peak sales. Proven Personality for Radio and TV. Now daily on NBC O&O, also weekly interview series on national network. Interested new offer—greater challenge.

Box 666K, BROADCASTING

For Best Results You Can't Top A CLASSIFIED AD in

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION

Help Wanted

TV POSITIONS AVAILABLE

CP recently granted. Interim operators of Channel 9, Syracuse, N. Y., invite immediate complete written applications for positions of:

General Manager
Program Director
Sales Manager
Chief Engineer

Attractive compensation. Replies confidential. Address replies to Asher S. Markson, President, Channel 9, Syracuse, Inc., 351 South Warren St., Syracuse 2, New York.

Technical

TV ENGINEERS

Electrical and Mechanical

Leading producer of closed circuit TV has immediate position openings for: Senior Design, Junior Electrical or Mechanical Engineers; for our product development and systems application group. We need men with B.S. in E.E. or B.S. in M.E. and product design, development, Systems Design or application. Engineering experience in closed circuit TV, in industry and for broadcast engineering.

Send full resume: J. W. Lewis, Dage Division, Thompson Ramo Wooldridge, Inc., Michigan City, Indiana. In lake side community with resort flavor. In the heart of the Dunes. An equal opportunity employer.

INSTRUCTIONS

FIRST PHONE IN 6 WEEKS

Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned classrooms. American Academy of Electronics. 303 St. Francis St., Mobile, Alabama.

EMPLOYMENT SERVICE

Moving West?

TV/RADIO PERSONNEL—

Register now!

We are listing Active, Talented people, looking for better jobs . . .

MANAGEMENT/DIRECTORS/ WRITERS/PRODUCERS/ ANNOUNCERS/SALES—

Write or send Resume to:

ADS-ASSOCIATED PERSONNEL SERVICES

P.O. Box 2343—Salt Lake City 10, Utah

(Suggestion: Clip this ad for future reference)

*Licensed & Bonded

Business Opportunity

RETIRED AT 42, READY TO GO AT 43

Owner of special sales promotion after a session with the rocking chair is back. Open for all offers. Will invest or buy Radio Station. Write:

Box 674K, BROADCASTING

WANTED TO BUY

Equipment

"Wanted to buy: used Oricon Pro 600 in good to excellent condition. Optical sound only." Box 659K, BROADCASTING.

MISCELLANEOUS

ATTENTION RELIGIOUS BROADCASTERS

"Hawaii Needs You"
choice Sunday avails
special monthly rate
for Sundays only

1 hour	$205.00
½ hr	125.00
¼ hr	75.00

plus 3½% st tax

—5,000 watt—

KNDI

Box 1516, Honolulu 6, Hawaii

WRECK

LOST: RECORDS, PAPERS, ORDERS.

Truck, Automation, orders from BOOTH 22 W

AITKEN COMMUNICATIONS, Inc.
305 Harrison St.
Taft, Calif.

in an accident on Will Rogers Turnpike on return trip to California. I need to locate the people who visited me at the NAB. If you will forward me the Automation requirements furnished at the Convention, I can provide you with the information requested. Orders for equipment can't be filled unless I can contact you.

FOR SALE

Stations

Ala	metro	daytimer	$110M	terms
Ark	metro	daytimer	75M	$40dn
Ga	metro	fulltime	137M	29%
Ind	metro	fulltime	410M	$90dn
La	metro	daytimer	135M	29%
N.Y.	metro	fulltime	235M	29%
Tenn	metro	fulltime	400M	$100dn
Va	metro	fulltime	350M	29%
Wash	metro	daytimer	105M	terms

and others: also newspapers & trade journals

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

Tex. metro regional, absentee owned, 1961 cash flow $60,000. $250,000 with $50,000 down—Tex. major FM. $75,000 with 10% down—Tex. regional single $70,000—Tex. f.t. single $70,000—Tex. medium f.t. $160,000—Ark. medium regional $150,000—Ark. regional single $78,750—Ark. major f.t. regional $180,000—La. regional single $45,000—Colo. regional single $50,000—Okla. single, making money $95,000—Tenn. major power, billed over ¼ million yrly past several yrs. $350,000 23% down—Ga. regional single $50,000—Ga. regional single f.t. $75,000 with $15,000 down—Fla. f.t. single $45,000 with $10,000 down—Fla. medium regional $95,000—Fla. medium f.t. power $175,000—Fla. medium regional $145,000—Miss. single $45,000—Tex. major regional $200,000, just $25,000, bal. 10 yrs. no interest! Contact:

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

Continued from page 92

place expired permit for vhf tv translator station, specify make trans. and ant. and make changes in ant. system.

K10AU Jordan, Mont.—Granted cp to replace expired permit for vhf tv translator station, specify make trans. and ant., and make changes in ant. system.

K11AN, K13AR Cut Bank, Mont.—Granted mod. of cps to change ERP to 25.9 w., type trans. and type ant., and make changes in ant. system.

KNUI Makawao, Hawaii—Granted mod. of cp to change ant.-trans. location, specify main studio location (same as trans. location) and deletion of remote control.

WCGR Canandaigua, N. Y.—Granted mod. of cp to change ant.-trans. location and make changes in ground system.

■ Approved specifications submitted by The Board of Public Instruction of Dade County, Florida, pursuant to report and order of March 7 in doc. 14448 (to be effective April 16), and mod. cp to WSEC-TV to specify noncommercial educational operation on *ch. 17 at Miami, Fla., in lieu of commercial operation of ch. 17 in Fort Lauderdale, Fla.

■ Following stations were granted mod. of cp to change type trans.: WOSC-FM Fulton, N. Y.; WMLF Pineville, Ky.; WBIA Augusta, Ga.; KBRL McCook, Neb.

Actions of April 13

WXCN(FM) Providence, R. I.—Granted cp to change ant.-trans. and studio location; install new trans. and new ant.; and make changes in ant. system; remote control permitted.

KBLA, Radio Station KBLA, Burbank, Calif.—Granted assignment of cps and licenses to **City National Bank of Beverly Hills**, Court appointed temporary conservator of the estate of George E. Cameron, Jr. and **Bcstrs. of Burbank Inc.**, a partnership d/b under same name.

KDES-AM-FM, George E. Cameron Jr., Palm Springs, Calif.—Granted assignment of licenses and cps to **City National Bank of Beverly Hills**, Court appointed temporary conservator of the estate of George E. Cameron Jr.

WRVA Richmond, Va.—Granted licenses covering use of present licensed main trans. as auxiliary trans.; and installation of new main trans.

WKFD Wickford, R. I.—Granted mod. of cp to operate trans. by remote control.

WFLS-FM Fredericksburg, Va.—Granted mod. of cp to change type trans. and change type ant.

WILY Greenville, N. C.—Remote control permitted.

WCNO(FM) Canton, Ohio—Granted cp to install new trans.

WZAK(FM) Cleveland, Ohio — Granted mod. of cp to change type ant. and studio location; remote control permitted; condition.

WPDQ Jacksonville, Fla.—Granted mod. of license to change studio location and remote control point.

■ Following stations were granted extensions of completion dates as shown: WUFO Amherst, N. Y., to July 30, and KTSM-FM El Paso, Tex., to May 31.

Rosebud Tv Inc., Gregory-Burke, S. D.—Granted cp for new vhf tv translator station on ch. 2 to translate programs of KORN-TV (ch. 5) Mitchell, S. D.

East Glacier Tv Assn., East Glacier Park, Mont.—Granted cp for new vhf tv translator station on ch. 13 to translate programs of KFBB-TV (ch. 5) Great Falls, Mont.

■ Granted cps for following vhf tv translator stations: Townsend Tv Club on ch. 7, Townsend, Mont., to translate programs of KRTV (ch. 3) Great Falls, Mont.; Dell Valley Tv Assn. on ch. 6 and 11, Dell City, Tex., KTSM-TV (ch. 9) and KROD-TV (ch. 4), both El Paso, Tex.

Actions of April 12

American Bcstg-Paramount Theatres Inc., New York, N. Y.—Granted extension of time to April 29, 1963 to locate, maintain, and/or use studios at 7 W. 66th St., New York, N. Y., and other points throughout the U. S. under control of American Bcstg.-Paramount Theatres Inc., for purpose of obtaining or producing tv programs consisting of musical, dramatic, educational and entertainment material, to be transmitted or delivered by film or tv recordings by various methods or by electrical energy for transmission by cable and/or other means to XETV (TV) Tijuana, Mex.; conditions.

WZAK(FM) Cleveland, Ohio—Granted extension of completion date to Oct. 1.

D & E Bcstg. Co., Great State Bcstrs. Inc. San Antonio, Tex.—Designated for consolidated hearing applications for new daytime am stations to operate on 1540 kc—D & E with 1 kw, and Great State with 10 kw, DA.

KONG Visalia, Calif.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

WICS (TV), WICD (TV), WCHU (TV), Plains Tv Corp., Springfield, Danville and Champaign, Ill.—Granted acquisition of negative control by each **Herbert Scheftel** and **Alfred G. Burger** of **Transcontinental Properties Inc.** through sale of stock by **Paul F. Warburg** to **Transcontinental Properties Inc.**

KWAC Bakersfield, Calif.—Granted mod. of license to operate trans. by remote control (second remote control point).

WYFS(FM), Winsonett Inc., Winston-Salem, N. C.—Granted mod. of license to change name to **Fine Music Inc.**

KBMS(FM) Los Angeles, Calif.—Granted mod. of license to change studio location and remote control point to 440 W. Broadway, Glendale.

KCBD-TV Lubbock, Tex.—Granted cp to change ERP to vis. 316 kw, aur. to 158 kw, type trans., correct geographic coordinates and redescribe trans. and studio locations; ant. height 760 ft.

WITN-TV Washington, N. C.—Granted cp to install auxiliary trans. at main trans. site.

WCYB-TV Bristol, Va.—Granted cp to install auxiliary trans. and ant. at main trans. site.

WBNX New York, N. Y.—Granted cp for installation of new trans.

WHOA San Juan, P. R.—Granted mod. of cp to change ant.-trans. location to 0.75 miles east of Pajaro, and change type trans.

WKOY Bluefield, W. Va.—Granted mod. of cp to change studio and remote control location.

WUPY Lynn, Mass.—Granted authority to remain silent for period ending July 5; condition.

KMET Paradise, Calif.—Granted extension of authority to May 2 to remain silent.

WFAW(FM) Fort Atkinson, Wis.—Granted extension of authority from April 2 to July 2 to remain silent.

KAIM Honolulu, Hawaii—Granted mod. of cp to operate trans. by remote control.

■ Following stations were granted extensions of completion dates as shown: WVUA-TV New Orleans, La., to Nov. 5; WNIA Cheektowaga, N. Y., to Aug. 1; WMMM-FM Westport, Conn., to Sept. 28; WNFM(FM) Naples, Fla., to July 8; WRVM-FM Rochester, N. Y., to Sept. 6; WTPR (main & aux. trans.) Paris, Tenn., to May 31; WDCX (FM) Buffalo, N. Y., to Sept. 15; KJIM-FM Fort Worth, Tex., to May 31.

Morongo Basin Tv Club Inc., Twentynine Palms & Twentynine Palms Marine Base, Calif.—Granted cp for new uhf tv translator station on ch. 80 to translate programs of KARC-TV (ch. 7) Los Angeles, Calif.

Village of Orchard, Orchard, Neb.—Granted cp for new vhf tv translator station on ch. 8 to translate programs of KTIV (ch. 4) Sioux City, Iowa.

W. D. Baldwin, Pennington Gap, Va.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of WBIR-TV (ch. 10) Knoxville, Tenn.

■ Granted cps for following vhf tv translator stations: Moffat County on ch. 10, Powder Wash, Colo., to translate programs of KOA-TV (ch. 8) Denver, Colo., via intermediate translators; Powderville Tv Assn. on ch. 9, Powderville, Mont., to translate programs of KOOK-TV (ch. 4) Billings, Mont., via intermediate translators.

Actions of April 11

North Tillamook Tv Translator Inc., Rockway, Ore.—Granted cp for a new uhf tv translator station on ch. 74 to translate programs of KGW-TV (ch. 8) Portland, Ore.

The A. S. Abell Co., Baltimore, Md.—Granted cp and license for new low power station.

WHEC-TV Rochester, N. Y.—Granted cp to change type ant.; make changes in ant. system, trans. and equipment and change ant. height to 500 ft.

WROC-TV Rochester, N. Y.—Approved supplemental engineering technical data submitted pursuant to report and order of July 27, 1961 in doc. 13858, for modified license of WROC-TV, to specify type ant., modified for simultaneous use by WROC-TV and WHEC-TV.

WRIG Wausau, Wis.—Granted change of remote control authority.

■ Corrected transmitter location and geographic coordinates in licenses previously issued WFAA-TV and KRLD-TV, both Dallas, Tex.

License renewals

WKJF(FM) Pittsburgh, Pa.—Granted (1) renewal of license, conditioned that licensee, within 45 days, discontinue main channel transmission of subscription background music and transfer all subsidiary service to its authorized SCA sub-carrier frequency, and (2) assignment of license and SCA to WKJF Inc., wholly owned by Mrs. Greer. Action April 12.

Rulemakings

■ Commission has tentatively decided upon further rule changes it believes appropriate to carry out provisions of FCC Reorganization Act (Public Law 87-192 of August 31, 1961). In keeping with congressional purposes, thrust of these new rule changes is (1) to relieve commission of routine adjudicatory matters so as to enable it to devote more of its time to major matters of policy and planning and to more significant adjudication cases, and (2) to expedite handling of commission's large workload. Major device for accomplishment of these purposes is establishment of review board, consisting of senior and experienced commission employes, as contemplated by Public Law 87-192. Ann. April 12.

PETITIONS FILED

Sec. 3.606: Duhamel Broadcasting Enterprises, KOTA-AM-TV, Rapid City, S.D. (3-30-62)—Requests amendment of rules so as to allocate ch. 11+ for use in Lead, S. D. Ann. April 13.

Sec. 3.606: Patchogue Bcstg. Inc., WAPC-AM-FM Riverhead, N. Y. (4-2-62)—Requests amendment of rules so as to allocate ch. 53 to Riverhead, N. Y. area. Ann. April 13.

Sec. 3.606: North Dakota Bcstg. Inc., et al, Bismarck, N. D. (4-9-62)—Requests amendment of rules so as to reassign vhf ch. 7 from Jamestown, N. D. to Bismarck, N. D. and reservation of ch. for non-commercial educational use. Ann. April 13.

For Sale—(Cont'd)

Stations

GUNZENDORFER

ARIZONA SINGLE STATION MARKET DAYTIMER. New 10 year payout. Asking $125,000. 29% down. *"A GUNZENDORFER Exclusive."*

CALIFORNIA 1000 WATTS DAYTIMER. Near big market. Asking $115,000. $33,500 down. *"A GUNZENDORFER Exclusive."*

OTHERS IN OREGON, $75,000; ROCKY MTS., $87,500; ARIZONA, $78,000.

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SOUTHWEST. Exclusive. Full time. Absentee owned. Doing $50,000. Asking $80,000. Very excellent terms to qualified buyer.

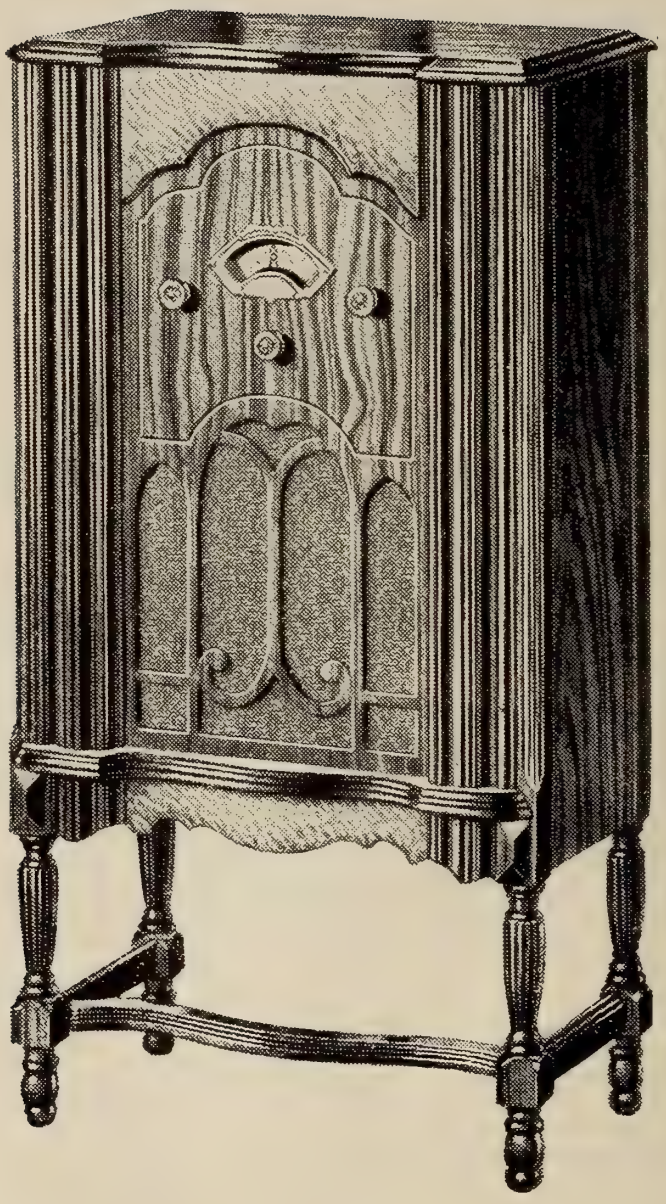
NORTHWEST. Medium market. Full time. Absentee owned. Gross $85,000 in 1961. Asking $125,000 plus assumption of $30,000 in obligations. Excellent terms.

CALIFORNIA. Full time. Medium market. $18,000 down.

ROCKY MOUNTAIN. Daytime. Absentee owned. Gross $100,000 in 1961. Asking $150,000. 29% down.

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In 1937, approximately 40,000,000 radios were entertaining the American public. Television was a gleam in the eye of the broadcasting industry. In 1962, more than 170,000,000 radios are in use, and television is part of our culture. ■ In 1937, only 1 in 7 persons was cured of cancer. Today, 1 in 3 is being saved. ■ Your progress helped make our progress possible. The vast strides made in broadcasting, the huge audiences reached, enabled us to bring life-saving information and research needs to the eyes and ears of millions of people. ■ Despite the tremendous gains in controlling cancer since the American Cancer Society launched its first national public education and fund-raising campaign in 1937, we are still far from total victory. ■ Please help us go the distance. During 1962, Cancer Progress Year, be especially generous in donating time to the American Cancer Society, and bringing its life-saving messages to your audiences.

AMERICAN CANCER SOCIETY

OUR RESPECTS to Robert Patrick Sutton, vp, general manager, KNX Los Angeles

More and better talk on radio, with KNX in the vanguard

Not long after the election of Samuel B. Yorty as mayor of Los Angeles, Robert P. Sutton, vice president and general manager of KNX, CBS-owned radio station in that city, broadcast an editorial attacking the city's "one-man rule" under its new mayor. In line with CBS policy recognizing that the right to criticize entails the responsibility to afford an opportunity to reply, Mr. Sutton made the KNX microphone available to the mayor, who used it so well that the station manager was impressed. "Here," he told himself, "is a broadcasting talent I'd like to have on KNX, no matter how controversial his political philosophy may be."

Mr. Sutton went to work at his persuasive best, which his associates will tell you is very good indeed. Before Mayor Yorty left the studio he had agreed to return for 45 minutes a week. On *Ask Mayor Yorty* he answers questions as they are phoned in, dealing with them directly with no chance to duck the tough ones. Today, nine months after its inception, *Ask Mayor Yorty* is still required listening for any one interested in Los Angeles local politics or civic problems.

Born in a Trunk ▪ Bob Sutton's emphasis on the informational side of programming is perhaps a reaction to his early years in vaudeville, where the exclusive aim of every performer was to entertain the audience out front. Born June 16, 1909, in Ogden, Utah, where his 17-year-old stage-struck mother left him with his grandmother while she went on the road, Robert Patrick Sutton made his own stage debut at four. For the next 25 years his home was more often than not a hotel bedroom or a theater dressing room. School was an unwelcome but unavoidable interruption of his real life in the theater, made bearable only by summer vacations and extended Christmas holidays when he would join his mother and stepfather (known professionally as Browne & LaVelle). He usually got into the act himself.

After attending a number of schools, Bob got his high school diploma in South Haven, Mich., in 1927. That fall he entered Albion College (in Albion, Mich.) but his academic career ended abruptly in the middle of his sophomore year when he and the college president disagreed on the relative importance of off-campus night life and class attendance.

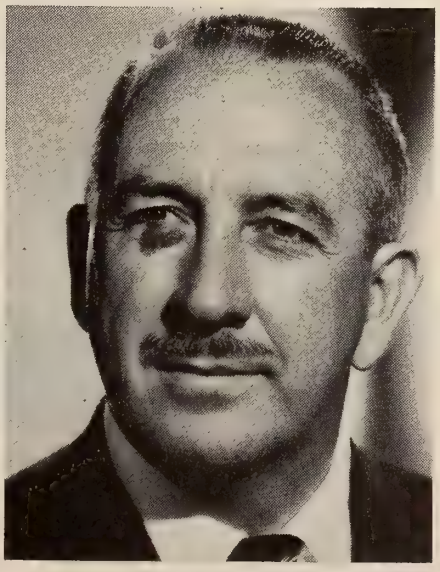
This came just as his folks were leaving for an engagement in Australia, so he joined them in a tour that took them there, and then to South Africa and England, finally landing them back in New York in 1931 at the bottom of the depression. Things were tough, but Bob was booked into a dance act with five girls. His protest that he was no dancer was refuted by "We don't leave for 10 days, so learn." "I did and we ate that winter," he says.

Then Came Radio ▪ The next year, Bob's folks made a guest appearance on *Johnny Murray's Sunday Night High Jinks,* a weekly radio program on KFWB Los Angeles, and were invited to become regular performers on the show. This called for new material each week and Bob joined them to write it.

Miles Labs had hit the radio jackpot with the *WLS Barn Dance* in the Midwest and was looking for a duplicate on the West Coast. The result was *Comedy Stars of Hollywood,* broadcast on 185 stations across the land, with Browne & LaVelle as star-hosts and Bob Sutton as writer. The program in time became a stage show, subsidized by Miles, and Browne & LaVelle were back on the road, with Bob as m.c. and band leader.

After Miles withdrew its support, the show folded in Minneapolis. Browne & LaVelle then persuaded WCCO to star them in a 6-7 a.m. weekday musical-variety series. "I fell in love with the city, the station and the staff organist," Bob declares. In 1939 he went to work for WCCO as script writer. In March of 1941 he married Ramona Gerhard, the WCCO organist and noted concert pianist as well, and in June of that year he became program director of WLOL Minneapolis.

Teacher and Student ▪ With the coming of World War II, Bob Sutton enlisted in the Navy. When asked what his work had been, he answered "radio" and was promptly told to teach code to a group of cadets. When he protested that he didn't know code, he was told to learn it and, as with the dancing, he did. "I managed to stay about two words ahead of the class and got by all right," he says. Adding this knowledge to technical information he'd gleaned from conversations with station engineers, Bob got a first-class ticket from the FCC. At the end of 1943 he shipped out as an aviation radio man. He logged more than 1,100 hours in DC-4's up and down the Pacific.



Robert Patrick Sutton
The new radio journalism

The war over, Bob returned to WCCO as a writer-director. In 1948 he was promoted to program director and four years later he moved to KNX in the same capacity. On March 27, 1961, he was made general manager of KNX and of the CBS Radio Pacific Network, and a vice president of CBS Radio.

The New Radio ▪ *Ask Mayor Yorty* is a good example of the kind of programming that Mr. Sutton has been giving KNX. "Radio has changed completely," he says. "Once it was a family theater in the living room, much as tv is today. Now radio is a companion and an informant. We feel we are in the forefront of creating a new kind of radio journalism that covers much more than the so-called 'hard news' of the day.

"I'm confident there'll be more talk, more good talk, more informative talk, on radio in the years ahead than there is even today. I'm going to do my best to keep KNX in the vanguard of this movement."

Other CBS-owned stations are KNX-FM and KNXT (TV) Los Angeles, WCBS-AM-FM-TV New York, WBBM-AM-FM-TV Chicago; WCAU-AM-FM-TV Philadelphia; KCBS-AM-FM San Francisco; KMOX-AM-TV St. Louis, and WEEI-AM-FM Boston.

The Suttons live in a gracious Spanish-style home in Pasadena with their son John, now a freshman at the U. of Southern California. Weekends usually find them at Dana Point, living in their trailer. Mrs. Sutton plays the organ at church; the men go scuba diving, a sport which has virtually replaced sportscar racing as Bob's major hobby (although he still keeps a Siata Spyder in his garage, just in case). He belongs to the Dana Strand Club and the Jonathan Club, and is a board member of the Hollywood Advertising Club and secretary and a board member of Southern California Broadcasters Assn.

Time to bury the Peabody

THE Peabody Awards committee defiled its purpose and defamed those it sought to honor last week by bestowing a special award upon the chairman of the FCC.

The Peabodys purportedly honor the most distinguished and meritorious public service by radio and television. There is no room in that description for an award to any government regulatory official.

The gratuitous award to Newton Minow and the fulsome language in which it was conveyed inevitably cast doubt on the worthiness of the legitimate winners. How many of them, an on-looker must ask, would have done what they did if Newton Minow hadn't been standing over them with his whip—doing his bit, as the citation says, "to rescue the wasteland from the cowboys and private eyes"?

The question is inescapable. The implication is slanderous nonsense.

The citation also dishonors the chairman's FCC colleagues as much as it honors him when it calls him "the most courageous, responsible and energetic FCC commissioner in years."

We have long said that too many awards are passed out in tv and radio. On the strength of their performance this year in attempting to equate questionable government regulation with creative programming performance, we nominate the Peabodys for permanent retirement.

Formula for government take-over

IF the recommendations released last week by the Senate Subcommittee on Freedom of Communications were adopted, broadcasters might as well put on Western Union messenger caps and trade in their transmitters for bicycles.

The subcommittee has proposed a set of rules to govern "fairness" in the presentation of controversial issues on radio and television. As described in detail elsewhere in this issue, the proposed rules are numerous and seemingly complex. They may be distilled, however, to a simple recommendation: Put the FCC in charge of directing all radio and television programs that contain any element of controversy. The rationale is as simple as the recommendation: Broadcasters are less capable than politicians to direct the presentation of important issues. The recommendation and rationale were stated by the subcommittee almost in so many words.

At one point the subcommittee recommended the bald repeal of the First Amendment through an addition to the anti-censorship provision of the Communications Act. As now written, the act explicitly prohibits the government from censoring or interfering with the "right of free speech by means of radio communications." To that the subcommittee would add:

"Nothing in this act or the foregoing sentence shall prevent the Federal Communications Commission, acting upon a complaint in an 'editorial fairness' case, to direct a licensee to make time available and present the opposing position or a particular person in order that the paramount right of the public to be informed on all sides of public issues be preserved."

Preceding observations of the subcommittee made it clear that "editorial fairness" would not be confined to broadcast editorials; it would apply to the presentation of any kind of controversy in any form.

And this snide appraisal of broadcaster competence appeared elsewhere in the subcommittee's recommendations:

"Those who test the public response and rate programs accordingly for entertainment value or the sale of commercial products may not be the best judge to analyze the citizen's quest for information or his taste for political controversy. Programs of a political nature in our society are a paramount public service responsibility of licensees. And the interposition of the licensee between the candidate and the public does not mean that the licensee is to act as a filter, substituting his judgment for that of the candidate as to what the American people want to know."

The subcommittee's recommendations, occupying more than nine legal-size pages of single-spaced typing, add up to an unforgivable slur on broadcasters, the American audience and the principles of democratic government. As signatories, Sens. Ralph W. Yarborough (D-Tex.), Gale McGee (D-Wyo.) and Hugh Scott (R-Pa.), have endorsed the proposition that all politicians are infinitely wise and all other citizens so stupid they must be force-fed the diet of information that politicians prescribe.

The Yarborough-McGee-Scott report is its own best argument against its appraisal of politicians.

Chance to toot a horn

ALL radio and television stations have been asked to participate in a fund-raising drive to build a permanent headquarters for the American Symphony Orchestra League. The drive represents an opportunity for that happy combination of self-interest and public service.

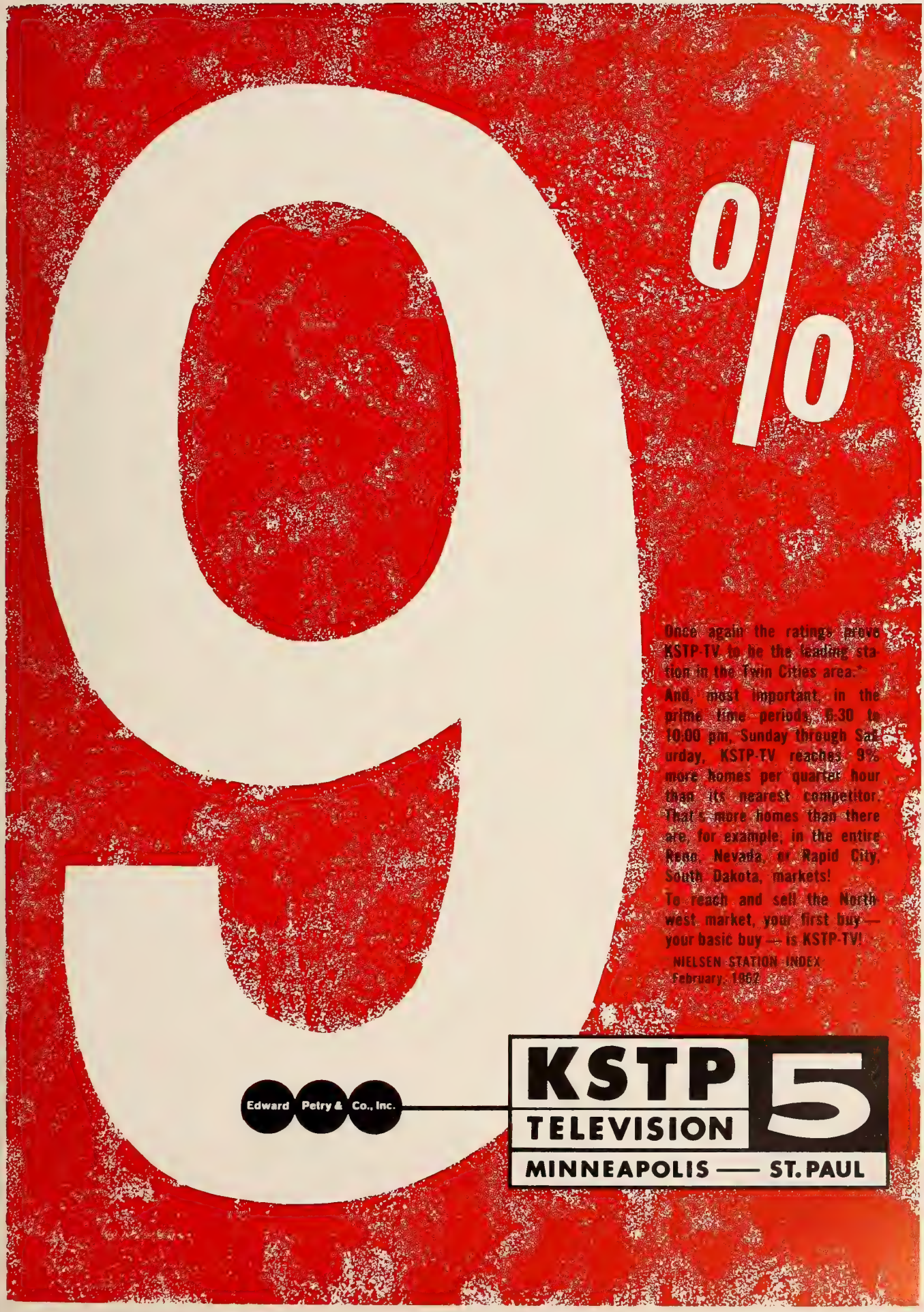
As broadcasters have been advised in information mailed to them by Carl Haverlin, president of BMI and chairman of the steering committee of the fund drive, the symphony league hopes to build a $1 million music center in the Virginia countryside near Washington, D.C. A 40-acre site has already been donated by Mrs. Jouett Shouse, a philanthropist and chairman of the President's Music Committee of the People-to-People program. Edward Durell Stone, eminent architect, has donated the plans.

The symphony league is the national association of symphony orchestras throughout the country. It has an active program of musical training that can be expanded once it acquires headquarters space.

Broadcasters have had much to do with the increase of musical interest in this country, and they are logical participants in this campaign. If the $1 million drive succeeds, it will be because broadcasters succeed in persuading members of their audience to contribute. It's a good cause from which music—and broadcasters—can benefit.



"Who made out our vacation schedule? They've got Huntley and Brinkley taking the same two weeks off!"


9%
Once again the ratings prove KSTP-TV to be the leading station in the Twin Cities area.*
And, most important, in the prime time periods, 6:30 to 10:00 pm, Sunday through Saturday, KSTP-TV reaches 9% more homes per quarter hour than its nearest competitor. That's more homes than there are, for example, in the entire Reno, Nevada, or Rapid City, South Dakota, markets!
To reach and sell the Northwest market, your first buy—your basic buy—is KSTP-TV!
*NIELSEN STATION INDEX February, 1962
Edward Petry & Co., Inc.
KSTP 5
TELEVISION
MINNEAPOLIS — ST. PAUL



WKOW-TV GETS TOP PERFORMANCE WITH RCA-6448's



"Over the years, we have always experienced top performance with RCA power tubes," says Cloren E. Smith, Chief Engineer, WKOW-TV, *Madison, Wisconsin.*

WKOW-TV's experience with RCA-6448's, used for both audio and video, is that these RCA power tubes are still delivering top performance—after almost four years of operation with the original 6448 tube complement in its RCA TTU-12A transmitter. At WKOW-TV, which broadcasts an average of 14 hours a day, RCA tube quality has meant lower tube and maintenance costs per hour of on-air operation.

WKOW-TV, operating on Channel 27, is one of many stations which, by following manufacturer's specifications, has obtained unusually long tube life. Your local RCA Distributor of broadcasting tubes handles all types to fill your needs.

RCA Electron Tube Division, Harrison, N. J.

The Most Trusted Name in Television

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 30, 1962

Tv spot in blossom: sales pace ahead of '61, say 9 out of 10 stations 27

Survey of the FCC's organization exhumes Kennedy plan 40

New creative code by 4A's is aimed directly at radio-tv advertising 28

Newspaper group plans to make another pitch for tv's big accounts 36

COMPLETE INDEX PAGE 7



Congratulations on your superb record of service to the Southwest and the radio broadcasting industry during the past 40 years

Edward Petry & Co., Inc.

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things are looking-up

IN THE JOHNSTOWN-ALTOONA MARKET

INDUSTRIAL CONSTRUCTION





WJAC-TV is first where it counts!

. . . 81½ MILLION DOLLARS IN INDUSTRIAL CONSTRUCTION AND MODERNIZATION is scheduled for 1962 in the Johnstown-Altoona market area alone . . . solid proof of the vigor and vitality in this heart of Pennsylvania. These huge industrial investments mean jobs . . . payrolls . . . and sales for your product when you use WJAC-TV--the station more people in Southwestern Pennsylvania watch most! Check the facts and figures. WJAC-TV is first where it counts . . . in top shows, top audience, total coverage.

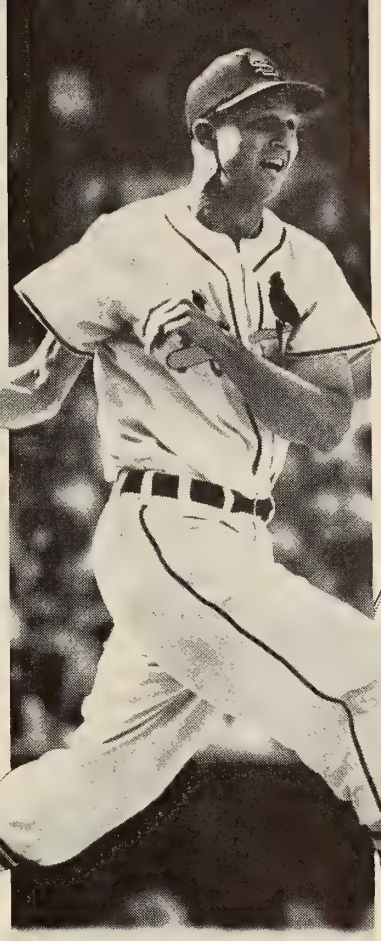
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SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN • CHANNEL 6

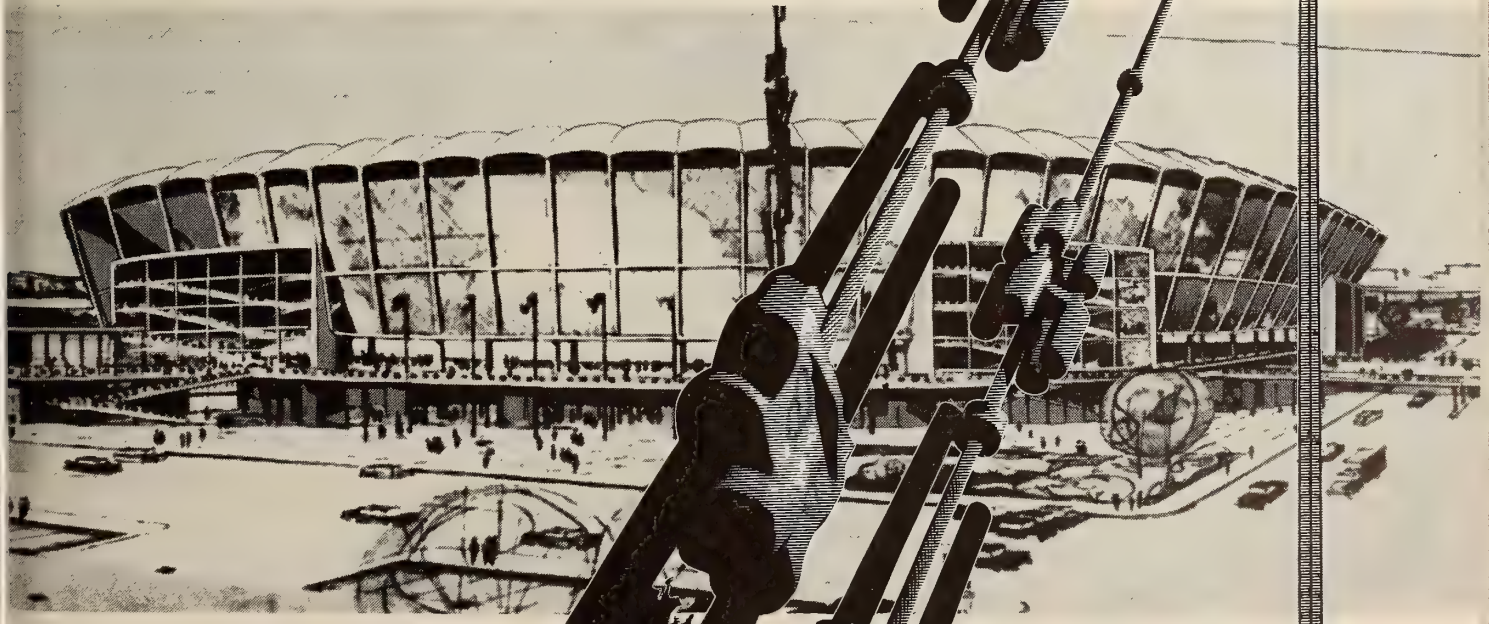
The NEW Spirit of St. Louis



STAN MUSIAL, now starting his twenty-first year with the St. Louis Cardinals, successfully spearheaded the recent drive that is turning the dream of St. Louis' new stadium into a concrete-and-steel reality.

KTVI salutes Stan Musial, a symbol of greatness both in athletic prowess and community leadership — part of the New Spirit of St. Louis.

in St. Louis the quality buy is KTVI



New 50 million dollar all-sports stadium planned for St. Louis promises to be one of the finest in the United States.

KTVI

CHANNEL **2** ST. LOUIS

abc

Represented nationally by **BLAIR-TV**

HEFTY SUPERIORITY



Each week, according to the latest Nielsen Coverage Service, KRLD-TV reaches 27,680* more TV Homes than the second-ranking station and 79,800 more than the next runner-up.

This means that the average weekly schedule on Channel 4 in one year produces 1,439,360 more TV impressions in the Dallas - Fort Worth market than the number 2 outlet, and a whopping 4,149,600 more than station number 3.

Take advantage of Channel 4's hefty superiority. See your Advertising Time Sales representative.

*NCS '61

KRLD-TV

represented nationally by Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT

Libel insurance

Libel insurance rates, notably for newspapers, are being re-evaluated by companies specializing in field because of sharp increase in judgments against newspapers, along with jump in number of claims settled out of court. Employers Reinsurance Corp., Kansas City, largest in business, says that in past three years number of judgments requiring settlement has trebled in newspaper field.

Experience in radio-tv has been less severe but concern is being evinced over expansion of editorializing on the air. William A. Hannon, vice president of Employers Reinsurance, said last week that because of recent experiences, companies are approaching underwriting of newspapers with extreme caution.

Daytimers compromise

Only forseeable compromise in quest of daytimers for extension of hours of operation (as mentioned in FCC testimony before House Communications Subcommittee) is in respect to 28 limited-time stations which now operate until local sunset. Under FCC proposal, their operations would be limited to local sunset at site of dominant station. There's no likelihood of FCC acceding to blanket authorization of 6 a.m. to 6 p.m. operation for all daytimers on ground that there's no compromise with engineering principles if disastrous interference is to be avoided.

Summer rates not so hot

Though NBC executives say their new July-August reduction in station compensation rates won't cut affiliates pay below last summer's level, thanks to gain in summer sales (CLOSED CIRCUIT, April 23, 1962), some affiliates say their own arithmetic is less promising on basis of quick calculation. Stations estimate their compensation for these months will be $5,000 to $10,000 less than in July and August last year.

Shy at sales agents' gouge

That extra 10% tacked onto tv shows by sales (talent) agents has networks' backs up. Some tv film production executives have found networks passing up, where possible, properties which have customary overrides for talent commissions. It's noted that agents' 10% price continues even after series goes off network and into rerun. Networks have dropped obvious hints that they'd rather deal directly with producers.

BAH objectivity challenged

Now that Booz, Allen & Hamilton management survey of FCC has been made public (see page 40), question of objectivity has been raised anew. "Who wrote this, (FCC Chairman) Newt Minow?" Hill source asked upon reading recommendations. Knowledgeable critics at FCC said BAH attacked "picayune" matters known to be special targets of chairman's office. Point also is made that surveyors spent average of 15 minutes with other commissioners and key staffers but had constant and continuing liaison with chairman's office while recommendations were being drafted.

In recommending that FCC delegate much of its authority to chairman, report praises "positive leadership" of Mr. Minow—although he is not mentioned by name. On one recommendation which soon will be carried out —establishment of staff review board (BROADCASTING, *April 23*)*—six commissioners are jealously guarding their equal voices in selection of members.*

From kilocycles to kilowatts

Slated for appointment as general counsel of Federal Power Commission is Richard A. Solomon (not "Sullivan" as reported in gossip column last week). For past three years in Antitrust Division of Department of Justice and for preceding 17 years on legal staff of FCC, finally as assistant general counsel in charge of litigation. Mr. Solomon joined Department of Justice in 1959.

Lindquist to RAB?

Among candidates under consideration for presidency of Radio Advertising Bureau, being vacated by Kevin Sweeney, is Lansing R. Lindquist, veteran broadcasting and agency executive, now in consultancy work in New York. Mr. Lindquist has been vice president of Ketchum, MacLeod & Grove, Pittsburgh and New York, and McCann-Erickson, New York, and developed Westinghouse sponsorship of political conventions dozen years ago. Mr. Sweeney, after 10 years as RAB head, has resigned effective next Feb. 28 but has not announced future plans though they're expected to be in station ownership-operation.

Fee system findings

Agencies harboring doubts about fee system of agency compensation as effective substitute for traditional media-commission system—and most agencies do have serious doubts—ought to check Ogilvy, Benson & Mather. OB&M and client Shell Oil made headlines year and half ago by putting (1) all Shell consumer advertising money into newspapers and (2) their own agency-pay arrangements on fee basis. Good chunks of Shell money have since been allocated to tv, but word at OB&M is that fee system not only is working to great satisfaction of both agency and client but also is compensation basis used by OB&M with all clients signed since Shell switch-over. With some clients it has been used since pre-Shell days.

Simplified radio

There's been no publicity and none is planned, but RAB is creating "simplification committee" to find new ways through paper-work jungle separating radio sellers from radio prospects and thus make radio easier for advertisers to buy. Committee will be composed of both station and station-representative people, about 200 in all, some from RAB board, some not. It's not meant to work counter to spot clearing-house services currently offered by independent firms, but to devise simplifications that'll help in any event. Unlike many trade-association committees, it'll shoot for fast results, not long-range theories.

First Metro client

New Metro Broadcast Sales, company-owned station representative unit of Metromedia, expected to sign first outside station soon—WCBM Baltimore.

Reading by radio?

Colombia may be first nation where U. S. Peace Corps begins its program of teaching literacy by broadcasting (CLOSED CIRCUIT, April 23). Last week Gordon McLendon, well-known U. S. radio broadcaster, flew to Colombia at request of Sargent Shriver, Peace Corps director, to make preliminary survey. It's expected that in some underdeveloped countries radio will be main instrument of Peace Corps plan because of lack of tv facilities.

Published every Monday, 53rd issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

New...on Detroit's WJBK-TV

PREMIUM MOVIES IN PRIME EVENING TIME

Thursdays, 7 to 9 P.M.

THURSDAY M★VIE DATE★

60-Second Announcements Now Available in the Pick of the Pictures*

Looking for prime 60's with a selling punch? Here they are, in an all-star lineup on Detroit's Channel 2. Call your Storer rep now for first choice of the avails.



WJBK-TV DETROIT 2

*TITLES AND STARS LIKE THESE, CHOSEN AND TIMED FOR FAMILY VIEWING

STRANGERS ON A TRAIN, 1951
Farley Granger, Ruth Roman
THE SEARCHERS, 1956
John Wayne, Natalie Wood
CALL NORTHSIDE 777, 1948
James Stewart, Lee J. Cobb
PRINCE OF FOXES, 1949
Tyrone Power, Orson Welles
THE WHIRLPOOL, 1949
Gene Tierney, Jose Ferrer
PINKY, 1949
Jeanne Crain, William Lundigan
ALL ABOUT EVE, 1950
Bette Davis, Marilyn Monroe
THE BLUE DAHLIA, 1946
Alan Ladd, Veronica Lake
VIVA ZAPATA, 1952
Marlon Brando, Jean Peters
THE CRIMSON PIRATE, 1952
Burt Lancaster
A STAR IS BORN, 1955
Judy Garland, James Mason
COME FILL THE CUP, 1951
James Cagney, Phyllis Thaxter
TEA FOR TWO, 1950
Doris Day, Gordon MacRae
THE DAMNED DON'T CRY, 1950
Joan Crawford, Steve Cochran
THE BIG LIFT, 1950
Montgomery Clift, Paul Douglas
HOUSE OF STRANGERS, 1949
Susan Hayward, Edward G. Robinson

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK	*IMPORTANT STATIONS IN IMPORTANT MARKETS*
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	*STORER BROADCASTING COMPANY*

STORER TELEVISION SALES, INC., representatives for all Storer television stations

WEEK IN BRIEF

Tv spot business is fine, thank you. A survey conducted by BROADCASTING shows nine out of 10 stations report their sales are above 1961. Minute spot availabilities in short supply. See lead story . . .

TV SPOT BLOSSOMING . . . 27

Conelrad is gone. The plan to keep enemy planes from homing-in on broadcast signals has outlived its usefulness. Not yet decided—what to do with the industry's heavy investment in this defense system? See . . .

THE END OF CONELRAD . . . 44

Advertising agencies have taken a bold step to remove the irritation from radio and tv commercials. The AAAA last week adopted a creative code aimed directly at the most-criticized phases of advertising. See . . .

AAAA ADOPTS CREATIVE CODE . . . 28

Looks as though the Sec. 315 equal-time bill is back in the freezer for another year. This critical measure faces little prospect of action, possibly because the 1964 elections are still far off. See . . .

SEC. 315 BILL ON ICE . . . 48

A professional survey team, after analyzing the workings of the FCC, has proposed a new power train—a chairman with super power and executive director reporting to him instead of Commission. See . . .

BONES OF JFK'S PLAN . . . 40

The solemn warnings about an abortion episode in the CBS-TV "Defenders" led only 10 affiliates to drop the program, which the network has described as representing a step in the march to maturity. See . . .

ONLY 10 'DROP' DEFENDERS . . . 56

Newspapers are out to grab the topflight users of tv advertising. Last week the Bureau of Advertising warned it will go after P&G, Kraft and some of the other heavy users of network and spot tv. See . . .

NEW TV BILLING GRAB . . . 36

When newspapers are shut down by strikes, radio-tv can be counted on to keep the news-hungry informed. Duluth and Minneapolis, strike victims, have benefited from the stepped-up broadcast service. See . . .

RADIO-TV FILL STRIKE VOID . . . 54

Those letters from the FCC staff are getting more numerous, with some licensees critical of the trend. In one week a score of midwestern radio stations received letters about renewal filings. See . . .

BACKTALK TO FCC LETTERS . . . 48

While commercial ties with the Far East get closer, U. S. advertising agencies looking in that direction must plan carefully. This is the word from a leading agency practitioner in that area. See . . .

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $12.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.



How big is the audience for this kind of excitement?

Rodeos—and we can prove it—are big for television.

Build a show around the spills and thrills of the rodeo circuit, put it into the 9 PM spot on Monday night, following *The Rifleman,* leading into *Ben Casey* . . . and you're coming on strong.

You're coming on with *Stoney Burke,* ABC-TV's explosive new series.

And your audience is there. Waiting.

This was abundantly demonstrated on March 11, on *ABC's Wide World of Sports,* when the Tucson Rodeo rode off with a 21.4 rating. Far and away the No. 1 program for the *entire* time period from 5 to 6:30 PM.*

In fact, 50% better than a sports spectacular on Net Y at 2:30 to 4 the same afternoon.

Stoney Burke also comes on strong with authentic rodeo sight and sound, with plenty of story muscle and with one Jack Lord in the lead. For this new talent, a meteoric rise to top TV popularity, Efrem Zimbalist and Vince Edwards fashion, is in the cards.

Whatever it takes to make it big, *Stoney Burke* has it. Big.



COMING ON ABC-TV "STONEY BURKE," STARRING JACK LORD.

*Source: Nielsen National TV Index, total audience, March 11, 1962.

Harper would sound public on ad practices

AAAA CHAIRMAN PROPOSES MEMBERSHIP RESEARCH PLAN

Proposal for continuing research project to get public's verdict on what advertising and commercial practices are offensive or in bad taste was made by Marion Harper Jr. of Interpublic Inc., AAAA chairman, in talk prepared for delivery (Saturday) at convention of American Assn. of Advertising Agencies at White Sulphur Springs, W. Va. (see page 28).

Mr. Harper also warned that J. Kenneth Galbraith, ambassador to India and often regarded as leading anti-advertising spokesman for Kennedy Administration, told him recently that he believes advertising will be "most controlled industry in the U. S. within five years." Said the AAAA chairman: "This sorry forecast may not come to pass, but there are signs well worth notice."

Television Bureau of Advertising, which held board meeting in Cincinnati and at White Sulphur Springs, announced Friday it is setting up special committee to explore centralized method of disseminating available marketing data to advertisers. Donald L. Kearney, director of sales, Corinthian Broadcasting Corp., will be chairman of committee.

Mr. Harper thought determination of public attitudes toward recent change of tv station-break length from 30 to 40 seconds—"or even to 50 or 15" might be one kind of research to be included in project he proposed. Other possibilities related to tv and radio.

Such studies would be conducted in "a university research center" with costs paid by AAAA alone or in cooperation with advertisers or media.

TvB board said new group will work with advertisers, agencies and research firms.

TvB said it thinks it necessary to "better program" existing data (on such factors as audience characteristics, product profiles, consumption patterns and other information not being used by "marketers") because of electronic computers and that it will "investigate the rental of electronic computers on a long-term contract basis."

Other TvB board members who will serve on committee: Theodore Shaker, president, ABC-owned tv stations; Martin L. Nierman, executive vice president, Edward Petry & Co.; Lewis H. Avery, President, Avery-Knodel. Other members are Norman E. Walt, WCBS-TV New York; H. Peter Lasker, Crosley Broadcasting Corp.; Edward Benedict, Triangle Stations, and Dr. Thomas E. Coffin, NBC.

Paul Rand Dixon, Federal Trade Commission chairman, told AAAA members April 28 that proposed FTC procedural plans are all aimed at removing uncertainty for businessmen.

On FTC plan seeking power to issue cease and desist orders, which has faced vigorous criticism in some quarters, Mr. Dixon said few if any AAAA members would be involved. "I should think you would applaud the fact that the FTC at long last could move fast enough against the few bums that are stealing your money and your reputation."

CBS-TV counts 179 to carry 'Defenders'

CBS-TV, in keeping careful count on stations clearing its "The Benefactor" abortion episode in *The Defenders* series on April 28, came up with new count Friday (April 27).

On eve of telecast, one station previously declining show decided to air it, while two others initially telecasting episode decided to cancel. Coming back: WNBF-TV Binghamton, N. Y. Canceling: WCNY-TV Watertown, N. Y., and WOW-TV Omaha (also see story, page 56 for earlier list). Count as of April 27: 179 stations clearing, 11 declining.

WHDH-TV Boston management says it differs with CBS-TV's appraisal of *The Defenders* episode on abortion. CBS-TV termed series as having "established a reputation for presenting plays of contemporary significance with competence, integrity and taste."

WHDH-TV, which refused to carry "The Benefactor" episode, states series "actually . . . is an entertainment program calculated to arouse attention through the use of provocative themes." This, according to station, is unobjectionable unless theme is needlessly offensive to audience or is used as unlabeled propaganda vehicle. Fictional program creating sympathy for act which is criminal in all 50 states and against federal law cannot be condoned, WHDH-TV says, adding:

"Since in our opinion, the dramatic treatment would be shocking to many viewers, our responsibility as a licensee requires us to refuse the program."

Station said if question of amending law regarding abortion becomes public issue "WHDH-TV will be the first to exercise its right and duty to explore with viewers all pertinent aspects of the problem" with "support of responsible opinion and without recourse to the dramatic."

Drewry on Peabodys

Dean John R. Drewry of U. of Georgia's School of Journalism, told WDOL Athens last Thursday that his role in administering Peabody radio-tv awards does not qualify him to comment officially on suggestion in BROADCASTING (EDITORIALS, April 23) that awards be abolished in light of one given FCC Chairman Newton N. Minow.

He said reaction to award was "pretty well balanced" between favorable and unfavorable comment. But he also noted that other awards, such as Nobel Peace Prize, have been criticized from time to time.

Dean Drewry said BROADCASTING had given "fair and complete coverage of the awards from the news standpoint."

KTNT-TV, CBS to part; KIRO-TV to be primary

KIRO-TV Seattle will become primary affiliate for CBS-TV in Seattle-Tacoma area on Sept. 1. KTNT-TV Tacoma and KIRO-TV have both been CBS-TV primaries and have been sold at combined rate.

In arrangement with KTNT-TV, primary affiliation has been terminated by mutual consent as of Aug. 31. Network, it was learned Friday (April 27), is informing advertisers and agencies of change.

KTNT-TV brought $15 million civil antitrust suit against CBS, charging conspiracy in violation of Clayton Act when CBS in 1958 switched its affiliation in Puget Sound area from that station to KIRO-TV. In May 1960 suit was settled, network taking on both stations with combined rate of $1,300 per hour. CBS reportedly then paid KTNT-TV $400,000 in settlement of triple-damage antitrust suit.

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Erickson



Mr. Schaffer

George A. Erickson, executive vp and director, and **Franklin E. Schaffer,** vp, Doremus & Co., elected vice chairman and member of finance committee, and executive vp and director, respectively, of New York-based advertising agency. **Walter H. Burnham,** vice chairman, elected honorary vice chairman. Mr. Burnham will continue to direct certain account activities in addition to devoting himself to other business interests. Mr. Erickson joined Doremus in 1934 after four years with Stone & Webster Securities Corp. He was elected vp in 1943 and executive vp and director in 1953. Mr. Schaffer came to Doremus in 1953 as account executive and was elected vp two years later. Mr. Burnham joined agency in 1919 as secretary. He was elected vp and director in 1933; executive vp in 1946, and has served as vice chairman since 1953.

Robert W. Tunison, manager of tv commercial department, Leo Burnett Co., Chicago, elected vp in charge of tv commercial production. **Gordon Minter,** vp, named executive producer on special assignments in tv commercial production section, with headquarters in Hollywood. **Jackson Phelps** and **Peter F. Weber** appointed tv commercial department manager and manager of commercial service, respectively. Mr. Tunison joined Burnett 10 years ago as broadcast supervisor. He transferred to tv commercial department as manager in 1955. Previously, Mr. Tunison was associated with Newell-Emmett and Henri, Hurst & McDonald. Mr. Minter began with Burnett, Hollywood in 1951, was elected vp in 1956, and moved to Chicago in 1960. Previously, he was with KTLA (TV) Los Angeles.

For other personnel changes of the week see FATES & FORTUNES

KBTR to Intermountain as Denver key station

KBTR Denver joins Intermountain Network May 1 as Denver key station, according to joint announcement by John Mullins, KBTR president, and George Hatch, KALL Salt Lake City, network chairman. All Intermountain stations now have common good-music policy and are members of ABC Radio West hookup. KBTR will serve as important news origination point for Intermountain.

WTSP-TV sits tight, shuns 'interim' talk

Meeting has been called in Washington Wednesday (May 2) to explore possible interim operation on ch. 10 Tampa-St. Petersburg—but successful applicant will ignore discussions and FCC official said any proposal which results probably would be illegal.

WTSP-TV Inc. (WLCY St. Petersburg) won ch. 10 last January on 3-2 vote (BROADCASTING, Jan. 22). Petitions to reopen record, in which Broadcast Bureau concurs, are pending. WTSP-TV President Sam Rahall said contracts have been let and actual construction will start within month. Target date for operations is Jan. 1 or sooner.

"That meeting doesn't concern us and WTSP-TV's lawyer will not attend," Mr. Rahall said. Session was called by Florida Gulfcoast Broadcasters Inc., Suncoast Cities Broadcasting Corp. and Tampa Telecasters Inc. In addition to WTSP-TV, counsel for two other losing applicants, City of Jacksonville and Bay Area Telecasting Corp., also were invited.

WLBT-TV reconsiders

WLBT-TV Jackson, Miss., has agreed to sell 30 minutes of time to Rev. Robert L. T. Smith, candidate for Democratic nomination in congressional race, after first writing Negro minister that station felt it would be against public interest to permit use of its facilities by any congressional candidate.

Rev. Smith complained to FCC, which asked WLBT-TV basis of its decision not to sell time. Rep. John Bell Williams, incumbent seeking renomination, said he will not seek equal time and plans no use of broadcast media.

Other Jackson station, WJTV (TV), sold Rev. Smith 30 minutes late in December.

AB-PT set to announce N.Y. building project

Date for start of construction of American Broadcasting-Paramount Theatres' long-planned 40-story headquarters building in New York's Lincoln Square area will be announced within next two weeks, according to reports last week.

New $30 million skyscraper, which will rise on Columbus Avenue between 66th and 67th Streets, will be largest private structure on edges of Lincoln Center for Performing Arts, now under construction. AB-PT has been acquiring needed property since 1948.

No standing, says FCC, denying ch. 10 plea

FCC Friday dismissed request by South Florida Tv Corp. for permission to apply for ch. 10 Miami without specifying definite antenna site.

Ruling petitioner had no legal standing; FCC held it would be inappropriate to consider petition on merits since South Florida is only prospective applicant. South Florida has announced plans to file for ch. 10, now held by WLBW-TV, and prospective applicants have until May 20 to submit papers (BROADCASTING, March 26).

Noreen makes tv buys in nighttime network

Lehn & Fink Inc.'s Noreen color hair rinse will add nighttime network tv to its summer advertising schedule, it was learned Friday (April 27).

Noreen, which will put all its ad budget in tv this year, plans to reach new audiences with *Premiere Theatre* (*Alcoa Premiere* re-runs) on ABC-TV for 11 weeks starting in July. Also scheduled: participations in ABC-TV's *Room For One More* on May 5 and 19, and on CBS-TV's *Checkmate, Ichabod and Me* and *Password* on May 23, June 19 and June 26 respectively. Tv spot schedule for Noreen started this month in 30 markets. Fuller & Smith & Ross is Noreen agency.

Gillette radio-tv drive

Major share of Gillette Safety Razor Co.'s $1 million Father's Day sales drive will go to radio-tv spot and network tv. During May 16-June 16 period, Gillette will advertise new razor features on three ABC-TV shows weekly (*Fight of the Week, Wide World of Sports* and *Surfside Six*), and it will also use tv spots in selected markets and 160 announcements by radio d.j.s in top 100 markets. Agency is Maxon Inc., Detroit.



We cordially invite you to visit the SESAC exhibit, Booth 15, at the AWRT convention, Sheraton-Chicago Hotel, to hear how to increase your station's profit potential with:

THE "DRUMMERS"*
Money-making musical program aids, pop—country & western

SESAC RECORDINGS*
All-new LP albums, designed to give your station the best in modern hi-fi sound

"JUST A MINUTE!"
Sixty-second showstoppers for those hard-to-fill programming slots

"REPERTORY RECORDINGS"
Widely acclaimed 45 RPM albums

SPECIAL PACKAGES
Introducing "MOOD MAGIC." Also "INSTANT SPORTS MUSIC," "A GOSPEL SING" and "CHRISTMAS SONGS AND SYMBOLS"

*trademarks

SESAC INC.
10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.

THE BEST MUSIC SESAC IN AMERICA

LOOK AT WHAT GENIUS CAN DO:

DAVID L. WOLPER is one of the truly creative minds of our industry. He has a special genius for producing dramatic non-fiction entertainment about colorful people and crucial moments in their lives.

Mr. Wolper infuses his productions with Integrity, Taste, Skill and — above all — Style. *Quality* characterizes "The Race for Space", "Hollywood: The Golden Years" and his other highly successful one-shot "specials".

Now, he's applying his technique to a series of weekly half-hour "specials". Title: "The Story of*"—

Each "special" dramatizes the world of sports, science, entertainment, art or public service. Mr. Wolper's camera "writes" the real story of real people in challenging situations.

"The Story of*" is the prestige property with strong rating potential for stations seeking *quality* sponsors . . . for sponsors who want to reach their *entire* market.

the REAL STORIES
of
REAL PEOPLE
in
REAL, DRAMATIC SITUATIONS



Ordered by

WNBC-TV	New York
WJBK-TV	Detroit
WTAE	Pittsburgh
WWL-TV	New Orleans
WKRC-TV	Cincinnati
KOMO-TV	Seattle
WTVN-TV	Columbus, O.
KLZ-TV	Denver
WVEC-TV	Norfolk
WBEN-TV	Buffalo
WKYT-TV	Lexington
KHQ-TV	Spokane
WTVT	Tampa
WLBZ-TV	Bangor
KNJ-TV	Fresno
KOGO-TV	San Diego
WRGB-TV	Albany-Schenectady-Troy
KATU-TV	Portland, Ore.
WMT-TV	Cedar Rapids-Waterloo
WBRE-TV	Wilkes Barre-Scranton
WSAZ-TV	Huntington-Charleston
WCSH-TV	Portland, Me.
WJTV-TV	Jackson, Miss.

. . . and others

THE STORY OF *

*A JOCKEY
A TIGER HUNTER
A MATADOR
A DANCER
A PRISONER
AN INTERN
A RACE CAR DRIVER

THE STORY OF *

A SINGER
A TEST PILOT

TV's first series of weekly "SPECIALS" for local & regional telecast

A BOXER
A CONGRESSMAN

THE STORY OF *

A NURSE
A TRIAL LAWYER
AN ARTIST
A WRESTLER
A COWBOY
A FOOTBALL COACH
A MODEL

THE STORY OF *

A DETECTIVE
A CLOWN
A REPORTER
A U.N. DIPLOMAT
A GEISHA GIRL
A COMEDIAN
A CARRIER JET PILOT



Host-Narrator
JOHN WILLIS

THE STORY OF *

A MAYOR
A PEACE CORPS WORKER . . . *and others*



WPTF Full range programming with outstanding staff personalities like Bill "B.J" Jackson has made radio the respected leader in a vital segment of the Southeastern market.



Measure of a Great Radio Station

WPTF

Raleigh-Durham NBC
50,000 Watts - 680 KC

Dick Mason, General Manager
Gus Youngsteadt, Sales Manager

HENRY I. CHRISTAL CO. National Rep.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

APRIL

April 29-May 1 — **Pennsylvania Assn. of Broadcasters,** annual convention. Speakers include Maurie Webster, vp and general manager, CBS Radio Spot Sales; Julian Goodman, vp for news, NBC; and George I. Bloom and Otis B. Morse, chairmen respectively of Republican and Democratic state committees. Paul Woodland, WGAL-TV Lancaster, is convention chairman. Pocono Manor Inn, Pocono Manor.

April 29-May 2—Chamber of Commerce of U.S., 50th annual meeting. For information and reservations, contact the Hotel Reservation Office, 1616 K Street N.W., Washington 6, D.C. Convention will take place in the Capital.

April 29-May 4—Society of Motion Picture & Tv Engineers, 91st convention. Advances of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.

April 30—**National Assn. for Better Radio & Television** awards dinner at Greater Los Angeles Press Club. Dr. Frank Baxter will be m.c., with Al Capp as guest speaker.

April 30—**Hollywood Ad Club,** luncheon meeting, 12 noon, at Hollywood Roosevelt. A. C. Nielsen Jr., president of A. C. Nielsen Co., will speak on "Putting Broadcast Audience Research into Proper Focus." James H. Shoemaker, manager of the Nielsen Hollywood office, will be chairman of the day. George Allen, HAC president, will preside.

April 30—American Women in Radio & Television, board of directors meeting. Sheraton-Chicago Hotel, Chicago.

April 30-May 2—Assn. of Canadian Advertisers, convention. Royal York Hotel, Toronto.

MAY

*May 1—**Advertising Club of Los Angeles** luncheon, 12 noon, Statler-Hilton. John Chancellor, Frank Blair, Louise King and other members of the cast of NBC-TV's *Today* will present the program.

*May 3—**UPI Broadcasters Assn. of New Hampshire,** annual meeting. Main speaker will be FCC Commissioner John S. Cross. Winnisquam House, Laconia, 6 p.m.

May 2-5—Institute for Education by Radio-Television, annual convention. Deshler-Hilton Hotel, Columbus, Ohio.

May 3—**Radio & Television Women of Southern California,** eighth annual award banquet honoring Spring Byington, 1962 Genii award winner. Ralph Edwards, m.c. Hollywood Palladium, 8 p.m.

May 3-4—**CBS-TV** affiliates meeting, Waldorf-Astoria Hotel, New York.

May 3-5—Montana Broadcasters Assn. convention, Placer Hotel, Helena.

*May 3-6, 1962—**American Women in Radio & Tv,** 11th national convention. Sheraton-Chicago Hotel, Chicago. Speakers will include FCC Chairman Newton N. Minow; NAB President LeRoy Collins; Peter G. Peterson, president, Bell & Howell, and Gail Patrick Jackson, executive producer of *Perry Mason* series. Saturday will be devoted to sessions on international communications and business communications.

May 4—**San Francisco State College Television Guild** 12th annual radio-tv conference and banquet, San Francisco.

May 4—Annual awards dinner, Radio-Tv Dept., **Indiana U.** Speaker will be Sol Taishoff, editor and publisher of BROADCASTING. Among awards will be two scholarships donated by Sarkes Tarzian Inc.

May 4-5—**Kansas Assn. of Radio Broadcasters** annual convention, Lamer Hotel, Hays, Kan. Speakers include Ben B. Sanders, KICD Spencer, Iowa; Kenneth Cox, FCC broadcast bureau chief; and LeRoy Collins, NAB president, whose speech will be carried on a statewide network.

*May 5—**Sigma Delta Chi Region 11** convention. Featured speaker is Henry Shapiro, UPI Moscow correspondent. San Jose State College, San Jose, Calif.

May 5—Sigma Delta Chi Region 9 convention. La Court Hotel, Grand Junction, Colo.

May 5—Sigma Delta Chi Region 2 convention. Chamberlin Hotel, Old Point Comfort, Va.

*May 5—**Advertising Assn. of the West,** 1962 District 5 conference. Santa Barbara Inn, Santa Barbara, Calif.

May 7 — **New Mexico A.P. Broadcasters Assn.** meeting, Albuquerque.

May 9-11—Public Utilities Advertising Assn. 40th conference. Queen Elizabeth Hotel, Montreal.

May 9-12 — **Western States Advertising Agencies Assn., 12th annual conference Theme of this year's conference is: "Advertising Achievements — West." Friday** luncheon speaker will be Thomas C. Burrows, sales chief on Anheuser-Busch. Oasis Hotel, Palm Springs, Calif.

May 10 — Station Representatives Assn. program awards luncheon. "Silver Nail" timebuyer of the year award and "Gold Key" award will be presented. Waldorf-Astoria Hotel, New York.

*May 10-11 — **Ohio Assn. of Broadcasters** 25th anniversary convention. Featured speakers will be RAB President Kevin B. Sweeney; William Sansing, McCann-Marschalk Inc.; Howard Bell, NAB vice president for industry affairs, and James Juntilla, assistant to chief, FCC Broadcast Bureau. Somerset Inn, Shaker Heights.

May 10-12—**U. of Wisconsin Journalism Institutes.** Wisconsin Center, Madison.

May 10-12—**Advertising Federation of America,** fourth district meeting. Jacksonville, Fla.

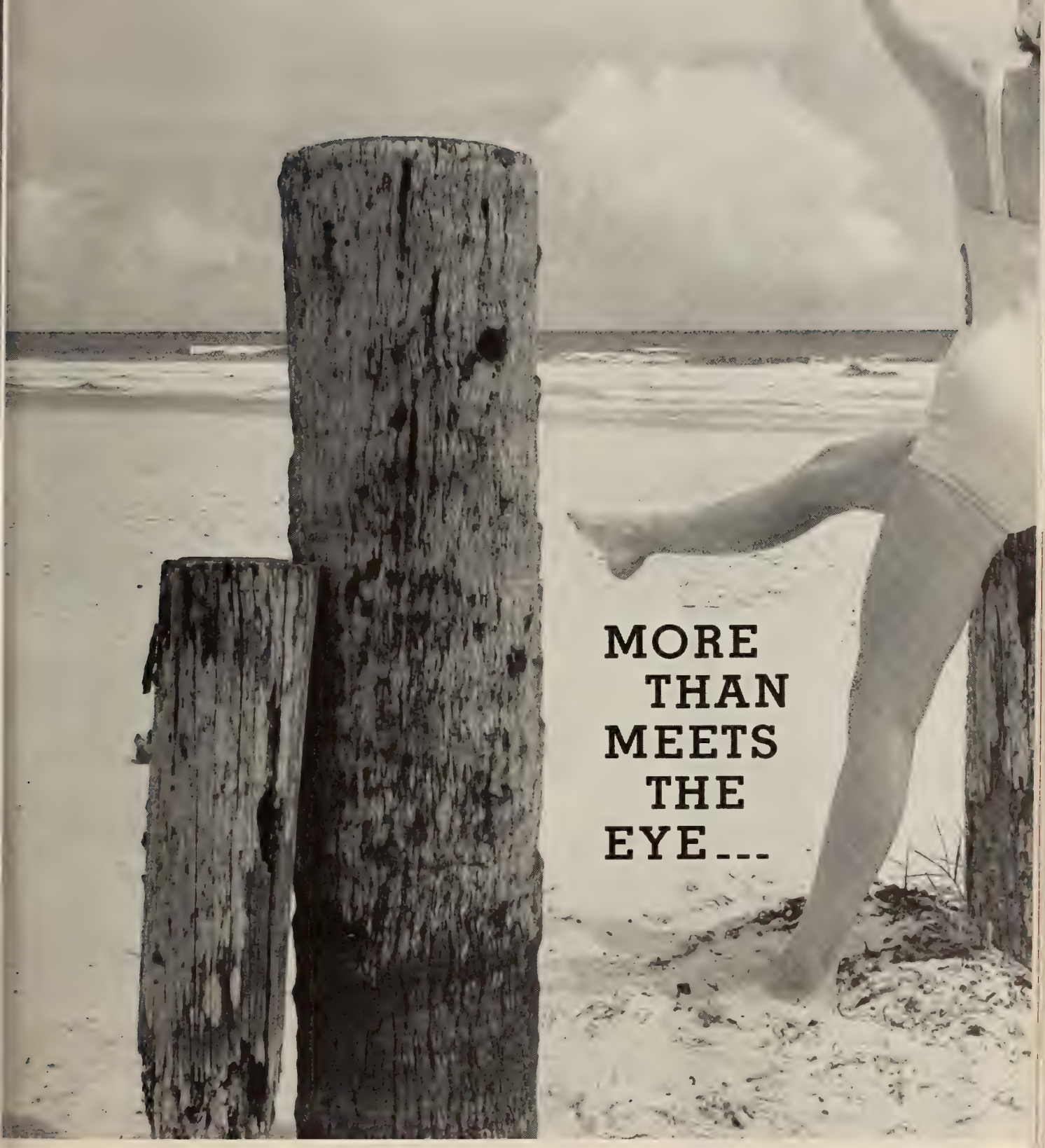
May 11 — **Wayne State U.** Mass Communications Div. annual awards banquet. Speaker will be Bob Banner, CBS-TV, and head of Bob Banner Assoc., New York. Carl's Chop House, Detroit, 6 p.m.

May 11-12—**Sigma Delta Chi Region 1** convention. Columbia U. New York.

May 12—**California Associated Press Radio-**

TVB sales clinics

May 2—Bond Hotel, Hartford
May 8—Sheraton-Jefferson, St. Louis
May 10—Mayo, Tulsa
May 15—Sheraton-Dallas, Dallas
May 15—Sheraton-Dallas, Dallas
May 17—Roosevelt, New Orleans
May 17—Sheraton-Gibson, Cincinnati
May 29—Hillsboro, Tampa
May 31—Dinkler Plaza, Atlanta
June 5—Statler Hilton, Buffalo
June 5—Sheraton-Belvedere, Baltimore
June 7—Sheraton-Cleveland, Cleveland
June 7—John Marshall, Richmond
June 19—Tropicana Motel, Fresno
June 21—Benson, Portland, Ore.
June 22—Vancouver, Vancouver
June 26—Writers' Manor, Denver
June 28—Sheraton-Fontenelle, Omaha



The local scene can't give you a picture of what's seen in the booming *regional* market. WJXT cuts quite a figure in all of North Florida/South Georgia. Canny buyers can reach *215% more homes* per quarter hour outside the Jacksonville metro area. *No other* advertising medium comes close to WJXT in circulation or efficiency in covering this *total* market.

Dec. 1961 NSI, 6 AM-2 AM, Sun.–Sat.

WJXT 4

JACKSONVILLE, FLORIDA

Represented by TvAR

POST-NEWSWEEK STATIONS A DIVISION OF THE WASHINGTON POST COMPANY



Tv Assn., annual meeting. Yosemite National Park.

May 12—**UPI Broadcasters of Illinois**, spring meeting. Inman Hotel, Champaign.

May 12—**Sigma Delta Chi Region 4** convention. National awards banquet on agenda. Statler Hilton Hotel, Detroit, Mich.

May 12-13—Radio and television news clinic, sponsored jointly by the **U. of Illinois, Illinois News Broadcasters Assn.** and **Radio-Television News Directors Assn.** Featured speakers will be William B. Monroe Jr., news operations director, NBC, and Carter Davidson, foreign news editor of WBBM-TV Chicago. U. of Illinois, Urbana.

May 13-15—**Southwest Assn. of Program Directors for Television**, annual meeting. Skirvin Hotel, Oklahoma City.

May 14—**Chicago Area Agricultural Advertising Assn.**, annual marketing seminar. 8:30 a.m.-4:30 p.m., Pick-Congress Hotel, Chicago.

May 14—**Georgia Assn. of Broadcasters** and **Atlanta Advertising Club** sponsor Georgia Radio Day. Speaker will be RAB President Kevin B. Sweeney. Atlanta Athletic Club.

*May 15—Joint meeting of **Hollywood and Los Angeles Advertising Clubs** and **Southern California Broadcasters Assn.**, luncheon, noon, at Los Angeles Statler-Hilton. Leonard Reinsch, executive director, James M. Cox stations, and chairman of the U. S. Advisory Commission on Information, will discuss broadcasting during the 1960 political campaign.

May 15-16—**Council on Medical Television**, fourth annual meeting. Speakers include Rep. John E. Fogarty, (D-R. I.) and FCC Commissioner Robert E. Lee. Clinical Center, National Institute of Health, Bethesda, Md.

*May 15-18—**Variety Clubs International**, 35th annual convention. Dublin, Ireland.

May 16 — Deadline for comments on **FCC** proposal to charge fees for applications for new stations, renewal applications, transfers of control or major facilities changes, and other non-broadcast licenses.

May 16—**Composers & Lyricists Guild of America** awards dinner at Sportsman's Lodge, Van Nuys, Calif. CLGA will honor the year's best original dramatic score, original comedy score, original song and original "specialized material" in both theatrical films and television and radio and tv commercials for original score and original song.

*May 16-17—**Kentucky Broadcasters Assn.**, spring meeting. Featured speakers will be Vincent Wasilewski, NAB executive vice president; Kenneth Cox, FCC Broadcast Bureau Chief, and Chuck Tower, administrative vice president, Corinthian Broadcasting Corp. Sheraton Hotel, Louisville.

May 16-17—Annual Medical-Dental Tv Workshop, sponsored by the **National Naval Medical Center.** National Naval Medical Center, Bethesda, Md.

May 17—**Advertising Writers Club of St. Louis**, first annual awards dinner. Men's Grill, Stix, Baer & Fuller, St. Louis.

*May 17—**Writers Guild of America**, West, annual membership meeting, 8:15 p.m., Beverly Hilton, Beverly Hills, Calif. Election of directors of screen and radio-tv branches and presentation of awards to writers of winning tv and radio scripts of the 1960-61 season.

*May 17—**Southern California Broadcasters Assn.**, luncheon meeting, 12 noon, at Michael's Restaurant. Bernard Weinberg, president, Milton Weinberg Adv. Co., will be guest speaker.

*May 17—**Assn. of Broadcasting Executives of Texas**, fourth annual "Betty" award banquet. Sheraton Dallas, Hotel, Dallas.

May 20-22—**Assn. of National Advertisers,**

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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COMMUNICATIONS...
AND THE WORLD'S LARGEST AIRLINE



Object: Maximum communications efficiency.
Result: Newest, most efficient system ever developed!

The place: Idlewild. The room: new Air France Communications center. The equipment: a remarkable new automatic communications system developed jointly by Air France, A.T.&T. and R.C.A., capable of handling 24,000 messages a day. Results: instant communications between any of the 41 Air France offices in the United States, Canada, Mexico, and the Caribbean as well as with other Air France offices around the world. Weather information, reservation handling, ground to air conversations—every form of communication essential to efficient operation of Air France, world's largest airline, is handled quickly and efficiently.

But communications is just one phase of Air France that is impressive in its thoroughness and its efficiency. Aircraft follow a schedule of maintenance far stricter than is required by manufacturers or governments. Pilots are trained exactingly and constantly. And given refresher courses every 6 months. And so it goes wherever you look on Air France. No other airline has higher standards for personnel. No other airline has higher standards for any phase of operations. This dedication to perfection is a hallmark of Air France, world's largest airline, with a record of 43 years of international flying experience.

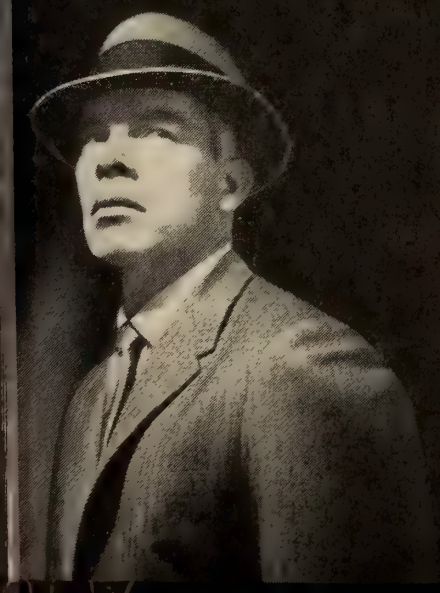
AIR FRANCE

WORLD'S LARGEST AIRLINE / FIRST IN INTERNATIONAL PASSENGER EXPERIENCE

mca tv PROGRESS REPORT

CITY	STATION	REP.	STATION COMMENTS
Amarillo	KFDA-TV	Blair	Ranks Number Two among all syndicated shows.
Ames	WOI-TV	H-R	Station sold out and happy.
Austin	KTBC-TV	P. H. Raymer	Highly successful for local sponsors.
Baltimore	WJZ-TV	TVaR	
Bellingham	KVOS-TV	Forjoe	
Billings	KOOK-TV	Hollgb.	Sensational 35 ARB against competition's 16.
Boise	KTVB	Bolling	Ranks Fourth among all syndicated shows.
Charleston, W. Va.	WCHS-TV	Blair	Doubles rating of lead-in.
Charlotte	WSOC-TV	H-R	Homes up almost 80% over previous program in time period.
Chattanooga	WRGP-TV	H-R	Sold out! Number One syndicated show in market.
Chicago	WGN-TV	Petry	
Chico	KHSL-TV	Bolling	Highest rated syndicated show.
Cincinnati	WKRC-TV	Katz	
Cleveland	KYW-TV	Avery-Knod.	Renewed! Homes reached up 100%.
Columbia, Mo.	KOMU-TV	Avery-Knod.	
Columbus, O.	WBNS-TV	Blair	Fourth ranked syndicated show in market.
Dayton	WHIO-TV	Hollgb.	
Detroit	WWJ-TV	P-G-W	More than doubles lead-in rating.
El Paso	KTSM-TV	Hollgb.	Sold out! First in time period against strong network competition.
Eugene	KEZI-TV	Meeker	Ups lead-in rating by 40%.
Eureka-Medford	KIEM-TV	Young	
Ft. Myers	WINK-TV	Forjoe	Sponsored by local supermarkets.
Ft. Wayne	WPTA	Young	
Fresno	KFRE-TV	Blair	Rating up 117%, Homes up 106%.
Grand Junction	KREX-TV	Holman	
Great Falls	KFBB-TV	Hollgb.	33 rating against Dupont Theatre's 25.
Green Bay	WLUK-TV	Young	Sold out after second telecast, Number Two syndicated show.
Greenville, S. C.	WFBC-TV	Avery-Knod.	First in time period.
Hattiesburg	WDAM-TV	Weed	
Honolulu	KGMB-TV	P-G-W	
Idaho Falls	KIFI-TV	Meeker	
Indianapolis	WLW-I	Crosley	
La Crosse	WKBT	Avery-Knod.	
Lancaster	WGAL-TV	Meeker	
Laredo	KGNS-TV	Bolling	Sponsored by United Gas.
Los Angeles	KTTV	Blair	
Lubbock	KDUB-TV	Adv. Time Sls.	Stripped at 11:30 PM, matching Jack Paar's rating.
Macon	WMAZ-TV	Avery-Knod.	Sponsored by Phillips 66 and Hotpoint.
Miami	WTVJ	P-G-W	
Milwaukee	WISN-TV	Petry	Renewed! Highest rated 10:15 PM show on station.
Minneapolis	WTCN-TV	Katz	Station's finest strip, more than doubles lead-in.
Mobile	WALA-TV	Bolling	Rating up 500% over previous program in time period.
Monroe	KNOE-TV	H-R	Number Two among all syndicated shows in market.
Montgomery	WSFA-TV	P-G-W	
Nashville	WSM-TV	Petry	
New Orleans	WWL-TV	Katz	Delivering highest ratings ever earned in this time period.
New York City	WPIX	P-G-W	
Paducah	WPSD-TV	Adv. Time Sls.	
Phoenix	KOOL-TV	Hollgb.	Highest rated syndicated show.
Portland, Me.	WMTW-TV	H, R, & P	
Portland, Ore.	KOIN-TV	CBS Spot Sls.	
Rapid City	KOTA-TV	Bolling	Station calls show "excellent." Filled with spots.
Richmond	WTVR	H, R, & P	
St. Louis	KPLR-TV	P-G-W	Number Three syndicated show in market, best on station.
Salt Lake City	KCPX-TV	Katz	
San Antonio	WOAI-TV	Petry	Replaces Highway Patrol as 4:00 PM strip.
San Francisco	KPIX	TVaR	Renewed! Number one syndicated show in market.
Seattle	KING-TV	Blair	Number Four in market, 56% higher rating than competition.
South Bend	WSBT-TV	Raymer	Tops competing Jack Paar, News and Feature.
Spokane	KREM-TV	Petry	
Syracuse	WHEN-TV	Katz	Stripped with State Trooper, with strong rating.
Twin Falls	KLIX-TV	Hollgb.	
Washington, D. C.	WMAL-TV	H-R	
Wichita Falls	KSYD-TV	Blair	Across-the-board, opposite News.
Wilkes-Barre	WBRE-TV	Bolling	
Winston-Salem	WSJS-TV	P-G-W	Number Two in market, rating up 100%. Sold out!
Youngstown	WKST-TV	Young	

POWERFUL!



M-SQUAD

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LEE MARVIN

117 HALF HOURS

FIRST RUN OFF NETWORK

mca
TV FILM SYNDICATION

598 Madison Ave., New York 22, N. Y.
PLaza 9-7500 and principal cities everywhere

Produced by Latimer Productions with Revue Studios facilities

spring meeting. Hotel Commodore, New York.

May 21—**Southern California Broadcasters Assn.** annual Wingding, golf and dinner, at Lakeside Golf Club, Burbank.

May 21-24—25th anniversary Electronic Parts and Distributors Show and Conference. Conrad Hilton Hotel, Chicago.

May 22—**National Academy of Television Arts & Sciences,** 14th annual Emmy Awards presentation. Originating in New York, Hollywood, and Washington, D. C.

May 23-25—Electronic Industries Assn., 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.

May 24-25—**Iowa Broadcasters Assn.,** annual meeting. Hotel Fort Des Moines, Des Moines.

May 24-26—**Institute of Radio Engineers** seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.

May 25-26—**South Dakota Broadcasters Assn.** meeting, Watertown.

JUNE

*June 1—**UPI Broadcasters of Michigan,** spring meeting. Normandy N-C Room, Sheraton-Cadillac Hotel, Detroit.

June 2-3—Oklahoma AP Radio-Tv Assn. Tulsa.

June 11-12 — **North Carolina Assn. of Broadcasters** annual convention, Heart of Charlotte Motel, Charlotte.

June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.

June 11-15—**American Federation of Musicians 65th annual convention. Public Auditorium and Hotel Penn-Sheraton, Chicago.**

June 13-16—**Florida Assn. of Broadcasters** annual convention. International Inn, Tampa.

June 14-15 — **Western Assn. of Broadcasters,** convention. Jasper Park Lodge, Alta.

June 14-16—**Floride AP Broadcasters Assn.** meeting, Tampa.

*June 15-16—**Wyoming Assn. of Broadcasters,** annual meeting. Jackson Lake Lodge, Jackson.

June 16—**Florida UPI Broadcasters Assn.** annual meeting. International Inn, Tampa.

June 16—New deadline for reply comments on **FCC** proposal to charge fees for applications for new stations, license renewals, transfers of control or major facilities changes, and for other non-broadcast licenses.

June 16 — **Georgia Assn. of Broadcasters** annual Golf Day, Athens.

June 17-22—**Annual convention of the National Community Television Assn.** Shoreham Hotel, Washington, D. C.

*June 18-19—**Institute of Radio Engineers,** Chicago spring conference on broadcast and television receivers. O'Hare Inn, Chicago.

*June 19—**Georgia Assn. of Broadcasters** first annual Tv Day. Atlanta.

June 20-22—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.

June 20-22—**American Marketing Assn.,** 45th annual conference. Netherland Hilton Hotel, Cincinnati.

*June 21-23—**Mutual Advertising Agency Network** national meeting. Palmer House, Chicago.

June 22—Deadline for reply comments on **FCC** proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets.

June 23-28—Advertising Federation of America, 58th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Roundup." Denver-Hilton Hotel, Denver.

June 23—**Advertising Federation of America,** ninth district meeting. Denver.

*June 25-29—Workshop on television writing, sponsored by **Christian Theological Seminary.** Featured guest will be tv writer John Bloch. Christian Theological Seminary, Indianapolis.

June 25-Aug. 18—**Stanford U.** 20th annual radio-tv-film institute. Stanford U., Stanford, Calif.

June 27-July 2 — **National Advertising Agency Network** national meeting. Dorado Beach Hotel, San Juan, P. R.

June 29-30—**Texas AP Broadcasters Assn.,** 15th annual meeting. Hotel Texas, Fort Worth.

JULY

*July 15-27—**Advertising Federation of America,** Harvard Management seminar for advertising and marketing executives. Harvard U., Cambridge, Mass. Deadline for candidates' applications May 15.

July 25-29—**First International Sound Fair,** Cobo Hall, Detroit. Trade exposition and simultaneous business congress for dealers, distributors of records, phonographs and components, and radio programmers.

AUGUST

Aug. 5-7—**Georgia Assn. of Broadcasters,** annual convention. Holiday Inn, Jekyl Island, Ga.



East, West, Up, Down—and across the middle of the country—when you sell over the stations of RKO General you get a radio-&-TV spread that puts your product in tight touch with 6 of the top 10 markets plus one of the South's richest areas. You sell in areas populated by 67 million consumers... to audiences loyal to the wide interests which each RKO General Station programs for local viewers and listeners. Wide reach... wide reaction... are what you buy with RKO General. Whether you choose 1, 2 or all RKO General target markets, you'll broaden your sales base over America's largest and most powerful broadcast chain. Start selling wide, right now. Call your local RKO General Station or your RKO General National Sales Division man.

Views on watchdoggery

EDITOR: Congratulations on a fair evaluation of the Senate Watchdog Subcommittee report (EDITORIALS, April 23). Nothing smacks so much of the usurpation of freedom of speech than an attempt by politicians to dictate program production policies and practices. Section 315 is trouble enough without adding superfluous complex blab to our statutes. . . .

By the way, I second your nomination for retirement of the Peabodys. . . . [EDITORIALS, April 23].—*Lawrence O. Reiner, director of radio-tv, St. Lawrence University, Canton, N. Y.*

EDITOR: Hearty congratulations on your editorial concerning the Yarborough-McGee-Scott report.

A watchdog is indeed an asset at times. But when the watchdog tries to take over the master bedroom, it's time to call a halt. . . .—*John F. Hurlbut, president and general manager, WVMC Mt. Carmel, Ill.*

Lost without it

EDITOR: . . . I have been in advertising 15 years and consider yours the leading publication in our industry. I am in the process of establishing my own agency and I have not received BROADCASTING for the past several weeks. Needless to say, I feel lost without it.—*James P. Danaher, Detroit.*

The uhf story

EDITOR: You are to be complimented on your special report covering northeast Pennsylvania and uhf tv . . . However . . . there are three things that cover northeastern Pennsylvania like a blanket: the snow, uhf . . . and WARM radio. . . .—*Luther R. Strittmatter, sales manager, WARM Scranton, Pa.*

[BROADCASTING's special reports on the progress of uhf—Part I on the flatland area around South Bend-Elkhart in Indiana (March 12 issue), or Part II on the hilly terrain of northeast Pennsylvania (March 19 issue)—are available in reprints at 20 cents each.]

META of Toronto

EDITOR: We should like to point out an error in the article, "CAB bucks BBG proposal" [INTERNATIONAL, April 9]. The Metropolitan Educational Television Assn. (META) of Toronto, and not of New York, has concluded an arrangement, with BBG approval, to be responsible for educational programming with CFTO-TV Toronto. META of Toronto . . . is now in fact producing and programming a wide range of educational programs in cooperation with both CFTO-TV and CBLT-TV Toronto.

. . . We find your publication to be an outstanding source of information. . . .—*A. F. Knowles, executive secretary, Metropolitan Educational Television Assn. of Toronto, Toronto.*

[Since the full name of the Toronto association was not given in the dispatch to BROADCASTING an editor overconfidently and erroneously assumed it was the New York organization and added that to the title.]

Not new in the field

EDITOR: I was quite happy to see that Sparta was included in your issue describing the new equipment on display in Chicago [SPECIAL REPORT, April 9]. I am concerned, however, that the writer indicated that Sparta Electronic Corp. is a new entry into the cartridge tape field. As you are aware we have been manufacturing broadcast cartridge tape equipment for over two years. He was probably confused because of our change in name (from Sierra Electronic Enterprises). . . .—*William J. Overhauser, president, Sparta Electronic Corp., Sacramento, Calif.*

Top 10 Markets

NATIONAL SALES DIVISION OFFICES

New York – Time & Life Bldg., LOngacre 4-8000
Chicago – The Tribune Tower, 644-2470
Hollywood – 5515 Melrose, HOllywood 2-2133
San Francisco – 415 Bush Street, YUkon 2-9200
Detroit – Essex Bldg., WOodward 1-7200
Atlanta – 1182 W. Peachtree N.W., TRinity 5-9539
Dallas – 1507 Southland Center, RIverside 2-5148
Denver – 1150 Delaware St., TAbor 5-7585

NEW YORK WOR-AM/FM/TV **LOS ANGELES** KHJ-AM/FM/TV
DETROIT CKLW-AM/FM/TV **BOSTON** WNAC-AM/FM/TV THE YANKEE NETWORK **MEMPHIS** WHBQ-AM/TV
SAN FRANCISCO KFRC-AM/FM **WASHINGTON, D. C.** WGMS-AM/FM

RKO GENERAL

A GENERAL TIRE ENTERPRISE

MONDAY MEMO

from JOHN K. COLE, radio-tv-film director, Buchen Adv., Chicago

A look at the farm audience may mean new money for television

The trade publications have recently been full of stories with such provocative headlines as "Are Time Buyers Obsolete?" and "Numbers—Is This the Way to Buy?" Most of them contain strongly worded statements by reps and station salesmen decrying the so-called "buying by the numbers." What they seem to want is an opportunity to sell qualitative values as well.

For us, nothing could be more welcome. Unfortunately, we have found that all too few of these salesmen are anywhere near prepared to supply us anything but numbers.

We recently requested television availabilities in more than 20 markets for programming to reach a very specialized audience. We wanted farmers. It was not a blind inquiry, but one well laid out and detailed. The reps knew the client and the product, and we have definite suggestions as to some of the program types that would be acceptable, the hours of the day we felt farmers could view tv, and some of the other means by which we wished to evaluate all the offerings. Initially, we did not ask for ratings.

What did we get? Ratings. What else? In too many cases, nothing. A few of the reps not only failed to supply the specific information we had requested, but offered programs and time periods which common sense would indicate hadn't the ghost of a chance of reaching farmers. One station offered us a weekday program at 10:30 a.m.

There are many fine tv stations which do an excellent job of programming for, and reaching, the farmer. Most of these supplied us with good information.

Others because of their strategic locations and broad signals also attract a large farm audience even though they do little or no programming specifically for them. What, then, should we buy on these stations?

Eye Opener ▪ I'm aware that a lot of tv stations know little about rural viewing habits. It's also true that many stations do not consider the agricultural advertiser to be an important source of revenue. I think they'd be greatly surprised to know how much money is being spent by farm advertisers right now —and even more surprised at the amount that will be invested in a year or two.

Television is fast becoming a primary medium for the farm advertiser. Farming today is "big business" and getting bigger. The average farmer's investment in land and buildings is over $48,000. His annual outlay for seed, feed and fertilizer is almost $2,000.

Agriculture in the U. S. spends billions of dollars each year for the business of farming. As farms get bigger in size and as the individual investment grows, farmers necessarily are becoming better businessmen. They demand and use more complete information on which to base their buying decisions. In many areas, this information is required daily. With its combination of sight, sound and motion, tv can show a farmer more in less time; can give him information more clearly and concisely than any other medium.

Farmers do watch tv, and for the same reason the so-called city folks do—entertainment. But there's another reason for farm viewing, too. Those comparatively few stations that are programming the kind of information a farmer needs have had a gratifying response from farmers. It is true that not every station can effectively serve agriculture and the farm advertiser. Of those that can, however, I believe it is time for the majority to take a serious look at this big and profitable market.

Unknown Area ▪ There is, unfortunately, very little information available on the viewing habits of the rural audiences. Much of what there is is not necessarily applicable because of regional differences in types of farms and farm practices which affect the viewing habits in those regions. Any station which wants a share of the ever-increasing farm advertising dollar pretty well has to plow its own furrow.

It's none too soon to make a start on the long range assembly of specific information on the hours farmers watch tv, what programs they prefer, how they use television in their business and the like.

I personally feel these stations should put together something to show prospective advertisers. They should be prepared to answer such simple questions as these:

1. "Have you ever had agricultural advertising on your station?" (Some we asked apparently didn't know, since they failed to answer.)

2. "What programs or times did these advertisers buy?"

3. "Any evidence of successful farm tv advertising?"

4. "Were these advertisers national or local?"

Simple? I think so, but you'd be amazed at how difficult it was in some cases for us to get answers to those questions.

Uncooperative ▪ We felt particularly depressed on one score: of those few stations who had nothing to offer us, none had the honesty to say, in effect, "We don't have the information you need; we don't know enough about our farm audience to help you."

A candid answer such as this would have saved us many hours. Then, if they had offered to get the facts we needed, the chances are they would have gotten some of our business.

This is but one example of the difficulties we have encountered in trying to buy tv to reach a specialized audience. There are others. Each time we try, I am struck anew by the monotonous parade of the same old numbers.

To those sellers of tv time who decry buying by the numbers, I would suggest they take a good look at some of the canned, totally inflexible sales pitches they throw at us, regardless of their application to a specific problem or request.

Please, fellows, on your first visit at least, leave the rating books home.



John K. Cole, director of radio-tv-film for Buchen Advertising Inc., Chicago-New York agency, started as an announcer-writer for WVLN Olney, Ill. Before joining Buchen 10 years ago, he served as a radio writer for ABC in Chicago and in the radio-tv department of Schwimmer & Scott, also Chicago. Mr. Cole believes that all advertisers are becoming more selective and seeks to help his Buchen clients by stressing the need for more and better qualitative information in broadcast advertising.

DIMENSIONAL RADIO . . .

The newest Ullman jingle-programming package. Created just for the mature, metropolitan station programming for adults, for tall ratings, for discerning sponsors. Created for quality quality quality.

TELL YOU ABOUT DIMENSIONAL RADIO ?

Not enough room on this page—or in the entire magazine. Must hear it yourself. Hear the 28 jingles hand crafted to your call letters. Hear the underscores, the 30 and 60 second pop-tune commercial separators. Listen to the new-new-new sound effects; the comedy drop-ins; those produced pubserv spots.

And as new as DIMENSIONAL RADIO itself is our unprecedented, sales-producing commercial jingle service, exclusive to DR subscribers.

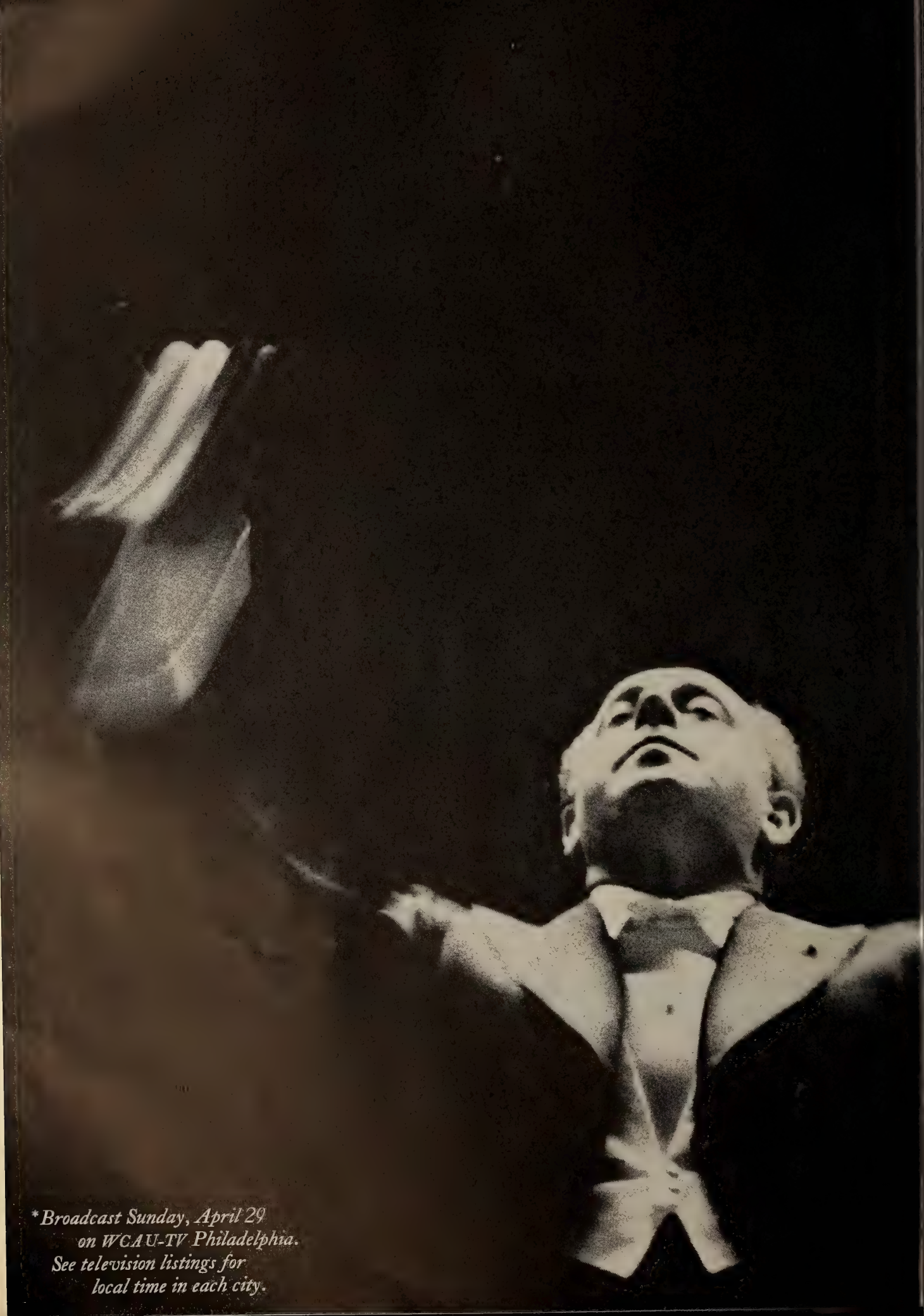
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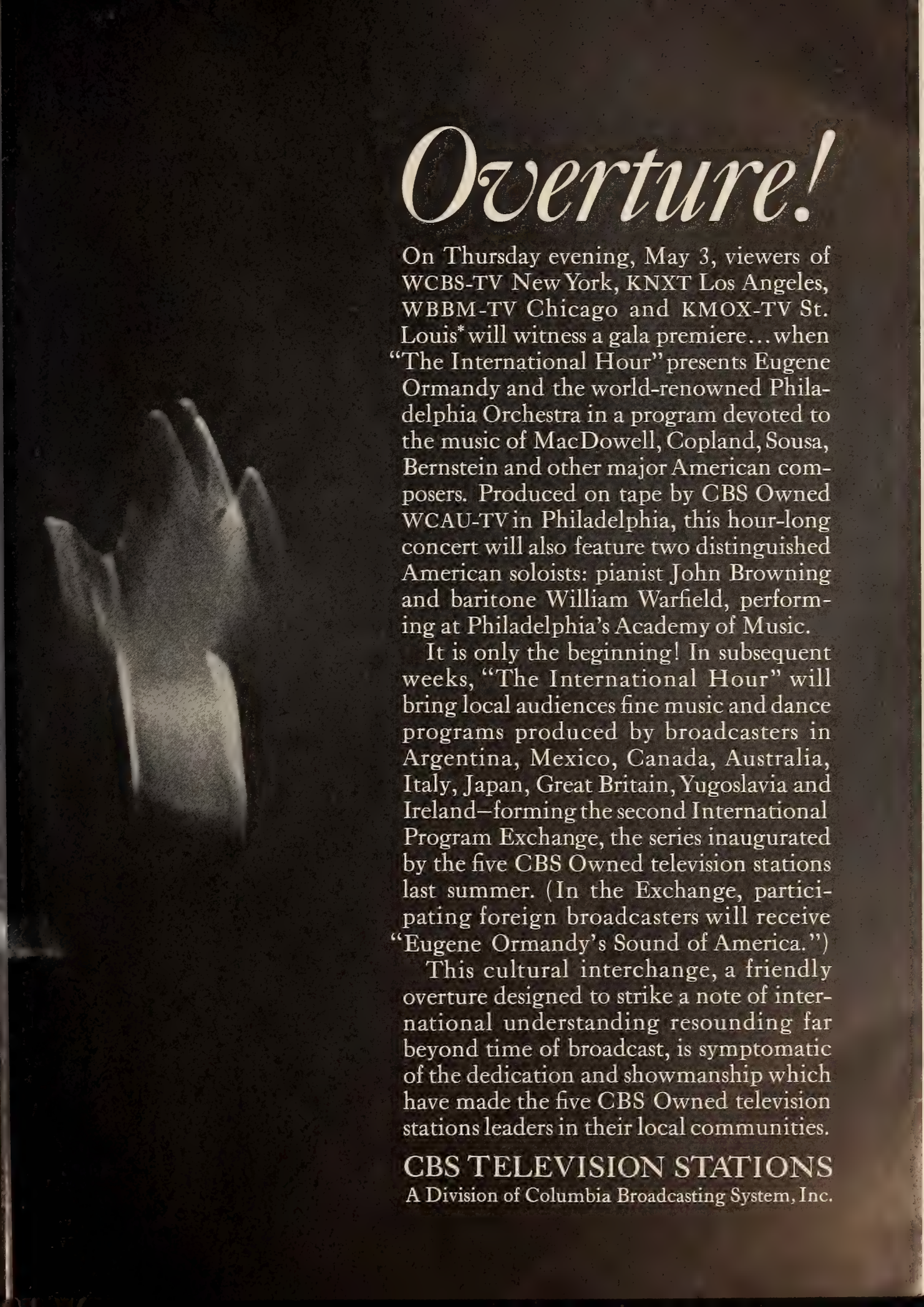
Marvin A. Kempner, Executive Vice President 1271 Avenue of the Americas, New York 20, New York, PL 7-2197
Dick Morrison, Vice President 3101 Routh Street, Dallas 4, Texas, RI 2-3653

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THE PETER FRANK ORGANIZATION, INC.
HOLLYWOOD / NEW YORK / DALLAS



**Broadcast Sunday, April 29*
on WCAU-TV Philadelphia.
See television listings for
local time in each city.



Overture!

On Thursday evening, May 3, viewers of WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago and KMOX-TV St. Louis* will witness a gala premiere... when "The International Hour" presents Eugene Ormandy and the world-renowned Philadelphia Orchestra in a program devoted to the music of MacDowell, Copland, Sousa, Bernstein and other major American composers. Produced on tape by CBS Owned WCAU-TV in Philadelphia, this hour-long concert will also feature two distinguished American soloists: pianist John Browning and baritone William Warfield, performing at Philadelphia's Academy of Music.

It is only the beginning! In subsequent weeks, "The International Hour" will bring local audiences fine music and dance programs produced by broadcasters in Argentina, Mexico, Canada, Australia, Italy, Japan, Great Britain, Yugoslavia and Ireland—forming the second International Program Exchange, the series inaugurated by the five CBS Owned television stations last summer. (In the Exchange, participating foreign broadcasters will receive "Eugene Ormandy's Sound of America.")

This cultural interchange, a friendly overture designed to strike a note of international understanding resounding far beyond time of broadcast, is symptomatic of the dedication and showmanship which have made the five CBS Owned television stations leaders in their local communities.

CBS TELEVISION STATIONS
A Division of Columbia Broadcasting System, Inc.

The
Inter Mountain Network



KUTV
ch 2

Salt Lake City, Utah

NBC 2

are pleased to announce the appointment of . . .

Edward Petry & Co. Inc.

as Exclusive National Representative
Effective May 1st, 1962

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 30, 1962, Vol. 62, No. 18

TV SPOT BLOSSOMING THIS SPRING

■ 9 of 10 stations report sales running ahead of those last year
■ Representatives agree television business is good in most areas
■ BROADCASTING survey shows minutes in short supply

Television stations are moving into the warm spring sunshine on a crest of business exceeding last spring's in almost every case.

Almost nine stations out of ten report their sales running at a brisker clip this year than a year ago—in some cases dramatically so. There is no evidence of the general sluggishness that beset station business in the opening months of 1961.

Some of the gains obviously are more comparative than real, traceable primarily to the fact that business a year ago, at the bottom of a general economic recession, wasn't very good. But it is also obvious that in many cases the gains being recorded this spring would be substantial by any standard. Reports of 25% increases are frequent.

Rising Tide ▪ The rising tide of business has put 60-second availabilities in short supply at many stations, especially in afternoon and evening positions. Minutes are by long odds in greatest demand among agencies and advertisers —so much so that many stations feel that buyers are missing good opportunities in not seeking more 20- and 10-second availabilities, particularly daytime 20's.

These figures and conclusions are based on a spring-business survey conducted by BROADCASTING among television stations throughout the country. The survey was backed up by a canvass of leading tv station representation firms, whose reports generally conformed to the bullish evaluations offered by the stations.

Here are highlights of the stations' reports:

▪ A total of 88.1% of the respondents said their business this spring is running ahead of last year's; 8.5% said their business is off, 3.4% called it about the same as a year ago.

▪ The average gain, where figures

Harper, Tatham renamed chairman, vice chairman by AAAA

Marion Harper Jr. of Interpublic Inc., New York, was re-elected chairman of the American Assn. of Advertising Agencies last Thursday as AAAA opened its three-day annual meeting at the Greenbrier, White Sulphur Springs, W. Va. (also see page 28).

Arthur E. Tatham of Tatham-Laird, Chicago, was re-elected vice chairman and John H. Hoefer of Hoefer, Dieterich & Brown, San Francisco, was named secretary-treasurer.

Messrs. Harper, Tatham and Hoefer also were named to the seven-man operations committee, which governs when the full board is not in session. Others named to the operations committee: President Frederic R. Gamble, who retires May 6 after 33 years with AAAA and will be succeeded by President-Elect John Crichton, former editor of *Advertising Age;* Charles H. Brower, BBDO; William E. Steers, Doherty, Clifford, Steers & Shenfield, and Norman H. Strouse, J. Walter Thompson Co., all New York.

Mr. Harper succeeded to the chairmanship, which normally carries a one-year term, upon the retirement of Edwin Cox of Kenyon & Eckhardt last fall.

Three directors-at-large and seven new regional directors were elected. New directors-at-large: Thomas B. Adams, Campbell-Ewald, Detroit; Philip H. Schaff Jr., Leo Burnett Co., Chicago, and D. C. Stewart, Kenyon & Eckhardt, New York.

New regional directors: H. L. McClinton, Reach, McClinton & Co., New York; Howard G. Axelberg, Liller, Neal, Battle & Lindsey, Atlanta; Harold B. Montgomery, Aitkin-Kynett, Philadelphia; John F. Henry, Geyer, Morey, Madden & Ballard, Detroit; George Bolas, Tatham-Laird, Chicago; George A. Rink, Earle Ludgin & Co., Chicago, and John W. Davis, Honig-Cooper & Harrington, San Francisco.



Mr. Tatham



Mr. Harper

were given, is about 18%; the average drop, about 11%. The range of gains runs from 1% to almost 100%. Decreases range from 2% to 14%.

▪ More than three-fourths of the stations (76.2%) said minute positions were in short supply, especially in afternoon and prime time. ID's, 20-second and 10-second availabilities were ranked in that order of difficulty to accommodate, after minutes, but were reported in short supply by fewer than 10% of the stations in each case.

▪ Agency demand, not surprisingly, followed the general pattern of "short supply," with about 76% of the stations naming minutes as the length most favored by buyers; 20's were named by about 14%, 10's by about 7% and ID's by 3%.

▪ The survey indicated some—but still not much—advertiser interest in the new 30- and 40-second lengths which became available last fall when the networks expanded nighttime station breaks from 30 seconds to 42. For the most part it appears that no standard pattern has developed for using the 42-second break commercially. To the extent that any pattern is emerging, it still appears to be in scheduling 20's back to back (BROADCASTING, Dec. 11, 1961).

Like the stations, nearly every leading rep reported television business booming this spring as compared to last.

The rep firms checked by BROADCASTING are no less enthusiastic than the stations on the dramatic pull-up in spot billings in the first quarter. Most place the percentage increase in first quarter business at 10%, though a few peg it even higher.

Two of the most radical assessments put the upswing at 40% and 33⅓% respectively. The station representation firms' consensus:

▪ Minutes are in short supply, particularly in fringe time periods.

▪ There's little interest in 20s and even less for 40s. Said one rep: "I bet you could go over to Ted Bates (a top spot user) looking for a 20-second spot and you'd come out empty handed." But there are qualifications.

At more variance is the evaluation of weekend, weekday availabilities, though most concede there are seasonal differences.

The difference in opinion among the reps is marked over the 20s—that is, how well they are selling. Many large-sized reps see the supply bigger than the demand (see above), but a vocal minority points to healthy purchasing of 20s.

As for minutes, one major rep firm reports that announcements are practically sold out between sign-on and 6 p.m. on the stations it represents. Another says fringe minutes falling within 6-7 p.m. and the 10:30 p.m.-midnight period are in shortest supply.

The 10% upswing in the first quarter actually is conservative, some major rep firms reporting the range at 10-12%.

Most companies feel the improvement probably is attributable to the comeback in the general economy and to a more forceful selling job by the reps themselves.

Market Differences ▪ A number of reps emphasized that business historically varies from one market to another and from one station to another, and that this spring is no exception.

Thus some stations are selling far better than a year ago while others, sometimes for no apparent reason, are turning in less substantial gains and in some cases may be lagging behind their 1961 spring figures.

Variations based on market size are evident to some extent in the questionnaires returned: The percentage of stations reporting increases was highest in big markets, lowest in small markets.

Among respondents from markets having four or more stations, virtually 100% said business is up; those from three-station markets reported gains in 88% of the cases, decreases in 8%, no change in 4%; those in one- and two-station markets reported gains in 85% of the cases, decreases in 11%, no change in 4%.

An examination of availabilities by day-parts also showed wide variations. On the low side, some stations reported practically no ID's, 10's or 20's and only about 10% of their minute availabilities sold before 6 or even 7:30 p.m., while on the high side several reported at least 60 to 80% of all availabilities sold in all day-parts and 95 to 100% sold in some periods.

AAAA creative code aimed at tv, radio

MEMBERS MUST DISCOURAGE 'DELIBERATELY IRRITATING' ADVERTISING

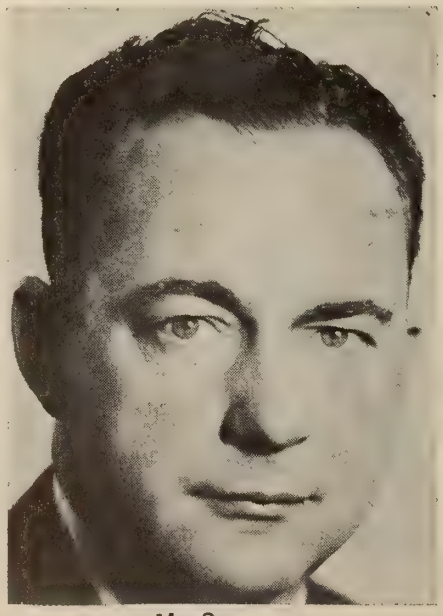
A new "creative code" with injunctions apparently aimed specifically at television and radio advertising was adopted by the American Assn. of Advertising Agencies at its 45th annual meeting last week at the Greenbrier, White Sulphur Springs, W. Va. (also see convention story, page 30, and related International story, page 70).

The code enjoins AAAA members from recommending—and specifies that they will discourage—advertising that is "deliberately irritating through content, presentation or excessive repetition."

This prohibition, especially against "excessive repetition," strikes at some of most frequent causes of criticism of tv and radio commercials.

The new AAAA code also bars advertising "which is in poor or questionable taste."

Interpretations Differ ▪ It recognizes however, that "there are areas which are subject to honestly different interpretations and judgment," that "taste is subjective" and that "frequency of seeing or hearing advertising messages will necessarily vary greatly from person to person."



Mr. Seaman

The document, which replaces a "copy code" first adopted in 1924 and last revised in 1956, specifically provides for the first time that "clear and willful" violators may be expelled from AAAA membership. Expulsion — or lesser penalties—could be invoked by the AAAA board through procedures set up in the association's constitution and by-laws.

The basic terms of the new code also were written into the AAAA standards of practice. Officials said the Assn. of National Advertisers, the Advertising Federation of America and various national media associations—including the NAB—which had endorsed or adopted the old copy code would be invited to

adopt or endorse the new document.

Intimate Relationship ▪ Unlike the copy code, which dealt with standards of ethics and good taste in advertising copy, the creative code covers the use of visuals as well as copy. It recognizes that "advertising enjoys a particularly intimate relationship to the American family" through entry into the home "as an integral part of television and radio programs" and by other means.

The new code says that AAAA members "in addition to supporting and obeying the laws and legal regulations pertaining to advertising, undertake to extend and broaden the application of high ethical standards." Among the factors which it says they will not "knowingly" include in advertising are:

"False or misleading statements or exaggerations, visual or verbal; testimonials which do not reflect the real choice of a competent witness; price claims which are misleading; comparisons which unfairly disparage a competitive product or service; claims insufficiently supported, or which distort the true meaning or practicable application of statements made by professional or scientific authority; statements, suggestions or pictures offensive to public decency."

Drafting Group ▪ The code was drafted by a special committee headed by Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, New York, who submitted it to the AAAA membership at a closed meeting last Thursday morning.

The meeting also was told that the Assn. of National Advertisers, NAB and three other associations had been invited to join with AAAA in a cooperative program to improve advertising's public relations. The invitations were issued after an AAAA committee concluded that a comprehensive program recommended by its public relations counsel, Hill & Knowlton, went "beyond the association's scope and financial capacity to undertake alone."

Thirteen specific suggestions for "a cooperative, all-industry effort" went to NAB and the other associations on March 29, according to a report by Clinton E. Frank, president of the Chicago agency bearing his name and chairman of the AAAA committee on government, public and educator relations. The 13-point program was developed by the committee after a review of both the Hill & Knowlton plan and other industry public-relations efforts already under way. It would be aimed primarily at opinion leaders (BROADCASTING, April 23) but would include some elements designed to reach the general public through mass media.

One part of the plan calls for "continued study of the place of the medium in any overall program." Officials thought that "the potential costs and other problems would seem to prohibit a filmed television series about advertising at this time."

Opinion Moulders Sought ▪ The program would also include articles in "intellectual" publications, increased editorial support in mass media, development of better communications with thought leaders, and distribution of basic material about advertising to libraries, opinion leaders and others.

Mr. Frank's report, presented in his absence by Chairman Arthur Fatt of Grey Adv., said the other groups' reactions to the plan would be learned at a meeting "in the near future." In addition to NAB and ANA they include the newspaper publishers, magazine publishers and outdoor advertising associations.

It was disclosed that the possibility of forming a new organization to conduct the public-relations program had been considered but that the other groups had felt that a cooperative program should be tried first.

An "internal education program" designed to improve the character and acceptability of advertising and eliminate causes for criticism was presented by David B. Williams, president of Erwin Wasey, Ruthrauff & Ryan, New York, chairman of the AAAA board committee on improving advertising. One of its major features is a filmstrip, *The Ad Man* (*Thought-Leader* Version), for use by agency management with creative people.

Ad screening success noted by group


Mr. Gerbic


Mr. Allen

One year of interchange of opinion on objectionable advertising has brought constructive results, according to the first report of the Committee for Improvement of Advertising Content. The committee was formed by Assn. of National Advertisers and American Assn. of Advertising Agencies (AAAA convention story adjacent).

Of 75 cases submitted in 1961 to the joint committee, nine were considered "serious." In eight of the nine cases the advertiser or agency reported the advertising in question was being withdrawn and revised, it was reported.

Co-chairmen of the group are Robert E. Allen, Fuller & Smith & Ross, for AAAA, and Edward C. Gerbic, Heublein Inc., for ANA.

Members of the two associations submit criticisms of advertising through designated association contacts. These criticisms are voted upon by the joint advertiser-agency committee. When advertising is deemed objectionable, the advertiser and agency are notified. When criticism is considered serious, or likely to be harmful to advertising, the advertiser and agency are asked to report back to the committee. If a reply is not received in 30 days the failure is reported to the ANA and AAAA boards.

The joint group reported media involved in criticisms ranked in this order: newspapers, tv, consumer magazines, business publications and radio. Topics of criticism involved, in order: suggestive, repulsive, excessive nudity, improper reference to patriotic or religious themes, teaches bad habits, scare copy, takeoff on profane expression.

A total of 41 cases were processed in the interchange of which 20 were deemed objectionable and 13 in bad taste.

The committee cited the need for individual media to maintain high standards of acceptance.

Success claimed for stainless steel

Department stores are reporting favorable sales results from a series of radio and tv promotions for stainless steel housewares conducted in about 50 major markets last month by the Committee of Stainless Steel Producers of the American Iron & Steel Institute

The promotions for the annual "Gleam of Stainless Steel" campaign were supported by participating steel companies, consumer product manufacturers, department stores and International Nickel Co., which sponsored the drive in the past.

A spokesman for Inco said information received last week from radio stations and department stores indicated increased sales and traffic in stores following the broadcasts.

WORLD TV WILL GREATLY ALTER MARKET

Saudek sees changed audience after world-wide expansion

World-wide television will be in general operation by 1965 and will bring with it a "radically altered market" for advertisers and agencies, television producer Robert Saudek told a convention of leading agency executives last week.

Speaking at the annual meeting of the American Assn. of Advertising Agencies, Mr. Saudek said that world-wide expansion will make television programming "richer," but that the truly big change will be in audience "composition." The "overwhelming majority of the world audience will be illiterate," more viewers will speak Mandarin than any other language, and average annual per capita income may be about $500.

Mr. Saudek, of Robert Saudek Assoc., saw far-reaching political implications in world-wide tv: "The face of America will take its place in millions of homes whose impression of us have been sporadically transmitted through still photographs of our presidents and occasional glimpses of our tourists. Now, suddenly, our ideas of politics, entertainment, culture, manners, education and our philosophy of life will become commonplace nearly everywhere, every day. Suddenly the Americans on television—whether salesmen or statesmen, news analysts or actors—will hold the rank of ambassador."

Thresholds ▪ Mr. Saudek's talk was prepared for delivery at a Saturday-morning symposium on "exciting thresholds in mass communications." Representing magazines, Editor Wade Nichols Jr. of *Good Housekeeping* predicted that magazines more and more "will be giving first attention to the problems of differentiating themselves from each other and of dramatizing their special, individual techniques, purposes and audiences."

Mr. Nichols also, without mentioning tv, deplored the fact that "the special favor of only a handful of agencies can swell one whole category of media to mightiness—at the direct expense of some other category." He urged advertisers and agencies to make their media decisions "specifically and individually"—and to consider the "final effects" of those decision "upon the communications industry and indeed upon the society."

Earlier, in a look at "the outlook for creativity," Young & Rubicam president George Gribbin offered some "wild dreaming, some of it not necessarily so wild," about media futures. Of tv he said:

"*Something* will go beyond tv. It may be a relatively simple extension, such as room walls everywhere in a house acting as large screens. It may be that it will be simply real three-dimensional tv.

"It may be that it will be tv you select for yourself from a vast central television library. You tune in what you want, instead of what the networks and local stations send out, as it is today.

Smell or Touch ▪ "It may be that you will be titillated by a sense of smell or touch in addition to the sight and sound we get today. It may be that you'll have some sort of sensitized plate that you can hold in your hand like a magazine and tune in—anywhere you are—the program you prefer.

"It may be — God willing — that enough dissatisfied viewers, switching off a program, can take the dam thing off the air.

"It may be that someday cars will be fastened to super-highways as trains are fastened to tracks, and papa can press a button—and then relax along with the rest of the family in front of a tv screen in utter indifference and perfect bliss as everybody watches the 1982 version of *Gunsmoke*."

Other convention highlights included an examination of "the communications challenges in the decade of the 60's" by Robert Resor of Bozell & Jacobs, New York, and an international symposium in Thursday's closed sessions; a panel on "Measuring What We Pay For" with Charles Ramond of Advertising Research Foundation, Wil-

COMMERCIAL PREVIEW: hair-spray on mink startles ladies

The tv commercial for Inviso-Net opens with a sequence guaranteed to send a shiver of awe up the spine of every feminine viewer: The young lady turns the hair-spray not on her own gleaming locks but full force on the surface of her silver mink coat, a garment which the trained feminine eye can instantly see has a value in the neighborhood of $5,000. As she sprays her mink, the demonstrator says what every f.v. is thinking: "I wouldn't do this to my mink with just any hair spray. Huh unhunh!

"But this," she continues, "is Inviso-Net. Different from all the others." She presses the mink caressingly against her face to prove her statement that "Inviso-Net never leaves your hair sticky or gummy, because there are no lacquers in it."

After demonstrating how Inviso-Net dries fast and invisible, "so the natural beauty of your hair shines through," sniffing its scent, "fragrant with imported perfumes," mentioning that it "looks very expensive, but

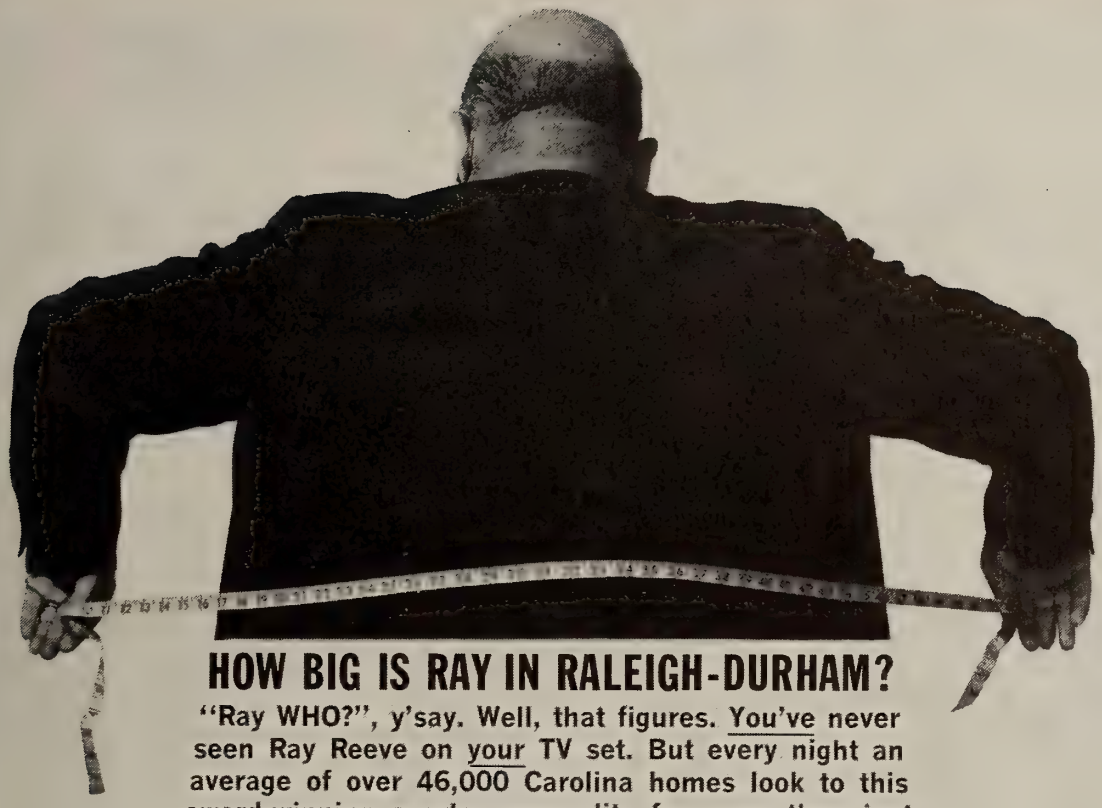


it isn't," the young lady looks straight at the viewer through the camera and urges: "You try it. Inviso-Net on your hair makes you very beautiful." Then, cuddling up to her coat, she murmurs, "That's how I got my mink."

Inviso-Net's maker, Fairfield Labs of Pasadena, Calif., Fairfield's agency, Fuller & Smith & Ross, Los Angeles, and Film Fair, Los Angeles, the studio that produced the one-minute full-color commercial (also the 40-second version), also broke with tradition by having the product demonstrated not by a twittering, simpering starlet but by a fully matured young lady who, as F&S&R noted in a general fact sheet, "should be desired by men and the envy of all women." More than 125 girls were auditioned before actress Ann McCrea was chosen for the assignment.

The Inviso-Net commercials currently are being colorcast on KHJ-TV Los Angeles (10 a week for 13 weeks) and will start in San Francisco in May. As distribution of the new hair-spray is extended, the commercial presumably will also receive wider distribution.

F&S&R credits for the commercials: Tom Shea, account executive; David Mathews, broadcast director; Jack Jones, creative director; Chuck Sutorius, art director.



HOW BIG IS RAY IN RALEIGH-DURHAM?

"Ray WHO?", y'say. Well, that figures. You've never seen Ray Reeve on your TV set. But every night an average of over 46,000 Carolina homes look to this award-winning sports personality for more than just ballscores. Ray's been around here for more than two decades . . . He's well-known for what he knows well: the Sports News that interests this area. ■ And how big is Ray Reeve? Your H-R man has all of Ray's measurements . . . from his 42-inch waist to his 18.0 ARB. ■■■■■■■■



NBC TELEVISION

WRAL-TV

CHANNEL 5

Raleigh-Durham, N. C.

Represented Nationally by H-R

(Data based on March 1961 NSI & ARB Mon-Fri averages, plus a sworn statement from Ray's tailor.)

liam C. McKeehan Jr. of Metropolitan Life Insurance, Paul E. J. Gerhold of Foote, Cone & Belding, Robert J. Fisher of Ford Motor Co. and research consultant Paul Lyness.

Among other highlights also were a panel on developing executive and creative manpower with William E. Steers of Doherty, Clifford, Steers & Shenfield, Paul C. Harper Jr. of Needham, Louis & Brorby, Ray O. Mithun of Campbell-Mithun, and Vernon Myers of *Look;* and addresses Saturday by Federal Trade Commission Chairman Paul Rand Dixon and AAAA Chairman Marion Harper Jr. of Interpublic Inc. (also see pages 00, 00.)

Agency appointments...

▪ Eastern Mortgage Co., Los Angeles, has appointed Nides*Cini Adv., that city, to handle its advertising, publicity and public relations. An initial budget of $100,000 with emphasis on local spot television will be used.

▪ Milano Ski Fashions, Woonsocket, R. I., has appointed Allenger Adv., Brookline, Mass., as its advertising agency.

▪ Horizon Land Corp., Tucson, Ariz., has appointed Mohr & Eicoff, New York and Chicago, to handle advertising of Horizon's developments in El Paso, Tex.; Belen and Albuquerque, both New Mexico, and Cochise County, Ariz. A budget of $2.5 million is planned for 1962-63 with much of it for use in radio and tv.

▪ Swift & Co., Chicago, has appointed McCann-Marschalk, New York, to handle advertising for its Prem and Swift's Premium Canned Meats Div. McCann-Erickson, Toronto, has been appointed agency for the products in Canada.

Piggy-back redefined in NAB explanation

When is a piggy-back not a piggy-back?

NAB, harassed by this code problem for years, has tried with only partial success to clear up the situation for subscribers. In the newest NAB *Tv Code News,* published last week, the Code Authority made another effort to clear up the problem of integrated announcements.

The basic difference between integrated and piggy-back spots lies in the treatment and production techniques employed, according to the code authority, headed by Robert D. Swezey. This can be either audio or video, or both. In any case, there is no code provision or interpretation prohibiting the piggy-back from being telecast. The problem lies in the fact that each element of a piggy-back series is counted as a separate announcement contributing to triple or quadruple spotting.

"The main area of misunderstanding seems to rest in the network and national spot field where some agencies are attempting to get 'two for one'," NAB explained. "Some of these are acceptable as an integrated or single announcement under code interpretation; others are not.

"The question must be asked whether the audio and visual material is so uniform and blended that it forms a single unit or whether the audio and visual material is so varied or so separated as to form two or more anouncements in close adjacency. A rule of thumb is:

"Will it look like a single announcement to the viewer, or will it give the impression of two or more spots?

"The integrated announcement is one advertising two or more products or services, which is so executed in audio and video presentation that it actually is a single announcement. Such an announcement will be counted as a single announcement under the commercial limitations of the code, provided that (a) the products or services are related in character or purpose, or (b) if the products or services offered are those of the same sponsor.

"The piggy-back announcement is one advertising two or more products or services, which is so executed in audio and video presentation that it actually is two or more separate announcements. Such a piggy-back announcement will be counted as two or more announcements under the limitations of the code."

Building materials top $18 million

DU PONT, U. S. STEEL LARGEST TV USERS IN CATEGORY: TVB

U. S. Steel and E. I. du Pont de Nemours & Co. together accounted for more than one-third of building-material advertisers' gross tv time billings in 1961, according to a report on the product category by Television Bureau of Advertising.

Use of tv by building-material advertisers jumped 20% last year, TvB said. Gross time billings totaled $18,144,810 against $15,119,757 in 1960. The materials advertised ranged from wall coverings to steel.

The leading advertiser, U. S. Steel, last year spent $3,351,436 in behalf of steel products. Du Pont had billings of $3,216,209 for du Pont paints and materials.

TvB also notes results of the tv advertising. For example, one U. S. Steel commercial showing advantages of steel homes, resulted in 20,000 mail inquiries; another, for steel fences, brought in 30,000 letters, and a commercial that discussed construction of the Tulane U. stadium resulted in 500 requests and information, with at least eight sales claimed as a direct result.

Locally, building-material advertisers are also using more tv. TvB says that in February a 26-market survey by Broadcast Advertisers Reports showed 57 builders and real estate advertisers using 30 programs and 211 spots. Some 24 home-improvement contractors used 18 programs and 98 spots.

Shown here are the tv gross time billings of the top 14 advertisers of building materials, equipment, fixtures and paints:

Tv Gross Time Billings

	Network*	Spot*	Total
1. U. S. Steel	$3,351,436	—	$3,351,436
2. E. I. du Pont de Nemours	3,121,929	94,280	3,216,209
3. Kaiser Industries	2,432,695	—	2,432,695
4. Reynolds Metal	2,354,620	—	2,354,620
5. Alcoa	2,057,738	—	2,057,738
6. Pittsburgh Plate Glass	1,312,922	—	1,312,922
7. Douglas Fir Plywood Assn.	414,111	—	414,111
8. Aluminium Ltd.	234,083	—	234,083
9. Rust-Oleum	—	233,800	233,800
10. Merritt Chapman & Scott	214,600	—	214,600
11. Armstrong Cork	194,023	—	194,023
12. American Cyanamid	184,444	—	184,444
13. Mary Carter Paints	—	159,540	159,540
14. U. S. Gypsum	—	151,160	151,160

* Source: TvB/LNA-BAR
** Source: TvB-Rorabaugh
(Note: Billings are not the total for the company, only the building classification)



It's WOODWARD Avenue in DETROIT...



It's MAIN STREET in Ohio's Third Market

Are Detroit's auto makers—as often claimed—an especially inventive and enterprising breed? It is hard to doubt it, and they stand as stalwart proof of how the nature of a community, and what it does, can shape its people, their attitudes and interests. Since what is true of Detroit is also true of Dayton, WHIO (AM, FM, TV) has concerned itself with a basic duty: to know the people of this rich area, to know them so well that we can balance our programming to their specialized "Main Street" interests. The reward for this effort is consistently revealed in listener and viewer studies. George P. Hollingbery has them, plus something equally interesting about how high this market stands over other Ohio markets in individual income. Head and shoulders.

DAYTON, OHIO WHIO-AM-FM-TV

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO AM—1290 KC FM—99.1 MC
WHIO-TV CBS Channel 7
Dayton Ohio

CBS Radio Spot Sales goes for RTP

RAB'S PLAN APPROVED AFTER PRESENTATION

CBS Radio Spot Sales has endorsed the Radio Advertising Bureau's plan for selling big advertisers on radio's sales effectiveness. The plan (Radio Test Plan) was officially launched March 1 (BROADCASTING, March 5).

Maurie Webster, CBS vice president and general manager of the network-owned rep firm, said last week he believes RTP "represents an enormous breakthrough in intelligent and imaginative advertising planning today (and) offers concrete evidence in terms of measured sales of the client's own products that national spot radio is most effective in increasing brand shares."

The spot sales unit, it's understood, will share costs with its stations whenever an advertising order is placed as a result of RTP efforts. Under the plan, RAB will place and supervise radio test campaigns for major advertisers not currently heavy radio spenders. Participating stations agree to pay 10% of such billings to RAB to help finance research to prove that the campaigns paid off in sales (BROADCASTING, Dec. 4, 1961, *et seq.*).

The entire sales and executive staffs of CBS Radio Spot Sales were host to a special RAB showing (see picture).

In his presentation, RAB President Kevin Sweeney listed 24 markets involved in RTP and explained how stations in each market will cooperate to show just what the advertiser receives by using radio.

Target: $30 Million ▪ RAB had stated some weeks ago that it had commitments from enough stations in 24 markets to permit the project to go into effect on schedule. It is expected to run 18 months and RAB anticipates RTP will increase national radio sales $30 million in that period. Mr. Sweeney told the CRSS salesmen that RAB's aim is to get 30 advertisers to invest $1 million each.

The CRSS contingent was headed by Mr. Webster; Ralph Glazer, eastern sales manager, and Ralph Goshen, WCBS New York general sales manager.

Sharing in presentation of the plan for RAB was President Sweeney and Robert H. Alter, director of key account sales.

Argument erupts over commercial festival

A tape-vs.-film argument erupted last week over the manner in which commercials should be shown at the American Tv Commercials Festival, scheduled to open May 4 at the Waldorf-Astoria Hotel in New York.

Nine major producers of video-tape commercials withdrew in a body on Tuesday (April 24) after they failed to convince the festival planners that all the commercials should be shown on tv monitors during the luncheon instead of on the planned large motion picture screen for the film commercials, and on several tv monitors before and after the luncheon for the tape commercials.

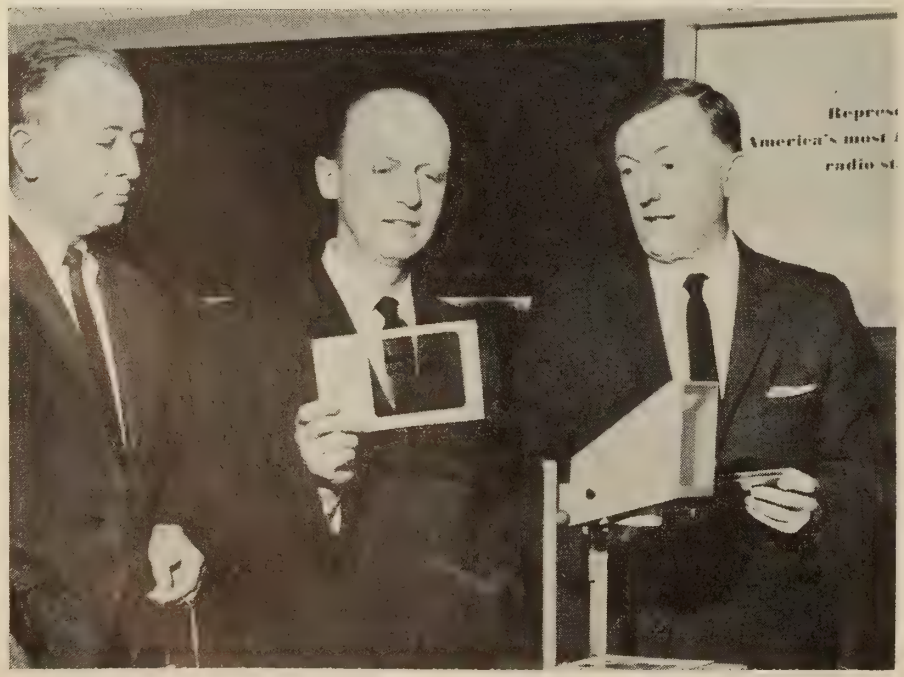
The tape producers who withdrew from further participation in this year's festival are CBS-TV Special Projects, KTTV (TV) and KTLA (TV), both Los Angeles, MGM Telestudios, Tele-Tape Productions, Videotape Center, Video Tape Unlimited, WFAA-TV Dallas and WHF-Inc. Their collective action "was taken with a great deal of deliberation," George Gould, president of MGM Telestudios, said at a news conference.

Mr. Gould called the festival's decision "unfair and unrealistic." He said, "We can only assume such a decision was made from pressure from film interests which increasingly have been unwilling to stand side-by-side with tape on the tv screen." Denouncing the festival also for "denying attendees the opportunity of learning more about tape commercials on an equal footing with the film commercials," via the tv monitor procedure used in the past two festivals, Mr. Gould charged that it has become "a matter of principle now to stand up and say to hell with it."

Tv Festival, Or Not? ▪ In further explaining their position, the tape producers cited three main objections: (1) the affair is not a motion picture festival, but a festival of commercials which are produced for and viewed on tv sets; (2) the tape producers learned that some of the actual judging had been conducted on large screens. They feel that fair and objective judging is impossible under such circumstances, and (3) the festival's decision to exhibit commercials "theatrically" remained unchanged despite the tape producers' offer to bear the cost of the closed circuit system and monitors, and to permit the projection of color commercials on large screens because of the unavailability of color monitors.

Wally Ross, festival director, explained the festival's board of directors decided to run off the prize-winning film commercials on a large screen to make viewing easier for the 1,000 persons in the hotel ballroom. He said many of the commercials will be in color, and 98% of the commercials to be shown are on film. The big screen will be advantageous to most of the winners, he said, denying also the producers' charge that judging on a large screen had taken place.

The tape producers said they are neither asking for their commercials to be returned nor backing out of their share of festival expenses.



RAB's RTP on which the bureau is pinning hopes for a $30 million boost in national radio billing received CBS Radio Spot Sales' endorsement last week. At a presentation: (standing l to r) Ralph Goshen, WCBS New York general sales manager; Maurie Webster, CBS vice president and general manager of CRSS, and Kevin Sweeney, RAB's president.

People who know the Pittsburgh market best TAKE TAE

"TAE's outstanding program service has given our 7 p.m. news show the most complete local coverage in town. It's done a fine job not only of building our community relations . . . but selling bank services!"

John Eckels
Director of Advertising
and Public Relations
Mellon Bank, Pittsburgh



TAKE TAE AND SEE

WTAE CHANNEL 4

Basic ABC in Pittsburgh

THE KATZ AGENCY, INC.
National Representatives

NEW GRAB AT TV BILLING

Newspaper group aims at P&G, other tv accounts in drive to corral over-$1 million advertisers

The newspapers' Bureau of Advertising gave fresh notice at its annual meeting in New York last week that it will pitch for a greater share of advertiser revenue, at the expense of television and other media.

The bureau revealed plans to expand its so-called "target account" program, a two-year old project which seeks specific advertisers for newspapers.

Among the advertisers the bureau will go after is Procter & Gamble which devotes more than 90% of its budget to tv. Another is Kraft Foods (division of National Dairy Products), whose total ad budget already has been sliced but which the bureau points out significantly, is still committed to Perry Como on NBC-TV. (Sealtest, another division, last week suddenly announced termination of its relationship with NBC-TV, see page 38).

The bureau's expansion plan will be financed by an increase in member newspapers' dues to raise the bureau's annual revenue from $2.2 million for the current fiscal year to $2,415,000 and to $2,830,000 next year.

Charles T. Lipscomb, Jr., bureau president, said newspapers' major national targets are 500 advertisers with budgets of $1 million or more; 2,000 account brand groups; and 140 agencies billing $5,000,000 or more.

Palmer Hoyt, publisher of the *Denver Post* and chairman of the committee which worked out the plan, said its original purpose was to cover an anticipated deficit in revenue for the next fiscal year. But, he added, "it was felt by the committee and the board, unanimously, that the budget should not merely cover the deficit but should reflect the opportunities that we now have to move ahead."

Russ Stewart, executive vice president of the *Chicago Sun-Times* and *Daily News* and chairman of the bureau, said in his keynote address the current sales activity is "the wave of the future for newspapers—a solid program of imaginative media selling against the heavy competition of other media."

Walter C. Kurz, vice president of the *Chicago Tribune*, said total advertising in the U. S. in 1965 is expected to reach $14.6 to $16.3 billion. Newspaper's national revenue in that year is estimated to approximate $850 million to $1.2 billion, a range of $350 million.

Sponsor P&G buys into tv pageant ownership

Procter & Gamble Co., sponsor of the Miss Universe beauty contest telecasts, has purchased a 10% interest in the company that promotes the event.

Kayser-Roth Corp., New York, parent company of Miss Universe Beauty Pageant Inc., sold the minority interest in its subsidiary to P&G for an undisclosed sum. P&G has sponsored the pageant on tv since the event began telecasts in 1960.

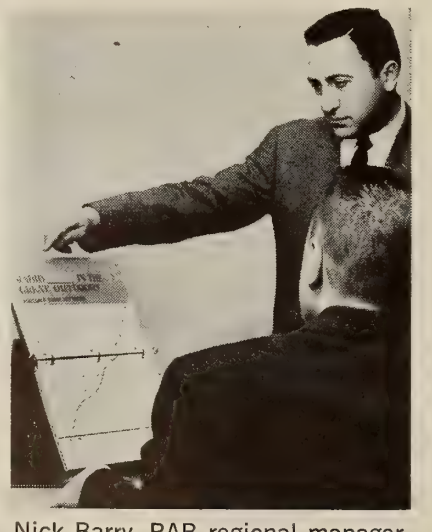
The Miss Universe Beauty Pageant will be telecast this year over CBS-TV, Saturday, July 14, 9-10:30 p.m. EDT, from Miami Beach.

RAB 'Go' presentation uses flip card kit

Madison Avenue has gone to Main Street, Anytown, U.S.A., through a radio sales presentation designed for its members by Radio Advertising Bureau, New York.

Miles David, RAB vice president and promotion director, announced the presentation titled, "Go With Radio!" It uses flip-cards mounted in a three-ring binder which converts into an easel for display on an advertising manager's desk top (see picture). Included in the kit is a suggested script for stations to use in developing an accompanying sales pitch.

The presentation covers three radio areas: (1) radio's coverage (more than 96% of U. S. homes have radio, etc.); (2) radio's audience (more than 90% of all consumers listen to radio during a given week); (3) radio's "big E's": economy (gives more advertising for less money), efficiency (beats all media in getting in the "last word") and effectiveness (higher sales returns per dollar of advertising).



Nick Barry, RAB regional manager, demonstrates the "Radio Is Go!" flip-card presentation which has been sent to RAB members.

Business briefly...

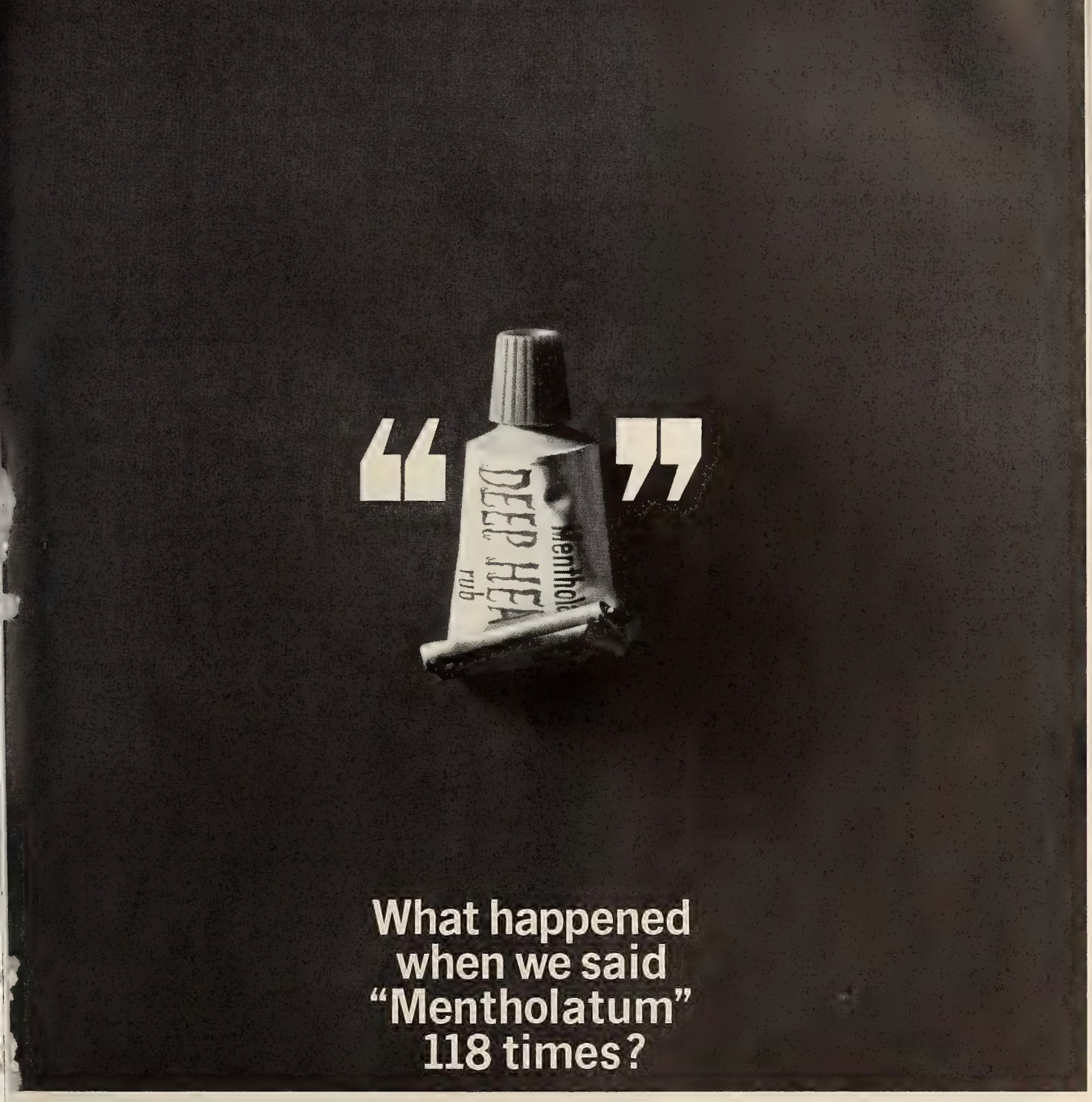
Bristol-Myers (through Doherty, Clifford, Steers & Shenfield, N. Y.), **General Motors Co.** (through Campbell-Ewald, Detroit), **Gillette Co.** (through Maxon Inc., Detroit), and **W. A. Sheaffer Pen Co.** (through BBDO, New York) have purchased a sponsorship of *ABC's Wide World of Sports* for the 1962-63 season. Beginning Sept. 8, the show will be switched to Saturday (5-6:30 p.m.). It is currently in the same time slot on Sundays.

Coca-Cola Bottling Co., Los Angeles, in conjunction with the firm's national multi-million "Tour the World Sweepstakes" campaign, will use spots on 15 radio stations and six tv stations in the Los Angeles area in addition to other media during the seven-week project. Agency for Coca-Cola Bottling Co., Los Angeles, is McCann-Erickson, that city.

Savings & Loan Foundation, R. J. Reynolds and **Colgate-Palmolive** have purchased sponsorship of the East-West Shrine Football Game, to be presented on NBC-TV Dec. 29. All were sponsors of last year's game. Agencies: McCann-Erickson (Savings & Loan Foundation); William Esty (Reynolds), and Ted Bates (Colgate).

Texaco Inc., New York, next season will not renew the NBC-TV *Huntley-Brinkley Report* weekdays, 6:45-7 p.m. The oil company shares sponsorship with R. J. Reynolds (Camel cigarettes) which has renewed for next season. NBC-TV said it expects to replace the advertiser with another with which it is negotiating. Texaco's agency is Benton & Bowles, New York.

American Gas Assn. spent nearly $3 million for tv sponsorship in 1961, out of a total budget of $5 million for advertising, sales promotion, public information and educational activities, according to a report at the Gas Appliance Manufacturers Assn. annual meeting last week in White Sulphur Springs, W. Va. The gas industry will spend in excess of $160 million this year to promote its wares and services, Harold Massey, managing director of the 600-member trade assn., said.



What happened when we said "Mentholatum" 118 times?

Sales were so good that The Mentholatum Company *tripled* its CBS Radio Network buy.

Mr. James J. Devlin, Mentholatum Vice President, put it this way:

"Beginning in October, 1961, we used the CBS Radio Network to advertise Mentholatum Deep Heating Rub. This network radio buy was a very important part of our total advertising effort; and when our sales gain exceeded our expectations, we increased our schedule on CBS Radio from ten to thirty programs a week. These were divided equally between Deep Heating Rub and Mentholatum Ointment. Recent sales figures show continued gains. Naturally we're strong believers in network radio."

Naturally! If *you* were buying a campaign like Mentholatum's – with an estimated gross weekly audience of over 20 million families—turning them into customers fast—and doing all this at network radio's low costs—you'd be a strong believer in us too.

CBS Radio delivers such productive advertising because of its programs, and the quality of listening those programs attract. Mentholatum uses CBS Radio news and DIMENSION broadcasts. Other advertisers buy our uniquely merchandisable stars – like Arthur Godfrey, Betty Furness, Garry Moore, Art Linkletter, Bing Crosby, Rosemary Clooney and the rest. All of it is radio that *commands* attention.

Better come join us. The next thing you know, you too will be making strong statements about how the "sales gains exceeded our expectations" on **THE CBS RADIO NETWORK**

SEALTEST DROPPING ITS NETWORK TV

Next season's strategy includes spot tv in 25 markets

Sealtest next season will not be in network tv. Its contract with NBC-TV, representing an investment in excess of $3.8 million in time and talent, terminates Sept. 26.

Sealtest, division of National Dairy Products, has been on NBC-TV for the past several seasons. Its agency is N. W. Ayer, Philadelphia and New York.

The decision was made known last week as the firm failed to renew its time period Wednesday, 10-10:30 p.m., next fall. The time period follows *Kraft Music Hall,* a program sponsored by a sister division, Kraft Foods.

Advertising officials for the division, which markets ice cream and other dairy products in roughly two-thirds of the country, told BROADCASTING that the decision was based on several "extreme" marketing factors.

Chops Markets ▪ The officials explained the decision in no way rejected network tv as an effective advertising medium but emphasized a unique competitive situation (higher marketing costs included) had forced Sealtest to shorten its list of markets to 25.

Next season, Sealtest plans to concentrate on these 25 markets, making its media plans on a market-by-market basis. It is possible the company will use spot tv in these markets, probably in daytime periods.

Kraft Foods, another division of National Dairy Products, reportedly also has had to trim its total ad budget though it remains committed to the Perry Como hour.

Sealtest apparently has had tough going in certain markets because of distribution problems complicated by store strikes and other increased production costs in the face of continuing competition. The division now wants to apply most of its advertising pressure in these "problem" markets.

The Sealtest sponsorship arrangement is different than that of a Procter & Gamble or other packaged-goods firms with national distribution. Because of its distribution pattern, it purchases two-thirds coverage in the three out of four telecasts of the *Bob Newhart* weekly series. The West Coast third had been underwritten by Allstate Insurance until the latter cancelled out this month. Beech-Nut, which sponsored all of the fourth telecast, now also sponsors the West Coast third.

It is believed that Beech-Nut next season will be a regular sponsor on alternate weeks of 10-10:30 p.m. time period, though this could not be confirmed last week.

In making its decision, Sealtest took Bob Newhart "off the hook," terminating that program effective June 6. Up to last week, the chances appeared even that the *Newhart* series (a Peabody Award winner) would be continued by Sealtest next season. In the summer period, a nighttime version of *Play Your Hunch* (now a Mon.-Fri. daytime staple on NBC-TV) will replace *Newhart.*

Also in advertising...

Agency formed ▪ Communications West, a completely integrated publicity, public relations and sales promotion agency, has been formed as an outgrowth of Mickey Garrett Assoc. Maurice J. Garrett is president. Offices are at 6115 Selma Ave., Hollywood. Telephone: Hollywood 3-1261.

Full name ▪ Harshe-Rotman, Chicago-based pr firm, on May 1 will change its name to Harshe-Rotman & Druck, the name the firm's New York branch has operated under for the past two years.

Pr network ▪ A public relations network has been established by the London office of Young & Rubicam Inc., to provide clients with pr service in eight European countries. The overseas network includes affiliates in Finland, Sweden, Denmark, Germany, Holland, Belgium, France and Spain. It is planned to extend the network to cover Italy and Switzerland.

Brand comparisons ▪ Television Advertising Representatives Inc., New York, released brand comparison studies covering seven product categories in eight markets during the month of September 1961. The current report in the rep firm's series of such studies covers the following product categories: beer and ale, cigarettes, coffee, cold cereal, dog food, gasoline, milk additives and tea.

Rep appointments...

▪ KSYD-TV Wichita Falls, Tex.: Advertising Time Sales Inc., Dallas, as exclusive national representative.

▪ KGEE Bakersfield, Calif.: Tele-Radio & Tv Sales Inc., New York, as national representative.

▪ KATU (TV) Portland, Ore.: Day-Wellington, Seattle, Wash., as its Seattle-Tacoma, Wash., regional representative.

New ad study from Chirurg & Cairns

"New Light on Corporate Advertising," a study of institutional and public-relations advertising, has been made public by Chirurg & Cairns Inc., New York and Boston advertising agency.

A slide-film presentation of the study is designed to eliminate confusion that exists in the area of corporate advertising. Five basic strategies or approaches are described along with a program to help management understand the role of corporate advertising in sustaining and improving the price-earnings ratio.



Conveying a corporate impression to different publics is compared to the story of the blind men who felt different parts and reported widely varied impressions of the elephant, in Chirurg & Cairns' presentation, "New Light on Corporate Advertising."



On Wednesday, April 18, 1962, Capital Cities Broadcasting Corporation and its Executive Producer, Milton Fruchtman, were privileged to receive one of broadcasting's highest honors, a George Foster Peabody Award, for providing the gavel-to-gavel television coverage of the trial of Adolf Eichmann in Israel.

All of us at Capital Cities Broadcasting are deeply grateful for this distinguished Award, and in accepting it we would like to thank not only the members of the Peabody Advisory Board, but the men and women of many lands, and particularly the members of the television industry, both in the United States and throughout the world. We are proud to share this coveted Award with these stations and companies whose cooperation and dedication to the public interest made this historic series possible: The American Broadcasting Company, The Columbia Broadcasting System, The National Broadcasting Company, NTA Television Broadcasting Corporation, United Press International, Hearst Metrotone News, Independent Television Corporation, Associated Television Limited, A.B.C. Television Limited, Associated Rediffusion Limited, Granada TV Network, Independent Television News Limited, British Commonwealth International Newsfilm Agency, Nord-und Westdeutschen Rundfunkverbandes, Praesens-Film, A.G., stations of Westinghouse, Metropolitan, Storer, Corinthian and Taft Broadcasting, WCKT, KTTV, KRON, KOMO, KCPX, KMSP, WBNS, KPRC, WGN, KOIN, WBRZ and WDSU.

CAPITAL CITIES BROADCASTING CORPORATION

■ Albany, N. Y.: WTEN Channel 10, WCDC Channel 19, WROW-590 KC ■ Buffalo, N. Y.: WKBW-TV Channel 7, WKBW-AM 1520 KC ■ Metropolitan New York (Paterson, N. J.): WPAT-AM 930 KC, WPAT-FM 93.1 MC ■ Providence, R. I.: WPRO-TV Channel 12, WPRO-AM 630 KC, WPRO-FM 92.3 MC ■ Raleigh-Durham, N. C.: WTVD Channel 11

Survey of FCC exhumes Kennedy plan

MANAGEMENT FIRM FAVORS SUPER CHAIRMAN, OTHER CHANGES

An FCC chairman with super powers and an executive director supervising the staff who reports to the chairman instead of to the seven-member commission are two of the major recommendations of a $60,000-plus management survey of the FCC released last week.

Under its present system of management, organization and manpower, the FCC is not equipped to fully carry out its mandate from Congress, the survey team of Booz, Allen & Hamilton Inc. concluded.

To remedy that situation, the commission should take the "crucial step of making its chairman the chief executive officer in fact as well as name" and have all of its staff (except opinion writers, hearing examiners and a proposed review board) report to an executive director instead of to the commission itself (CLOSED CIRCUIT, Feb. 5).

In the area of license renewals, Booz, Allen & Hamilton confirmed something broadcasters have thought for some time: "The present policy implicitly (if not explicitly) appears to be to use the threat of deferral of renewal as a weapon to bring about compliance with commission objectives. This is a poor weapon if used too broadly."

BAH recommended that the commission undertake a "major project" to define criteria for renewals more precisely. The report said the FCC should set up a special *ad hoc* study group to state more clearly for broadcasters the agency policy regarding renewals.

Needed everywhere ▪ The report found something that needed improving in most offices and bureaus of the commission but said this is not to imply the FCC is ineffective in its essential functioning. "On the contrary, with its present administrative equipment, the FCC is a viable agency doing reasonably well under many handicaps." In a preface to its recommendations, the report continued:

"The consultants express concern, however, as to whether the commission is fully keeping pace, in its planning, adjudication and administrative facilities with the galloping technology of radio and television and whether, in the broadest sense, the commission is adequately protecting the public interest."

Most of the ills of the FCC can be traced to insufficient congressional appropriations, BAH said, in criticising the agency for making poor justifications in support of its budget requests.

Besides subordination of the six members to the chairman and of the staff to an executive director, the management survey recommended these changes:

▪ A number of consolidations, transfers and other adjustments among bureaus and offices to conform with functional interrelationships, work loads and the changing communications picture.

▪ Creation of an employe review board (BROADCASTING, April 23) with maximum delegation of review jurisdiction by categories of cases.

▪ Greater effectiveness of existing delegations to staff by reduction in the number of *de facto* restrictions placed on the staff in the exercise of delegations; wide latitude to the staff on routine cases and problems.

▪ Every effort to recruit and train top personnel and to fill key leadership positions with the most competent personnel available, whether from inside or outside the agency. "The nature of the job to be done demands only the best."

▪ Increased enforcement through field activities; additional resources to permit more effective regulation and enforcement.

▪ Strengthening of the capacity of three operating bureaus (Broadcast, Common Carrier, Safety & Special Services) to undertake economic and social analysis and pursue and develop recommendations on major matters of policy.

What's Wrong? ▪ What are some of the ills of the commission today? According to BAH, the management of the agency's work load is informal, loose and too dependent on voluntary arrangements "which are not an adequate substitute for the firm, unified and superior direction required." Bureaus and offices tend to operate relatively autonomously and internal management by bureau and office heads is "insufficiently tight."

The seven commissioners often do not provide definitive policy or explicit instructions for staff guidance with the result that the staff is uncertain as to what is expected. The commissioners are too preoccupied with operational detail and *ad hoc* cases which do not involve policy or precedent and which should be handled on a lower level. Productivity of the FCC is marginal and morale would benefit from more explicit performance standards and improved supervision. Key personnel should be upgraded in terms of stature, competence and capacity.

Because of work pressures, the commission in the past has responded to, rather than anticipated, emerging and new issues in communications, BAH said, and concluded:

Chairman bound ▪ Ineffective delegations by the commission in the past have made it a "virtual impossibility" for the members to devote their time to deserved important matters and has resulted in reduced effectiveness, BAH said. Moreover, little time is available

BAH asks FCC to take away Ben's pen?

The number of FCC letters to licensees probably will not diminish in the near future but one familiar part of each of them will be deleted if a recommendation in the Booz, Allen & Hamilton survey of the FCC is carried out.

Missing would be the signature "Ben F. Waple, Acting Secretary" (BROADCASTING, Feb. 19). BAH said having the secretary sign every piece of outgoing mail is "an anachronism" in a "fast-moving commission regulating vast and complex industries." The chairman should be delegated, without limitation, the power to authorize bureau and office chiefs to sign mail going out of their departments, BAH said.

The survey also recommended that the job of assistant secretary be abolished and the secretary's office staff reduced.

In another area, BAH recommended that FCC employes, who perform their duties "under conditions where physical violence could occur" be protected from physical harm. Commission field employes have been assaulted in the past (one was recently tossed into the ocean while attempting to inspect the radio on a private ship) and the only recourse is to bring suit in a civil court. Employes of several other agencies are protected by statutes which make it a criminal offense to do such things to them.

In Rochester, N. Y., As Everywhere:

To Stay On Top In TV, You Need What We've GOT:

NEWS

A complete and well-organized setup for news coverage is essential to any TV station. We have it: a large and experienced staff, news bureaus in Washington and Albany, and the resources of the local daily newspapers.



EQUIPMENT

In the way of equipment, we have just about everything—and the *best:* a huge studio, *two* video-tape machines, rear screen projection, sound-on-film and a completely-equipped newsmobile. You name it—we have it!



KNOW-HOW

To make the best possible use of our modern facilities, we have highly-skilled manpower—folks with real know-how. We are extremely proud of our greatly-expanded staff of engineers, cameramen, producers, and salesmen!



WHEC-TV is THE buy in Rochester, New York!

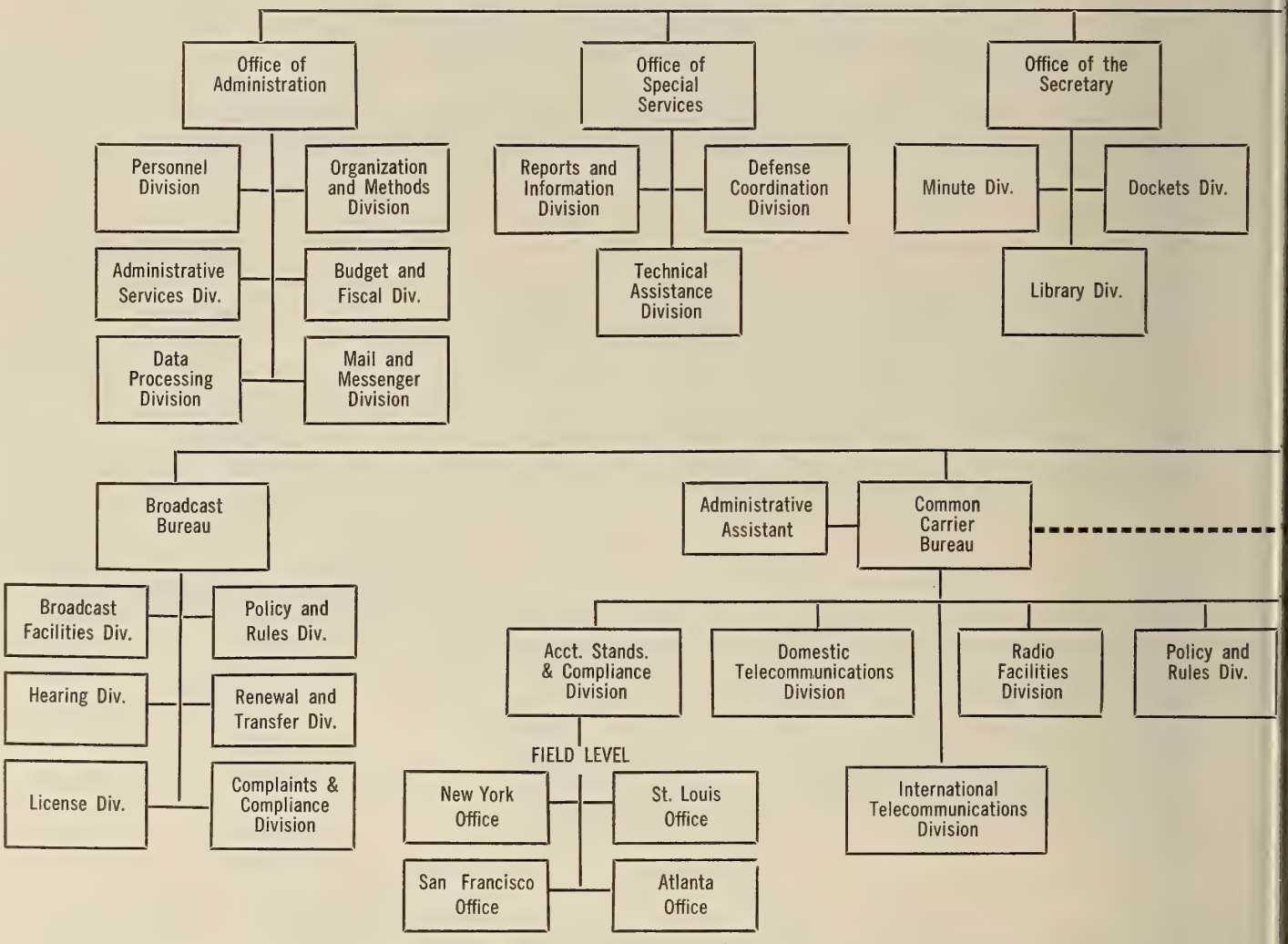
WHEC-TV

HR Television, Inc.

1

CBS ROCHESTER N.Y.

THE PROPOSED LINE OF COMMAND AT THE FCC



to the members for administrative duties and the FCC has been "unduly restrictive" in authority granted its chairman, the survey charged.

BAH held the view that "broad managerial responsibilities unmistakably are conferred on the chairman" by the Communications Act. The commission, BAH said, should move toward defining a broad area of executive leadership to be delegated to the chairman to include such matters as (1) coordination of the staff on existing and emerging issues as a basis for policy making; (2) general administration of the bureaus and offices; (3) housekeeping functions, and (4) responsibility for the hiring and firing of personnel.

"In these areas, it is eminently proper that the chairman be accorded broad and flexible administrative authority with minimum limitations," the report emphasized. To help the chairman in carrying out his role as chief executive officer "it is quite feasible for him to be provided with top level staff assistance" through an executive director, BAH continued.

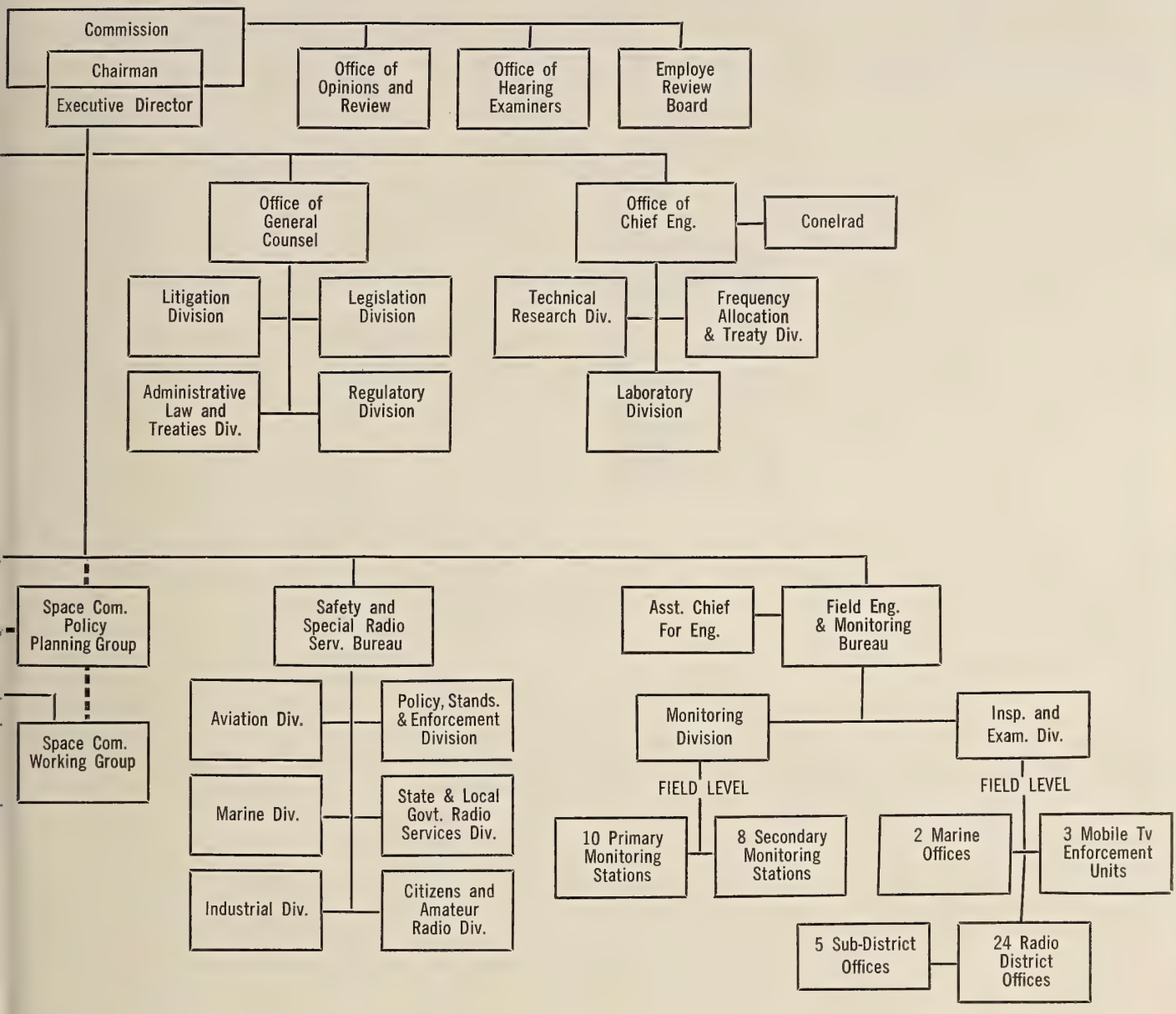
The executive director should be assigned to the personal office of the chairman and report directly to him—not to the commission—according to BAH. In turn, all of the bureaus and offices of the FCC which now report directly to the full commission would be responsible to the executive director except for Opinions & Review, hearing examiners and the review board to be formed.

Rebuffed ▪ Both Congress and the FCC already have vetoed a plan by President Kennedy to hand over powers of the FCC *en banc* to the chairman. Last spring, the Congress killed White House plans to reorganize the commission that entailed super powers for the chairman (BROADCASTING, May 22, 1961). A majority of the commissioners also opposed the plan at that time.

There is little doubt that the FCC devotes greater attention to the work of the Broadcast Bureau than to any other office, BAH said in a chapter recommending changes in that bureau. There is an over-all high volume of satisfactory work turned out by the bureau but it suffers from a high workload and serious backlogs, the report said. In some measure, these broadcast problems find their seeds in actions or lack of action on the part of both the bureau and the full commission, BAH found.

Over-all organization of the Broadcast Bureau is "well conceived in most respects," the report said, but recommended certain changes—the merging of policy and rules functions, clarification of rules, staff additions and increased efforts to reduce backlogs.

The staff of the Complaints & Compliance Division, formed in 1960, should be increased temporarily while the FCC makes a "major study" of its



future role. The Office of Network Study should be abolished when it completes its report and the work transferred to an expanded Research & Education Division (for research) and to the Rules & Standards Div. (for rules matters), BAH said.

New Office ▪ The report recommends the establishment of a new office of Special Services to oversee the divisions of Technical Assistance (now under the secretary), Defense Coordination (presently under the Office of Administration) and Reports & Information which currently reports directly to the commission.

The management survey of the FCC by Booz, Allen & Hamilton was initiated and paid for by the Budget Bureau, with FCC cooperation. It was started early last October and the fact-finding phase was completed in December. A preliminary report was submitted to the FCC in late January (CLOSED CIRCUIT, Feb. 5) and immediately met criticism within the commission.

The final report was reproduced by the commission early this month for the Budget Bureau. Two to six BAH men worked on the recommendations at various times, under the supervision of Bernard L. Gladieux, chief of the survey team for BAH.

NAB appeals ruling in KXTV(TV) case

The reversal of a National Labor Relations Board ruling that two unions had not engaged in an illegal boycott at KXTV (TV) Sacramento, Calif., was asked April 24 by NAB in an appeal filed with the U. S. Court of Appeals, San Francisco.

The NAB brief argued NLRB had used "tortured reasoning . . . to the point of absurdity" in stretching the language of the labor act to clear the American Federation of Television & Radio Artists and the National Assn. of Broadcast Employes & Technicians of boycott charges. The brief noted that AFTRA and NABET had distributed handbills at retail outlets listing as "unfair" advertisers who patronized the station.

The trial examiner's ruling had held the action was an illegal secondary boycott. The board, however, reversed his findings and dismissed a complaint by KXTV in a 2-1 decision.

In its decision, the board held that a broadcast station, "by adding its labor in the form of capital, enterprise and service to the products which it advertises for secondary employers, becomes one of the producers of the product which it advertises." NAB contended Congress proscribed all secondary boycotts in labor disputes in which the primary employer deals exclusively in services such as those provided by broadcast stations for advertisers.

THE END OF CONELRAD

FCC, Defense write obituary for emergency setup; alternative uncertain, but some control is likely

Conelrad's main reason for being—to deny navigational aid to enemy aircraft—is a thing of the past, but the ultimate effect on the broadcasting industry, which has invested an estimated $20 million in equipment, time and manpower, is yet to be decided.

The termination news was announced by the FCC and the Department of Defense early last week. It followed a year-long re-evaluation of Conelrad by the Joint Chiefs of Staff, who acted on a request first proposed by the National Industry Advisory Committee in 1960.

It is known, however, that a form of control still will be exercised over broadcasters in the event of war emergency. This is required, it is agreed, so as to:

- Provide immediate access to the air by the President, no matter where he may be;
- Insure that civil defense authorities can disseminate information and advice to the civilian populace.
- Provide for emergency and back-up communications for military services and make certain that broadcast stations do not interfere with military communications (including aircraft navigational aids) and weapons (radar, missile guidance systems, etc.).

What is facing broadcasting, indicates FCC Commissioner Robert T. Bartley, defense commissioner, is nationwide allocation study to determine which stations are to be kept on the air in the event of an enemy attack and which ones silenced. He says the Conelrad-civil defense frequencies of 640 kc and 1240 kc will still be used.



Mr. Bartley

Mr. Bartley also doubts that tv stations will be permitted to operate during an alert. He believes fm stations will be used exclusively for defense communications instead of broadcast to the public.

Concurrences ▪ One of the reasons for the FCC's lack of plans for a revised control system, it was noted, is that the agency has received no official list of requirements from the civil defense authorities. On hand are the needs of the White House and the military in the event of disaster.

When the complete list of government requirements is received, the commission will try to draft a master plan to meet the needs. That will be done in cooperation with NIAC, representing all segments of the civilian communications users, including broadcasters.

Mr. Bartley estimates the first revisions of the present Conelrad operation may be announced in 60 to 90 days.

Canada meanwhile announced last week it plans to use "almost" all radio and tv stations in an expanded broadcast network for emergency warnings to its populace. Canada has 290 radio stations and 110 tv stations.

In the U. S. there are 2,000 standard broadcast stations in the Conelrad net. There are 480 key Conelrad stations equipped, at a cost of about $15,000 each, with direct lines to the North American Defense Command in Colorado Springs, Colo. Another 1,600 Conelrad stations are required to continuously monitor the key stations at an estimated cost of $2,000 to $3,000 each.

The Conelrad operation, instituted in 1951 at the behest of the Air Force, was developed primarily to deny navigational aid to enemy aircraft which might "home" on targets through the use of radio broadcast frequencies. Because it was felt that radio stations should be used to disseminate information and instruction to the civilian population, a scheme was evolved to ac-

Minow sees more and more public affairs programs on tv

FCC Chairman Newton N. Minow is optimistic over the prospect of a continuing increase in sponsored public affairs shows in prime time because of their popularity with viewers and sponsors—"one of the brightest things that's been happening" in television. But there apparently will be no letup in FCC prodding of broadcasters for more public affairs programs, sponsored or not.

The FCC chairman expressed his views in an interview with Sen. Hugh Scott (R-Pa.), a member of the Senate Commerce Committee, recorded for broadcast yesterday (Sunday) on Pennsylvania radio and television stations.

He said the trend to sponsored public affairs and public information shows in prime time is stronger now than it's ever been and will continue because broadcasters "are finding that people watch them and also that sponsors will sponsor them."

He said this is "one of the brightest things that's been happening—that we have many sponsors now who want to be identified with public affairs shows and this in the long run will increase their availability to the public."

No Excesses ▪ He said he doesn't think demands on broadcasters for sustaining public affairs shows are being carried "too far"—at least in television. That medium "is doing extraordinarily well financially," he said, and the most profitable stations "are the ones that do the most public service . . . the two often go hand-in-hand." But he agreed it's different in radio, where a third of the stations are losing money.

He said the major purpose of his widely publicized speeches that have been critical of television and radio is to stimulate as much public participation in broadcasting as possible. "After all," he said, "the broadcaster is using public airwaves, and he's a trustee for them."

"What I am trying to do in the main," he said, "is to awaken the public to its chance to participate. Broadcasters want to do a good job. I haven't met one yet who doesn't want to improve his programs. It's just that I think they often tend to underestimate their audience, and I think the audience should be more in touch with the broadcasters."

Misrepresentation ▪ Mr. Minow disavowed any government intent to dictate the type of television shows sold abroad. But he noted that many U. S. ambassadors have reported that American television programs are giving foreign countries a "bad impression" of American life.

He said he hopes broadcasters will assume the responsibility for selecting programs for export that will show "people around the world what kind of people we are and what our freedoms are, what our traditions are instead of giving them nothing but blood and thunder."

He said this matter will assume increasing importance with the introduction of live international television via satellite. As this new communications medium is developed, he said, "a lot of thought must be given to what we're going to put on it to be telling the rest of the world about us."



Our head's above the clouds...

...and the view is better than ever! Our giant new 1,549 ft. tower, sixth tallest structure in the world, gives KOVR 37% more Television homes in the booming Sacramento-Stockton market. These are the concrete advantages to you:

GREAT PROGRAMMING: A line-up of strong ABC-TV shows and top syndicated properties which are supplemented by Metropolitan Broadcasting's quality specials and public affairs programs.

NEW STUDIO FACILITIES: The finest and most extensive in the area, including tape facilities in both our Sacramento and Stockton studios.

SUPERIOR PROMOTION: Massive, continuing on-the-air, outdoor and newspaper campaigns.

You're on solid ground when you buy KOVR for towering results in the Sacramento Valley.

KOVR Channel 13 SACRAMENTO STOCKTON

A METROPOLITAN BROADCASTING STATION
C. GLOVER DELANEY, V. P. & GENERAL MANAGER

complish both these missions. It worked this way:

Upon the notification of an alert, all radio and television stations go off the air. Almost immediately, the Conelrad standard radio stations return to either 640 kc or 1240 kc, broadcasting civil defense and government information to the public on an intermittent, "cluster" type schedule. This method of broadcasting is considered sufficient to confuse enemy aircraft attempting to use U. S. stations as homing aids.

Imperfect ▪ Almost from the beginning there were complaints. A basic complaint was that the Conelrad operation reduced the coverage areas of stations and civil defense instructions and information did not reach many people. A second and more significant objection was that the entire Conelrad concept was outmoded by atomic missiles which (1) do not need any "homing" aid and (2) would cause widespread destruction even though they miss a target by many miles.

Early last year, the Dept. of Defense was asked to restudy the need for Conelrad and turned the study over to the Joint Chiefs of Staff (BROADCASTING, April 10, 1961). The decision to abandon the primary purpose of Conelrad apparently was reached earlier this year. Mr. Bartley made a semi-official announcement in February that he understood such a finding was made. He so told state broadcast association presidents meeting in Washington (BROADCASTING, March 5). Last week's announcement made it official.

The word came to the FCC April 23 in an official letter from Deputy Secretary of Defense Roswell Gilpatrick to FCC Chairman Newton N. Minow.

In this notice, however, the Defense Dept. listed its continued needs in the radio spectrum.

Things to Come ▪ In a speech Friday before the Oregon Assn. of Broadcasters, Commissioner Bartley hazarded a few prophesies on what the future holds in the emergency broadcast service:

▪ Some stations in multiple station markets will continue to be silenced—or placed in a "standby" status to reduce mutual interference and extend the coverage of stations in other communities.

▪ Stations remaining on the air will be referred to the Defense Dept. for radioactive fall-out protection by the Army Corps of Engineers and for equipping with emergency power generators and remote pickup links. State fm defense networks will get top priority, standard stations with National Defense Emergency Authorizations following.

▪ There will be an acceleration of the development of the RESTORE projects (teletypewriter networks which can use standard broadcast transmitters without interference or degradation to the regular broadcast program) and of the fm defense network, regionally at first and finally on a national basis looking toward a national fm defense network.

There will be no change, Mr. Bartley is sure, in the emergency alerting system. This uses AP and UPI press-wire teletype circuits and was placed into operation last year.

Mr. Bartley said he hopes in 60 days to announce a National Defense Seminar for early fall where briefing can be given to all.

Mr. Bartley emphasized all proposed changes in the existing emergency control system must be reviewed and approved by NIAC, then sent to the FCC and the Dept. of Defense for concurrence. Much of detailed planning will go to the State Industry Advisory committees, he emphasized.

FCC yields to Hill, drops pre-sunrise plan

FCC rulemaking to restrict pre-sunrise operation by am stations was put on the shelf indefinitely by the agency last week. Fulfilling a promise to reconsider, made two weeks ago to the House Commerce Committee (BROADCASTING, April 23), the commission canceled the May 15 deadline for comments and set no new date.

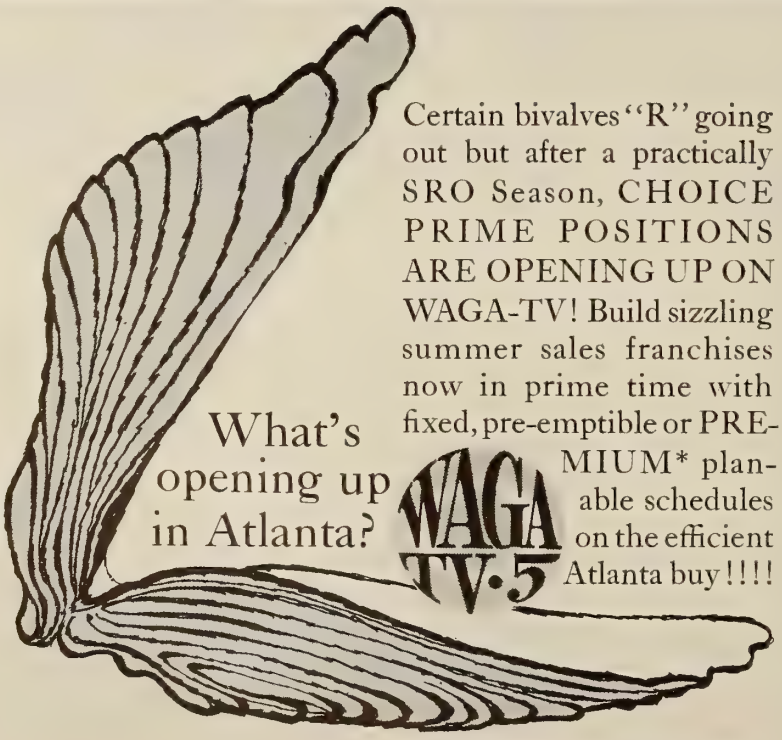
Sherwood J. Tarlow, president of the Pre-Sunrise Broadcasters' Committee, said the postponement shows the FCC "has undoubtedly recognized the tremendous injustices" which would result from adoption of the proposed rule. The committee was formed to fight the FCC plan (BROADCASTING, April 9) and Mr. Tarlow said last week's action "is our first step toward total victory." Mr Tarlow also appointed approximately 50 regional chairmen for the Pre-Sunrise Committee.

FTC hits 'Outgro'

A formal complaint has been filed against American Home Products Corp., New York, by the Federal Trade Commision, charging the firm with misrepresenting effects of its ingrown toenail remedy Outgro.

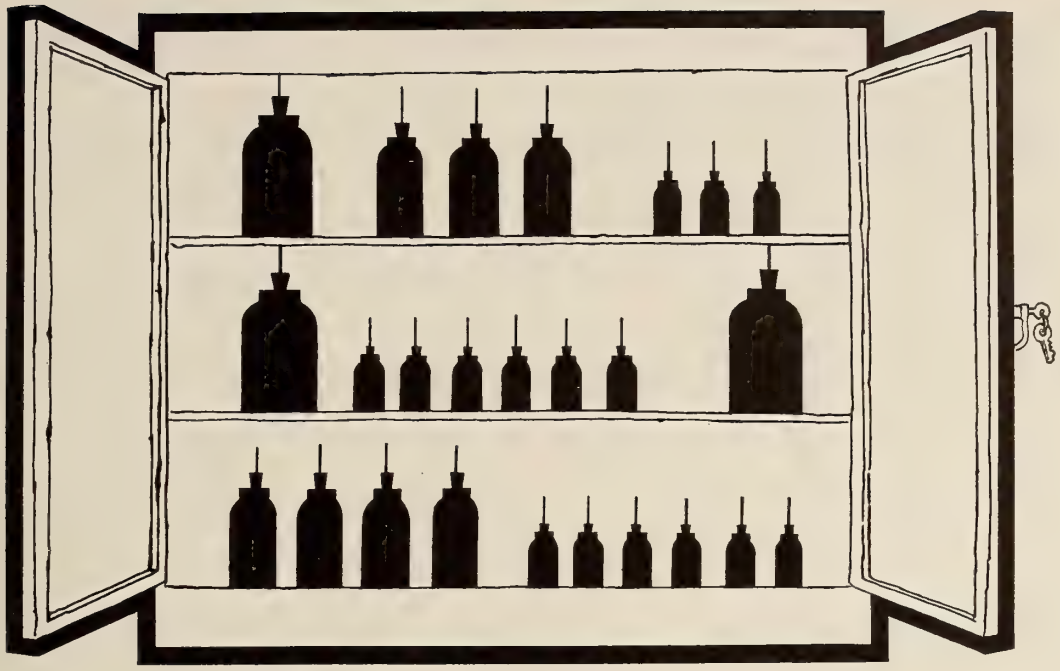
The complaint, which describes in detail tv commercials for Outgro, states that contrary to claims made on tv and through other media, Outgro "will have no significant effect upon pain or infection, nor will it cure or offer relief from ingrown toenails."

The product is manufactured by the firm's proprietary drug division, Whitehall Laboratories. The respondent was given 30 days in which to file an answer to the complaint.



Premium plan—One fixed AA or AAA 20 sec. announcement earns 12 plan rates for all additional B, C, or D spots! Represented by Storer Television Sales.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK	DETROIT WJBK-TV
NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	STORER BROADCASTING COMPANY	



STICKY SITUATION

This is the supply locker of a Madison Avenue ad agency. The office manager keeps his cache of rubber cement in it. In the pecking order of this agency, the smallest jars are reserved for typists and secretaries; copywriters and artists rate medium-size jars; the largest ones, naturally, are for account executives.

During inventory, the boss, who was a stickler for rubber cement details,* wanted the bottles counted according to capacity. "How much rubber cement does each size hold?" he asked the office manager.

"I dunno," was the reply, "but I know our inventory balances because the jars on each shelf hold a gallon and a half of the stuff."

"That's no help," said the boss scornfully, and fired the office manager forthwith.

The head man is now accepting applications from anyone who can tell him how much each size jar holds. If the job has been filled by the time you figure it out, a small unsticky consolation prize will come your way.

** If* you're *a stickler for details, here's one that will interest you: the Nielsen Station Index for January, 1962, places WMAL-TV in the #1 spot for greatest number of nighttime viewers among Washington's 4 TV stations. WMAL-TV is tops in 44 of the 98 quarter-hours between 7:30 p.m. and 11:00 p.m. Sunday through Saturday. (Two of the other 3 stations split the balance with 36 and 18.)*

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.

wmal-tv abc

Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

SEC. 315 BILL PUT ON ICE

Pastore sees no congressional urgency this year, but he still favors liberalized suspension bill

Broadcasters hoping for a congressional relaxation of the equal-time section (315) of the Communications Act will have to wait at least until next year.

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, says he doubts if two Sec. 315 bills will be considered this year.

One (S 204), introduced by Sen. Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, would make permanent the temporary 1960 suspension of the equal-time requirement, which applied to presidential and vice presidential candidates. The other (S 2035), sponsored by Sen. Pastore, would extend the exemption to candidates for governor, senator and U. S. representative.

Sen. Pastore said action on these proposals isn't being delayed as a result of the Senate watchdog subcommittee report, which recommended Sec. 315 remain in force pending an in-depth study of broadcaster behavior in next fall's political campaigns (BROADCASTING, April 23). He said he hasn't read the report.

He said his subcommittee has a heavy workload and he believes the House would be unlikely to act anyway.

It's understood Congress feels no compulsion to act on the Magnuson bill, which wouldn't be applicable until 1964.

The Pastore bill, with its application to lower offices, could become the kind of controversial item congressmen might prefer to overlook in this election year. The idea of liberalizing the equal-time requirement for the 1964 presidential and vice presidential candidates has picked up widespread support—which is not true of the proposal for extending the exemption to candidates who would be lesser offices on the major-party tickets.

Convert ▪ Sen. Pastore is convinced such additional unshackling of broadcasters would be in the public interest. He said "no better proof" of this is needed than the experience gained in the 1960 presidential campaign—a sharply different view from that offered by the watchdog subcommittee.

HEW session delayed to draft new 'goals'

The Dept. of Health, Education and Welfare's proposed conference on juvenile delinquency is being delayed for a review of its "goals." And broadcast representatives, originally critical of the conference proposal because it seemed aimed at tv, will help draft those goals.

This was disclosed last week after a meeting of Bernard Russell, special assistant to HEW Secretary Abraham A. Ribicoff; NAB President LeRoy Collins; and Dr. Ralph Gary, of Boston U. Dr. Gary, a consultant to the Senate Juvenile Delinquency Subcommittee, originated the conference idea (BROADCASTING, April 9). Secretary Ribicoff agreed to sponsor it at the request of

FCC letters are starting to elicit backtalk

Radio stations still are getting ever-increasing numbers of probing letters from the FCC but some licensees are beginning openly to criticize the commission's methods in reply.

In the past, most stations have been afraid to speak their minds in reply to the FCC for fear of reprisals, though commission officials —from Chairman Newton N. Minow on down—publicly and privately urge broadcasters to answer the FCC fully and candidly without fear of any resentment within the agency.

During the week of April 9-16, the proposals and/or past programming practices of some 20 stations in Oklahoma, Kansas and Nebraska were questioned by the FCC as a result of license renewal applications. Generally speaking, they were the standard inquiries because the stations had little or no programming of one or more types, fitting the FCC's definition of education, discussion, agricultural, religion and talks. The letters usually include a phrase such as:

In view of the percentage breakdown, "you are requested to submit a statement setting forth the manner in which the particular programming needs and interests of the community have been and will be served by your station's program offerings." In some instances, the FCC questions a station when it has omitted only one of the 14 accepted program categories.

Most of the letters "requesting more information" from licensees originate at three sources within the FCC's Broadcast Bureau: (1) inquiries on renewal applications come from the Renewal Branch, Edward J. Brown, chief; (2) inquiries on station sales from the Transfer Branch, Robert H. Alford, chief (Joe Nelson is head of the Renewal & Transfer Division, which includes both of the above branches) and (3) letters on specific complaints against a station's programming from the Complaints & Compliance Division, John C. Harrington, chief.

Ben F. Waple, acting FCC secretary, signs the letters (BROADCASTING, Feb. 19) but they are drafted in the respective offices involved.

KRLN's Pen Pal ▪ KRLN Canon City, Colo., has received at least three letters from the Renewal Branch in recent weeks on the programming portion of the station's renewal application. Primarily, the FCC has questioned KRLN's overall percentage of programs as to categories and their classifications.

In reply to a commission letter of March 28, KRLN President Raymond M. Beckner wrote the agency: "Once again, we are forwarding amended program section and answers to your questions. . . . Each of these reports and amendments represents many long hours of night work for us, great loss of financial revenue, loss of public service to our listeners and the creation of dire hardships throughout our organization.

"Worse yet, they seem so utterly futile [and] leave us with such a feeling of complete frustration. We have no assurance that the commission will not place still another definition on one or more of the program types . . . and we will have the work to do over and over again."

Mr. Beckner was especially critical of the FCC's alleged "strict concepts and definitions" of program categories. "Does the commission now assume total responsibility as to whether a program is of a certain type or does the licensee still have some semblance of expression of his judgment as to program type and content?" he asked.

He said that what is agriculture

Sen. Thomas J. Dodd (D-Conn.), chairman of the Juvenile Delinquency Subcommittee. It was tentatively scheduled to begin early in May.

Mr. Russell said another meeting has been scheduled May 8 to draft a list of conference goals and recommendations. Participants will also be decided on them. He said he would attend the May 8 meeting with Dr. Gary and either NAB or network representatives.

Last week's meeting followed Gov. Collins' letter to Secretary Ribicoff questioning the propriety of the proposed conference because it appeared limited to television. He said a broad study of all possible factors in juvenile delinquency is needed (AT DEADLINE, April 16). Few details of the meeting were disclosed. But participants indicated HEW and NAB wouldn't have too much trouble agreeing on conference goals.

Before the meeting, Mr. Russell said Secretary Ribicoff and Gov. Collins are "thinking along the same lines." He said the department feels the conference will be "a little different" from that indicated by Juvenile Delinquency Subcommittee news release which emphasized the television-violence aspect.

SATELLITE RATES TOO STEEP: USIA

Pastore committee ends hearings on satellite bill

The U. S. Information Agency, which has been developing programming plans for the first television broadcast via satellite, expressed fear last week it wouldn't be able to afford the proposed space system once it's operational.

USIA Director Edward R. Murrow briefed the Senate Commerce Committee on the preparations being made, and problems encountered, in planning for broadcasts to be relayed by AT&T's Telstar satellite, scheduled for launching by midyear.

But he stressed the agency's hope it would be able to negotiate preferential rates once the U. S. communications corporation is established. Without special treatment, he said, rates would be prohibitive for the USIA.

The committee, with Sen. John O. Pastore (D-R. I.) presiding, is considering the amended administration bill (S 2814) to create a privately owned corporation to own and operate the space system. The bill has already been approved by the Senate Space Committee, and the Commerce Committee completed its hearings Thursday, with testimony from Sen. Estes Kefauver (D-Tenn.), who opposed the bill, and Assistant Atty. Gen. Nicholas deB. Katzenbach, who supported it. The House version of the bill is tentatively scheduled for floor action Wednesday.

$900 Million Costs ▪ Basing his estimates on transatlantic cable charges, Mr. Murrow said it would cost USIA $900 million a year to broadcast 1½ hours daily to seven areas of the world. And USIA's total budget, he said, is $111.5 million.

"Our agency wants to use the system," he said. "We think the national interest demands that we do so." He said instantaneous global tv coverage of Astronaut John Glenn's orbital flight and of his receptions in this country would have had tremendous world-wide impact.

Therefore, he said, "affordable rates for our agency's usage is an appropriate repayment" of the millions of dollars

in Colorado may not be agriculture in the East but that the FCC refuses to recognize this. And on educational programming, *Colorado Wildlife*, which KRLN carries, *is* educational to Coloradoans, Mr. Beckner argued. He said it is prepared by Colorado State U. "Here in the West where wildlife is both prolific and important . . . it is regarded as a highly significant course of study and most certainly educational," he told the FCC. "Other sections of our country could disagree on this. In case of disagreement, is the licensee's judgment to be respected or must he adhere to strict concepts and definitions?"

Licensee Harassment ▪ Mr. Beckner said the FCC directed KRLN to write letters to educational institutions offering its facilities. "We are further directed to send copies of these letters to the commission along with replies received," he said. The station will write the letters to local schools (there are no colleges in KRLN's coverage area) if the FCC makes it compulsory, he said, and they should state they are written by direction.

The KRLN president said he appreciates what the FCC is trying to do but "we . . . strongly disagree as to the wisdom and practicality of the methods and procedure. . . . Such a continued schedule of licensee harassment on program details and type, without regard to geographical consideration, trust or respect of the licensee . . . will ultimately lead to the deletion of most of the legitimate, conscientious licensees and leave the field to the whistle blowing, dynamite operators. . . . This new commission procedure on programs can not, will not and must not work."

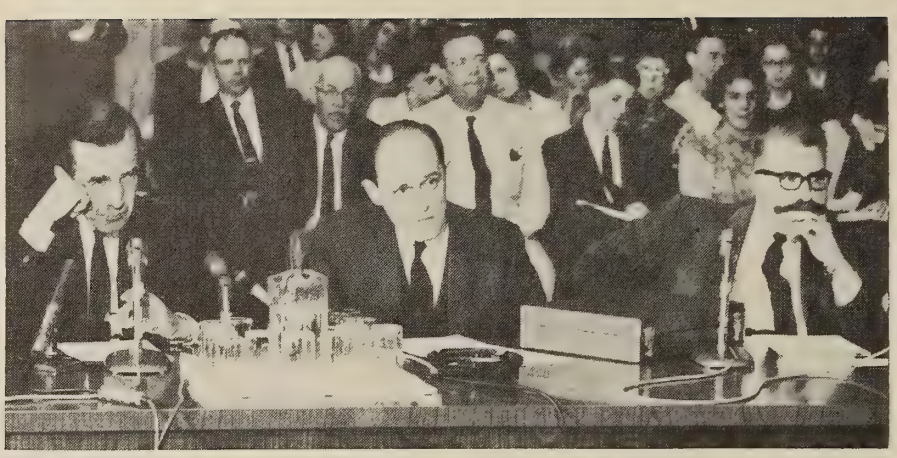
In reply to Mr. Beckner, the FCC wrote KRLN that the station had "misconstrued the content" of the agency's March 28 inquiry. "It was neither the stated nor intended purpose . . . to suggest programs or to pass upon program material broadcast by station KRLN," the FCC said. According to the FCC, KRLN had listed programs under incorrect definitions and the commission "merely requested that you clarify the matter."

KOIL Gets Complaint ▪ Don W. Burden, president of KOIL Omaha, has filed a stout defense of that station's programming policies in answer to the FCC's request for information on complaints received against the station. Specifically, the complaints were lodged by one Jack E. Bogan against KOIL advertisements for an Omaha art theatre, which the station pointed out, it identifies in spots as an "adult only" theatre.

"It would be very easy for us to resolve this problem by knuckling under to the complaints of private censors," Mr. Burden wrote the FCC. "I sincerely believe . . . that we should not be intimidated by them. We will, as we have in the past, make our own decisions as to what serves the public interest." If the station bowed to every complaint, KOIL would indeed become a mediocre operation, he said, with distorted news and public service programming to pamper "the fly-by-night and irresponsible advocates."

As long as the [Muse] theatre is a legal and legitimate business, KOIL will not discriminate against it, Mr. Burden said. He said KOIL would be violating the terms of its license if "we knuckled under and abrogated what we consider to be our responsibility to carry advertisements for a minority theatre . . ."

Answering the charge that copy for the Muse Theatre is improper, KOIL sent copy for several spots aired for the theatre to the commission. Some of them included changes made by the station in copy submitted by the agency, such as substituting the word "sprightliest" for "spiciest." Mr. Burden said that KOIL will continue carefully watching the copy submitted for the theatre and will continue to carry it as long as the station's standards are met.



Edward R. Murrow, U. S. Information Agency director (l), ponders a question during his appearance before the Senate Commerce Committee. With him at hearing on a bill to create a U. S. communications satellite corporation were Robert Evans (c), his special assistant, and Edgar T. Martin, engineering manager of the Voice of America. Mr. Evans is in charge of developing the first program to be broadcast via satellite.

the government has invested in the development of a space communications system.

He endorsed the administration bill, declaring it would permit USIA to negotiate directly with the privately owned corporation and, thereby, seek reduced rates.

No Cut-Rate from Carriers ▪ But if the ground stations were owned by individual communications carriers rather than the corporation, as some industry witnesses have recommended, he said, the agency would have to deal with both the corporation and the individual carrier, or the carriers alone.

"Under that circumstance," he said, "assuming current practices are followed, no reduction in rates would be possible."

As for the first television program via satellite, Mr. Murrow said plans are still in the formative stage. But he indicated "visual tours" of major cities in the U. S. and Europe are contemplated. Two 10-minute programs, one from the U. S. to Europe, the other from Europe to the U. S., will be broadcast.

Before the transatlantic test is made, Mr. Murrow said a live television experiment within the U. S. will be made. A signal is to be sent from the AT&T station in Andover, Me., to Telstar for relay to the Bell station in Holmdel, N. J.

In planning the U. S. program, the USIA has been working closely with the three television networks. The network men assigned to the project are Fred Friendly of CBS; Irving Gitlin, of NBC; and Ted Fetter, of ABC.

EBU's Responsibility ▪ The agency is also cooperating with the European Broadcasting Union, which is developing the program Europe will send to the U. S. Mr. Murrow said it's assumed the British Broadcasting Corp. will serve as the EBU's programming agency.

The problems still to be worked out are both diplomatic and technical. Mr. Murrow said, in Europe, a decision will have to be made as to which of the 21 political entities involved will participate in the program. A 10-minute program isn't long enough to accommodate all of them, he said.

Technical problems involve the different European line standards and electrical transmissions, which will have to be converted before transmission will be possible. And the six-hour time difference between New York and Paris presents "a major obstacle in choosing the optimum time for broadcast," he said.

He emphasized that the television demonstration will be "a relay of television between ground terminals," not a direct broadcast to home receivers.

Kefauver Opposed ▪ In his testimony, Sen. Kefauver, one of a group of senators opposed to any form of private ownership of the satellite corporation, called again for government ownership. Failing this, he said, Congress should delay a decision until it is seen how valuable the system is. He said nothing would be lost by a delay of as much as 18 months, that during that time NASA could proceed with its research and development program.

He expressed concern that the administration bill, under which the public and the common carriers would each own 50% of the corporation, would permit one or two large companies to dominate the system. He also said the bill, in effect, exempts the corporation from the antitrust laws.

Mr. Katzenbach, however, disagreed on both points. He said the "whole thrust of Justice Dept." intent in helping to draft the bill was to prevent domination. "And if any corporation conspires to gain dominance," he added, "it would be in violation of the antitrust laws."

These laws are not suspended by the bill, he said, and would apply to the corporation and those in it.

Ground Station Issue ▪ He said, however, the Justice Dept. has reservations about a provision encouraging the FCC to license carriers rather than the corporation to build ground stations. He said the department would prefer elimination of the implication of preference for the carriers in this regard, but wouldn't strenuously object if the language were not changed. He said the FCC would still be authorized to license the corporation if it felt that to be in the public interest.

A similar ground-station provision in the House bill, however, led two House Commerce Committee members to file additional views in the report submitted by the committee. Reps. John E. Moss (D-Calif.) and John D. Dingell (D-Mich.) said the language would make it highly unlikely the corporation would be able to secure revenue, "let alone net profits," from operating ground stations.

They said the public should be informed of this before being invited to invest in the corporation.

Both voted for the bill, they said, because they believe it "important that something should be done to speed the U. S. participation in the developing field of space communications." But they said the bill should be amended to leave the question of ground station ownership "completely open" for FCC determination.

FAULK VS. AWARE

Damaged by blacklist, says former CBS personality

Initial testimony was heard last week in New York Supreme Court in a six-year-old libel suit brought by John Henry Faulk, formerly a WCBS New York humorist-commentator and guest personality on television, against Aware Inc. and two other defendants. The suit is believed to be the first court action against alleged blacklisting practices in the radio-tv industry.

Mr. Faulk took the stand last Tuesday (April 24) and denied vigorously that he had ever backed communist groups, and, moreover, claimed he had a consistent anti-communist record. Mr. Faulk originally had sought $500,000 in damages, claiming that charges published by Aware accused him falsely of supporting communist-front organizations. Justice Abraham N. Geller was asked to increase the compensatory damages to $1 million. He reserved decision on the request.

The suit was filed in June 1956 by

The Most Number One Station in the Immediate Vicinity

The perpendicular pronoun and the numeral one have much in common. Our Ma, old WMT Radio (forty this year), taught us not to confuse the two. Statisticians who work for WMT-TV look like croquet hoops from bending over backwards. Yet it's difficult to walk the line between station ego and station firstness. We try to quote narrow-shouldered, Brooks-Brothers-type statistics. For example:

In one two-day period in February we announced 98 church service cancellations, 60 no-meetings-today, and 142 school closings, all storm-begotten. When folks want word to get around they call us.

A hundred and one correspondents throughout our listening area relay news to the WMT news center. When we want word, we call them.

Our Farm Service Department is staffed by three college graduates, all born and raised on farms.

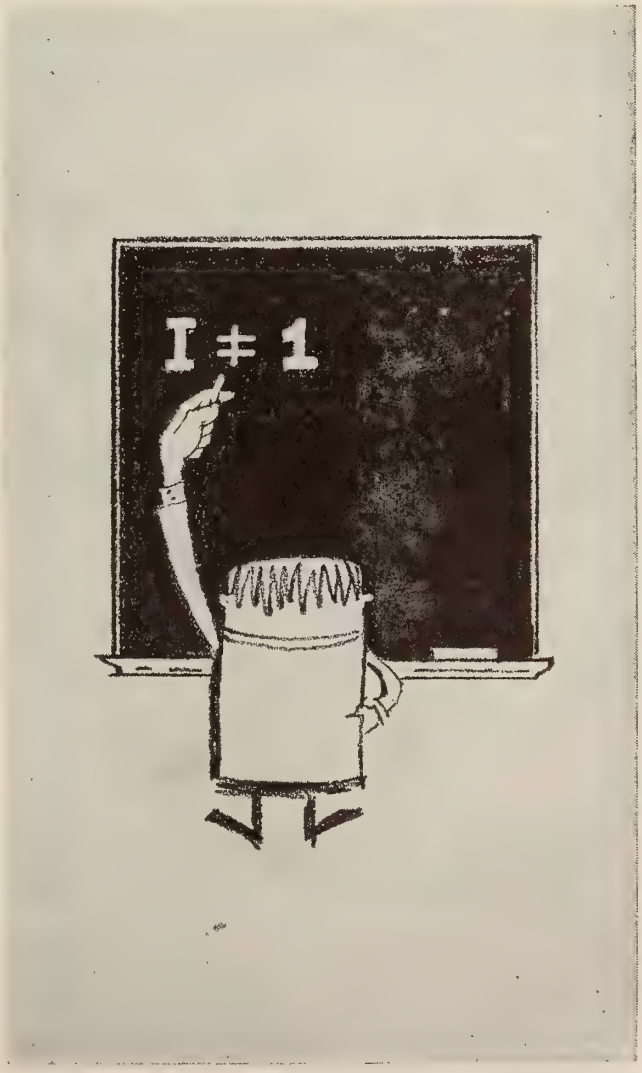
Then things like this come along:

In "homes reached" WMT-TV is #1 in all time periods from sign-on to sign-off, Sunday through Saturday. (Cedar Rapids—Waterloo ARB 3/15/62.)

In "station share" WMT-TV is #1 Monday through Sunday, 9 a.m. to midnight. (*Ibid.*)

Of the ten top daytime shows WMT-TV has ten. Of the 466 quarter-hours measured for "homes reached" WMT-TV has 390 firsts.

How can you ice that?



WMT-TV
CBS Television for Eastern Iowa
Cedar Rapids—Waterloo
Represented by the Katz Agency
Affiliated with WMT Radio;
K-WMT, Fort Dodge; WEBC, Duluth.

Mr. Faulk against Aware, an organization formed in 1953 to combat the "communist conspiracy" in the entertainment-communications field; Vincent Hartnett, a writer-lecturer-consultant; and Laurence A. Johnson, a Syracuse, N. Y., supermarket operator. Mr. Hartnett is said to have been the principal writer of an Aware bulletin alleged to have damaged Mr. Faulk's reputation, and Mr. Johnson is charged with having circulated the bulletin to radio and television sponsors.

Louis Nizer, counsel for Mr. Faulk, asserted in his opening statement on Monday (April 23) that the humorist was "rising as one of the great stars of television and radio" at the time the Aware bulletin was published.

The circulation of the bulletin by Mr. Johnson to various sponsors, Mr. Nizer declared, "alarmed CBS." Mr. Faulk signed an affidavit attesting to "his loyalty to his country," and he remained on the network-owned station for a year. The following year he was "dropped" by CBS because of the alleged libels of Aware, Mr. Nizer said, adding that Mr. Faulk was unable to find further work in radio and television.

Thomas Bolan, counsel for the defendants, disputed the contention that Mr. Faulk was damaged by Aware or suffered financial hardship. He claimed that in the two years following the issuance of the bulletin Mr. Faulk "made more money than at any time in his career."

Mr. Faulk testified that he viewed communism as a "very antagonistic and destructive philosophy," and said his public record would show that he always had held communists in "considerable contempt."

The court recessed Thursday but was scheduled to re-convene on Friday.

NAB, NCTA agree with REA on amended bill

Objections of the National Community Tv Assn. and NAB to a bill approved by the House Agriculture Committee have been met in an amendment that will be offered on the House floor.

The bill (HR 10708) is intended to permit the Rural Electrification Administration to finance the construction of closed-circuit television projects for rural educational systems.

NCTA and NAB, however, feared the bill could be interpreted to authorize REA to finance closed-circuit catv systems (BROADCASTING, April 9).

The amendment would specifically exclude catv services, other than educational television, from those purposes for which REA funds could be used.

Agreement on the amendment was reached between Rep. W. R. Poage (D-Tex.), who introduced the bill, and REA and NCTA officials.

FCC backs tv outlets in political decision

Three Baltimore tv stations acted within their rights when they refused to telecast a political program because of possible defamatory statements made on the program by non-candidates, the FCC said last week. The FCC wrote a committee which supports George P. Mahoney, candidate for the Maryland Democratic gubernatorial nomination, that such decisions are up to the local station and are outside the authority of the FCC.

The three stations—WJZ-TV, WBAL-TV and WMAR-TV—refused to carry the program because, they said, statements were made in the taped version which might be libelous and slanderous. In replying to the complaining committee, the FCC said Sec. 315 does not prohibit a station from censoring statements made by non-candidates and that Sec. 326 prohibits the commission from ordering a station to broadcast a specific program. Therefore, the FCC said, it plans no further action.

A Washington tv station aired the program (advocating the campaign of Mr. Mahoney) which the Baltimore stations turned down.

Am applicant challenges competitor's good faith

An applicant for an am station in Asheboro, N. C., has charged that a strike application has been filed, prompted by the existing station there to preclude competition.

WIDU Fayetteville, N. C., asked the FCC to enlarge issues in its hearing for an Asheboro outlet to determine whether the mutually exclusive bid of Al-Or Broadcasting Co. for a station in Mebane, N. C., was made in good faith.

Equal partners in Al-Or are Roy Cox Jr. (whose immediate family owns 76% of WGWR-AM-FM Asheboro), J. R. Marlowe (general manager and 20% owner of those stations) and W. A. Corbett, a Mebane Texaco distributor, WIDU said.

Furthermore, WIDU claimed, the Mebane application is actually designed to establish another radio station to serve the larger city of Burlington, N. C. Affidavits from existing Burlington stations stating that they serve Mebane needs and assign a salesman one day a week to handle Mebane advertising were attached to the WIDU petition.

talk about circulation!

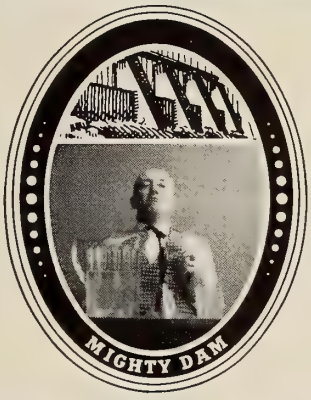
It takes an extra page-and-a-half in the Nielsen report to map the four million homes in the WCKY area, an area covering 16 Mid-American States. That same Nielsen shows that WCKY reaches well over half-a-million of those homes every week, better than a quarter-of-a-million every day. When you buy Cincinnati, talk first to H-R—about WCKY!

wcky•radio

50,000 WATTS • CINCINNATI

LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida

THE GREAT CHARLESTON-HUNTINGTON DEBATE RAGES ON!





IN WHICH TOM GARTEN[1.] & A MIGHTY DAM MEET JOHN SINCLAIR[2.] & A MAGNIFICENT DOME & THE SPARKS FAIRLY FLY!!!!!!!!!!!

TOM: Advertising managers, account executives and time-buying influences everywhere: We are often asked, "Which is both heart and hub of the enormous and ebullient *Supermarket* area served by WSAZ-TV? Happy Huntington, West Virginia? Or Cheerful Charleston in the same resplendent state?" My friends, metropolitan Huntington, at the juncture of *three* great states, has that distinction by a hair!

JOHN: Surely, sir, Huntington does not claim lands that lie in the commonweals of Kentucky and Ohio?

TOM: Lands *and* hands, sir, as well as homes and heavy industry! Huntington simply *ignores* arbitrary boundaries in its westerly sprawl past Ironton and Ashland and on almost to the Mighty Greenup Dam. *That* amazing structure, Mr. Sinclair, will soon eliminate four hours of riverboat time and bids fair to bring more barges than ever past what is already the largest port on the Ohio! And through some of the *cleanest water,* I might add – the Huntington beaches being suitable this very summer for bathing trunks!

JOHN: You mentioned *barges,* Mr. Garten? Precisely *where* will these *originate?* Some day, sir, we shall float our entire 80-piece symphony orchestra on one of them, and send it past you playing *The Charleston* to remind you who is heart and hub and who is *Mixer of the Nation's Chemicals!* That talented body will blast the earplugs from your bathers and set them stroking for the banks, I can assure you!

TOM: Is that so, sir? Huntington happens to be one of America's great rail centers, and its hundreds of engines will hiss you back from whence you came!

JOHN: Which happens to be the heart of the market! Why, under the Golden Dome of our Magnificent Capitol is concentrated the buying power of a Croesus! 62,100 TV homes! An average household income in excess of $6,500 annually! Some of America's most highly paid . . .

TOM: Time, sir, time! I suggest we once again declare the *advertiser* winner, for it is he who, for a single price and by simply consulting his Katz Agency man, can have both Huntington *and* Charleston.

JOHN: And, indeed, the entire 2-million-people, 4-billion-dollar-payroll area served by the *Supermarket Station, WSAZ-TV, Channel 3, an NBC Primary Affiliate. Division: The Goodwill Stations, Inc.*

3
WSAZ TV

1. *Vice President, General Manager,* WSAZ-TV

2. *Manager, Charleston Operation,* WSAZ-TV

Radio-tv pinch-hits for newspapers

FILL NEWS, AD VACUUM IN DETROIT, MINNEAPOLIS DURING STRIKES

Radio and television have moved into the news void in two cities where newspapers ceased publishing because of labor troubles.

Newscasts over the air were increased measurably by almost all radio and by all tv stations to a lesser degree in Detroit and Minneapolis. In both cities the local dailies were closed, leaving their citizens hungry for news. The clamor for advertising time was not as great; mainly because most of the major stations in the two cities had few availabilities to begin with.

In Detroit, both the *News* and the *Free-Press* ceased beginning April 12; in Minneapolis, the *Tribune* and the *Star* failed to publish beginning April 12 also.

In Detroit:

WJBK regularly broadcasts news for five minutes every hour on the hour plus an extra five minutes every half hour during morning and evening rush hours. To this was added five extra newscasts daily, on the half hour, or 25 newscasts to the normal 223 per week. WJBK-TV added a half hour news special in prime time Monday-Friday, pre-empting regular commercial network time; also it added a 15-minute newscast three times daily. The 30-minute schedule has been sponsored several times by Michigan Mutual Liability Co.

WXYZ Detroit added one hour and 45 minutes of extra news to its customary 4 hours and 15 minutes of news. The extra news, on the half-hour includes community activities, entertainment specials and special public service coverage. Commercially WXYZ was about 95% sold out and tried hard to take care of regular customers. It told its representative not to query on availabilities at this time. Two of the city's major department stores, Federal and J. L. Hudson, have increased their spot budgets. Ironically, the station has had to turn down accounts it's been cultivating for years.

On WXYZ-TV, in the first 12 days of the newspaper strike, local news coverage was increased 156 newscasts. The station also covered special public events live. Commercially the station has experienced an "insignificant" 4.3% increase in local retail advertising, according to John F. Pival, president.

WWJ-TV added a 30-minute-1 hour *Newspaper of the Air,* program nightly. The program, to which reporters of its parent Scripps-Howard *News* contribute, is run as a sustaining public service in prime evening time, pre-empting regular commercial network shows. Commercially the station has not solicited new advertising but where advertisers must have exposure because of advertising requirements which cannot wait, time has been made available.

WJR has inserted timely news bulletins in participating shows. Its advertising has increased "moderately," according to James H. Quello, general manager, new business coming from local supermarket chains and retailers.

CKLW Windsor, Ont., added a news bulletin service at the quarter and three-quarter hour periods.

In Minneapolis:

WCCO added a 30-minute *Women's Page* feature daily just before noon, sponsored by Dayton's department store. Added to newscasts three times daily were death notice reports gathered from local undertakers; special events (church suppers, PTAs, etc.).

Local news cut-ins in participating shows were expanded from 1½ minutes to 2 minutes. Spot usage was increased by Donaldson-Golden Rule department store, employment agencies and automobile dealers. On WCCO-TV, Daytons and a specialty shop, Harolds, increased their budget. One theatre chain substantially augmented its spots schedule. One five minute network news feed was pre-empted for local vital statistics.

KMSP-TV added three additional five-minute newscasts daily, plus an extra 15-minute newscast Saturday and Sunday. Commercial increases have come from department stores, discount centers, movie houses and automobile dealers.

KSTP-AM-TV has few nighttime availabilities left on radio and a few daytime spots open on tv. Business increases have come from department and specialty stores, food chains and automobile dealers.

KEVE has increased news of stock market, sports and expanded the detail in coverage of national and international news. Advertising has increased, but is difficult to pinpoint. Robert J. Rock, general manager, says the strike has introduced radio to a number of advertisers who had been on the fence and now know what radio can do for them. "In at least three instances it has convinced them that radio can do as good a job as print and in at least one case a Hell of a lot better job," he declared.

WTCN expanded newscasts in three prime periods (noon, evening and night and increased all weekend newscasts from five minutes to 15 minutes. Commercially, radio business has doubled, according to Arthur Swift, manager, with movie houses buying heavily. WTCN-TV has added a 20-minute newscast in early morning hours. Since tv is pretty well sold out, commercial increase has not been startling. Stations are receiving over 5,000 telephone calls per day on special lines seeking baseball score information.

Airport incident

An alert engineer provided WTOP-TV Washington with an unusual story.

While listening to the control tower at Washington National Airport, engineer Lamar Allison heard a conversation between two pilots circling the airport—each accusing the other of coming in on 'his' flight pattern. Mr. Allison taped the conversation.

The next day WTOP-TV newsmen confronted Najeeb Halaby, FAA administrator, who admitted the incident had occurred. The station broadcast the taped conversation on its *11:00 p.m. Report* news program. The incident is currently being probed by the Federal Aviation Agency.

NAB will appoint overpopulation unit

NAB President LeRoy Collins is expected to name a nine-man committee this week to consult with the FCC on the problem of radio's overpopulation.

This action marks the first step in the joint NAB-FCC move to examine the radio competitive problem to see what can be done about it. FCC Chairman Newton N. Minow and Gov. Collins advocated such a study at the NAB Chicago convention (BROADCASTING, April 9).

A three-man group representing the NAB Radio Board met with Gov. Collins and Chairman Minow April 25 to discuss the project. The group included George C. Hatch, KALL Salt Lake City, retiring radio board chairman; John F. Patt, WJR Detroit, radio at-large director, and Ray Johnson, KMED Medford, Ore., district director.

The FCC's position, it's understood,

will be taken up May 2 at a Commission meeting. Chairman Minow has proposed "an informal, face-to-face, shirtsleeves working conference" to discuss the state of radio broadcasting. "We are so busy grinding out grants of new licenses that we need to step back and take a look at why we're doing it," he told the NAB convention.

The convention adopted a resolution asking President Collins and the staff to aid in arranging a radio population conference as soon as possible. Gov. Collins had suggested a study of this type in the summer of 1961 in an address at Northwestern U. At the convention he commended Chairman Minow's suggestion as promising "to help solve many vexing problems by obtaining information in depth."

At NAB it was explained the association is anxious to study the overpopulation problem and ways to obtain relief, particularly in the engineering aspects. It was emphasized NAB does not seek relief from economic injury, and has no intention of risking utility-type regulation to find a solution.

Stations will support symphony league drive

More than 400 U. S. radio and television stations already have pledged support of a nationwide fund collection to build an international headquarters for the American Symphony Orchestra League (BROADCASTING, April 23), according to Carl Haverlin, chairman of the building fund committee and president of BMI.

The drive to raise $1 million officially begins today (Monday), but some eager stations, mostly on the west coast and in Hawaii, have started the campaign with more than $1,000.

While the building committee has mailed out general news kits to all radio and television stations, Mr. Haverlin stressed that stations are free to write their own material if this would strengthen the appeal in their own areas.

The new headquarters building and facilities will be built on a site in Fairfax County, Va., donated by Mrs. Jouett Shouse of Washington, D. C.

All contributing stations will have their call letters emblazoned on specially constructed bronze gates in front of the headquarters.

Networks to daylight time

The three tv networks reported the changeover from standard to daylight time over the weekend would not disrupt program schedule regularity. The networks solved problems of delays a few years ago as tv tape, in particular, came into general use. In most instances both live and film programming are recorded on tape.

IT'S HAPPENING!

HOOPER DOUBLED!!

PULSE UP 50% BUSINESS TRIPLED!

KLAC

FIRST ON THE L. A. DIAL

Forward & upward with THE SOUND OF LOS ANGELES

RAMBLER · BEVERLY HILTON · FULLER PAINTS · FALSTAFF · GENERAL TIRE · CHEVROLET GLENDALE FEDERAL · THRIFTY DRUG · HIRES · LUCKY LAGER · RAYCO · MARTIN MOTORS BUDWEISER · MGM · THRIFTYMART · PETER PAN · SCHICK · BARKER BROS. · VIC TANNY'S RALPHS MKTS · FOREMOST DAIRIES · FLAMINGO HOTEL · AMERICAN TOBACCO · P. S. A. MRS. CUBBISON · FORD DEALERS · HOLIDAY TRAVEL · S.T.P. · WHITE OWL · FISHER BODY BON AMI · RICHFIELD · LESLIE SALT · MARTIN MOTORS · WATER & POWER DEPT. · RCA SIMPSON BUICK · PLUS PRODUCTS INTERNATIONAL CIRCUS CBS-TV

570 RADIO KLAC



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EXEC. VICE PRESIDENT AND GENERAL MANAGER

CY OSTRUP,
VICE PRESIDENT IN CHARGE OF SALES

6363 SUNSET BLVD.
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REPRESENTED NATIONALLY by EDWARD PETRY & CO., INC.

HALL BROADCASTING COMPANY, M. W. HALL, PRESIDENT



Only 10 outlets drop 'Defenders' episode

CBS-TV UNWAVERING IN PLAN TO CARRY PROGRAM

CBS-TV announced late Thursday (April 26) that all but 10 stations of a normal 180-station lineup were expected to clear their facilities for the telecast of *The Defenders* episode that deals with abortion. The telecast was scheduled Saturday (April 28).

The program, entitled "The Benefactor," popped into the news when Dr. Frank Stanton, CBS Inc. president, at an FCC hearing in Washington last January said the program would go on with or without sponsors. Not long afterward, the three regular advertisers defected (Brown & Williamson, Lever Bros. and Kimberly-Clark) but Speidel Corp. later signed for that whole episode and for an alternate-week half-hour of the series on a continuing basis next season (BROADCASTING, April 23).

CBS-TV also submitted the episode for NAB code authority previewing. That screening was made at CBS-TV's request, which in the network's point of view protected CBS-TV's position that it will not agree to any authority previewing its programs except where such previewing is initiated by the network itself. NAB found the episode did not violate the code but noted stations should carefully consider the local situation before broadcasting it.

NBC-TV on the other hand, it's understood, appears to agree in principle to previewing when NAB requests it to do so for a specific program or series episode. But NBC-TV feels it should retain the right to make the final decision of whether it will carry a program.

ABC-TV's position has not changed since the time the network refused to permit NAB to preview the Fabian show of the *Bus Stop* series.

Pastore Meeting ▪ Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, had met privately with top network and NAB officials in an effort to spur network compliance with the NAB code (BROADCASTING, April 16). At that meeting, the networks outlined their individual approaches to the principles of previewing.

In the meantime, CBS-TV postponed a *CBS Reports* program that deals with birth control ("Birth Control and the Law") giving rise to published reports connecting this show with *The Defenders* episode. Network officials, in denying any connection, clarified the action by noting that the birth control program will be seen May 10

At the request of Speidel, sponsor of the "The Benefactor" episode, other local tv stations in each of the 10 markets were offered the "opportunity" to replace the stations refusing the broadcast.

'March to Maturity' ▪ In announcing that 10 affiliates would not carry the controversial episode, the network restated its view, expressed to affiliates in a closed-circuit preview of the episode on Thursday, April 19 (CLOSED CIRCUIT, April 23), that the program "represents another step in television's continuing march to maturity."

The 10 stations not expected to carry the April 28 Broadcast: WNBF-TV Binghamton, N. Y.; WHDH-TV Boston; WBEN-TV Buffalo; WBAY-TV Green Bay, Wis.; WKBT (TV) La Crosse, Wis.; WISN-TV Milwaukee; WWL-TV New Orleans; WPRO-TV Providence; WHEC-TV Rochester, N. Y. and WHBF-TV Rock Island, Ill.

The 'Bulletin' goes all out with WPBS (FM)

When the *Philadelphia Bulletin* dropped out of broadcasting, it did so with a $20 million splash. That was the tab for its sale of WCAU-AM-FM-TV to CBS.

Paradoxically, it's return three years later has been without too much fanfare, but with a strong conviction in the future of fm.

The *Bulletin's* WPBS (FM) Philadelphia has been on the air since last December with an ambitious 24-hour daily schedule of diverse programs from a broadcasting plant in which the newspaper has invested a quarter million dollars. A report from the station last week that two dozen sponsors have already been signed lends support to the *Bulletin's* belief in fm.

WPBS is not a one-man, one-studio operation. The fm-only station has a staff of over 50, headed by Donald W. Thornburgh, vice president of the *Bulletin,* former WCAU president and former CBS executive. Its new building and modern equipment are located in Roxborough, Philadelphia's highest elevation, and give the 98.9 mc outlet, with maximum power, a signal that penetrates a four-state area, according to the station.

WPBS attributes much of its success to its programming. Along with good music, emphasis is placed on "talk" programming. The *Bulletin's* editorial staff is utilized and, since the station's start last Dec. 15, at least 21 personalities—from managing editor to political columnists, entertainment editors and sports reporters—have been used regularly.

News programming also includes such offerings as financial news; *Global Reports,* nightly shortwave broadcasts from world tension points, and nightly recapitulations of editorials appearing in newspapers throughout the world.

Music portions include *All-Night Concert,* the classical music of a single composer; *Opening Night,* a five-times-weekly program that features musical comedies with original casts plus reviews by critics, and *Yesterdays,* offering music and events of a particular year with recorded voices of famous persons.

WPBS says it has the highest fm rate in its area ($20 a minute in prime time), but that this hasn't inhibited a wide variety of sponsors from grabbing availabilities.

Capital Cities income sunny in first quarter

Net broadcast income up 77%, net profit after taxes up 17.4%, cash flow up 47%. That's the cheering news of first quarter earnings of Capital Cities Broadcasting Corp.

Net broadcast income for the first three months of the year, unaudited, was $3,430,552; net income after taxes $241,962 (21 cents per share); cash flow generated from operations $550,-980 (47 cents per share). These compare to the 1961 first quarter net broadcast income of $1,934,660, net income after taxes of $206,107 (18 cents per share) and cash flow of $377,823 (32 cents per share).

Capital Cities stations are WTEN (TV), WROW Albany, N. Y.; WCDC (TV) Adams, Mass.; WKBW-AM-TV Buffalo, N. Y.; WPRO-AM-FM-TV Providence, R. I.; WTVD (TV) Durham, N. C., and WPAT-AM-FM Paterson, N. J.

Collins: it isn't so

NAB President LeRoy Collins has again denied a report that he is first in line for the post of Secretary of Health, Education & Welfare should Secretary Abraham Ribicoff resign (CLOSED CIRCUIT, April 16). "This is speculation," Gov. Collins said. "I have a job, a very important one, which demands all my effort and energies. I am seeking no other one. I have heard nothing from the President about this and I do not feel that any further discussion or comment is called for." The HEW rumor was printed in the April 19 Drew Pearson column.



TAPE IT TODAY SHOW IT TOMORROW ANYWHERE IN THE U·S·A WITH

PRIORITY AIR EXPRESS DIVISION R E A EXPRESS AIR EXPRESS

Tapes, films, platters and scripts move fastest and surest shipped via Air Express . . . the only air shipping service with priority on all 36 scheduled U. S. Airlines. 13,000 R E A Express trucks provide pick-up and delivery. Costs far less than you think. 2 lbs. fly 2,400 miles for only $3.51. Air Express is a co-ordinated service of R E A Express and scheduled airlines, to give fastest possible handling to anywhere in the U.S., Puerto Rico and Canada, on or off airline routes. Vital material gets there fastest via Air Express. And Air Express is as near as your phone.

CALL YOUR LOCAL R E A EXPRESS OFFICE FOR AIR EXPRESS SERVICE

WMAZ's approach to community relations

WMAZ-AM-TV Macon, Ga., has a sure-fire method of finding out what its community needs and how best to serve it. The station has just concluded its second annual Community Leader Seminar, a gathering of presidents and secretaries of civic, charitable and other organizations.

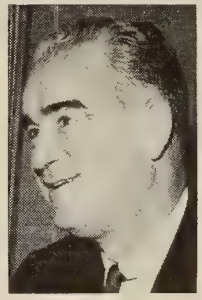
At the seminar, various officials and officers learn about radio-television operations and problems encountered by the broadcaster. The second phase of the seminar is concerned with the current needs of the area and how radio and television can be of use.

According to Wilton Cobb, general manager of WMAZ-TV, this year's seminar guests also included members of organizations as well as their officers. Delegates to the seminar represent the entire central area of Georgia in addition to the Macon area.

Transcontinent net up 46% from 1961

Net income up 46% for the first quarter of 1962 compared to the same period last year was announced by Transcontinent Television Corp., after its first stockholders meeting in Buffalo.

Total sales less agency commissions for the quarter ended March 31 were $3,740,000 with net income after taxes reaching $395,684 (22 cents per share). This compares with net revenues of $3,809,000 and net income of $271,553 (15 cents per share) for the first three months of 1961, TTC President David C. Moore said.



Mr. Moore

TTC noted that the 1961 sales figures included revenues from WROC-FM-TV Rochester, N. Y., which was sold in November last year to WVET-TV and WHEC-TV that city for $6.5 million. TTC is also taking over WDOK-AM-FM Cleveland this week; it bought the stations from Frederick C. Wolf and associates for $1.4 million. Other ITC stations: WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego, Calif.; KERO-TV Bakersfield, Calif., and WNEP-TV Scranton-Wilkes-Barre, Pa.

Radio-tv client total at record level—UPI

United Press International's broadcast news service now is being received by a record 2,076 radio stations and 247 television stations, Mims Thomason, newly-elected UPI president, told the company's annual meeting in New York last Tuesday (April 24). He emphasized this does not include 12 U. S. broadcasting outlets signed last month.

Mr. Thomason reported that in supplying newsfilm to tv stations, United Press Movietone now operates in every major capital on every continent and serves 95% of the world's television stations. UPMT, he added, has expanded its general services, including documentary and special projects.

He disclosed that UPI now operates a duplex cable channel between London and New York, replacing radio printer circuits, but said most of its news is distributed to the world by radio printers. He predicted that eventually radio printer signals will be relayed by communications satellites in space.

WPIX(TV)'s new rate card

WPIX (TV) New York has announced a new rate card effective April 15. John A. Patterson, vice president in charge of sales, said the new card eliminates Class BB time (5-7 p.m.) and now divides time into three categories: Class A, 5-11:30 p.m.; Class B, 4-5 p.m., Monday-Friday and 2-5 p.m., Saturday and Sunday, and Class C, all other times.

The new card also makes major changes in the volume sales plans offered by WPIX. Peters, Griffin, Woodward Inc., New York, is national representative for the station.

What it costs to run KFPK

The cost of operating KFPK (FM) Los Angeles—noncommercial, nonprofit station supported by contributions from listeners and grants from foundations—is roughly $500 a day or 50 cents a minute, Larry Steinberg, manager, said in an open letter to subscribers published in the station's program bulletin for April 30-May 13. Operating costs and other expenses amount to $183,000 for the year; estimated income is only $143,000 (chiefly new and renewed subscriptions amounting to $114,000 and grants and benefits of $23,000), leaving a deficit of $40,000, which Mr. Steinberg is asking his present subscribers to contribute.

RAB: 183.8 million working radio sets

Radio Advertising Bureau, which has challenged the U. S. Census Bureau's 1960 figures for homes with radios in working order (BROADCASTING, April 16), reports today (April 30) that the current total of working order radio sets is 183.8 million. This represents a gain of 70% in total sets in use over the last decade.

More than 60 million sets have been sold in the last three years, the bureau said. In 1961, 22 million sets were sold at retail. RAB's breakdown of the types of sets in use: 126.9 million home and portable sets, 46.9 million auto radios and 10 million sets in public places.

Comparing radio and other media, RAB points out that there are three times as many radio sets in use as the combined net paid circulation of all English-language daily newspapers in the U. S.; there are more than three times as many radio sets as tv sets, and there are 3.4 radio sets per U. S. home.

NBC Radio centralizes

Radio facilities of NBC, now located on five floors of the RCA Building in New York, are being centralized on two floors, in a new modernization program by the network. The plan will include three new radio studios, one each for NBC Radio network, *Monitor*, and WNBC New York on one floor. Plans also are to centralize facilities for pre-recording program segments and commercials on another floor. The project is expected to be completed by Oct. 31.

WLCY(TV) shoots for January

WLCY (TV) (ch. 10) Largo, Fla. plans to begin telecasting in January 1963, according to Sam Rahall, president of WTSP-TV Inc., permittee of the new station.

Program plans are being developed by Harry Wagner, former program manager of WSUN-TV (ch. 38) St. Petersburg, in cooperation with a "program advisory committee" of citizens from the Tampa-St. Petersburg area.

KNTV to join catv ownership

Allen T. Gilliand, president of KNTV (TV) San Jose, Calif., has announced that the station has joined Jerrold Electronics in applying for a franchise to install a catv system in Salinas and Monterey County. KNTV has served the Salinas-Monterey area for some six years. The station operates on ch. 11.



In Cleveland, the siren song comes from Earresistible WHK, where provocative programming wins the most listeners*. In fact, advertisers find they just can't say no to that low cost per response.

WHK
CLEVELAND
A METROPOLITAN BROADCASTING STATION
V.P. & GENERAL MANAGER, JACK THAYER
*Pulse, Nov-Dec '61. Hooper, Jan-Mar '62

BROADCAST BONUS

Community service benefits advertiser too—TvB's Read

Community service of tv stations around the country was pointed up last week by A. Louis Read, executive vice president and general manager, WDSU-TV New Orleans, and Television Bureau of Advertising's board chairman.

Mr. Read spoke at a TvB board session April 25 in Cincinnati before a group of advertisers. He said advertisers as well as broadcasters profit from such service efforts.

He said that not only are stations showing concern for the "welfare of the community" but also are taking action. Mr. Read cited a survey of stations on whether they editorialize. Out of 250 commercial stations responding, 175 reported they carry editorials.

Mr. Read warned, however, that tv stations are pressed to improve their operations while facing higher costs—a situation that faces "any other business today." He said that between 1956 and 1960, average broadcast expense per station increased 24.4% and wages and salaries went up 37% "while the average revenue per station increased 25.5%."

Tv investments in new facilities average $200,000 yearly for each tv station in the past three years, he continued, and in the next few years, station managements estimate they will be spending an average of $175,000 a year to improve plant facilities and equipment, or to build new plants. In total, he added, the stations are "putting up" $100 million every year for improvements "to better serve their communities."

Mr. Read also focused attention on proposed legislation in congress for all-channel (uhf-vhf) tv sets as a step toward assuring greater growth and development in both commercial and educational tv.

KABC listeners polled on likes, other data

The right length for a newscast is 15 minutes, according to 2,000 residents of the Los Angeles area interviewed by Pulse last December in a survey conducted for KABC Los Angeles. A breakdown of the responses to the question "What length of newscast do you prefer listening to?" shows that 10% prefer 30-minute newscasts, 37% prefer that they be 15 minutes long, 14% favor 10-minute news programs, 28% want five-minute or shorter newscasts and 11% have no preference.

Comparing the KABC audience with the average for all radio stations in the area, the survey shows that KABC's



In Cleveland, where problems are more urban than turban, the man who wants to charm more people (an average of 1 out of 4)*, compel their interest, and make them move to his tune... uses the Earresistible

WHK
CLEVELAND
A METROPOLITAN BROADCASTING STATION
V.P. & GENERAL MANAGER, JACK THAYER
*Pulse, Nov-Dec '61. Hooper, Jan-Mar '62

conversational format gives it a more attentive audience and a greater percentage of listeners who purposely tuned in KABC instead of listening to it because someone else in the household turned it on. (The interviewer asked the questions of an adult member of the home, taking the one whose birthday came first in the year to insure an unbiased sample.)

KABC listeners have larger family incomes and fewer persons per family, are better educated and have more bank accounts, charge accounts and credit cards than the city average. They also own more homes and automobiles and exceed the average in expenditures for food, drugs, beer and ale, remedies, beauty aids and cosmetics. They travel by air more often and attend movies more frequently.

MBS plans S. F. news bureau

Mutual will open a news bureau in San Francisco on May 1. Stephen J. McCormick, MBS vice president in charge of news, said the office will be located in the studios of KKHI San Francisco, a Mutual affiliate since Oct. 30, 1961. John Holbrook, a veteran newscaster, will be bureau chief.

The new bureau will handle overseas transmissions for the network from the Pacific area and added that KKHI will broadcast 28 five-minute newscasts weekly, serving the Mutual Pacific Group (Arizona, Idaho, California, Nevada, Oregon and Washington) with direct coverage of regional events.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KVIM New Iberia, La.: Sold by Paul M. Cochran and associates to David Wagenvoord and Fred Westenberger for $100,000. Mr. Wagenvoord is vice president and general manager of WWOM New Orleans; Mr. Westenberger is an attorney. KVIM is a 1 kw daytimer on 1360 kc. Broker: Hamilton-Landis & Assoc.

APPROVED ▪ *The following transfers of stations interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 79).

▪ WAPA-TV San Juan, P. R.: Sold by Winston-Salem Broadcasting Co. and Goar Mestre and family to Screen Gems Inc. (Columbia Pictures) for $1.5 million. Included in the transaction is the sale of one-third interest in WOLE-TV Mayaguez, P. R., for $150,000. Columbia Pictures owns KCPX-AM-FM-TV Salt Lake City. Winston-Salem owned 80% and Mr. Mestre and his family 20% of the Puerto Rican stations. Winston-Salem owns WTOB in that North Carolina city and holds a grant for the now-dark WTOB-TV there; it also owns WSGN and a permit for ch. 42 in Birmingham, Ala., and KTHT Houston, Tex. FCC Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented.

▪ KDAY Santa Monica, Calif.: Sold by John D. Keating to Rollins Broadcasting Co. for $850,000 plus $150,000 agreement not to compete. Rollins owns WAMS Wilmington, Del.; WNJR Newark, N. J.; WRAP Norfolk, Va.; WBEE Harvey, Ill.; WGEE Indianapolis, Ind.; WCHS-AM-TV Charleston, W. Va.; WPTZ (TV) Plattsburg, N. Y., and WEAR (TV) Pensacola, Fla.

▪ KKIS Pittsburg, Calif.: Sold by *Kankakee* (Ill.) *Journal* to Pace-Shear Radio Inc. for $300,000. Pace-Shear is headed by John H. Pace, former western broadcaster, and James Shear, Beaumont, Tex., oilman; it includes Dr. Bedford Pace, Beaumont physician. *Kankakee Journal* owns WKAN in that city, WRRR Rockford, and WQUA Moline, all Illinois.

only serious buyers will learn your identity

We do not send out lists. Every sale is handled on an individual basis. You are revealed only to serious, financially responsible buyers. You avoid the risks of selling without our deep knowledge of markets . . . and are further protected by our reputation for reliability!

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Financial 6-6460

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Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John G. Williams
1102 Healey Bldg.
JAckson 5-1576

BEVERLY HILLS
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

Affiliates, CBS-TV to weigh daytime rates

CBS-TV affiliates will be in New York later this week (May 3 and 4) for sessions that include a discussion with network officials on CBS-TV's thoughts over reclassifying daytime rates (CLOSED CIRCUIT, April 23). Reports that daytime prices, now 50% of nighttime, would be cut lower—33½% or comparable to that of ABC-TV's formula—have been denied.

Other possible roads the network may wish to take: cut in daytime discounts which might be coupled with a raise in daytime program prices in tandem with a move to reduce its outlay in station payments. There's no pat formula known in advance of the convention but apparently the network hopes to have one by then.

Dr. Frank Stanton, CBS Inc.'s president, will be the May 3 luncheon speaker. Other CBS-TV executives listed as speakers during the two-day session: James T. Aubrey, president; Hubbell Robinson, senior vice president—programs; William H. Hylan, senior vice president—sales; William B. Lodge, vice president—affiliate relations and engineering; John P. Cowden, vice president—information services; William MacPhail, vice president—sports; Joseph H. Ream, vice president—program practices. CBS News President

Richard S. Salant is on the program.

Tom Chauncey, KOOL-TV Phoenix and chairman of the CBS Television Network Affiliates Assn., will open the conference. A banquet and variety show (highlighting Garry Moore and performers on his program) are slated for Friday.

AP radio-tv outlets reported at 2,263

The Associated Press now serves 2,263 radio-tv stations and 1,749 publications in the U. S., it was reported at the AP annual meeting last Monday (April 23) in New York.

Speaking for the board of directors, Paul Miller, president of the Gannett Newspapers, noted a decline of 11 newspapers, but an increase of 141 station subscribers (BROADCASTING, April 9). In all, AP news and photos are being distributed in 86 countries to more than 8,000 newspapers and broadcasting stations—an all-time high. The directors' report was accompanied by a slide presentation of the AP's news coverage in the past year.

Weekly fm audience 10 million—Y&R study

More than 10 million households are tuned to fm at some time during the average week, Dr. Peter Langhoff, vice president and director of research, Young & Rubicam, New York, said Tuesday (April 24).



Mr. Langhoff

"This is a national household audience greater than those of all but a few leading magazines," the agency research director told an audience of some 500 attending a luncheon meeting of the Los Angeles Advertising Club programmed by the Fm Broadcasters of Southern California. He said the fm audience is about a fourth of the comparable audience of Sunday supplements, a fourth that of morning newspapers. Primarily they are college graduates, professionals or executives; they enjoy high incomes; they are concentrated in the large metropolitan areas and are abundant in the West.

Age, size of family, presence of children and home ownership all have but a modest effect on the possession of fm radios. Income, education, occupation and place of residence are the distinguishing factors, he said. The fm audience comes closest to resembling that of some of the more selective magazines . . . and fm, consequently, may offer to the advertiser an opportunity hitherto available only in print media, Dr. Langhoff said.

"Herein lies the opportunity for fm broadcasters to become really selective of prospects—to build programs . . . specifically designed to sell the product to those who are most likely to buy. Such programs should . . . single out the listener, divert him from [other] mass media and attract him to a special interest.

Responding for Fm Broadcasters of Southern California, Bj Hamrick, secretary, reported that "research is going on this very minute. We will give you all the material you want." She predicted that when the facts about fm are presented, the agencies will want success stories as well and she promised that they too are available. Arthur K. Crawford, president of FMBSC, was program chairman.

Orientation aid

KWTV (TV) Oklahoma City is making sure its employes are well informed about the station, their duties and virtually anything else likely to pop up during their employment. It has published a colorful booklet entitled "KWTV Welcomes You," which is given to each new employe.

Every aspect of how the station operates and what is expected of each employe is detailed in the 10-section book. Aside from the usual facts concerning general personnel procedures, the handbook also contains a history of KWTV, its facilities, its role in the community and in the industry.

Media reports...

Corinthian scholarships ▪ Application blanks and sponsor recommendation forms for Corinthian Broadcasting's summer scholarship program were mailed last week to 64 colleges around the country. Student-winners of the three scholarships will receive transportation, allowance for room and board, and a grant of $400, to study non-technical phases of broadcasting at one of the five Corinthian-owned stations (KHOU-TV Houston; KOTV [TV] Tulsa; KXTV [TV] Sacramento; WANE-TV Fort Wayne, and WISH-TV Indianapolis).

'Folio' ads ▪ WBAI (FM) New York listener-supported station which does not sell on-the-air advertising, will ac-

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Ray V. Hamilton 1737 DeSales St., N.W. EXecutive 3-3456	Richard A. Shaheen John D. Stebbins Tribune Tower DElaware 7-2754	Dewitt Landis 1511 Bryan St. Riverside 8-1175	John F. Hardesty Don Searle 111 Sutter St. EXbrook 2-5671
Warren J. Boorom New York		Joe A. Oswald New Orleans	

cept advertising for its bi-weekly program guide "The Folio." Circulation of the program guide, which is sent to donors of $12 a year or more, now totals 15,000. WBAI is owned by the Pacifica Foundation which also owns KPFA (FM) and KPFM (FM) Berkeley, Calif., and KPFK (FM) Los Angeles.

Join rep network ▪ KBOX Dallas and KXOL Fort Worth have joined the Eastman Network group buying plan for advertisers. The Eastman Network is operated by Robert E. Eastman & Co., New York rep firm.

Joins NAB ▪ Four Hearst Corp. stations joined NAB April 25, according to William Carlisle, NAB station services vice president. D. L. Provost, radio-tv vice president-general manager for Hearst Corp., signed the membership forms for WBAL-AM-FM Baltimore and WISN-AM-FM Milwaukee. Hearst tv stations have been represented in NAB membership.

Mental contribution ▪ The National Assn. for Mental Health will present a special award to NBC in recognition of the "exceptional contribution to public enlightenment on mental illness" made in the "from the Most High cometh healing" broadcast, on NBC-TV on July 30, 1961 and repeated last Feb. 4. Frazier Cheston, president of NAMH, will present the award May 17 in New York to Edward Stanley, NBC director of public affairs.

Latin America reports ▪ WIBW-AM-FM-TV Topeka, Kan., has released a series of reports by its general manager Thad M. Sandstrom on his recent Latin American tour in conjunction with the NAB and the Inter-American Assn. of Broadcasters. The reports, compiled in booklet form, are being mailed to agencies and advertisers.

Awards from TB Assn. ▪ The three television networks, in the past month, have been recipients of commendations from the National Tuberculosis Assn. for "outstanding public service through the years in aiding the fight against tuberculosis through support of the annual Christmas Seal campaign." Accepting framed copies of the resolution of the association's board of directors were Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres Inc., for ABC-TV; Lawrence Lowman, vice president, CBS-TV; and Syd Eiges, public information vice president, NBC-TV.

Fm grant ▪ WRVR (FM) New York will be the recipient of a grant of $100,000 to the Riverside Church in New York. The grant from the James Foundation of New York Inc. was specified for application to the operating needs of the church's radio outlet. The money will be spread over a three-year period, and is approximately one-half the amount needed for operation of WRVR during 1963-65.

Religion all day

WIXI Birmingham is finding that religion pays. The station (a daytimer), which went on the air at the end of 1960, recently switched its programming to an all-religious format. Public reaction has exceeded all expectations, according to Bill Frink, station manager.

WIXI makes time available to ministers and local churches at $30 per week for a daily 15-minute program. The station's daily programming features three hours of preaching and nine hours of religious music.

Time for charity ▪ Broadcasters in the Los Angeles area contributed radio and tv time worth at least $250,000 to the Tuberculosis & Health Assn. of Los Angeles County during the last year, according to a letter sent to Newton N. Minow, FCC chairman, by Leland A. Phillips, president of the Los Angeles health organization.

Scholarship ▪ The Maryland-District of Columbia Broadcasters Assn. has awarded a special $1,000 scholarship to a 17-year-old Glen Burnie, Md., boy, Ellsworth M. Lutz, Jr. The scholarship to American U., Washington, is to be used over a two-year period for tuition and financial assistance. Mrs. Jason T. Pate, president of WASA Havre de Grace, Md., chairman of the awards committee, made the presentation with Robert B. Jones Jr., WFBR Baltimore, president of the association.

Alabama etv booklet ▪ The Alabama Educational Television network is distributing a 16-page pictorial brochure which describes its history, purpose and proposed future. It is available by writing to the AETC, 2151 Highland Ave., Birmingham, Ala.

Kansas City games ▪ The Kansas City Athletics have announced that their games would be carried over KCMO, that city, which also will feed the games to 11 other stations—10 of them in Kansas. The stations: KTTS Springfield, Mo.; KCRB Chanaute, KSEK Pittsburg; KVGB Great Bend; KIUL Garden City; KRSL Russell; KGGF Coffeyville; WIBW Topeka; KIRL Wichita; KGNO Dodge City, and KSCB Liberal, all Kansas.

Educate for peace ▪ Education of citizens "to work for a world of peace, dignity and mutual helpfulness" is the most important task facing the nation, NAB President LeRoy Collins said April 16 in an address at Queens College, Charlotte, N. C. "There is no room in a world of social, technological and political change for blind reaction against change nor an attitude of passive conformity with its tides and currents," he said.

Exit WXHR ▪ WXHR-FM Boston last week announced it is dropping its QXR Network affiliation and will begin entirely local programming June 3. Merrill Smith, WXHR general manager, said the station felt more local programming was necessary to serve properly the New England market. Mr. Smith said that a spot-basis representation would give the station more advertising revenue than its previous network affiliation.

Little Rock station gets all-girl staff

It's a woman's world at KVLC Little Rock, Ark. That station has replaced its men with an all-female staff with the exception of its engineer who will stay on until a lady replacement can be found.

Joseph Trantino, president of the Victor Group (of which the station is a part), said he believes women are as capable in business as men. He said that when all of KVLC's advertisers were notified of the change, very few cancelled, but more new sponsors joined.

He said that if the innovation proves itself, the plan will in time be introduced at the other two Victor stations, KIKS Sulphur, La., and WLIS Old Saybrook, Conn.

Possibly influencing Mr. Trantino's thinking is the fact that his wife is vice president of Victor and part-owner of the stations.

Lee opens brokerage firm

Jackson Lee, formerly an associate of Paul H. Chapman Co., station brokerage firm, has announced the opening of his own media brokerage company at 3133 Maple Drive, N.E., Atlanta, Ga.


Mr. Lee

Mr. Lee will specialize in the negotiations for the purchase and sale of broadcast properties. Previously, he was part owner and general manager of WDBF Delray Beach, Fla., and before that served as a salesman for WTVE (TV) and WENY, both Elmira, N. Y.

SMPTE convention underway in L. A.

The 91st semi-annual convention of the Society of Motion Picture & Television Engineers starts this morning (April 30) and runs through Friday (May 4) at the Ambassador Hotel in Los Angeles. A total of 72 papers will be presented and more than 50 companies will show their newest pieces of apparatus.

SMPTE President John W. Servies will welcome engineers and scientists to the convention at a luncheon at which the chief speaker, Max Youngstein, executive vice president, Cinerama, will discuss "Hollywood's Disregard of Research and the Price It Has Paid for That Disregard."

Among papers of more specific television interest is one to be given Monday afternoon on processing and storing color film. New techniques for recording on film, tape, thermoplastic and by direct exposure with electrons will be discussed during a Tuesday evening session.

Thursday morning's session on sound recording and reproduction includes a paper on television's intercom systems, with suggestions for improving current shortcomings. Thursday afternoon is devoted entirely to tv equipment and techniques and includes eight papers on topics ranging from three-dimensional tv to slow-motion playback on tv film recordings.

Educational tv will be discussed by several speakers Friday morning.

Technical topics...

New coaxial cable ▪ Andrew Corp., Chicago, has added Type H8 to its Heliax series of flexible air dielectric coaxial cables. A three-inch, high power loss cable, H8 is suited for long or short runs in hf, fm, tv and uhf installations. Bulletin 8486 describes the electrical and mechanical characteristics of the cable. It is available by writing to Andrew at P. O. Box 807, Chicago 42.

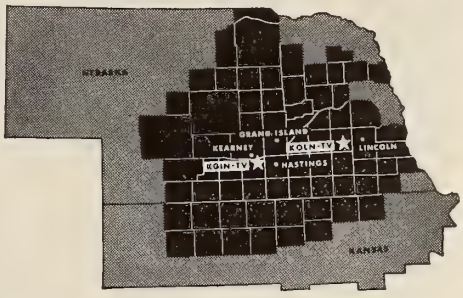
Rigid towers ▪ Rohn Manufacturing Co., Peoria, Ill., has announced the addition of five new lines of rigid tube communication towers which are triangular in design and feature all-bolted construction. They permit installation of antennas up to 600 feet high and can meet most microwave requirements, the company says.

New power supply ▪ A new 0-10-volt and 0-10-amp transistorized DC power supply has been announced by NJE Corp., Kenilworth, N. J. Operating



YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE
KOLN-TV/KGIN-TV!



...covering a bigger, better Lincoln-Land

AVERAGE HOMES
MONDAY THROUGH FRIDAY
November, 1961 ARB 10:00 P.M.

KOLN-TV/KGIN-TV	59,100
Omaha "A"	50,600
Omaha "B"	49,000
Omaha "C"	36,500

If you want more than a "partial" TV job in Nebraska, you've got to reach Lincoln-Land. Miss this big, rich TV market and you miss more than half the buying power of the entire state.

Lincoln-Land now ranks as the nation's *87th largest market**, based on the number of TV homes covered by the market's top station. The 205,500 homes delivered by Lincoln-Land's KOLN-TV/KGIN-TV are essential for any advertiser whose sales program is directed to the nation's major markets.

Avery-Knodel can fill in other details on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

**Television Magazine, 1962 Marketbook Edition*

The Pelzer Stations
AM - TV - FM
RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC
TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/ CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV/LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

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CHANNEL 10 • 316,000 WATTS
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COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

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Please start my subscription immediately for—
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☐ Payment attached ☐ Please bill
name title/position*
company name
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Send to home address——
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with an input power of 105-125 volts at a frequency of 55-65, the EQR-10-10 weighs about 45 pounds and has a maximum ripple of 3 mv, peak to peak. It is equipped for both remote programming and remote sensing. Price: $435. Availability: Stock to 30 days. For engineering assistance and/or a catalog, write to the company at 20 Boright Ave., Kenilworth, N. J.

Manufacturers' reps ▪ Sound Corp. of America, Silver Spring, Md., has announced the following manufacturers' representatives to handle sales of its complete line of tape-handling equipment: New York—George M. Fass, 1050 Ocean Ave., Brooklyn; Chicago—Walt Sanders Assoc., 5306 W. Lawrence Ave.; New England—Robert Smith Co., 59 Verndale St., Brookline, Mass.; The South—Maitland K. Smith Co., 208 14th St., N.W., Atlanta; The Southwest—Ernest L. Wilks & Co., 1212 Camp St., Dallas.

Cooler limelight ▪ ColorTran Industries, Burbank, Calif., has introduced a new high-absorption heat filter for use in tv and motion picture studios which the company says keeps sets and actors cool when placed over the lights. Filters vary in size from 5⅛" to 20" and vary in price according to size. A 14" filter used with a 5 kw light is priced at $120. The filter unit can be installed in front of a light in the same way as a scrim or diffuser.

Video film recorder ▪ Vue-Tronics Inc., Los Angeles, is manufacturing Model RK 110, a video film recorder, already in use at the Atomic Energy Commission and in the Atlas, Polaris, and Redstone missile programs. The unit requires only two controls; common shutter-bar and picture-splice distortion have been completely eliminated, the company says. Cost is less than $10,000.

Acquires control ▪ Champion Spark Plug Co., Toledo, has acquired controlling interest in Cousino Electronics Corp., that city. Cousino is a pioneer in the development of an endless, self-rewinding magnetic tape loop for broadcasting. The company will continue to operate autonomously.

Improved Translator ▪ Miratel Electronics Inc., New Brighton, Minn., has produced a new vhf tv translator which will accept any vhf input signal of 50 microvolts or more and re-transmit it on another non-adjacent vhf channel with a full 1 w power. The unit Miratel-Mars Model MAC-17, weighs 14 lbs. and costs $700.

Sierra change ▪ Sierra Electronic Enterprises, Sacramento, Calif., has changed its name to Sparta Electronic Corp. Simultaneously, the company announced that the name of its Sport-O-Matic cartridge equipment line will be changed to Sparta-Matic. The company continues to be located at 6430 Freeport Boulevard, Sacramento.

New recorder ▪ Citroen Electronics Corp., Los Angeles, has announced it is ready to market the first of its line of quality tape recorders—the Model 660. The machine offers an hour and 10 minutes of playing time on a three inch reel using 1 mil tape at 1-⅞ IPS. The unit also operates at 3-¾ IPS. The portable 660 is powered by six penlight batteries. Price: $149.50.

GE handbook out ▪ The ninth edition of *Essential Characteristics,* the General Electric Co.'s handbook on receiving tubes, tv picture tubes and replacement capacitors is now available. The 300-page book may be obtained for $1.50 through authorized receiving tube distributors or by direct order from the GE warehouse, 3800 N. Milwaukee Ave., Chicago.

Audio sales up ▪ Audio Devices Inc., manufacturer of recording equipment, reports that in 1961 its sales were up 12% over 1960—$7,350,710 compared with $6,562,992. Profits before taxes were up 126%—$634,455 against $280,308; net income was up 117%—$308,455 versus $142,308, or 36 cents a share after federal income taxes against 17 cents in 1960.

TelePrompTer losses

TelePrompTer Corp., New York, has announced a net loss of $599,341 in 1961, before special charges, as compared with net earnings of $51,969 in 1960 but Irving B. Kahn told stockholders the company is satisfactorily recovering and expects to complete the current year with a profit. Mr. Kahn said the loss included a provision of $484,621 for depreciation and amortization, and that there were "unforseen delays in consummation of contracts for communications systems."

PROGRAMMING

ABC-TV MAKES NEW FALL CHANGES

'McHale's Men,' 'Mr. Smith' to switch time periods

In a move that network sources last week described as "counter programming," ABC-TV is exchanging time periods for two new shows that go on in the fall.

McHale's Men, which was set for 8:30-9 p.m. on Saturday, will be exchanged with *Mr. Smith Goes to Washington,* which had been scheduled for Thursday, 9:30-10 p.m. It will be the second move for *Mr. Smith* in the scheduling for 1962-63. Initially, ABC-TV scheduled *Mr. Smith* on Sunday at 10-10:30 p.m. But it was moved to make way for *Voice of Firestone.*

Unless the other networks shift before the season's start, *Mr. Smith Goes to Washington* will compete against the second half of CBS-TV's *The Defenders* (8:30-9:30 p.m.) and Joey Bishop on NBC-TV. *McHale's Men* will go against the second half of the new *The Nurses* on CBS-TV as well as *Hazel* on NBC-TV.

Meanwhile, *McHale's Men* now is half-sold, R. J. Reynolds Tobacco Co., also a half sponsor of *Mr. Smith,* having signed for *McHale's.* William Esty is the tobacco firm's agency.

Cine-Dyne to offer public stock issue

A new motion picture and tv producer, Cine-Dyne Inc., New York, is offering stock for public sale. The principals have had considerable directing-producing experience, primarily with NBC.

Cine-Dyne has filed with the Securities & Exchange Commission to register 100,000 shares of common stock to be offered at $4 per share through R. A. Holman Co., New York, which will receive 48 cents per share selling commission and an expense allowance of 5% of the gross amount received for the shares.

The company listed three tv series on its drawing board—a half-hour series on books and authors starring Faye Emerson (a director of the company); *Bedtime Stories,* a series "intended for late night viewing," and *Broadway Worklight,* a program of theatre and the arts starring Alfred Drake.

Cine-Dyne said its activities so far are in the planning stage, except for the acquisition to the rights for a feature film, "Judo," and leasing of the services of its president, Jac Hein, to direct *Ted Mack Original Amateur Hour* and of the services of Dennis Kane, executive vice president, to Time-Life Inc., to direct *The March of Time* tv series.

Mr. Hein, who owns 30.77% of the outstanding 33,800 shares of common

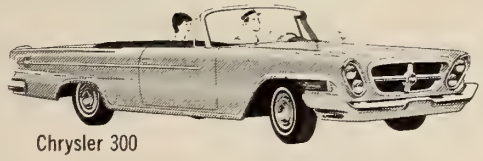
Five exciting ways to

follow the sun

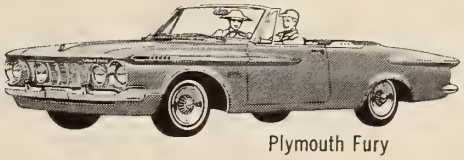
The live new '62 convertibles from Chrysler Corporation. "Live" means live weight. Every ounce is dedicated to strength and performance alone. You'll get as much as 10% better acceleration and use less gas. A new low-friction steering gear is the closest thing yet to power steering without the extra cost. And an improved Torsion-Aire suspension system gives a road-hugging ride that makes bumps and unwieldy curves a thing of the past. Even maintenance is easier. You'll drive 32,000 miles between major lube jobs, 4,000 miles between oil changes. Like a common-sense car with a kick to it? Sample one of these.



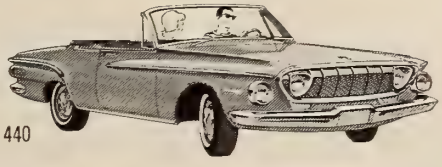
Dodge Polara 500



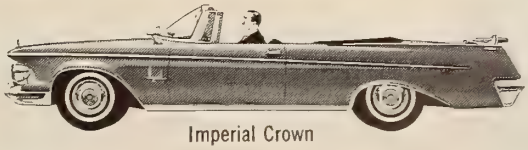
Chrysler 300



Plymouth Fury



Dart 440



Imperial Crown

Chrysler Corporation

Where engineering puts something extra into every car

PLYMOUTH • VALIANT • DODGE • DART • LANCER • CHRYSLER • IMPERIAL

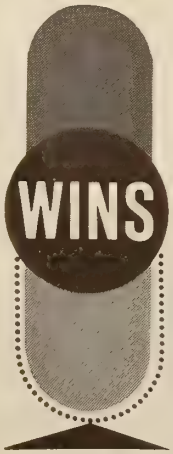
how to sell New York

Go Far with Lazare



Who turns minute commercials into big selling time with the bright kind of entertainment that pays off in the right kind of sales? Who sends them out to buy what you want to sell every weekday in WINSland? That's right. Jack Lazare!

Did we say "Go far with Lazare?" Try Jack on WINS and just watch how high your sales curve can go. Remember, Jack has 20 years of experience selling all kinds of products to all kinds of people.



Jack is only one reason why WINS is **everybody's station in N. Y.** The morning-noon-evening reasons? Out of N. Y. C., call national representative Robert E. Eastman & Co., Inc. In New York City, call WINS, JU 2-7000.

stock, has directed the Milton Berle and Ernie Kovacs tv programs as well as NBC-TV's *Today* show. Mr. Kane, producer-director of *Today* for three years, holds 29.59% of the stock. Both executives will draw $10,000 annual salary from the company. Irving Geist, a director and real estate executive, will hold 20.71%.

Of the outstanding shares, 25,500 were acquired by Messrs. Hein, Kane and Geist at 10 cents per share; the company has agreed to sell the three (for 1 cent each) warrants to purchase an additional 12,500, 12,500 and 5,000 shares, respectively. Sale of new stock to the public will result in an increase in the book value of the stock now outstanding (including shares sold to the underwriter and finder) from 62 cents to $2.50 per share and a corresponding dilution of $1.50 per share in the book equity of stock purchased by the public.

Frank Blair, NBC announcer, and Miss Emerson are on Cine-Dyne's board of directors.

Networks set coverage of next space flight

The radio and tv networks, which spent an estimated $3 million covering the orbital flight of John H. Glenn Jr., and local stations, which lost more than $3 million in local advertising revenue, are getting ready to cover the planned mid-May flight of Navy Lt. Cmdr. M. Scott Carpenter.

Production of the pooled portions of the tv-radio coverage will be handled by NBC News. ABC News handled the pool coverage of Col. Glenn's flight (the three tv networks rotate supervision of pooled telecasts). Nine news correspondents, seven film crews and tv cameras at nine locations will handle the pool coverage.

Nielsen Radio Index has announced that 11,423,000 homes listened to coverage of Col. Glenn's flight on the four radio networks at some time between 7 a.m. and 4 p.m. Highest listening was registered from 7-8 a.m. when the audience totaled 5,093,000 homes. Earlier reports on television viewing estimated that 40 million homes tuned in at sometime between 7 a.m. and 4 p.m., with the peak viewing periods at launch time and recovery time.

Daytime game show rise seen in CBS-TV change

CBS-TV last week announced a revamp of its daytime schedule effective June 18 and by so doing underlined the continuing rise of the game show as a daylight staple on the networks.

A daytime (Mon.-Fri.) version of *To Tell the Truth* will be entered in the 3:30-3:55 p.m. EDT spot (at night it's on Mondays, 7:30-8). It will replace *The Verdict Is Yours,* which will move to 11-11:30 a.m. Two quarter-hour daytime serials, *The Brighter Day* and *The Secret Storm,* each will be expanded to a half hour (from 4-4:15 p.m. to 11:30-11:55 a.m. and from 4:15-4:30 p.m. to 4-4:30 p.m. respectively). *Video Village* (now Mon.-Fri., 11-11:30 a.m.) and *The Clear Horizon* (now 11:30-11:55 a.m.) will be dropped.

Screen Gems named

Screen Gems, New York, has been chosen as world-wide distributor of *Festival of Performing Arts,* a series of 10 one-hour programs, which started on WNEW-TV New York April 3 and on WTTG (TV) Washington April 4 (BROADCASTING, April 23). The series, produced by David Susskind and James Fleming, is sponsored by Standard Oil Co. (New Jersey) in New York and Washington, and is scheduled through June in both cities.

UAA cartoon renewals high

A sales analysis released last week by United Artists Associated shows that UAA's *Popeye* and Warner Bros. cartoons have had substantial renewal

TvQ's top ten for March by age

(Percentage of viewers familiar with a show who consider it "one of my favorites.")

Rank	Program	Total Audience TvQ	6-11 TvQ	12-17 TvQ	18-34 TvQ	35-49 TvQ	50+ TvQ
1	Ben Casey (ABC)	56	53	56	66	49	53
2	Bonanza (NBC)	54	53	66	53	53	49
3	Saturday Night Movies (NBC)	51	64	65	52	43	35
4	Andy Griffith Show (CBS)	47	71	49	41	43	45
4	Disney World of Color (NBC)	47	82	54	41	34	36
4	Doctor Kildare (NBC)	47	56	61	46	43	39
4	Red Skelton (CBS)	47	79	53	41	42	40
8	International Showtime (NBC)	46	63	27	34	47	55
9	My Three Sons (ABC)	42	69	62	37	33	27
9	Password—Evening (CBS)	42	55	37	36	32	48

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COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

April 30, May 1-4, 7-9 (10:30-11 a.m.) **Play Your Hunch,** part.

April 30, May 1-4, 7-9 (11-11:30 a.m.) **The Price Is Right,** part.

April 30, May 1-4, 7-9 (12-12:30 p.m.) **Your First Impression,** part.

April 30, May 1-4, 7-9 (2-2:25 p.m.) **Jan Murray Show,** part.

April 30, May 1-4, 7-9 (11:15 p.m.-1 a.m.) **Tonight,** part.

April 30, May 7 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

April 30, May 1-4, 7-9 (6-6:30 a.m.) **Continental Classroom,** probability and statistics.

April 30, May 1-4, 7-9 (6:30-7 a.m.) **Continental Classroom,** American government.

May 1, 8 (7:30-8:30 p.m.) **Laramie,** part.

May 2, 9 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

May 2, 9 (10-10:30 p.m.) **Bob Newhart Show,** Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

May 2, 9 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

May 3 (10-11 p.m.) **Sing Along With Mitch,** Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

May 4 (9:30-10:30 p.m.) **The Andy Williams Show,** Chrysler through Leo Burnett.

May 5 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

May 5 (10-10:30 a.m.) **Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

May 5 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

May 5 (5-6 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

May 5 (7:30-8:30 p.m.) **Tales of Wells Fargo,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

May 5 (9-11 p.m.) **Saturday Night at the Movies,** part.

May 6 (6-6:30 p.m.) **Meet the Press,** co-op.

May 6 (7-7:30 p.m.) **Bullwinkle,** part.

May 6 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

May 6 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** Kodak and RCA through J. Walter Thompson.

May 6 (4:30-6 p.m.) **Annual Tournament of Champions (Golf),** Wilson Sporting Goods through Campbell-Mithun; Humble Oil through McCann-Erickson.

sales; the former was renewed in 88 and the latter in 86 of the first 100 markets.

The reason for the sizable number of renewals, a UAA spokesman said, is the "population explosion," resulting in a constantly-changing audience for theatrical cartoons available on tv. Not including renewals, he noted, *Popeye* has been sold in a total of 172 markets and the Warner Bros. cartoons in 169 markets.

Lasker award to WBAL-TV

The 13th annual Albert Lasker Medical Journalism Prize for television was awarded to WBAL-TV Baltimore for "The Dark Corner," a program on mental retardation, written by Rolf Hertsgaard and broadcast on Dec. 11, 1961. The award will be presented Thursday (May 3) at the Sheraton East Hotel in New York.

Film sales...

Films of the Fifties (Seven Arts Assoc.): Vol. 3 of Post-'50 Warner Bros. feature films sold to WTAE (TV) Pittsburgh, KSYD-TV Wichita Falls, Tex., and WILX-TV Lansing, Mich. Vol. 1 sold to KDUB-TV Lubbock, Tex. Vol. 1 is now in 124 markets, Vol. 2 in 89 and Vol. 3 in 38.

Mel-O-'Toons (Mel-O-'Toons Inc): Sold to WPIX (TV) New York, WHEN-TV Syracuse, WOW-TV Omaha. Now in 20 markets.

Boston Symphony Orchestra (Seven Arts Assoc.): Sold to WJBK-TV Detroit; WMAR-TV Baltimore; WGR-TV Buffalo and WICU-TV Erie, Pa. Now in 10 markets.

Checkmate (MCA-TV): Sold to WPIX (TV) New York; KTTV (TV) Los Angeles; WGN-TV Chicago; WMAL-TV Washington; WALA-TV Mobile, Ala.; WPTA (TV) Fort Wayne, Ind.; KVOA-TV Tucson, Ariz.; KLZ-TV Denver; WXYZ-TV Detroit; KPTV (TV) Portland, Ore., and KPHO-TV Phoenix, Ariz. Now in 11 markets.

Phil Silvers Show (CBS Films): Sold to WABC-TV New York, for three-year period.

'Ripcord' sold out in 75

Ziv-United Artists announced last week that its *Ripcord* half-hour adventure series is the "top spot-dollar moneymaker" in the company's history, but did not release figures. The series is sold out in 75 leading markets surveyed by Broadcast Advertisers Reports, the company said, pointing out that in these areas spot buyers are divided almost evenly between national advertisers and regional-local clients. Among the top national advertisers which have bought spots locally on *Ripcord* are Maxwell House Coffee, Wrigley Gum, Alka-Seltzer, Gleem, Lionel Corp. and Tide.

how to sell New York

Leave it to Lacy



Who has an uncanny talent for selling his sponsors' products? Jack Lacy, of course!

Your commercials on WINS will be in good hands with Jack. He has over 25 years of experience in selling all kinds of products to all kinds of audiences. He governs the buying habits of thousands of families in WINSland, that mammoth market in and around New York.



Jack is only one reason why WINS is **everybody's station in N. Y.** You'll find another reason opposite. **All** the others? Out of N. Y. C., call national representative Robert E. Eastman & Co., Inc. In New York City call WINS, JU 2-7000

To sponsors: don't play near those bad shows

A television program of "average" appeal can gain or lose as many as seven rating points solely as a result of the "environment" in which it appears. Taking 18 as the rating for the average nighttime network program, this means the show might rate as high as 25 in the most favorable environment or as low as 11 in the worst.

These estimates were offered by Home Testing Institute last week to illustrate a refinement in its TvQ service that permits for the first time, officials said, a segregation of (1) the part of a program's rating that it attributable to the program itself, from (2) the parts owed to its environment—time period, quality of competition, strength or weakness of lead-in program and lead-out, competitive lead-ins and lead-outs, etc.

For an average nighttime program with a Nielsen rating of 18, TvQ authorities explained, seven points' variations adds (or subtracts) about 3,430,000 homes to (or from) the 18 rating's base of 8,820,000. Thus an "average" program with a rating of 18 derived solely from inherent program appeal would reach, if scheduled in the most favorable environment, 6,860,000 more homes than it would reach in the least favorable surroundings.

The method of determining the extent of environmental influence is based on TvQ's so-called "Formula B," used in predicting programs' total ratings, with various weights assigned to such non-inherent factors as the time period (sets in use), competing programs, lead-in and lead-out, etc. The weights were not disclosed.

For example ▪ In announcing the new service Herb Altman, TvQ clients contact supervisor, offered both actual and hypothetical examples to show the contributions of a rating's various components.

In the Monday 8:30 p.m. EST period in the 1960-61 season, he said, *Bringing Up Buddy* on CBS-TV picked up three rating points because of its environment while its NBC-TV competition, *Tales of Wells Fargo,* rode predominantly on its inherent appeal, adding only one point because of its environment. In these examples Mr. Altman used TvQ data to predict the programs' December 1960 ratings and broke them down as follows:

Bringing Up Buddy, opposed by *Surfside Six* on ABC-TV and *Wells Fargo* on NBC-TV, showed a total rating of 17. Using TvQ's new formula, Mr. Altman estimated that 14 of these points derived from the program itself, while the time period (sets in use) added two; the lead-in program (*Pete & Gladys*) and the competition neither added nor subtracted, and other factors—chiefly the lead-out (Danny Thomas) and the competitive lead-ins (*Cheyenne* and *Riverboat*) and lead-outs (*Klondike* and the last half of *Surfside Six*)—added one.

In the same time period *Wells Fargo* was given a total rating of 20, all but one point of it attributed to the program's inherent attraction. The one additional point was the net result of these influences: Sets-in-use, plus two; lead-in (*Riverboat*),

Program notes...

Bowery Boys ▪ Allied Artists Television Corp. is making a package of 48 *Bowery Boys* feature comedies available to television, Robert B. Morin, vp and general sales manager, has announced at a sales meeting in Los Angeles. The meeting also discussed merchandising plans for AATC's package of science fiction features, recently released to tv.

Prix Italia ▪ Broadcasting Foundation of America, international division of National Educational Television, New York, for the third successive year has been named official American representative for the Prix Italia.

Free films ▪ A catalog listing a wide variety of films available on a free loan basis to television stations has been published by Modern Tv, division of Modern Talking Picture Service, New York. The booklet contains more than 300 films of varying lengths. It is available upon request by writing to Modern Tv, 3 East 54th St., New York.

Advertising program ▪ WTOA-FM Trenton, N. J., has started a new weekly series called *Advertising Alert* in conjunction with the monthly brochure of the same name issued by the Federal Trade Commission. The program, like the booklet, is designed to inform the public of pitfalls likely to be encountered in purchasing without investigating claims.

News program ▪ A new weekly half-hour news show (Sundays, 6:30-7 p.m. NYT) will start May 27 on NBC-TV. Called *This is NBC News,* the program will feature White House correspondent Ray Scherer as anchorman and will emphasize filmed reports from overseas correspondents.

International distribution ▪ Screen Gems has been licensed for the international distribution rights to Universal Entertainment Corp.'s syndicated tv beauty series, *Ern Westmore's Tips and Tricks.* The series of 130 five-minute programs is currently syndicated in 30 markets in the United States.

Program exchange ▪ An exchange of filmed segments of WBC Productions Inc.'s *PM* series for parts of BBC's program *Tonight* has been negotiated by the companies. Segments from the British show will be included on an irregular basis "wherever appropriate" on *PM.* A vignette from the U. S. show has already been telecast by BBC.

NASA documentary ▪ WMAL-TV Washington April 19-20 gave its audience advance showings of "Mastery of Space," a one-hour documentary produced by the office of educational programs and service of the National Aeronautics & Space Administration. The film tells the three-year story of America's Man in Space project. The documentary is available to U. S. television stations free of charge and is being distributed by Association Films, New York. Telephone: Murrayhill 5-2242. Prints also are available in color.

Educational series ▪ Two new half-hour series of six programs each, *Freedom to Learn* and *Face to Face* are now being shown over the National Educational Television network. *Freedom to Learn* documents the nation's use of the Land-Grant Act. Each of the programs was produced by a land-grant college or university. *Face to Face,* produced by the BBC, features interviews with six important guests in the fields of psychology, law, literature, music and art.

Shows separate ▪ *The Dinah Shore Show* and the *Bell Telephone Hour,* which alternate this season on NBC-TV's Friday night schedule, will separate next fall into two once-a-month programs. *The Dinah Shore Show,* consisting of nine one-hour color telecasts, will be fully sponsored by S&H Green Stamps (one of its present sponsors) through Sullivan, Stauffer, Colwell & Bayles. It will be seen Sundays, 10-11 p.m. NYT, a time slot occupied by the *Du Pont Show of the Week* during the

zero; competing programs, plus one, and "other factors," minus two.

Poor Environment ▪ In another example *I've Got a Secret* was shown to be losing ratings as a result of its environment in the Wednesday 9:30 p.m. slot on CBS-TV in 1960. Its total rating was shown as 19, whereas its inherent program appeal was pegged at 20 and miscellaneous environmental factors added another point—but its lead-in (*My Sister Eileen*) and its competition (*Hawaiian Eye* on ABC and *Kraft Show* on NBC) subtracted two points.

In two hypothetical examples TvQ said that *I've Got a Secret* would have fared worse if the program had been moved to Thursday at 9:30, where a "less friendly" environment — including competition by ABC's *Untouchables* and NBC's *Ford Show* — would have lopped four points off its inherent 20, but that it could have blossomed to a 23 in the 9 p.m. Monday period against *Klondike* and *Surfside Six* where competition would have added two points and sets-in-use and other factors two more (while the lead-in, *Bringing Up Buddy*, subtracted one).

other three weeks of the month. The *Bell Telephone Hour* plans to return to the network with a series of once-a-month color specials, to be telecast on various evenings of the week. Bell System's agency is N. W. Ayer & Son.

Self-promotion ▪ The Four Saints, midwest singing group, have purchased time on KSTP Minneapolis-St. Paul as a self-promotion advertising campaign. The group signed for the Saturday 1:30-2:30 a.m. portion of the *Ed Hinshaw Show* through Sept. 29. Some of their own material will be used during the hour, but music of other performers also will be presented.

Real estate show ▪ A five-minute radio show, *Adventures in Real Estate*, which describes the real estate business to the layman, is now in syndication. The program is produced and distributed by LaSalle Research Inc., 550 Builders Exchange, Minneapolis.

Horse sense ▪ *Mister Ed*, CBS-TV's talking horse, was named 1961's best animal tv actor of the year at the American Humane Assn.'s 12th annual PATSY (Performing Animal Television Star of the Year) awards presentation ceremonies in Hollywood. Lassie, also on CBS-TV, placed second and Tramp, featured in ABC-TV's *My Three Sons*, was third. King, horse in NBC-TV's *National Velvet* series, and the Marquis Chimps of ABC-TV's *The Hathaways* received awards of excellence.

Record earnings ▪ MCA Inc. announces that unaudited net earnings for the first quarter ended March 31, 1962, were "the highest" in its history, amounting to $7,338,346 before taxes and $4,203,841 after taxes. MCA proposes to acquire Decca Records Inc.

WVUE buys package ▪ WVUE (TV) New Orleans has purchased 15 television film series from NBC Films Inc. The package totals 1,165 half-hour and 47 one-hour episodes. Film series in the package are *Flight, Pony Express, Life of Riley, Captured, Blue Angels, Crunch & Des, Pacific, Great Gildersleeve, The Falcon, Hiram Holliday, Danger Is My Business, Homer Bell, Boots & Saddles, Western Marshal* and *Hopalong Cassidy*.

'Lectures' syndicated ▪ *Columbia Lectures in International Affairs*, presented by Metropolitan Broadcasting in cooperation with Columbia U. School of International Affairs, (BROADCASTING, March 12) will be made available to tv stations through Banner Films Inc., New York. The series is designed to give adult audiences background and knowledge essential to understanding of international affairs.

Animation affiliation ▪ Basch Radio & Television Productions, New York, has been appointed sales representative for the House of Bandelier, Albuquerque, N. M., producer of animation and stop-motion films for tv commercials and programs. The affiliation with House of Bandelier rounds out Basch's services which include jingles, radio and tv commercials and programs.

Aussie sports special ▪ Television Corp. Ltd., owner of TCN-TV Sydney, Australia, is filming a one-hour special on Australia's initial bid to win the Americas Cup in yachting. The film will cover the building of the yacht *Gretel*, and trial runs in Sydney harbor. The film is being offered for sale to a U. S. network by Charles Michelson Inc., New York, representative of Television Corp. Ltd. The film is scheduled for August prior to the Americas Cup race off Newport, R. I.

New medical film ▪ A 26-minute documentary film, dramatizing the roles of health-care professions and health insurance organizations in supplying funds for medical care, has been released by the Health Insurance Institute. Produced by Lloyd Ritter and Murray Lerner of MPO Productions, New York, the film is available through Modern Talking Picture Service, that city.

New distributor ▪ "Mr. Europe and the Common Market," originally broadcast March 22 on *CBS Reports* (Thur., 10-11 p.m. EST), has been licensed by CBS Films Inc. for distribution in the non-theatrical 16 mm market. Licensee is Carousel Films Inc. which will distribute the film to schools, colleges, public libraries, government agencies and industrial groups.

Rags to riches ▪ Allen Ludden, moderator and host of CBS-TV's *G-E College Bowl* and *Password*, is the first member of the performing arts to receive the Horatio Alger Award of the American Schools & Colleges Assn. The award's name is taken from the "rags to riches" success stories of the fictional Horatio Alger and are dedicated to the free-enterprise system and the American tradition of equal opportunity which enables a youth to overcome humble beginnings and achieve success in his chosen field.

New Filmways series planned next season

Capri, Ma and Pa Kettle and *Goggle* are Filmways Inc.'s film series projects for the 1963-64 season on network tv.

Martin Ransohoff, board chairman of the diversified tv and motion picture production company, announced that the new pilots that will be ready to show to sponsors and networks within two months. He explained that the reason for pushing up pilot production a year ahead of the normal time is a move "to promise better shows." He said commitments are being sought now to give creative people more time so they won't have to "scramble" to meet deadlines later.


Mr. Ransohoff

Capri will star Rory Calhoun in a 90-minute weekly dramatic series filmed on location in Italy. The pilot film was written by Guy Elms, directed by Irv Kirschner and produced for Filmways by John Calley. *Capri* is a joint project with Joseph Levine's Embassy Pictures.

The *Ma and Pa Kettle* series, based on the motion pictures of the same name, is being developed for Filmways by Paul Henning, who will write and produce the pilot. His first creative venture with Filmways was *Beverly Hillbillies*, a half-hour comedy series starring Buddy Ebsen that begins this fall on CBS-TV (Wed. 9-9:30 p.m.).

Goggle is a comedy-drama series based on the Vance Plagerman novel of the same name. Billing Manhoff has written the pilot, which will be produced by Al Simon. The series deals with a father-son relationship.

The international unity of ad agencies

DENTSU'S YOSHIDA WARNS OF NEED FOR ADJUSTMENT IN FAR EAST

U. S. agencies must use caution in any move to set up advertising services for their clients in the Far East. They will find a far different situation from their recent rush to establish services in the European countries, warns Hideo Yoshida, president, Dentsu Adv. Ltd., Tokyo.

In an interview with Mr. Yoshida while he was in New York last week to attend the second international meeting of advertising agency leaders, he said he believes U. S. agency interest in overseas associations, agreements, branch offices and other arrangements "is natural with the expansion of the U. S. export effort. It's a little early yet to see if these agencies will succeed." He said the likelihood of successful tie-ins with European agencies stems from the same linguistic and cultural traditions. He said success can be expected in Latin America, too, "because U. S. agencies will introduce new techniques to raise standards in those backward countries."

Quite a different picture arises for U. S. agencies and advertisers in Japan, according to the head of the world's fifth largest agency. There success will require complete cooperation with existing Japanese agencies. But herein lies the rub:

Mr. Yoshida pointed out that there are only three or four modern, up-to-date agencies in Japan, though the rest are in the process of modernizing. Dentsu, which has had a working relationship with Young & Rubicam on an experimental basis for the past year, is one of the few Japanese agencies currently prepared to extend complete advertising services to U. S. agencies and their clients.

Agency Customs Differ ▪ The U. S. agencies seeking such cooperation in Japan will have to change one of their oldest customs, however. Mr. Yoshida says it will be impossible for them to maintain product exclusivity in Japanese agencies. "We do not have your custom of not handling competitive products, so your agencies and advertisers will have to show some humility when they come to us," he said smilingly. "The old saying 'When in Rome, do as the Romans do' holds true in Japan as well," he added.



Dentsu's Yoshida

Mr. Yoshida is on the board of directors of 17 radio-tv companies and is vice president of the International Adv. Assn. for the Far East Area and Australia.

At the IAA convention in Chicago earlier this month he reported briefly on the activities of the recently organized Japanese chapter. Membership, he said, has now reached 80, including advertisers and agencies. Two Asian advertising conferences were held in the past year and a third will be held next November in Manila, P. I.

Cites Growth ▪ Frederic R. Gamble, president, American Assn. of Advertising Agencies, welcomed 90 delegates from 40 nations to the second 4A-sponsored international meeting in New York. During the six years since the first meeting, he said the estimated volume in other countries of 4A member agencies has increased from $131 million to over $358 million. He said the purpose of the second meeting can still be stated as it was in 1956, "to give advertising agency leaders from other countries a clear picture of advertising and of the advertising agency business in the U. S., and to give U. S. advertising people an opportunity to learn what is new and interesting about the agency business and advertising in other countries."

Speaking for Continental Europe was Francis Elvinger, Elvinger Adv. Agency, Paris, who outlined advertising trends that are emerging as the Common Market develops. He said: "There is a definite and strong tendency towards an increase in advertising; a tendency towards a certain unity in trade marks and packaging design; a tendency to unity in advertising themes; a tendency towards standardization of advertising conditions, and a tendency towards integrated advertising service in the Common Market countries."

"International advertising is a two-way street," Arthur C. Fatt, chairman, Grey Adv. Inc., and chairman, 4A New York Council on International Day in New York, told the foreign agency leaders. He said "we have much to gain from each other. Our clients are rapidly moving abroad. Yours are coming here. We all find that it is next to impossible to build an office from scratch these days. So we act jointly. What it all comes down to is that you and we are in this thing together."

The international ties will be "irrevocable" by next International Day, Mr. Fatt said. "We shall know each other better through global television. Ideas and goods will be moving freely over borders and across oceans. Perhaps we could call it global marketing. There is no stopping the tide."

Gallup surveys British viewer attitudes

A Gallup Poll inquiry into viewing attitudes in Britain shows that fewer than one person in 10 want any new tv network to be controlled by the Independent Television Authority, which has regulatory powers over the existing commercial network.

Of those polled, 33% thought any new network should be run by the British Broadcasting Corp. and 34% favored a new agency separate from the BBC and the ITA. A high percentage, 24%, didn't know.

BBC-TV got a 42% vote of confidence on the question of which network does a better job; 21% felt both networks were equally good.

The poll found that 76% of viewers dislike commercials placed in breaks in programs, but only 33% showed hostility to them between programs.

Trinidad tv contract

Canadian General Electric Co. Ltd., Toronto, has received a contract for a 5-kw television transmitter for Port-of-Spain, Trinidad, the first tv station for this island off the northern coast of South America. The station is being

built for Trinidad & Tobago Television Co., owned by the government of Trinidad; Columbia Broadcasting System; Roy Thomson's Scottish Television; and British Associated Rediffusion Ltd. The manager is Ronald Goodsman.

The Trinidad station is to start in November with four hours daily, 6 to 10 p.m., using mostly British and U. S. filmed material in the beginning. Its plans are for at least 25% local programming soon after it starts telecasting.

GM of Canada transfers 30% of its ad business

General Motors of Canada Ltd., Oshawa, Ont., has split its advertising business between two agencies.

All GM of Canada advertising has so far been carried for 40 years by MacLaren Adv. Ltd., Toronto. This agency will retain 70% of the billings, which have amounted to about $12,500,000 annually during the past few years. MacLaren will also continue to handle the television business for the automotive company. Foster Adv. Ltd., Toronto, is the new agency on the account, and will handle advertising for the 1963 season for Pontiac, Buick, Acadian, GMC trucks and Goodwill used cars and trucks, as well as for the British-made Vauxhall cars and Bedford trucks. MacLaren will continue handling the rest of the GM of Canda line.

Canadian reps strive for single rate cards

Renewed efforts to obtain the cooperation of all Canadian broadcasting stations in establishing one rate card for national and retail business is being undertaken by the Station Representatives Assn. of Canada, following a meeting in Toronto.

The effort is directed especially at radio stations and will be begun with major-market stations. The station representatives will also seek a meeting with executives of the Canadian Assn. of Advertising Agencies to discuss the problem.

The station representatives agreed that all agencies will be advised that no verbal cancellation of contracts will be accepted in future unless it is followed within 24 hours by a written confirmation. There has been an increasing number of complaints that such confirmations have not been forthcoming in recent months.

BBG lifts CHEK-TV burden

CHEK-TV Victoria, B. C., has been released by the Board of Broadcast Governors from its 1960 commitment to submit weekly lists of advertising calls made by its representatives in the Greater Vancouver and lower mainland areas of British Columbia.

The submission of these lists was to be for the duration of the BBG's rule that no new broadcasting stations would be licensed in areas where second television stations began operations during 1960 and 1961. BBG has lifted its ban against new stations in markets now having two Canadian television stations. This permits CHEK-TV to go after Vancouver-area business, since its signal is received in that area.

Irish tv network signs for TAM rating service

Tele Eireann, the Irish tv network, has signed a program rating service contract with TAM (Ireland) Ltd., a subsidiary of Television Audience Measurement Ltd., a firm partly owned by the A. C. Nielsen Co.

The rating service, which has been specially designed for the Irish market, uses *Recordimeters* and will provide monthly information on levels of viewing, spot advertising costs per thousand homes and per thousand adult viewers as well as on audience composition.

The service started April 2 and the first report will be issued in May. Initially, it will be limited to the reception near Dublin.

As new transmitting stations begin, the rating service will expand accordingly. The Irish network plans to have five transmitters to provide national coverage of the Republic.

New French tv sets 625-line system

The French Broadcasting System has announced that its new television network, scheduled to start in 1963, will use the 625-line standard. The existing network uses the French standard of 819 lines.

The principal reason for the decision to use 625 lines, according to M. Leschi, technical director of FBS, is the wide acceptance of that standard by other European countries and the difficulties encountered by the current 819-line network connection to the Eurovision hookup.

Mr. Leschi said a 625-line standard will eliminate many problems when color television is introduced to the Eurovision network. Recent experiments have indicated a noticable loss in picture quality by the conversion of line standards, he said.

FBS said it plans to maintain its 819-line standard on the existing network since a change would affect more than three million receivers that are currently in use.

talk about total reach!

No station anywhere in the nation can reach as many homes every week or every day for as few dollars as WCKY. Nielsen proves that WCKY blankets an area of over 4,000,000 homes, reaches better than half a million homes every week. Match that reach against the new WCKY rate card and you'll see why WCKY is far and away the best buy in Cincinnati. Talk to H-R about it.

wcky•radio

50,000 WATTS • CINCINNATI

LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida

Unions would nip BBC $8.4 million more yearly

The British Broadcasting Corp. faces an $8.4 million increase in annual costs if it meets pay claims now being prepared by four unions.

Equity, the actors' union, which has just won its five-month-old strike against the commercial tv network (BROADCASTING, April 9), is expected to ask BBC-TV for much the same level of higher fees as it obtained in the strike settlement. This would cost $5.6 million.

Claims likely to be made by the Variety Artistes' Federation, the Television & Screenwriters' Guild and the Musicians' Union will total $2.8 million.

The musicians recently made a new agreement with the commercial network which reportedly triples minimum fees. This will cost the network an additional $1.4 million a year.

$77 million to CBC last year

Canadian Broadcasting Corp. in the fiscal year ended March 31, 1962, received from the Canadian government $77 million, according to a review of expenditures released in the Canadian House of Commons by Finance Minister Donald Fleming.

The previous year CBC had received $66.8 million from the Canadian treasury.

The report also revealed that the regulatory Board of Broadcast Governors received $300,000 for its operations in each of the last two fiscal years.

Abroad in brief...

Tv film department ▪ A special television film department will be included at the 12th annual International Film Festival to be held in West Berlin June 22-July 3. It will be the second year that television films have been included in the program, but the 1962 festival is expected to place more emphasis on tv than last year. The tv film show will be held in connection with Sender Freies Berlin.

Good term deserves another ▪ RAI, the Italian radio and tv system, has announced the re-election of its president, Marcello Rodino, for a new three-year term. At the same time, the system announced a 1961 profit from the radio and tv networks of $6,243,000.

Ready to telecast ▪ Televisora Nacional in Panama City (ch. 2) began telecasting April 23 with "a complete sell-out" of its prime time programming. ABC has a financial interest in the station, and ABC International is its sales representative.

New Swiss stations ▪ Italian-speaking Swiss in the Tessin and les Grisons areas of Switzerland now have their own radio and tv stations located at Lugano-Besso. Previously they could only get Italian language tv programs beamed from Italy. The new station is part of the Swiss state-owned broadcasting service.

Delayed production ▪ *Man of the World,* the new ITC series starring Craig Stevens, has now started production following the V. K. actors' strike settlement. Filming is now under way on location in Spain.

Appointment ▪ CKLW-AM-TV Windsor, Ont.-Detroit has appointed The Gloster Agency, Windsor, as its advertising agency.

FANFARE

WEEI-CBS Radio join in promotion contest

Newspaper ads in 20 major New England newspapers plus a saturation radio campaign will be used to promote WEEI Boston-CBS Radio's What's The Show contest. A total of 190 prizes worth an estimated $59,000 will be given away, according to Joe Cullinane, WEEI promotion manager.

Ads in the newspapers will feature photos of 20 WEEI-CBS personalities and entrants must fill in the exact name of each of their radio shows. In addition, the entrant must write in 25 words or less which WEEI show is his or her favorite and tell why. The contest closes May 9.

Two other contests also are being run at the same time, one for New England agency personnel and another for WEEI employes. Contestants in these contests must estimate the total number of entries received from WEEI listeners in the main contest. The agency winner will receive a Philco radio and the WEEI winner will be awarded a Philco stereo.

The winners will be announced May 28.

Help for the Indians

KPHQ-TV Phoenix and the Encyclopaedia Brittanica Co. of Chicago are making it possible for more than 400 Papago Indian school children to improve their education with the presentation of a set of junior encyclopaedias. The presentation was made on the station's *The World At Large* show.



Miss Radio Month

Chicago model, Carol Chadwick, Miss National Radio Month, holds the 1962 kit for the month-long celebration scheduled to begin tomorrow (Tuesday). According to the National Assn. of Broadcasters, preliminary reports from member stations indicate this year's event will reach record proportions.

KEWB campaigns to send blind children to camp

Sending some 400 blind Bay area youngsters to a specially designed camp this summer is the goal of a KEWB San Francisco campaign being run jointly with the San Francisco Lighthouse for the Blind.

According to Mrs. Jaques Dwyer, public information director for the Lighthouse, radio was chosen because television and newspapers do not fulfill the needs of blind people.

KEWB will air specially taped messages from outstanding local personalities in all walks of life soliciting funds for the project. Each doner will receive a Good Guy Lighthouse Keeper card acknowledging the gift. The messages will be broadcast 10 times daily until June 21.

Drumbeats . . .

Old radios ▪ WAVY Norfolk-Portsmouth-Newport News, Va., is searching for all old radios in the Tidewater area and is offering valuable prizes to persons who own them. Purpose of the search is to emphasize the set changes radios have undergone in the past 40 years. Owners of the three oldest radios will each be awarded a new Zenith transoceanic transistor portable.

Free parking ▪ To initiate its "Nice Things Happen to People Who Listen to

WIND" promotion, the Chicago station is offering 2,385 hours of free parking to suburban Elmwood Park shoppers. During the 65 day promotion, WIND has arranged to pick up the tab for the parking meters in the area's major shopping area. Over each meter is placed a bag which says, "Compliments of WIND."

WERE's orchids ▪ WERE Cleveland is making friends with many female listeners with its "Orchids to You" promotion. Listeners are asked to send in the name of a person he or she feels is deserving of an orchid and tell why. The station is awarding 50 orchids to the winners.

Safe driver awards ▪ To encourage safe driving among its listeners, KHQ-AM-TV Spokane, Wash., gave a daily Safe Driver award. The winners were photographed with film clips appearing on the tv station three times daily and announcements on radio. The city went 100 consecutive days without a traffic fatality during the promotion.

Jazz marathon ▪ WAJC-FM Indianapolis, Butler U. radio station, was scheduled to complete yesterday (Sunday) its sixth annual 30-hour jazz marathon. This year's show, set to begin Friday (April 27), was held in conjunction with RCA.

Golf contest ▪ 920 silver dollars, representing WTTM Trenton, N. J.'s, place on the dial—920 kc—will be the grand prize for a hole in one at the station's first annual Golf Day scheduled for Mountainview Golf Course May 11. Players will be assessed $3 each with all proceeds going to benefit the Child Guidance Center of Mercer County.

Wacker backers

WCKR Miami, in conjunction with the Thom McAn (shoe) stores in Dade and Broward Counties, is seeking two high school students for its second annual "Junior Wacker Backer" contest. Contestants must write a 100 word essay why he or she would like to be a Wacker Backer.

The two winners, a boy and a girl, will receive as a prize starring roles on the station's *Rick Shaw* show—at scale pay.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Flynn



Mr. Wolf

George Wolf, tv program supervisor at Lennen & Newell, New York, elected vp and director of commercial production, replacing **Anthony Pan,** who has resigned. **Edward Flynn,** vp and director of music services since 1958, named associate director and business manager of commercial production. Before joining L&N in 1960, Mr. Wolf was vp in charge of radio-tv activities at Ruthrauff & Ryan. Mr. Flynn has been with agency since 1952, and was elected vp in 1955.

William N. McKamy, vp and account supervisor, J. Walter Thompson, New York, joins Long, Haymes & Carr, Winston-Salem, N. C., advertising agency, as vp and chairman of plans board.

N. Nevin Gehman, senior media and research executive, Interpublic Inc., New York, elected vp and account executive at Cleveland office of McCann-Marschalk Co., Interpublic subsidiary.

C. Paul Luongo, formerly with Young & Rubicam, New York, and **Ruth L. Simonds,** media director, Doremus & Co., Boston, join Copley Adv. Agency, Boston, as vp and account executive, and media director, respectively.

Edward A. Kandle and **Philip H. Willon,** copy group directors, N. W. Ayer & Son, Philadelphia, elected vps. **Jack G. Yopp,** tv producer, J. Walter Thompson, New York, joins Ayer's New York office as associate producer in radio-tv department.

Howard M. Wilson, general corporate executive in charge of creative services, Geyer, Morey, Madden & Ballard, New York, elected to agency's board of directors. Mr. Wilson joined GMM&B on April 2. Formerly, he was senior vp of creative services for all accounts at Kenyon & Eckhardt, that city.

Elihu E. Harris, president and chairman of board of directors, Donall & Harman, New York advertising and pr agency which he founded in 1956, has resigned. Prior to his agency association, Mr. Harris organized advertising, promotion and pr for Screen Gems in 1954 and 1955, and for eleven years prior to that was national director of advertising and promotion of U. S. Savings Bonds Div. of Treasury Dept. in Washington.



Mr. Taubes

Frank Taubes, creative supervisor, Ted Bates & Co., New York, joins BBDO International as vp and head of creative services in Germany. He will make his headquarters in Frankfurt. Before joining Bates, Mr. Taubes held creative positions at Fletcher Richards, Calkins & Holden and Foote, Cone & Belding.

Alfred C. Gary, account executive, Kenyon & Eckhardt, Los Angeles, named assistant office manager.

Lewis Gomavitz named by Papert, Koenig & Lois, New York, as agency supervisor for production and commercials for ABC-TV *Sid Caesar Specials* to be sponsored by Consolidated Cigar Corp. for Dutch Masters.

Thoburn H. Wiant, vp, Young & Rubicam, New York, named chairman of advertising and pr division of National Fund for Medical Education.

Herbert P. Halpern, tv commercial products supervisor, Procter & Gamble Co., rejoins Winius-Brandon Co., St. Louis advertising-pr agency, as director of radio-tv. Prior to joining P&G two years ago, Mr. Halpern was with W-B's radio-tv department for six years.



National Safety Council honors Sigmon

Loyd Sigmon, vice president and general manager of KMPC Los Angeles, was honored at a luncheon given April 18 by the National Safety Council for his contribution to public safety in developing the Sigalert warning system. Los Angeles radio stations were also praised for their use of the Sigalert system, which transmits emergency messages from police headquarters to the stations, where they are automatically recorded for broadcast to the public.

James Blalock, president of NSC's Greater Los Angeles chapter, and Los Angeles Police Chief William H. Parker credited Mr. Sigmon, Sigalert and the 16 radio station which it connects to police headquarters for an outstanding contribution to public safety. The greatest day-to-day value of the system is in the traffic field, Chief Parker observed, where motorists are informed by their auto radios of traffic tieups so they may take alternate routes and not add to the congestion—but it is also useful for other emergency messages, such as were broadcast during last fall's Bel Air fire and last winter's floods. The volume of Sigalerts has increased nearly three-fold since the system was first put into effect in Los Angeles in September 1955, the police chief reported, with the 1961 total of 1,204 Sigalert bulletins standing 279% above the total for 1956, the first full year of the system's operation.



In acknowledging the tribute, Mr. Sigmon said that the Sigalert system is now also in operation in San Diego, San Francisco and Seattle, and has just recently been installed in Minneapolis-St. Paul. It could become a national system, he said, with the President of the United States able to turn on Sigalert receivers in every home in America by a signal from the White House in case of a national emergency.

Mrs. Muriel Franko, formerly with Regal Adv. Assoc., New York, joins Del Wood Assoc., that city, as account executive.


Mr. Hart

John Hart, director of advertising, Rexall Drug Co., Los Angeles, elected vp in charge of merchandising. Mr. Hart joined drug firm's advertising department in Boston in 1942. He was appointed media manager in 1945, when company moved its headquarters to Los Angeles, and named assistant director of advertising in 1948. Mr. Hart left Rexall during 1949 and 1950 to join Foreman & Clark, Los Angeles clothing chain, as advertising manager, and returned to Rexall in 1951 as director of advertising and sales promotion.

Norman E. Ross, central and western regional sales manager for General Outdoor Adv., joins Hill, Rogers, Mason & Scott Inc., Chicago agency, as executive on Meadow Gold Div. account of Beatrice Foods Co.

Rowena Pearl appointed media director of Dunay, Hirsch & Lewis Inc., New York advertising agency.

Robert V. Kaufman and **Gordon P. Robers** join Martin & Robers Inc., Fort Wayne, Ind., advertising agency, as assistant account executives. Mr. Kaufman will perform copy and media functions in addition to handling of agency's industrial and consumer advertising accounts. Mr. Robers will conduct all market research and assist in agency's promotional work for Downtown Fort Wayne Assn.

Joseph C. Donahue, for past five years an independent consultant on fund raising and public service campaigns and formerly with CBS, joins Ronald Schiller Assoc., national pr firm, as head of Los Angeles office.

William N. Galbraith, former director of advertising and sales promotion, Curtiss Candy Co., Chicago, joins N. W. Ayer & Son, Philadelphia, in plans and marketing division. **Frank D. Kaiser,** copywriter, Leo Burnett Co., Chicago, joins Ayer's copy staff.

Warren Lollich appointed supervisor of production-traffic at Young & Rubicam, Los Angeles. Mr. Lollich joined agency's traffic department in 1952, subsequently moving into production.


Mr. Indorf

Paul G. Indorf, creative supervisor, Ted Bates & Co., New York, elected vp. Mr. Indorf joined Bates in July 1960. He formerly served as copy chief at Street & Finney and creative supervisor with Dancer-Fitzgerald-Sample.

Norm Toback, tv commercial writer-producer, Young & Rubicam, San Francisco, transfers to agency's commercial production staff in Hollywood.


Mr. Munce

Howard Munce, formerly with J. Walter Thompson, elected vp in charge of art, C. J. LaRoche & Co., New York. Prior to joining Thompson, Mr. Munce was vp and executive art director at Foote, Cone & Belding, New York.

Jim McGee, layout artist and production manager, Paterson-Simonson Art Studio, Los Angeles, joins MacManus, John & Adams, that city, as art director. Mr. McGee had been with agency's Bloomfield Hills, Mich., office before moving to California year ago.

THE MEDIA


Mr. French

Donald K. French, program director, KEWB Oakland - San Francisco, appointed general manager of KDWB Minneapolis-St. Paul. **Barry Tucker,** KDWB station manager, will remain in that post devoting his attention to local and national sales activities. Mr. French is expected to leave his post at KEWB on or about May 1. Both stations are owned by Crowell-Collier Broadcasting Corp.

Arthur C. Elliot, vp and eastern sales manager, Harrington, Righter & Parsons, New York, elected to board of directors.

James P. Storer, assistant general manager, WJW-AM-FM Cleveland, appointed general manager, succeeding **James E. Bailey,** who retires after 19 years with Storer organization. Mr.

Storer has served as WJW's assistant general manager since January, when Mr. Bailey made known his desire to retire. Previously, Mr. Storer served as national sales manager of WIBG-AM-FM Philadelphia, and as national sales manager for radio in Storer's New York offices. Mr. Bailey joined Storer-owned WAGA Atlanta in 1943 and was named general manager of station three years later. He was elected vp in 1948 and assumed general management of Cleveland outlet in 1960.

Pat E. McCaughey, formerly with WPGC-AM-FM Morningside, Md., joins WWHG-AM-FM Hornell, N. Y., as station manager.

James C. Dowell, vp and general manager, KIOA Des Moines, appointed general manager of KQTV (TV) and KVFD Fort Dodge, both Iowa.

Don Badger, senior account executive, KETV (TV) Omaha, Neb.-Council Bluffs, Iowa, joins WJIM-TV Lansing, Mich., as general sales manager.

Thomas Goodgame appointed commercial manager of KATV (TV) Pine Bluff, Ark., with responsibility for all local and national sales.

Gary Eckard of Charles Harriman Smith Assoc., Minneapolis, joins The Bolling Co., New York, as director of sales development, research and promotion. Mr. Eckard is former midwestern manager of American Research Bureau.


Mr. Wolfman


Mr. Girard

Paul Girard and **Joseph Wolfman** elected vps in charge of regional and national sales and local sales, respectively, KVIL-AM-FM Dallas, Tex. Prior to his association with KVIL, Mr. Girard was for seven years assistant director of radio-tv at Tracy-Locke Co., Dallas advertising agency. Mr. Wolfman joins KVIL from Balaban Group of radio stations where he served as sales coordinator of KBOX Dallas.

Ben A. Hammer, former national account executive, Radio Advertising Bureau, joins WHN New York as account executive. **Bob Ricci,** former news writer and editorial assistant, WCBS New York, to WHN's news staff.

Charles E. Hamilton, assistant to president of KFI Los Angeles, heads official slate of candidates for officers of Southern California Broadcasters Assn. for 1962-63. As there are no opposing candidates, Mr. Hamilton will be chairman of SCBA board for coming year. Other nominated candidates, also unopposed, are: **Robert P. Sutton,** KNX, vice chairman; **Robert M. Purcell,** KFWB, secretary, both Los Angeles; **Cliff Gill,** KEZY Anaheim, treasurer. Five directors will be elected from list of 11 nominees.

NORBA elects officers


Mr. Prendergast

Edward J. Prendergast Sr., general manager, WBOK, elected president of New Orleans Radio Broadcasters Assn., succeeding **John L. Vath,** general manager, WSMB, who as immediate past president automatically becomes member of board of directors. Other officers: **John F. Screen,** general manager, WDSU-AM-FM, vp; and **James A. Noe Jr.,** general manager, WNOE, secretary-treasurer. New board members: **George A. Mayoral,** president, WJMR; **David W. Wagenvoord,** general manager, WWOM; **John J. Revisore,** general sales manager, WYLD and Mr. Vath.

John Hofmann, sales manager, Moulin Photographic Studios, San Francisco, joins sales staff of KGO, that city.

Tom Vernon joins sales staff of WPFM (FM) Providence, R. I.

William Glynn, news director, WCNX Middletown, elected president of UPI Broadcasters Assn. of Connecticut. **Jack Brooks,** WPOP Hartford, elected vp, and **Curtis Gubson,** WNLK Norwalk, re-elected secretary-treasurer. New directors: **Sidney P. Stewart,** WTIC-AM-FM-TV Hartford; **Tony Brunton,** WICC Bridgeport; and **Freeman Hammond,** WMMM-AM-FM Westport.

John S. Allen named general sales manager of WLBW-TV Miami. Mr. Allen was erroneously reported in FATES & FORTUNES, April 23, as being appointed station's general manager. Thomas A. Welstead, vp and general manager of WLBW-TV, continues in that capacity for Miami's ch. 10 outlet.

Richard Carlsen, engineer-technician, Republic Aviation Corp., and **John Harris,** d.j., KOIL Omaha, join WGBB Freeport, N. Y., as engineer and air personality, respectively.

Clyde E. Freeman, engineering department, Empire Coil Co., Cleveland, joins engineering staff of WJW-TV, that city, as technical director.

Lloyd M. Jones, chief engineer, KMUZ (FM) Santa Barbara, Calif., and member of original staff responsible for putting KEYT (TV), ch. 3, that city, in operation in July 1953, returns to ch. 3 as chief engineer. Mr. Jones will continue his duties at KMUZ in addition to supervising KEYT engineering operations.


Mr. Barron

Francis P. (Frank) Barron, general sales manager, Storer Television Sales Inc., New York, elected vp. **Mrs. Gail Yingling,** STS comptroller, promoted to treasurer. Mr. Barron became associated with Storer organization in 1954 when Storer Broadcasting Co. purchased WXEL-TV Cleveland (now WJW-TV) at which he was local sales manager. Mr. Barron, who progressed to general sales manager of Cleveland tv outlet, moved to New York in 1961 as general sales manager of Storer's then newly formed national tv sales organization. Mrs. Yingling, CPA, joined STS in March 1961. She was formerly at Grey Adv.

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AP board meets—returns president

Benjamin M. McKelway of *Washington Star* (WMAL-AM-FM-TV Washington and WSVA-AM-FM-TV Harrisonburg, Va.) was re-elected president of Associated Press by board of directors at annual meeting last week. **Paul Miller,** president of Gannett Newspapers (WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, WENY Elmira, all New York, and WDAN Danville, Ill.), was elected first vp, succeeding **Bernard H. Ridder Jr.** of *Duluth* (Minn.) *News-Tribune.* **Harold A. Fitzgerald,** *Pontiac* (Mich.) *Daily Press* was re-elected second vp, **Harry T. Montgomery** was re-elected secretary and **Robert R. Booth,** treasurer. Six members of 18-member board of directors were re-elected: **Millard Cope,** *Marshall* (Tex.) *News-Messenger;* **Robert McClean,** *Philadelphia Bulletin;* **Kenneth MacDonald,** *Des Moines* (Iowa) *Tribune* (KRNT-AM-TV Des Moines); **Franklin D. Schurz,** *South Bend* (Ind.) *Tribune* (WSBT-AM-TV South Bend); **John W. Runyon,** *Dallas Times Herald* (KRLD-AM-FM-TV Dallas), and **Hugh N. Boyd,** *New Brunswick* (N. J.) *Daily Home News and Sunday Times.*


Mr. Peterson

Edwin R. (Dick) Peterson Jr., general manager, Keystone Broadcasting System's Detroit office since 1959 and former sales executive at KBS's Chicago headquarters, elected vp of network. Mr. Peterson joined the Keystone Network in 1956 as account executive.

Lawrence H. (Bud) McMullen, manager, Musiking, subsidiary of King Broadcasting Co., joins KOMO Seattle as account executive.

Doug Pledger, personality at KNBC-AM-FM San Francisco, moves his morning program to McClatchy Broadcasting Co. Stations: KFBK-AM-FM Sacramento; KMJ-AM-FM Fresno; KBEE-AM-FM Modesto; KERN-AM-FM Bakersfield, all California, and KOH Reno, Nev.

Carol Gawryla, radio-tv director, Alfred L. Lino & Assoc., St. Petersburg advertising agency, elected president of Florida chapter of American Women in Radio & Television.

Joan Barry, account executive and on-air personality, WDOD-AM-FM Chattanooga, Tenn., joins WRGP-TV, that city, as merchandiser.

Bill Tower, news director, WMEX Boston, to WJZ-TV Baltimore as staff news editor.

Charles Arlington, veteran newsman most recently with KFWB Los Angeles, joins news staff of KLAC-AM-FM, that city.

Bob Stone, announcer-newscaster, KXTV (TV) Sacramento, joins announcing staff of KTVU (TV) Oakland-San Francisco.

Donn Doak, former newscaster with WBAL-TV Baltimore, joins WRC-TV Washington, in similar capacity.

Andy Brigham, newsman and air personality, WGVA Geneva, joins WTLB Utica, both New York, as news and special events director. Both stations are licensed to Star Broadcasting Co. **Mike Wilder,** formerly with WSAY Rochester, to WGVA as air personality.

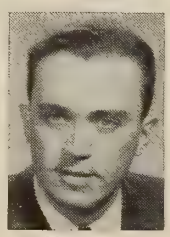
James Moore, morning news editor, WGH Newport News, Va., appointed news director, replacing **Jim Clarke,** resigned.


Mr. Wood


Mr. Ury

Charles O. Wood, director of programming, WGMS-AM-FM Bethesda, Md., appointed general manager, WHCT (TV) Hartford, Conn., which has FCC permission to conduct pay-tv experiment. **Perry S. Ury,** WGMS sales manager since 1958, promoted to general manager of Bethesda outlet. **Victor R. Hirsh** and **James Baker,** WGMS sales representatives, promoted to director of program operations and local sales manager, respectively. Both stations are owned by RKO General Inc.


Mr. Hirsh


Mr. Baker

Paul Shields, news and weather personality, WFIL-AM-FM-TV Philadelphia, joins WAGA-TV Atlanta, in similar capacity, succeeding **Alan Sloane,** who resigned to join KCOP (TV) Los Angeles. **Jim Axel,** newscaster, WSB Atlanta, to WAGA in similar capacity.

Paul Fry and **Frank Mangold** join WNAX Yankton, S. D., as commercial manager and newscaster, respectively.


Mr. Wright

Jay W. Wright, director of engineering for King Broadcasting Stations (KING-AM-FM-TV Seattle, KGW-AM-TV Portland, Ore., and KREM-AM-FM-TV Spokane), elected vp for engineering. Prior to joining King stations in April 1961, Mr. Wright was president of Radio Service Corp. of Utah, which operates KSL-AM-FM-TV Salt Lake City.

Irwin Krakowsky appointed assistant director of news and public affairs, WCBS-AM-FM New York, succeeding **Norman Kramer** who has joined WCBS-TV as public affairs producer.

Rollie Truitt, for 33 years play-by-play announcer of Portland Beaver baseball games on KGW Portland, Ore., retires. He is succeeded by **Bob Blackburn** and **Frank Bonnema.**

Danny Dark, formerly with WFUN Miami, and WERE Cleveland, joins WIL-AM-FM St. Louis as air personality.

Al Jarvis, air personality formerly with KFWB Los Angeles, returns to station in similar capacity.

Jerry Lowe and **Lee Starnes** join Suffolk Broadcasting Corp. (WALK-AM-FM Patchogue and WRIV Riverhead, both New York) as announcers.


Mr. Robinson

Hubbell Robinson, senior vp, network programs, CBS-TV, and trustee, National Academy of Television Arts & Sciences, appointed to U. S. National Commission for UNESCO, representing NATAS.

Terrence Hourigan joins announcing staff of WTOP-AM-FM Washington.

Leo Underhill, air personality, WCKY Cincinnati, joins WNOP-AM-TV Newport, Ky., as air personality and sales representative.

Joan Ann Wojdak joins WEJL Scranton, Pa., as traffic manager.

Donald S. Shaw Jr., director of tv station clearance, ABC-TV, New York, named director of tv station relations.

Robert L. Meyer joins WISN-TV Milwaukee as promotion-publicity director.

Calvin J. Smith, general manager of KFAC Los Angeles, is in Europe visiting such cities as Vienna, Paris and London to arrange to tape record various musical festivals for broadcast by KFAC.

Christy Hansen, news director, KAUS, KMMT (TV) Austin, Minn., selected 1962 Austin Community Ambassador, sponsored by civic organizations throughout southern Minnesota. Mr. Hansen will spend approximately six weeks this summer in Egypt, living in Egyptian homes and observing their customs and beliefs.

PROGRAMMING

Warren P. Everote, vp in charge of research and production, Encyclopaedía Britannica Films Inc., Wilmette, Ill., elected president, succeeding **Maurice B. Mitchell** (WEEK'S HEADLINERS, April 16). Mr. Everote has been with Britannica Films since 1946, having successively held positions as associate in research and production, associate producer, executive producer and director of research and production. He had been vp in charge of research and production since 1955.

N. W. Russo, northeastern sales manager, National Telefilm Assoc., appointed general sales manager of Mel-O-'Toons Inc., producer-distributor of color cartoon series of that name. Mr. Russo, who will be located in Boston, continues as executive vp of Gad-about Gaddis Productions.

Mort Hock, assistant advertising manager, Paramount Pictures, joins United Arts Corp., New York, as advertising manager.

Stanley Adams re-elected for third term as president of American Society of Composers, Authors & Publishers (ASCAP), New York. Other officers elected: **Rudolph Tauhert,** president, G. Schirmer Inc., first vp; **Jimmy McHugh,** composer, second vp; **J. J. Bregman,** vp, Bregman, Vocco & Conn, treasurer; **Adolph Vogel,** president, Elkan-Vogel Co., assistant treasurer; **Deems Taylor,** composer, secretary; **Ned Washington,** author, assistant secretary. **Leon J. Brettler,** executive vp, Shapiro, Bernstein & Co., elected to fill unexpired term on board of directors of late Louis Bernstein.

Carl Russell, formerly with Ziv Corp. and ITC, joins TeleSynd, division of Wrather Corp., as central division manager.

William G. Seiler, formerly with NBC Films Inc., joins ABC Films Inc., as account executive in charge of directing sales in Southeast, with headquarters in Covington, La.

Richard Caffey, former administrative and production executive, Paramount Pictures, joins Selmur Productions, subsidiary of AB-PT, as general production manager.

Larry Lowenstein, vp in charge of advertising and pr, General Artists Corp., New York, appointed account executive in tv division. He will continue supervision of agency's pr activities.

Jack Tiller named head of music department of Wolper Productions, Hollywood, and **Mort Tubor** of sound effects department. Both departments are in new offices at 8732 Sunset Blvd.

Jim Fritzell and **Everett Greenbaum,** script writers on *The Gertrude Berg Show* for Four Star Productions, signed to term contract on *The Andy Griffith Show*. Contract calls for minimum of 12 original teleplays.

EQUIPMENT & ENGINEERING

Charles V. Anderson, manufacturing manager, KRS Electronics, Redwood City, Calif., manufacturers of stacked multiple cartridge tape player for use in automatic radio programming, elected vp in charge of manufacturing. Prior to joining KRS in October 1961, Mr. Anderson was manager of manufacturing division of Ampex Instrumentation Products Co.


Mr. Moffat


Mr. Hriszko

Robert Moffat and **William A. Hriszko** elected executive vp and vp in charge of manufacturing and engineering, respectively, Webcor Inc., Chicago, producer of electronics equipment and electrical housewares. Mr. Moffat, who formerly was vp in charge of government electronics division, succeeds **John H. Ihrig,** who assumes other responsibilities under direction of board chairman. Mr. Hriszko, who has been associated with Haffa organization for several years, replaces **Woodrow Paradis** who resigned as manufacturing vp two months ago.

Alan D. Maier, advertising and sales promotion manager, microwave and power tube division, Raytheon Co., Lexington, Mass., named manager of advertising, sales promotion and sales



training for Raytheon's semiconductor division.


Dr. Bruno

Arthur J. Bruno, technical manager, Dutch Brand Div., Johns-Manville Corp., Chicago, appointed manager of research and engineering, Audio Devices Inc., New York, manufacturer of magnetic tapes. Dr. Bruno assumes his duties at company's newly opened research and engineering building in Glenbrook, Conn. He succeeds **Dr. Orland O. Schaus** who has returned to Canada.

Thomas H. Castle, advertising and sales promotion supervisor, photo lamp department, General Electric Co., named manager of advertising and pr for GE's radio-tv division, with headquarters in DeWitt, N.Y.

INTERNATIONAL

C. Wis McQuillin, executive vp and former radio-tv director, Cockfield-Brown & Co. Ltd., Toronto, elected chairman of board of directors.

Prof. Karl Holzamer elected director-general of Laender-Fernsehen, new West German tv network which begins operations July 1.

Jack Kron, former European sales director, Screen Gems, appointed international sales manager of Television Enterprises Corp., Hollywood.

Reginald L. Johnson, vp and director of advertising, Canadian Johns-Manville Co., Port Credit, Ont., appointed director of advertising and pr of Johns-Manville Corp., New York.

Eldon Wilcox, formerly with CBC, Ottawa, appointed chief English announcer of Canadian Broadcasting Corp., Toronto.

ALLIED FIELDS

Guy C. Fraker, account executive, **Charles Currey,** head of broadcast engineering, and **James Pyle,** manager of Green Bay data processing unit, A. C. Nielsen Co., Chicago-based rating service, elected vps.

J. Roger Wollenberg, one-time assistant FCC general counsel in charge of litigation and since 1954 member of Washington law firm of Haley, Wollenberg & Bader, becomes partner May 1 of new general law firm of Wilmer, Cutler & Pickering. New firm includes **Lloyd N. Cutler, Arnold M. Lerman** and **Samuel A. Stern,** who have handled several broadcast legal matters, including KTNT-TV Tacoma, Wash., antitrust suit against CBS; KRON-TV San Francisco antitrust suit against NBC, and KTTV (TV) Los Angeles battle against option time.

Haley, Bader & Potts is new name of Washington communications law firm headed by **Andrew G. Haley. William J. Potts,** new member, joined Haley, Wollenberg & Bader in 1958 after graduation from Georgetown Law School, Washington. Joining firm are **David H. Lloyd,** U. of Missouri Law School; **George A. Karam,** U. of Oklahoma Law School, and **Aaron D. Trub,** U. of West Virginia Law School. All were Law Review editors. Mr. Wollenberg is one of partners in new Washington law firm of Wilmer, Cutler & Pickering (see above).


Mr. Crutchfield


Mr. Rupp


Mr. Dunn

James Dunn, J. Ralph Crutchfield and **James Rupp** appointed assistant general manager, station sales manager, and assistant product manager for market reports, American Research Bureau, Beltsville, Md. Mr. Dunn, who joined ARB in 1956, was formerly director of operations and controller, post held since 1959. Mr. Cruthchfield, since joining ARB as account executive in 1958, has subsequently served as southern regional manager for station sales, assistant sales manager, and station sales supervisor. Mr. Rupp will continue as ARB's marketing director of station sales in addition to added duties as assistant product manager.

Harlan Palmer, publisher of *Hollywood Citizen-News* until its sale late last year, has become publisher of *Western Advertising Week*. He succeeds **Don R. Court,** who has retired.

GOVERNMENT

James L. Greenfield, special consultant to Secretary of Defense, joins Department of State, Washington, as deputy assistant secretary of state for news in bureau of public affairs.

Frank J. Burris, coordinating engineer with Federal Communications Commission for 22 years, transfers to Air Force to assist in engineering capacity in missile and space field.

DEATHS


Mr. Chandler

George C. Chandler, veteran Canadian broadcaster, died April 20 in Vancouver, B.C., following lengthy illness. Mr. Chandler was president and general manager of CJOR Vancouver since he founded station in 1926. His contributions to radio industry include several terms as director of Canadian Assn. of Broadcasters and, in addition, was leading figure in formation of British Columbia Assn. of Broadcasters of which he served as first president and director for many years. Mr. Chandler was currently chairman of CAB's technical committee.

Arthur P. Sprinkle, 39, station manager, KONA (TV) Honolulu, died April 16 of self-inflicted gun wound, according to Honolulu police authorities. Mr. Sprinkle, former sales manager of KULA Honolulu, moved to Hawaii in 1955 from KPHO-TV Phoenix, where he had served as program director.

Eldon Brown, 36, senior video instructor in training and development department of Ampex Corp.'s sales and service division, Redwood City, Calif., was killed in plane accident April 15. Mr. Brown had initiated hundreds of tv technicians in handling of video tape equipment.


Mr. Wickersham

Robert Wickersham, 51, executive art director in tv commercial department, Leo Burnett Co., Chicago, died April 21 in Evanston (Ill.) Hospital. Mr. Wickersham had worked in film animation since he joined Walt Disney Productions in Hollywood in 1932. He moved to Screen Gems in 1941, and in 1947 organized his own Hollywood film producing company, TV Spots Inc. Mr. Wickersham moved to New York as president and partner of Chadwick Inc., in 1956, and left to join Leo Burnett in Chicago two years later.

Mrs. John K. (Katherine) Harper, former radio producer, BBDO, New York, died April 22 in Queens General Hospital, that city. At time of her death, Mrs. Harper, who worked under her maiden name of Katherine Winn, was head of tv-radio talent contract department at BBDO. She joined George Batten Co., predecessor agency of BBDO, in 1928.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 18 through April 25, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

***Greenwich, Conn.—Board of Education.** Uhf ch. 55 (716-722 mc); ERP 684 w vis., 342 w aur. Ant. height above average terrain 256 ft.; above ground 224 ft. Estimated construction cost $122,000; first year operating cost $40,000. P. O. address c/o Superintendent of Schools, Dr. John Blackhall Smith, Havermeyer Bldg., Greenwich. Studio and trans. location Greenwich. Geographic coordinates 41° 3′ 30″ N. Lat., 73° 37′ 0″ W. Long. Trans. Adler; ant. Alford 1044-U. Legal counsel Town Counsel, Greenwich; consulting engineer Paul Godley Assoc., Great Notch, N. J. Ann. April 23.

Existing tv stations

CALL LETTERS ASSIGNED

WTAF (TV) Marion, Ind.—Geneco Bcstg. Inc.

New am stations

ACTIONS BY FCC

Boulder, Colo.—Kenneth G. and Misha S. Prather. Granted 1360 kc, 500 w, D, DA. P. O. address 2510 E. 9th, Casper, Wyo. Estimated construction cost $15,690; first year operating cost $38,000; revenue $45,000. Mr. Prather is announcer and manager for KATI Casper, Wyo.; Mrs. Prather is housewife and former teacher. Action April 25.

Aiken, S. C.—Robert S. Taylor. Granted 1300 kc, 500 w D; engineering condition. P. O. address 818 Carleton St., Lakeland, Fla. Estimated construction cost $13,300; first year operating cost $36,000; revenue $45,000. Mr. Taylor owns 90% of WALD Walterboro, S. C. and 49% of WAUC Wauchula, Fla. Action April 23.

St. George, S. C.—Radio St. George. Granted 1300 kc, 500 w D; engineering condition. P. O. address 144 Broughton SW, Orangeburg, S. C. Estimated construction cost $15,835; first year operating cost $26,-115; revenue $58,032. Principals: **Clarence Everett Jones, Gus Browning** and **John Thompson Greene III.** Messrs. Jones and Browning are partners in WBPD Orangeburg; Mr. Greene owns radio and tv service. Action April 23.

ACTION BY BROADCAST BUREAU

Honolulu, Hawaii—Polynesian Bcstg. Inc. Granted 1210 kc, 1 kw, unl.; remote control permitted; conditions. P. O. address 99-1240 Aiea Heights Drive, Aiea, Hawaii. Estimated construction cost $18,500; first year operating cost $30,000; revenue $40,000. **Mary K. Wong,** sole owner, is teacher and has owned interest in KOOD Honolulu. Action April 19.

APPLICATIONS

Apache Junction, Ariz. — Superstition Mountain Enterprises Inc. 1110 kc, 500 w D. P. O. address 1053 W. 6 St., Mesa, Ariz. Estimated construction cost $24,410; first year operating cost $33,600; revenue $54,000. W. Winfield Creighton, president of applicant, is in realty and investment businesses. Ann. April 24.

Moss Point, Miss.—Coastal Cities Bcstg. Inc. 1460 kc, 1 kw D. P.O. address box 8352, Spring Hill Station, Mobile, Ala. Estimated construction cost $26,043; first year operating cost $40,000; revenue $45,000. Principals: **Howard M. Hempstead** and **Rebecca M. Hunter** (each 50%). Mr. Hempstead owns interest in petroleum storage and handling businesses; Mrs. Hunter has been insurance agent. Ann. April 23.

Hickory, N. C.—Piedmont Bcstg. Inc. 1000 kc, 1 kw D. P. O. address box 1667, Hickory. Estimated construction cost $43,784; first year operating cost $54,000; revenue $90,-000. Principals: **T. F. Digh** (20%), **Willis Deal, Dr. Alfred E. Hill, Foy C. Hefner Sr., Barnett M. Sigmon, Marvin R. Wooten, Claude Rudisill, John J. Mull** and **Robert E. Townsend** (each 10%). Mr. Digh owns interest in furniture business; Messrs. Deal and Rudisill own interest in retail furniture and applicance businesses; Dr. Hill is optometrist; Mr. Hefner is manager of wood carving company; Mr. Sigmon owns sandwich shop and has been announcer for WJRI Lenoir, and WHKY Hickory, both North Carolina; Mr. Wooten is attorney; Mr. Mull manages motel; Mr. Townsend is section manager for telephone company. Ann. April 25.

Existing am stations

ACTIONS BY FCC

WAOV Vincennes, Ind.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action April 25.

WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from May 7 through Sept. 2. Action April 25.

APPLICATIONS

KUXL Golden Valley, Minn.—Mod. of cp, which authorized new am station, to increase power from 500 w to 1 kw and install new trans. Ann. April 20.

WDIF Buffalo, N. Y.—Mod. of cp (which authorized new fm station), to change ant.-trans. location, change studio location, operate trans. by remote control, decrease ERP to 14.8 kw, change type ant., increase ant. height above average terrain to 356 ft. and change station location to Niagara Falls, N. Y. Ann. April 24.

KLOO Corvallis, Ore.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 19.

WGTN Georgetown, S. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 19.

Lenoir City, Tenn.—Alvin B. Corum Jr. seeks amendment to application for new am station at Lenoir (1320 kc, 1 kw D), to change frequency to 1360 kc and change ant.-trans. and studio location. Ann. April 19.

WGAT Gate City, Va.—Cp to increase power from 250 w to 1 kw and install new trans. Ann. April 25.

CALL LETTERS ASSIGNED

KXEX Fresno, Calif.—Atlas Bcstg. Co.; changed from KEVC.

KSNO Aspen, Colo.—Aspen Bcstg. Co.; changed from KCKI.

KICM Golden, Colo.—Norman Bcstg.; changed from KTWL.

WMET Miami, Fla.—Latin Bcstg. Corp.; changed from WMBM.

WMBM Miami Beach, Fla.—Community Service Bcstrs. Inc.; changed from WMET.

WJRC Joliet, Ill.—Radio Joliet.

WLUV Loves Park, Ill.—Loves Park Bcstg. Co.

KWNS Pratt, Kan.—Wilmer E. Huffman; changed from KPRT.

KBTC Houston, Mo.—Radio Company of Texas County; changed from KHTN.

WKTB Greenville, N. C.— H & R Electronics Inc.; changed from WILY.

WZOO Spartanburg, S. C.—Spartanburg Bcstg. Inc.; changed from WTHE.

KWFA Merkel, Tex.—Taylor County Bcstg. Co.; changed from KTCT.

KWYZ Everett, Wash.—Snohomish County Bcstg. Corp.; changed from KQTY.

KTIX Seattle, Wash.—KTIX Inc.; changed from KETO.

New fm stations

ACTIONS BY FCC

Battle Creek, Mich.—Southern Michigan Bcstg. Corp. Granted 96.5 mc, 20 kw. Ant. height above average terrain 208 ft.; conditions. P. O. address 15001 Michigan Ave., Dearborn, Mich. Estimated construction cost $22,391; first year operating cost and revenue not above present am operation. Principals: **Nellie M. Knorr** (27.2%), **Walter O. Briggs Jr.** (15.9%), **Robert M. Booth Jr., John J. Carroll, Charles J. Sitta, Van Patrick** (each 10.9%) and others. Applicant is licensee of WELL Battle Creek. Action April 25.

Jackson, Mich.—Jackson Bcstg. & Tv Corp. Granted 106.1 mc, 20 kw. Ant. height above average terrain 180 ft.; conditions. P. O. address 15001 Michigan Ave., Dearborn, Mich. Estimated construction cost $23,091; first year operating cost and revenue not above present am operation. **Nellie M. Knorr** is sole stockholder of corporation. Applicant is licensee of WKHM Jackson, Mich. Action April 25.

Racine, Wis. — Lakeshore Bcstg. Corp. Granted 92.1 mc, 1 kw. Ant. height above average terrain 190 ft. P. O. address 1311 S. Main St., Racine. Estimated construction cost $30,300; first year operating cost $19,-500; revenue $25,000. Principals: **Jerome P.**

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 25

	ON AIR		CPS	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,649	70	147	656
FM	931	56	193	142
TV	484[1]	76	85	107

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 25

	VHF	UHF	TOTAL TV
Commercial	469	91	560
Non-Commercial	42	14	56

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 30

	AM	FM	TV
Licensed (all on air)	3,644	937	484[1]
Cps on air (new stations)	67	46	75
Cps not on air (new stations)	153	189	83
Total authorized stations	3,864	1,172	653[2]
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	174	20	63
Total applications for new stations	592	119	106
Applications for major changes (not in hearing)	459	92	35
Applications for major changes (in hearing)	49	4	12
Total applications for major changes	508	96	47
Licenses deleted	1	0	0
Cps deleted	0	4	0

[1]There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. [2]Includes one STA.

Feeney (65%), **Mary Keefe Feeney** (30%) and **Rex Capwell** (5%). Mr. Feeney is salesman for WRJN Racine, and partner with Mrs. Feeney in radio and tv commercial production business; Mr. Capwell is attorney. Action April 23.

ACTIONS BY BROADCAST BUREAU

Ephrata, Pa.—Garden Spot Bcstrs. Inc. Granted 105.1 mc, 8 kw. Ant. height above average terrain 299 ft.; conditions. P. O. address box 419, Ephrata. Estimated construction cost $19,714; first year operating cost $3,000; revenue $4,500. Principals: **Lester J. Grenewalt** (41.67%), **Samuel R. Youse** (33.33%) and **John H. Norris** (25%). Messrs. Grenewalt, Youse and Norris each own one-third of WABW Annapolis, Md., and one-fourth of WCBG Chambersburg, Pa.; Mr. Youse owns 90% of applicant for new am station in Lebanon, Pa. Garden Spot is applicant for new am station in Ephrata. Action April 24.

Erie, Pa. — Gibraltar Enterprises Inc. Granted 103.7 mc, 10 kw. Ant. height above average terrain 690 ft. P. O. address 3515 State St., Erie. Estimated construction cost $32,871; first year operating cost $35,000; revenue $35,000. Permittee is owned 99% by **Edward Lamb** and family, d/b as **Dispatch Inc.**, licensee of WICU-AM-TV Erie. Action April 19.

Lebanon, Tenn.—The Lebanon Bcstg. Inc. Granted 107.3 mc, 3.3 kw. Ant. Height above average terrain 173 ft.; conditions. P. O. address box 300, Lebanon. Estimated construction cost $7,710; first year operating cost $9,600; revenue $10,800. Principals: **Theo Frank Ezell Jr.** (60%), **Andrew Jackson Hendrickson** and **Howard M. Sherrell** (each 20%). Mr. Ezell owns 60% of WCOR Lebanon, Messrs. Hendrickson and Sherrell each 20%. Messrs. Ezell, Hendrickson and Sherrell each own one-third of applicant for new am station in Donelson, Tenn. Action April 19.

Nashville, Tenn.—Barlane Bcstg. Corp. Granted 95.5 mc, 3.38 kw. Ant. height above average terrain 66.4 ft. P. O. address 1108 17th Ave. S., Nashville. Estimated construction cost $14,050; first year operating cost $11,500; revenue $13,500. Principals: **C. Webber Parrish** (50%), **Julian Alan Zander** and **Julian Maurice Zander** (each 25%). Mr. Parrish has been announcer for WNAH Nashville and owns one-third of wholesale record distributing company; The Messrs. Zander are in insurance business. Action April 20.

APPLICATIONS

***Rock Island, Ill.—Augustana College.** 90.9 mc, 10 w. Ant. height 113.5 ft. P. O. address c/o Clarence Meyer, Rock Island. Estimated construction cost $13,195; first year operating cost $6,000. Ann. April 19.

Catonsville, Md.—Catonsville Radio Co. 107.9 mc, 3.478 kw. Ant. height above average terrain 308.9 ft. P. O. address 20 Sherman Ave., White Plains, N. Y. Estimated construction cost $8,350; first year operating cost $21,500; revenue $20,800. **David H. Feldman**, sole owner, is attorney. Ann. April 20.

State College, Pa.—Centre Bcstrs. Inc. 93.3 mc, 3.94 kw. Ant. height above average terrain 3.375 ft. P. O. address Glennland Bldg., E. Beaver Ave., State College. Estimated construction cost $14,200; first year operating cost $12,000; revenue $12,000. Principals: **W. K. Ulerich, R. J. Kennard** estate (each 38%) and **H. M. Himes** (24%). Mr. Ulerich owns 22.11% of WJCM Sebring, Fla. and is president of licensee of WCPA Clearfield, Pa., and is president and stockholder of WDAD Indiana, Pa.; estate of R. J. Kennard owns 21.86% of WCPA, administered by The County National Bank of Clearfield, Pa. and W. K. Ulerich, voting trustee; Mr. Himes owns 24% of WMAJ State College. Ann. April 23.

San Juan, P. R.—Ochoa Bcstg. Corp. 105.7 mc, 5.98 kw. Ant. height above average terrain 29 ft. P. O. address 1105 Fernandez Juncos Ave., Santurce, P. R. Estimated construction cost $21,273; first year operating cost $36,000; revenue $40,000. **Antonio L. Ochoa,** sole owner, owns WALO Humacao, P. R. Ann. April 23.

Cookeville, Tenn.—WHUB Inc. 98.9 mc, 3.12 kw. Ant. height above average terrain 400 ft. P. O. address 523 Spring St., Cookeville. Estimated construction cost $12,175; first year operating cost $15,000; revenue $15,000. Principals: **M. L. Medley** (60%) and **Martin L. Medley Jr.** (40%). Applicant is licensee of WHUB Cookeville. Ann. April 25.

Dickson, Tenn.—Dickson County Bcstg. Inc. 92.3 mc, 1.93 kw. Ant. height above average terrain 132 ft. P. O. address 301 E. College St., Dickson. Estimated construction cost $13,412; first year operating cost $10,000; revenue $15,000. Principals: **William A. Potts** (60%), **James M. Hayes** and **John H. Bailey** (each 20%). Mr. Potts owns 60% of WDKN Dickson, Messrs. Hayes and Bailey each 20%. Mr. Bailey owns 5% of WJZM Clarksville, Tenn. Ann. April 25.

Existing fm stations

ACTION BY FCC

WDJK(FM) Atlanta, Ga.—Granted mod. of cp to change station location to Smyrna; and operation on 94.1 mc from 30 kw to 20 kw; ant. height from 295 ft. to 230 ft.; remote control permitted; condition. Action April 25.

APPLICATION

KGTS(FM) College Place, Wash.—Cp to change frequency to 91.3 mc. Ann. April 19.

WORX-FM Madison, Ind.—Cp to change frequency from 96.7 mc to 102.1 mc, increase ERP from 350 w to 1.41 kw, decrease ant. height above average terrain to 236 ft. and install new trans. Ann. April 25.

KEFC(FM) Waco, Tex.—Cp to replace expired cp (which authorized decrease in ERP from 3.2 kw to 3.1 kw, ant. height above average terrain from 210 ft. to 220 ft., change ant.-trans. location and install new ant. system). (Request waiver of sec. 1.323[b] of rules.) Ann. April 25.

CALL LETTERS ASSIGNED

KUFY (FM) Redwood City, Calif.—Intercontinental Radio Inc.; changed from KCUF (FM).

WKRT-FM Cocoa Beach, Fla.—C. Sweet Smith Jr.

WMBM-FM Miami Beach, Fla.—Community Service Bcstrs.; changed from WMET-FM.

WDOL-FM Athens, Ga.—University City Inc.

WFKO (FM) Kokomo, Ind.—Fidelity Bcstg. Inc.

WPFR (FM) Terre Haute, Ind.—Paul Dean Ford.

WVIC(FM) East Lansing, Mich.—WGSB Bcstg. Co.

WMUS-FM Muskegon, Mich. — Greater Muskegon Bcstrs. Inc.

*WAUP (FM) Akron, Ohio—The University of Akron.

KRNY-FM Kearney-Holdrege, Neb.—Bi-States Co.; changed from KHOL-FM.

KOAP-FM Portland, Ore.—State of Oregon acting by and through State Board of Higher Education; changed from KEX-FM.

KMAP (FM) Dallas, Tex.—W. B. Carver; changed from KPSD.

WLIP-FM Kenosha, Wis.—Kenosha Bcstg. Inc.

ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Ownership changes

ACTIONS BY FCC

WJHB, The Confederate Bcstg. Inc., Talladega, Ala.—Granted assignment of license to **Tallabama Bcstg. Inc.** (interests in WGAD Gadsden, and WGSV Guntersville); consideration $45,000. Chmn. Minow abstained from voting; Comr. Bartley dissented. Action April 25.

KPOD, Universal Electronics Network, Crescent City, Calif.—Granted assignment of license to **H. Frank** and **Wanda M. Walters** (have interest in KWNA Winnemucca, Nev.); consideration $29,844. Action April 25.

KKIS, Kay Kis Corp., Pittsburg, Calif.—Granted assignment of license to **Pace-Shear Radio Inc. (John H. Pace,** president); consideration $300,000. Includes adjunct stations. Action April 25.

KDAY, Radio California, Inc., Santa Monica, Calif.—Granted assignment of license to **Continental Bcstg. of California Inc. (O. Wayne Rollins,** president); consideration $850,000 plus $150,000 for agreement that assignor and its sole stockholder, **John D. Keating,** will not compete in radio for five years within radius of 50 miles of Santa Monica. Mr. Rollins is president of Rollins Bcstg. Inc., which owns directly or indirectly WAMS Wilmington, Del.; WNJR Newark, N. J.; WRAP Norfolk, Va.; WBEE Harvey, Ill.; WGEE Indianapolis, Ind.; WCHS-AM-TV Charleston, W. Va.; WPTZ (TV) Plattsburg, N. Y., and WEAR(TV) Pensacola, Fla. Action April 25.

WAPA-TV (ch. 4), Ponce de Leon Bcstg. Co. of Puerto Rico, San Juan, P. R.—Granted transfer of control from **Winston-Salem Bcstg. Inc.,** and **Goar Mestre** family to **WAPA-TV Bcstg. Corp.** (owned by **Screen Gems Inc.,** which is controlled by **Columbia Pictures Corp.**); consideration $1,500,000. Chmn. Minow and Comr. Bartley dissented. Transferor also has contracted to sell Screen Gems third interest in Western Bcstg. Corp. of Puerto Rico, licensee of WOLE-TV (ch. 12) Mayaguez, for $150,000. Columbia Pictures operates KCPX-AM-FM-TV Salt Lake City. Action April 25.

APPLICATIONS

KFQD Anchorage, Alaska—Seeks assignment of license from **Anchorage Bcstrs. Inc.,** to **Matthew N. Clapp Jr.** and **Miller C. Robertson** (each one-half), d/b as **KFQD Inc.**; consideration $165,780. Mr. Clapp is director of property management firm and applicant for 50% of KUEN Wenatchee, Wash.; Mr. Robertson owns 50% of KUEN. Ann. April 24.

KPAS Banning, Calif.—Seeks involuntary transfer of license from **Stevens Bcstg. Inc.,** to **Henry Chester Darwin,** d/b as **Darwin Bcstg. Co.** Mr. Darwin is former owner of KPAS and is salesman for KRIG Odessa, Tex. Ann. April 19.

KGHT Hollister, Calif.—Seeks assignment of cp from **Clifford A. Trotter** and **Richard M. Godfrey,** d/b as **Trotter and Godfrey,** to **Hollister Bcstg. Inc.,** new corporation made up of same principals. Ann. April 19.

WBAR Bartow, Fla.—Seeks transfer of all stock in **Radio Station WBAR Inc.** from **William Avera Wynne** and others, to **James E. Yarbrough** (73.5%), **John A. Buning** (25%) and **Hazel D. Yarbrough** (1.5%); consideration $60,000. Mr. Yarbrough is chief engineer and former stockholder in WDBO-AM-FM-TV Orlando, Fla.; Mrs. Yarbrough is housewife; Mr. Buning is field representative for NAB. Ann. April 25.

WSUH Oxford, Miss.—Seeks assignment of license from **Colonel Rebel Radio,** to **Leroy E. Kilpatrick**; consideration $89,000. Mr. Kilpatrick has been manager of WSAZ-AM-TV Huntington, W. Va., and is sales engineer for Visual Electronics Inc. Ann. April 19.

KEMO(FM) St. Louis, Mo.—Seeks assignment of cp from **George Caleshu** to **M. R. Lankford Bcstg. Co.**; consideration $16,500. **M. R. Lankford,** sole owner, owns WRAY-AM-FM Princeton, Ind.; WDQN DuQuoin, Ill.; applicant for new am station in New Albany, Ill.; interest in WRAY-TV. Ann. April 25.

WJAG Norfolk, Neb.—Seeks transfer of 37% of all outstanding stock in **WJAG Inc.** from **E. F. Huse Jr.,** co-executor of estate of **E. F. Huse,** deceased, 12.6% to **E. F. Huse Jr.** (present owner of 35.1%), and 12.2% each to **Mrs. J. H. Powell** and **Mrs. C. A. Phelps** (present owners of 12.5% each). Transfer would give Mr. Huse total 47.7%, which combined with 2.9% held by his wife, would give him effective control of licensee corporation. WJAG Inc. owns 62.5% of KVSH Valentine, Neb. Ann. April 25.

KVSH Valentine, Neb.—Seeks transfer of control of **WJAG Inc.,** 62.5% owner of **The Valentine Bcstg. Co.,** licensee. See application above. Ann. April 25.

WDIF Buffalo, N. Y.—Seeks assignment of cp from **WDIF Corp.,** to **Thomas W. Talbot** (50.2%), **Edmund R. Morden, Jack Price** and **Howard Wyrauch** (each 16.6%), d/b as **Niagara Frontier Bcstg. Corp.**; consideration $3,500. Mr. Talbot owns 50.2% of WJJL Niagara Falls, N. Y.; Mr. Morden owns one-third of scenic bus lines and passenger bus depot; Mr. Price owns real estate development firm; Mr. Wyrauch owns apartments, manages mobile homes village and is free lance artist. Ann. April 24.

KLPM Minot, N. D.—Seeks transfer of 60% of **Minot Bcstg. Co.** from estate of **John B. Cooley** to **Ethel H. Cooley.** Mrs. Cooley owns 10% of KLPM and is co-executrix of estate of John B. Cooley. Ann. April 23.

WDOK-AM-FM Cleveland, Ohio—Seeks transfer of all stock in **The Civic Bcstrs. Inc.** from **Transcontinent Tv Corp.,** to **Northeastern Pennsylvania Bcstg. Inc.,** wholly owned subsidiary of Transcontinent. Transferee is licensee of WNEP-TV Scranton-Wilkes-Barre. Ann. April 19.

WSHP Shippensburg, Pa.—Seeks assignment of cp from **Town Radio Inc.** (a Maryland corporation), to **Town Radio Inc.** (a Pennsylvania corporation). Ann. April 19.

KENS-AM-TV San Antonio, Tex.—Seeks (1) transfer of 33.3% of all stock in **Express Publishing Co.** from estate of **George W. Brackenridge,** to **Caller-Times Publishing Co.** (present owner of 9.8%), **Reporter Publishing Co.** (10%), **Affiliated Newspapers Inc.** (7%) and **San Angelo Standard Inc.** (10%) and (2) transfer of 29.23% of all stock in Express Publishing Co. from **Frank G. Huntress Jr., Frank G. Huntress III, Katherine H. Minter** and **W. A. Druce,** back to corporation to be retired to corporate treasury; total consideration $6,256,667. Ann. April 19.

KENS San Antonio, Tex.—Seeks assignment of license from **Express Publishing Co.,** to **Roy Hofheinz** and **R. E. Smith** (each one-half), d/b as **Texas Star Bcstg. Co.**; consideration $700,000; contingent on transfer of control of licensee (above). Mr. Hofheinz is attorney and owner of 16% of KTRK-TV Houston, and 9.09% of KRYS Corpus Christi; Mr. Smith is oil operator and rancher. Ann. April 19.

Hearing cases

FINAL DECISIONS

■ By order, commission corrected in minor detail and made effective Jan. 25 initial decision granting applications of Kenneth G. and Misha S. Prather for new am station to operate on 1360 kc, 500 w, DA, D, in Boulder, Colo., and KDEN Bcstg. Co. to increase daytime power of KDEN Denver, Colo., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N; engineering conditions. Action April 25.

■ Commission gives notice that Feb. 27 initial decision which looked toward granting application of Lakeshore Bcstg. Corp. for new class A fm station to operate on 92.1 mc, ERP 1 kw, ant. height 190 ft., in Racine, Wis. became effective April 18 pursuant to sec. 1.153 of rules. Ann. April 23.

■ Commission gives notice that Feb. 28 initial decision which looked toward granting applications of Clarence Everett Jones for new am station to operate on 1300 kc, 500 w, D, engineering condition, in St. George, S. C., and Robert S. Taylor for same facilities in Aiken, S. C. became effective April 19 pursuant to sec. 1.153 of rules. Ann. April 23.

INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting applications of KWTX Bcstg. Co. (KWTX), Waco, Tex., and Kerrville Bcstg. Co. (KERV), Kerrville, Tex., to increase daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; engineering conditions. Action April 19.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Lord Berkeley Bcstg. Inc., for new am station to operate on 950 kc, 500 w, D, in Moncks Corner, S. C. Ann. April 24.

OTHER ACTIONS

■ By memorandum opinion & order, commission (1) reopened record and remanded to hearing examiner proceeding on applications of Charles A. Bell, George J. Helmer III, Wayne H. Lewis and Edward Bleier, d/b as Newton Bcstg. Co., Newton, Mass., and Transcript Press Inc., Dedham, Mass., for new am stations, referred to examiner, Newton's petition for leave to amend its application to reflect withdrawal of Mr. Bleier and formation of new partnership consisting of three remaining partners, and added issue to determine whether, in view of Mr. Bleier's withdrawal, Newton is financially qualified to construct and operate its proposed station; (2) in light of foregoing, ordered issuance of supplemental initial decision; and (3) dismissed as moot motion by transcript to dismiss Newton application. Action April 25.

■ By memorandum opinion & order, commission denied petition by Seven Locks Bcstg. Co., Potomac-Cabin John, Md., to add financial qualification issue in proceeding on its application and that of Tenth District Bcstg. Co., McLean, Va., for new am stations. Action April 25.

■ By memorandum opinion & order, commission denied petition by Allen C. Bigham Jr., for review of acting chief hearing examiner's denial to add trans. site availability issue to proposal of John E. Grant in proceeding on their applications for new am stations in Salinas, Calif. Action April 25.

■ By memorandum opinion & order, commission denied untitled statement by W. D. Frink in nature of petition for reconsideration and grant without hearing of applications of Mr. Frink, tr/as Jefferson Radio Co. for license to cover cp for WIXI Irondale, Ala., and Fred H. Davis and Mr. Frink, d/b as Voice of the Mid South, for new am station in Centreville, Ala. Action April 25.

■ By memorandum opinion & order, com-

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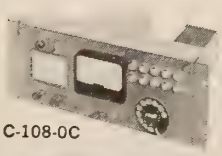
Please send me, at no obligation, a suggested Remote Control Plan for my Transmitter, Make_____ Model No._____

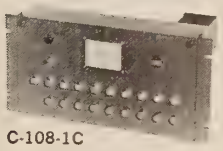
Name_____Title_____

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C-108-0C


C-108-1C

GEL GENERAL ELECTRONIC LABORATORIES, INC.
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mission denied untimely filed petition by Broadcast Bureau to enlarge issues with reference to DA proposal of Simon Geller in his application for new am station in Gloucester, Mass., which is in consolidated hearing with Richmond Brothers Inc. (WMEX), Boston, Mass., in docs. 13525, 14478; but, in view of necessity of accurate disclosures, on own motion added issue to determine whether Mr. Geller will be able to adjust and maintain the DA system as proposed. Action April 25.

■ By order, commission denied petition by Blue Island Community Bcstg. Inc., for stay of date for filing proposed findings until Commission action on its petition for review of examiner's April 9 ruling in Blue Island-Elmwood Park, Ill., fm proceeding in docs. 12604 *et al.*

WHOM New York, N. Y.—Designated for hearing application for changes in DA and ground systems, continued operation on 1480 kc, 5 kw, DA-2, unl.; made WSAR Fall River, Mass., and Federal Aviation Agency parties to proceeding. Action April 25.

Routine roundup

■ By memorandum opinion & order, commission denied petition by WMAD Inc., for reconsideration of Feb. 7 action which dismissed without prejudice pursuant to sec. 1.106(b)(4) its application for new am station in London, Ohio. Action April 25.

■ By order, commission extended indefinitely from May 15 time for filing comments concerning pre-sunrise operation by am broadcast stations pending issuance of further rulemaking in this proceeding. Action April 25.

■ By order, commission extended from April 30 to July 31 period in which existing VHF tv repeaters (boosters) which were constructed before July 7, 1960, may continue temporary operation, provided holder of such authorization had filed by Oct. 31, 1961 for replacement or modification on FCC form 346 to meet low-power vhf translator rules. Extension will afford time for commission to complete processing of pending applications and will enable grantees to complete installation construction delayed by severe weather conditions which rendered many sites almost inaccessible. Action April 25.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Walter L. Follmer and extended to May 7 time to file exceptions to initial decision in proceeding on his application for new am station in Hamilton, Ohio, *et al.* Action April 19.

■ Granted petition by Blue Island Community Bcstg. Inc., and extended to April 23 time to file appeal from examiner's memorandum opinion & order released April 9 in proceeding on its application for new fm station in Blue Island, Ill., *et al.* Action April 17.

■ Granted petition by Rensselaer Polytechnic Institute (WHAZ), Troy, N. Y., and extended to April 30 time to respond to motion of Debs Memorial Radio Fund Inc. (WEVD), New York, N. Y. to modify issues in proceeding on their applications for renewal of licenses, *et al.* Action April 17.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conference and hearing for May 9 and June 20 in proceeding on applications of Laramie Community Tv Inc., and Albany Electronics Inc., for vhf tv translator stations in Laramie and Tie Siding, Wyo. Action April 20.

■ Granted petition by Tropical Telecasting Corp. to extent that it seeks dismissal of its application for new tv station to operate on ch. 3 in Corpus Christi, Tex.; application dismissed with prejudice; and remaining applications in consolidation retained in hearing status. Action April 20.

■ Granted petition by Broadcast Bureau and extended from April 18 to April 27 time to file proposed findings, and reply findings, if any, by May 4 in proceeding on am application of Elbert H. Dean and B. L. Golden, Lemoore, Calif. Action April 19.

■ Scheduled prehearing conferences and hearings on following proceedings on dates shown: May 22 and June 12 on am application of Bootheel Bcstg. Co., Kennett, Mo.; fm applications of Christian Bcstg. Assn. of New England Inc., Providence, R. I. and North Attleboro Bcstg. Co., North Attleboro, Mass.; May 24 and June 13 on am applications of D & E Bcstg. Co., and Great State Bcstrs. Inc., both San Antonio, Tex.; Birch Bay Bcstg. Inc. (KARI), Blaine, Wash.; May 23 and June 18 on am applications of KWEN Bcstg. Co., Port Arthur, Radio Orange, Orange, and Vidor Bcstg. Inc., Vidor, Tex.; KDOK Bcstg. Co. (KDOK), Tyler, Tex.; May 25 and June 18 on applications of WKLM-TV Inc. and Cape Fear Telecasting Inc., for new tv stations to operate on ch. 3, Wilmington, N. C.; May 24 and June 18 on fm applications of George Voron Co., and Newhouse Bcstg. Corp., both Harrisburg, Pa. Action April 18.

■ Granted petition by Melody Music Inc., and extended from April 30 to May 21 period for exchange of exhibits and hearing continued from May 8 to May 28 in proceeding on its application for renewal of license of WGMA Hollywood, Fla. Action April 18.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Secretary of the Army and continued April 30 hearing to July 17 and date for exchange of exhibits to July 3 in proceeding on application of KSAY Bcstg. Co. for renewal of license of KSAY San Francisco, Calif.; further ordered that if hearing is required on July 17, place and time of day shall be specified in further hearing order. Action April 19.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Broadcast Bureau and extended from May 1 to May 15 time for filing proposed findings; and, on own motion, extended from May 11 to May 25 time for filing replies in proceeding on am application of W. E. Baysden, Jacksonville, N. C. Action April 24.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau and extended from April 23 to May 7 time to file proposed findings from May 22 to May 28 for replies in proceeding on am applications of Catskills Bcstg. Co., Ellenville, N. Y., *et al.* Action April 20.

■ Granted petition by Star Tv Inc., applicant for new tv station to operate on ch. 13 in Rochester, N. Y., to amend its application (a) to substitute Sidelle G. Mann and Herbert B. Claster, executors and trustees of Edward Menden's estate, for Mr. Menden as stockholder and subscriber and submit pertinent information in connection therewith; and (b) to amend $1,000,000 loan commitment of Isaac Gordon so that amount thereof to be subordinated to loan of Central Trust Co. will be increased from $250,000 to $300,000, as more particularly set forth in amendment tendered with petition. Action April 20.

■ Denied motion by Mid-Cities Bcstg. Corp. requesting that depositions not be taken pursuant to notice filed April 6 by La Fiesta Bcstg. Co., in proceeding on applications of Mid-Cities and La Fiesta for am stations in Lubbock, Tex. Action April 18.

■ At request of Rochester Area Educational Tv. Assn., scheduled further prehearing conference on April 20 in Rochester, N. Y., tv ch. 13 proceeding. Action April 17.

By Hearing Examiner David I. Kraushaar

■ On own motion, advanced May 4 further hearing to April 30 in Syracuse, N. Y., tv ch. 9 proceeding. Action April 25.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Broadcast Bureau and continued May 1 hearing to May 8 in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action April 23.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Denied petition by South Minneapolis Bcstrs., applicant for new am station in Bloomington, Minn., for continuance of proceeding; and affirmed schedule set out in hearing examiner's March 20 order, with exception of deleting requirement of informal exchange of applicant's exhibits on April 16. Action April 19.

■ Formalized by order certain agreements made at April 18 prehearing conference in proceeding on am application of The Mullins & Marion Bcstg. Co. (WJAY), Mullins, S. C., and continued May 15 hearing to June 27. Action April 18.

■ Granted joint petition by Iowa City Bcstrs. Inc., Iowa City, Iowa Falls Bcstg. Corp., Iowa Falls, both Iowa, and WKAI Bcstg. Co. (WKAI), Macomb, Ill., and cancelled specified dates for exchange of exhibits and notification of witnesses pending further order of hearing examiner in proceeding on their am applications; further ordered that May 8 hearing to be confined to discussion of the status of applications. Action April 17.

By Hearing Examiner Herbert Sharfman

■ Continued May 1 hearing to May 14 in proceeding on applications of Hayward F. Spinks and Greenville Bcstg. Co., for new am stations in Hartford and Greenville, Ky., respectively. Action April 20.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of April 24

WKLX, Paris Bcstg. Co., Paris, Ky.—Granted involuntary assignment of license to **Tal Jonz**, receiver.

WDAY Inc. Fargo, N. D.—Granted cp and license for new low power station.

WKGN-FM, WKGN Inc., Knoxville, Tenn.—Granted request for cancellation of cp for fm station. Call letters deleted.

KPHO Phoenix, Ariz.—Granted change for remote control authority while using non-DA (main trans.); remote control permitted while using non-DA (auxiliary trans.)

Actions of April 23

WMCA, WMCA Inc., New York, N. Y.—Granted transfer of control from **The Bank of New York** and **Helen Sachs Straus**, executors of estate of **Nathan Straus**, to **R. Peter Straus.**

WHHH, The Warren Tribune Radio Station Inc., Warren, Ohio—Granted assignment of cp and license to **Radio Station WHHH Inc.**; consideration $75,000.

KJPW, South Central Bcstrs. Inc., Waynesville, Mo.—Granted acquisition of positive control by **John A. Mihalevich** through purchase of stock from **Leslie P. Ware.**

KMEX, Spanish International Bcstg. Co., Los Angeles, Calif.—Granted involuntary transfer of control from **Frank Fouce** to **Anna Fouce** and **United California Bank**, co-executors of estate of **Frank Fouce.**

KTIX, KTIX Inc., Seattle, Wash.—Granted involuntary assignment of cp and license to **Edward J. Birney**, liquidating trustee.

WPON Pontiac, Mich.—Granted license to use old main trans. as auxiliary trans. at main trans. site.

WWIN Baltimore, Md.—Granted license to cover cp which authorized increase in daytime power and installation of new trans.

KHJ Los Angeles, Calif.—Granted cps to install new main trans.; remote control permitted; to install new auxiliary trans.; remote control permitted.

KBIZ Ottumwa, Iowa—Granted cp to install new trans. as auxiliary trans. (at main trans. location), for auxiliary purposes; remote control permitted.

WEAW Evanston, Ill.—Granted cp to install auxiliary trans. at main trans. location.

WIRB Enterprise, Ala.—Granted cp to install new trans. as auxiliary trans. at main trans. site, for auxiliary purposes; remote control permitted.

KSID Sidney, Neb.—Granted cp to install new trans. at main trans. site.

KWIZ Santa Ana, Calif.—Granted cp to install old main trans. as auxiliary trans. at main trans. site, for auxiliary purposes.

WXXX Hattiesburg, Miss.—Granted cp to install new trans. as alternate main trans. at main trans. site.

K06BG, K09CB Roy, Mont.—Granted mod. of cps to change name to Roy Tv Tax District, and type trans.

K09EI, K11AP White Sulphur Springs, Mont.—Granted mod. of cps to change frequency to ch. 9 and type trans.; and change type trans.

K03BI, K02CI Ursine, Nev.—Granted mod. of cps to change ERP to 9.7 w; frequency to ch. 3; type trans. and type ant.; to change ERP to 9.7 w; frequency to ch. 2; type trans. and type ant.

K08BU, K03BH Holly, Colo.—Granted mod. of cps to change ERP to 6.8 w, type ant., and make changes in ant. system; to change ERP to 4.7 w, frequency to ch. 3, type ant., and make changes in ant. system.

K10DA Winnett, Mont.—Granted mod. of cp to change ERP to 26.82 w, and type

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trans.

K06AZ, K11BZ Cody, Wyo.—Granted mod. of cps to change ERP to 22.88 w; type trans., and make changes in ant. system; to change type trans.

WKTM North Charleston, S. C.—Granted mod. of cp to increase ERP to 6.271 kw, and type ant.

K79AN Aberdeen, Hoquiam, Montesano, and Central Park, Wash.—Granted mod. of cp to change primary tv station to KOIN (ch. 6) Portland, Ore.

■ Granted cps to replace expired permits for new vhf tv translator stations: KO5AJ, K13BH, Hot Springs Tv Club, Hot Springs, S. D.; K11BO, K13BG, Belle Fourche Tv Club, Belle Fourche, S. D.; K07BA, Mizpah Tv Club, Coalwood, Mont.; K13AX, Philip Tv Assoc., Philip, S. D.; K11AV, Cimarron Tv Club, Cimarron and Dawson, N. M.; K07CA, Franklin and Carleton Currier Ltd., Collbran, Colo.; K08AT, K06AO, City of Cabool, Cabool, Mo.; K07AM, Loma Tv Club, Loma, Mont.; K08AP, K10AP, K12AV, Pateros-Brewster Tv Inc., Pateros, Brewster, and Mansfield, Wash.

■ Granted cps to install new trans.: KSD, The Pulitzer Publishing Co., St. Louis, Mo.; KNEL, Brady Bcstrs. Inc., Brady, Tex.; WIVE, WDYL Radio Inc., Ashland, Va.; WDUN, Northeast Georgia Bcstg. Co., Gainesville, Ga.; WGWC, Robert J. Martin, Selma, Ala.

■ Granted mod. of cps to following stations to change type trans. and type ant.: WFPG-FM, Eastern Bcstg. Co., Atlantic City, N. J.; WTTF-FM, WTTF Inc., Tiffin, Ohio.

■ Granted mod. of cps to following stations to change type trans.: KXOX, Radio Station KXOX, Sweetwater, Tex.; WKLS, Kenco Bcstg. Co., Atlanta, Ga.; KSCO, Radio Santa Cruz, Santa Cruz, Calif.

■ Following stations were granted extensions of completion dates as shown: K08BX, K10CF, K12BY, Thompson Falls Tv Booster Inc., Thompson Falls, Mont., to Oct. 23; K71BA, K74BN, K77BA, Apple Valley Tv Inc., General Wenatchee and East Wenatchee area, Wash., to Oct. 23; K12CA, Wyarno Tv Assn., Dutch Creek Area, Wyarno, and Prairie Dog Creek, Wyo., to Oct. 23; K08CG, K08CH, K09CL, K09CM, K10CM, K10CN, K11CS, K11CT, K12CF, K12CG, K13CQ, K13CR, Apple Valley Tv Inc., South Wenatchee, Lower Squilchuck, Cashmere, Rock Island, Malaga area, and upper Squilchuck area, Wash., to Oct. 23.

Actions of April 20

KWFS-FM, Willamette Family Stations, Inc., Eugene, Oreg. Granted SCA to operate on multiplex basis.

KMTV(TV) Omaha, Neb.—Granted cp to change type trans.

WBUD-FM Trenton, N. J.—Granted mod. of cp to change type trans. and type ant.

WEPM-FM Martinsburg, W. Va.—Granted change of operation from class A on 94.3 mc to class B on 97.5 mc; ERP from 810 w to 4.7 kw; ant. height from 170 ft. to 940 ft.; remote control permitted.

■ Granted renewal of licenses to following stations: KAJI Little Rock, Ark.; KAMS(FM) Mammoth Spring, Ark.; KDIX Dickinson, N. D.; KRLN Canon City, Colo.; WCLD Cleveland, Miss.; WJAN Ishpeming, Mich.; WLDS-AM-FM Jacksonville, Ill.; WNUE Fort Walton Beach, Fla.; WRPB Warner Robins, Ga.; WCST Berkeley Springs, W. Va.

WPAG Ann Arbor, Mich.—Granted increased power on 1050 kc, D, from 1 kw to 5 kw, install DA, D, and new trans.

WGAA, Polk County Bcstg. Co., Cedartown, Ga.—Granted assignment of cp and license to **J. Franklin Proctor.**

WCFL, Chicago Federation of Labor, Chicago, Ill.—Granted assignment of license to **Chicago Federation of Labor and Industrial Union Council.**

KYW Cleveland, Ohio—Granted license covering installation of new trans. (main trans. location) as an auxiliary trans.

■ Granted following stations mod. of licenses to operate by remote control: KDAL Duluth, Minn.; WBUX Doylestown, Pa.; WSAZ Huntington, W. Va., auxiliary trans. while using DA-N; conditions on all.

WDOL Athens, Ga.—Granted cp to make changes in ant. system (increase height).

WFAX Falls Church, Va.—Granted cp to install old main trans. at main trans. site for auxiliary purposes only.

WDAE Tampa, Fla.—Granted cp to change ant.-trans. location; install new trans.; and make changes in ground system.

WKAQ-FM San Juan, P. R.—Granted cp to increase ERP to 3.6 kw; decrease ant. height to 49 ft.; install new trans. and new ant.; remote control permitted.

KMUZ Santa Barbara, Calif.—Granted cp ot install new ant.; make changes in ant. system (increase height).

WGHQ Kingston, N. Y.—Granted cp to make changes in DA pattern.

WBEJ Elizabethton, Tenn.—Granted mod. of cp to change ant.-trans. location; condition.

WDUZ Green Bay, Wis.—Granted mod. of cp to change type trans.; condition.

■ Remote control permitted for following stations: WMIL-FM Wilwaukee, Wis.; KOGT Orange, Tex., while using non-directional antenna.

Actions of April 18

KEPR-AM-TV, KIMA-AM-TV, KBAS-TV, KLEW-TV, Cascade Bcstg. Co., Kennewick-Richland-Pasco, Yakima, Ephrata, Pasco, Wash., and Lewiston, Idaho—Granted assignment of licenses to **Haltom Corp.**

KIQS, Glenn County Bcstrs., Willows, Calif.—Granted assignment of cp to **Glenn County Bcstg. Inc.**

WIDE, Biddeford-Saco Bcstg. Corp., Biddeford, Me.—Granted acquisition of negative control by **M. Chester Ball** through purchase of stock from **Sara J. Ball.**

WHNB-TV, Connecticut Tele. Inc., New Britain, Conn.—Granted acquisition of negative control by each **Herbert Scheftel** and **Alfred G. Burger of Transcontinental Properties Inc.** (50% stockholder of **Plains Tele. Corp.**, parent corporation of licensee corporation) through sale of stock by **Paul F. Warburg to Transcontinental Properties Inc.**

WBOF, WYFI, Metro-WBOF Inc., Virginia Beach and Norfolk, Va.—Granted transfer of control from **Temple W. Seay to Temple W. and Elizabeth S. Seay** (joint owners).

WWLP(TV) Springfield, Mass.—Granted cp to install auxiliary final amplifier at main trans. site.

KYEW(FM) Phoenix, Ariz.—Granted request for cancellation of license. Call letters deleted.

■ Granted Scranton Bcstrs. Inc. (WDAU-TV), Scranton, Pa., extension of completion date to Oct. 18 (main trans. & ant.).

Action of April 12

WLBW-TV Miami, Fla.—Granted extension of completion date to December 12.

License renewals

WITA San Juan, P. R.—Granted renewal of license. Action April 25.

Processing line

■ Notice is hereby given, pursuant to sec. 1.354(c) of commission rules, that on May 28, 1962, standard broadcast applications listed below will be considered as ready and available for processing, and that pursuant to sec. 1.106(b)(1) and sec. 1.361(c) of commission rules, application, in order to be considered with any application appearing on following list or with any other application on file by close of business on May 25, 1962 which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C. by whichever date is earlier: (a) close of business on May 25, 1962 or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to sec. 1.359(i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Ann. April 19.

Applications from top of processing line:

BP-10494: NEW Olney, Tex.—Olney Bcstg. Co. Req: 540kc, 250w, DA, D.

BMP-8358: WCAW Charleston, W. Va.—Capitol Bcstg. Corp. Has: 680kc, 250w, DA-1, unl. Req: 680kc, 250w, 10kw-LS, DA-N, unl.

BP-12837: NEW North Atlanta, Ga.—North Atlanta Bcstg. Co. Req: 680kc, 5kw, DA-1, unl.

BMP-8439: WFLI Lookout Mountain, Tenn.—WFLI Inc. Has: 1070kc, 1kw, 10kw-LS, DA-2, unl. Req: 1070kc, 1kw, 50kw-LS, DA-2, unl.

BP-12851: WDBC Escanaba, Mich.—Delta Bcstg. Co. Has: 680kc, 1kw, DA-2, unl. Req: 680kc, 1kw, 10kw-LS, DA-2, unl.

BP-12902: WNAR Norristown, Penn.—Norristown Bcstg. Inc. Has: 1110kc, 500w, D. Req: 1110kc, 50kw, DA, D.

BP-13097: NEW Houston, Tex.—Lake Huron Bcstg. Corp. Req: 1070kc, 10kw, DA-1, unl.

BP-13662: WOAP Owosso, Mich.—Owossa Bcstg. Co. Has: 1080 kc, 250w, D. Req: 1080kc, 1kw, D.

BP-13756: NEW Gowanda, N. Y.—James Bcstg. Inc. Req: 1430kc, 500w, D.

BP-14305: NEW Boardman, Ohio—Louis W. Skelly. Req: 1570kc, 1kw, DA, D.

BP-14333: NEW Hershey, Pa.—Hershey Bcstg. Inc. Req: 1540kc, 5kw, DA, D.

BP-14806: NEW Alisal, Calif.—KRKC Inc. Req: 1570kc, 250w, D.

BP-14837: NEW Warner Robins, Ga.—Mary M. Jarrard. Req: 1600kc, 1kw, D.

BP-14838: WLSE Wallace, N. C.—Duplin Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-14839: KAHI Auburn, Calif.—Donnelly C. Reeves. Has: 950kc, 1kw, DA, D. Req: 950kc, 5kw, D.

BP-14841: NEW Wauchula, Fla.—Brush Bcstg. Co. Req: 1600kc, 500w, D.

BP-14842: KEEN San Jose, Calif.—United Bcstg. Co. Has: 1370kc, 1kw, 5kw-LS, DA-2, unl. Req: 1370kc, 5kw, DA-2, unl.

BP-14843: NEW Jacksonville, Ark.—Jacksonville Bcstg. Inc. Req: 1500kc, 1kw, D.

BP-14845: NEW Superior, Wis.—Twin Ports Christian Bcstg. Corp. Req: 1270kc, 5kw, D.

BP-14848: WNVY Pensacola, Fla.—Radio Pensacola Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14849: KCOK Tulare, Calif.—KCOK Inc. Has: 1270kc, 1kw, DA-N, unl. Req: 1270kc, 1kw, 5kw-LS, DA-N, unl.

BP-14850: WMRE Monroe, Ga.—Walton Bcstg. Co. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-14851: WCBG Chambersburg, Pa.—Reese Bcstg. Corp. Has: 1590kc, 5kw, D. Req: 1590kc, 1kw, 5kw-LS, DA-N, unl.

BP-14852: WMNB North Adams, Mass.—Northern Berkshire Bcstg. Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14853: NEW Keyser, W. Va.—Glacus G. Merrill. Req: 1390kc, 1kw, D.

BP-14854: KBEA Mission, Kan.—Radio Station KBKC Inc.—Has: 1480kc, 1kw, DA D. Req: 1480kc. 500w, 1kw-LS, DA-2, unl.

BP-14860: NEW Grand Haven, Mich.—Quality Bcstg. Co. Req: 1500kc, 250w, D.

BP-14861: KYSM Mankato, Minn.—Southern Minnesota Supply Co. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14862: KOPR Butte, Mont.—Copper Bcstg. Co. Has: 550kc, 1kw, DA-N, unl. Req: 550kc, 1kw, 5kw-LS, DA-N, unl.

BP-14863: NEW Pompton Lakes, N. J.—Upper Passaic County Radio. Req: 1500kc, 500w, DA, D.

BMP-9516: KGEE Bakersfield, Calif.—KGEE Inc. Has lic: 1230kc, 250w, unl. Has cp: 1230kc, 250w, 500w-LS, unl. Req mp: 1230kc, 250w, 1kw-LS, unl.

BP-14865: NEW Mississippi City, Miss.—South Mississippi Bcstg. Co. Req: 1520kc, 5kw, 1kw(CH), DA, D.

BP-14867: WPGA Warner Robins, Ga.—Radio Perry. Has: 980kc, 500w, D (Perry, Georgia). Req: 980kc, 500w, D (Warner Robins, Georgia).

BP-14869: KLTR Blackwell, Okla.—Star Bcstg. Co. Has: 1580kc, 250w, D. Req: 1580kc, 1kw, D.

BP-14870: KATE Albert Lea, Minn.—Albert Lea Bcstg. Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-14878: NEW Park Rapids, Minn.—DeLaHunt Bcstg. Co. Req: 1240kc, 100w, unl.

BP-14880: KRRR Ruidoso, N. M.—Quenton K. Crandall, tr/as Lincoln County Bcstg. Co. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-14882: WTCS Fairmont, W. Va.—Fairmont Bcstg. Co. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-14884: WNAB Bridgeport, Conn.—WNAB Inc. Has: 1450kc, 250w, unl. Req 1450kc, 250w, 1kw-LS, unl.

BP-14886: NEW Warren, Ohio—Daniel Enterprises Inc. Req: 1570kc, 500w, DA, D.

BP-14888: NEW Valparaiso, Ind.—Valparaiso Bcstg. Co. Req: 1500kc, 500w, 250w (CH), D.

BP-14906: WNUE Fort Walton Beach, Fla.—Smith Radio Inc. Has: 950kc, 1kw, D.

Continued on page 91)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Salesman, with ideas, ready to take over management new East Coast single station market. $125 weekly base plus attractive commission. Box 702K, BROADCASTING.

General manager: General manager for midwest full time station. Perhaps you are a successful sales manager now looking for the next step. Multiple ownership with real opportunities. Box 749K, BROADCASTING.

Radio station WOLF, a top rated station in Syracuse, New York has opening for Assistant Manager. Young, and strong on sales. Call Manager. Harrison 2-7211. Fine opportunity for the right person.

Executive salesman, management experience, proven sales and promotion background. Full-time travel, protected localized territory. Residence in territory required; preference given residents of four available territories: Georgia-Florida-Alabama; New England; Texas-New Mexico; Illinois-Iowa-Missouri. Openings immediate. Personal interviews required. Extensive field training provided. Salary, commission—incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, pix; Community Club Awards, Westport, Connecticut.

Sales

Florida East Coast fulltimer in metropolitan market needs experienced salesman with proven sales record. $100 base plus 15%. Give complete resume first letter. Box 40K, BROADCASTING.

Southeastern—Top Rated Metro Station—needs experienced salesman with management potential for immediate opening. Must be 30-43, married—have excellent references. Guarantee—moving expenses—rapid advancement for creative producer. Send photo—complete resume. Box 527K, BROADCASTING.

Your best dollar potential is in booming Atlanta . . . Excellent facility . . . Great potential . . . Interested? Write Box 722K, BROADCASTING.

BALTIMORE—Good salary plus . . . For good salesman (Management ability) with growing multiple chain . . . complete resume to Box 805K, BROADCASTING.

W-WOW, Conneaut, Ohio. Salesman—unlimited possibilities. Commission plus . . . send resume, 1st letter. Experienced go-getter only.

Las Vegas, Nevada top station opening for aggressive salesman. Opportunity unlimited. Contact KLAS Radio, R. Fleming.

Salesman wanted for lucrative central North Dakota market. New daytimer. Excellent working conditions. Base salary with commission. Send resume, picture to Roy W. Gunderson, General Manager—KDAK—Carrington, North Dakota.

Experienced radio salesman wanted—WBIC, 540 kc, Long Island, N. Y. Salary plus commission—Call or write for appointment. PE 5-0540, 1 E. Main St., Bayshore, N. Y.

Salesman-Announcer with at least 2 years experience. Salary plus commission on all sales. Established Michigan daytimer with revolutionary new equipment to help increase sales income. Permanent position. Growing group operation. Contact J. F. Butler, Manager, WKLZ, Kalamazoo, Michigan.

Help Wanted—(Cont'd)

Sales

Excellent opportunity for proven salesman. 5 kw good music station with top local, regional and national acceptance. Ideal community to raise family. Write full particulars to Manager, WCAX Radio, Burlington, Vermont.

Announcers

"Top position open for Negro R & B DJ in No. 1 station—Large market. Must be experienced. Prefer Southerner, 25-32. Excellent salary. Send photo—tape—complete resume to Box 551K, BROADCASTING. All Replies Confidential."

Announcer . . . 1st phone . . . No maintenance. Immediate opening upstate New York. Send tape and resume. Box 643K, BROADCASTING.

Central Michigan full time station is seeking a mature newsman-announcer. Must be experienced and willing to follow strict policy. Please send audition tape and picture as well as references and complete background in first letter. Box 675K, BROADCASTING.

Negro dj wanted for major Eastern market. Ready made audience. Fantastic opportunity for right man. Please send tape, photo and resume. Box 677K, BROADCASTING.

Experienced announcer—top notch, fast pace, production wise. Most progressive 100 watt AM station in fastest growing Southwest market. Send tape (not returned) and resume to Box 729K, BROADCASTING.

Announcer: DJ for fast moving modern radio. Experience important for strong midwest market station. Multiple owner operations with many opportunities. Box 750K, BROADCASTING.

Lucrative future for right man. Send tape and resume along with salary requirements for immediate staff opening for major fulltime AM-FM good music station. Requirements: Fast, tight board—quality voice and delivery, production experience. Box 721K, BROADCASTING.

Adult 5000 watter near New York City has opening for reliable and experienced announcer with potential. Advancement possibilities for creative man. Send tape, resume, picture and salary requirements to Box 775K, BROADCASTING.

Announcer. Pennsylvania station. Small market. Versatile, all around worker. Production experience helpful. Full resume, salary requirements first letter. Box 808K, BROADCASTING.

Personality morning man on pop album station. No Sunday work. Good hunting, fishing and recreation. Salary $300 to $400 monthly plus generous commission if desire to sell afternoons. Send tape, photo and resume KISD, Sioux Falls, South Dakota. Population 65,000.

Combo man. Some sales and copy writing. Single market daytimer. KIQS, Willows Hotel, Willows, California.

Immediate opening for announcer-engineer on modified good music 1000 watts—Contact personally or send resume photo and tape. KLMR, Lamar, Colorado.

Announcer. Some experience or school graduate. WBAR, Bartow, Florida.

1st phone . . . need bright, morning man who wants to settle near Seattle in market of 75,000. Permanent opening, security. Starting salary in excess of $100 per week. Send tape and resume to Box 655, Bellingham, Washington.

Help Wanted—(Cont'd)

Announcers

Needed immediately, two announcers, one with a first class ticket. These are permanent positions. Smooth sound station, no top-40 screamers need apply. Good salaries to the right men (or women)! Must be able to read news intelligently. Send resume, tape, photo and salary required to WCNL, Newport, New Hampshire.

Wanted: Announcer with first class ticket. Send tape and resume to Ed Allen, Jr., WDOR, Sturgeon Bay, Wisconsin.

WEOK, Poughkeepsie, N. Y., needs 1st ticket announcer. Heavy announcing, no maintenance. 75 miles from New York City. GRover 1-1500.

Wanted 5 experienced announcers immediately. Present staff moving up to our tv station. No prima donnas need apply. Send tape, complete resume first letter. No collect calls. Nathan Frank, WHNC, Henderson, North Carolina. VE 8-7136.

1st phone-announcing ability necessary. Immediate opening. Growing Michigan resort area. Contact Manager, WIOS, Tawas City, Michigan.

First phone-announcer for new daytimer just opened in Eastern Pennsylvania. Mail tape and resume to P. O. Box 115, Palmerton, Pennsylvania.

Good music community-minded station needs experienced mature voice. Above average salary. Personal interview necessary. WPVL, Painesville, Ohio.

Announcer wanted immediately. Mature voice. Some experience required. Good music. Excellent salary. Permanent. WSGO, Oswego, N. Y. Fireside 3-6691.

Morning man. Experienced with mature voice. Persuasive, soft-sell delivery. Pleasant personality. Adult quality music format. Settle in radioactive southeastern Connecticut. Call Mr. Bernard, WSUB, Groton, Conn.

Immediate opening for announcer with good music station. Possible tv exposure. Send air check tape and resume to WTAP, Parkersburg, West Virginia.

W-WOW, Conneaut, Ohio—experienced dj for vibrant progressive station. Tape, resume, photo, first letter.

Technical

Washington, D. C.—Consulting Radio Engineer requires assistant. Experienced all phases broadcast/television allocations and applications. Submit resume. Box 691K, BROADCASTING.

West Virginia daytimer seeks experienced first-phone engineer, good voice, mature. Apartment available. Need photo, resume and tape. Box 714K, BROADCASTING.

Chief Engineer East Coast. Must have solid broadcast construction and maintenance background. Unusual opportunity. Send resume. Box 737K, BROADCASTING.

Sell and service broadcast equipment. Need engineers for local territories. Use spare time. Excellent commission arrangement. Quality product line. Box 781K, BROADCASTING.

Immediate opening for first class engineer-announcer combo with possible chief engineer opening. Contact personally or send resume, photo and tape. KLMR, Lamar, Colorado.

Help Wanted—(Cont'd)

Technical

Radio-television engineer—immediate opening! We are looking for sincere, reliable man for relatively small tv-radio operation, strong on maintenance. Would consider good radio man who would like to learn television. Good air voice desirable but not essential. Good working conditions. Salary depends upon experience. Contact KLOE Radio, Box 329, Goodland, Kansas.

Help Wanted . . . 1st class engineer, 250 watt station. Pleasant voice necessary. Write Box 568, Effingham, Illinois.

Wanted: 1st class engineer immediately. Contact Neil Conway, Manager, WTHT, Hazleton, Pennsylvania.

Radio Transmitter and Receiver Operating and Maintenance Technicians. The United States Information Agency (Voice of America) needs Radio Transmitter and Receiver Operating and Maintenance Technicians for its new relay station at Greenville, North Carolina. These positions for the operation and maintenance of two high power transmitting plants and a receiving plant require a minimum of five years responsible technical operating and maintenance experience. Experience at commercial point-to-point communication transmitter stations or as a transmitter development and/or test engineer is also qualifying. Salary determined by applicant's experience and ability; $5,820 to $8,860 per year; promotional opportunity. Positions are in the career civil service. Must be American Citizens; for further details write to: Mr. Horace R. Holmes, Employment Branch, Personnel Division, U. S. Information Agency, 1776 Pennsylvania Ave., N.W., Washington 25, D. C.

Production—Programming, Others

Program manager: Top station with both Nielsen and Pulse seeking program manager due to promotion. Must have background of rating success. Multiple ownership operation in midwest. Box 748K, BROADCASTING.

Top rated station in Madison, Wisconsin needs a very creative copywriter with experience and fast pace production. Send resume and copy to Chuck Mefford, WISM, Madison.

Newsman . . . Some experience to take charge, write and deliver news. No floaters, no calls. Contact Floyd Brown, WRMN, Elgin, Illinois.

RADIO

Situations Wanted—Management

Manager—Strong personal sales. Excellent fifteen year record, eleven management. Mature, responsible, family man. Seeking complete responsibility, medium market. Highest character and owner references. Box 610K, BROADCASTING.

Manager, not flunky. 35, family, 15 years experience—$10,000.00. Box 727K, BROADCASTING.

"Owner-manager who has just sold a highly successful station desires position with station specializing in sports. Play by play on all sports. Can also give your program and continuity department a shot in the arm. 42 years old, 2 children, radio wife. 18 years of solid radio background. Leaving area for more pleasant climate." Available in June. Box 728K, BROADCASTING.

If your station is losing money, I can make it profitable. Box 740K, BROADCASTING.

Management team (husband and wife), currently owners of successful radio properties with local managers, are available to manage and invest in an additional property (New England—Mid-Atlantic States). Highest financial and business references are available. Box 752K, BROADCASTING.

6 years money making manager! 11 years radio! Want challenge! Box 769K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Ex-manager metro market, 10 years sales, programming, administration experience seeks southeastern station with ownership potential. Married, veteran. Box 780K, BROADCASTING.

If you're looking, you've found him. Ten years all phases with previous employer. Desire medium market in Middlewest but will consider all offers. Reply to Box 820K, BROADCASTING.

Relocate by June 1. Seven years experience radio-tv. Five years manager KAGE, Winona, Minnesota. College grad, family. Desire management, sales manager. Prefer chance to own percentage. Can make small investment. Frank Haas; Gilmore Valley Road, Winona, Minn. Phone 6133.

Sales

Top salesman (½ station billing in a two station market, Western Penna, with one hundred million retail sales) wants future —management and sales. Box 565K, BROADCASTING.

Hard working idea man with best references looking for opportunity! Box 770K, BROADCASTING.

Steady salesman interested future community minded outlet building basic business. Box 790K, BROADCASTING.

Capable fully experienced radio salesman interested in connection where renumeration is commensurate with ability. Will consider capital investment. Box 796K, BROADCASTING.

Experienced radio and tv executive—25 years managerial, production, sales, desires connection with established concern as representative South Eastern states. Proven sales record. Well known in industry. R. Charles, 1260 South Highland Avenue, Clearwater, Florida . . . phone 446-2123.

Announcers

Sports announcer seeking sports-minded station. Excellent voice, finest references. Box 402K, BROADCASTING.

Experienced announcer in 2,000,000 market currently on prime-time radio and tv shows. Desires to relocate in major market. Box 539K, BROADCASTING.

First phone—Broadcasting school graduate. Several years entertainment experience. Desires start in radio. Box 541K, BROADCASTING.

DJ, newscaster, experienced, bright sound, authoritative news, fast board. Dependable family man. Box 603K, BROADCASTING.

Experienced announcer-dj, great adult voice, single, no shouter. Good music or country and western, references, no floater, drifter. Prefer Southwest. Box 679K, BROADCASTING.

Disc jockey—newscaster, young experienced, seeking swinging sound, immediate availability. Box 703K, BROADCASTING.

Attractive dis-jockeyess, would like to radiate my "Femme Fatale" atmosphere from your towers. Also am engineeress with first phone. Prefer radio and television station combination. Box 473K, BROADCASTING.

Announcer—available May 21st thru September 9th. Three years experience and first phone. Box 742K, BROADCASTING.

DJ; tight board, experienced, resonate voice; veteran; willing to relocate. Box 744K, BROADCASTING.

Experienced DJ, announcer happy personality, tight board. Not a floater or screamer. Want to settle. Box 755K, BROADCASTING.

My wife says I'm the greatest disc jockey in the country! She's prejudiced. If you'll pay $160.00 minimum for 9 years experience in production, promotion, continuity with top ratings and excellent references, I'll send tape and brochure that will speak for itself. Box 756K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Summer Replacement; Top market only. Can fill any need; 15 years experience: Personality dj, announcer, interviewer, station manager, pd and production head—Top markets. Previously #1 in million market. Demand good salary. Want out of NYC for a few months. Box 765K, BROADCASTING.

Attention Georgia! If you need a bright young idea man for your Atlanta area station, I'm your man. Single, first phone, with references. News, public relations, copywriting, tight board, all formats. Willing to stick. For tape, life history, family tree, write Box 766K, BROADCASTING.

Working program director wants autonomy in major market, sick station. Adult ideas for adult operation. No rockin' formats. Age 29, married and experienced. All replies confidential! Box 767K, BROADCASTING.

All around man with 11 years experience and good record. Box 771K, BROADCASTING.

Mature university trained announcer desires position anywhere opportunity abounds. Year experience easy listening net affiliate radio in news, jock, copywriting. News director work in Illinois television both booth and on camera. Played lead role for USO theatre tour Northeast Defense Command. Sales, P.R., Advertising experience large St. Louis store. Age 26, Military fullfilled. Available immediately. Tape, resume. Box 774K, BROADCASTING.

Top 40, personality dj; eight years experience. Family man. Looking for major market location. Box 776K, BROADCASTING.

Announcer—pleasant dj. Tight board. Not a prima donna. Authoritative news. Want to settle. Box 779K, BROADCASTING.

Conservative announcer and/or program director. Strong on newscasting. Knows music, production. Excellent background. Prompt reply Box 785K, BROADCASTING.

Top notch sports announcer—Winner of state and national broadcast awards interested in permanent position with a large market, sports-minded radio &/or to tv station. College grad . . . married . . . excellent references. Box 788K, BROADCASTING.

First phone. Degree. Reliable—good voice. Can sell. Expert in pop music. Desires position . . . will travel. Box 789K, BROADCASTING.

First phone Negro combo-man. Trained for radio-tv broadcasting. Broadcasting and technical school graduate, some college. No experience, but natural swinging personality and versatile knowledge of music. Fast-pace and board. Box 794K, BROADCASTING.

Combo-man that swings, experienced and now looking for chance to move up. Good ratings and dependable. Currently employed in 100,000 market. Available. Box 798K, BROADCASTING.

Experienced format dj—First phone—competent engineer—college. Desire permanent metro night or all night slot after June 1. Box 799K, BROADCASTING.

DJ-Announcer — Newscaster. Experienced. Tight format; bright happy sound; authoritative news. Not a floater. Box 809K, BROADCASTING.

Mr. Personality. Negro announcer-dj. Bright sound, tight board, news experience. Eastern market or midwest market. Box 811K, BROADCASTING.

Announcer with 5 years experience. Recently obtained first phone. Available immediately. Best of references. Tape and resume upon request. Box 812K, BROADCASTING.

Unique early morning personality dj, 3 years experience. Have air check of this unusual and humorous style, have first phone, newsman. WH 6-7428, Bob Ballard, 211 No. Waverly, Dallas, Texas.

Situations Wanted—(Cont'd)

Announcers

Summer replacement, announcer, dj. Experienced, good references. Available June through September. Presently employed in Detroit radio. Ed Christian, 554 Barrington, Grosse Pointe, Michigan.

DJ, being released from Army, 3 years experience, good references, desires southwest. Jerry L. Groner, P. O. Box 103, Albuquerque, New Mexico. Phone CH 7-0311, Ext. 2326.

Graduating in radio-tv from Kansas State University in August. Veteran, family, some commercial experience. Want to work in sales while announcing. No top 40. Larry P. Justus, 1008 Ratone, Manhattan, Kansas.

Top flight experienced announcer-chief engineer-promo, any or all, looking for top flight sharp music-news operation. Polished, venturesome, single, just out of Army. Like Wisconsin and Southwest, but will locate in friendly, active community. Resume. 1408 So. 29th St., LaCrosse, Wisconsin.

Single mature person of 38, desires announcing or newscasting, will service if necessary, in small town with 1 or 2 stations only, in N.Y., N.J., Pa., or New England. Have about 3 years announcing, newscasting, servicing and selling. I'm sincere, conscientious, and no clock watcher. Job always comes before social life. Will accept temporary or summer fill in if no formal job is available. Have written copy. Joe Martin, Hotel Windermere, 260 Washington St., Binghamton, N. Y.

Good voice, some experience, first phone. Would like smaller market in any area. Mike Minor, 4325 Bilglade Road, Fort Worth, Texas.

Frank "Sad" Sacks, now enroute to World's Fair by Ox. 2920 West Grand Blvd., Detroit, Michigan. Telephone Trinity 2-7189.

5 years radio—1 year tv, seeks good music personality station, 3 years news director. Bob Prescott, 2453 N. New Jersey, Indianapolis, Indiana.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

Technical

Chief Engineer, eight (8) years experience in all phases of radio with announcing ability, seeking position in Louisiana, Texas or Oklahoma. References and resume upon request. Box 720K, BROADCASTING.

5½ years chief engineer 5kw Day & FM. 12 years. Best. Field engineer. 2 wks. notice. No announcing. Box 726K, BROADCASTING.

Experienced first phone chief engineer and combo. Available immediately. $100. Mid-Atlantic or Florida. No tapes. Good references. Room Two, Bayard Hotel, Dover, Delaware, 734-3531.

Do you need a first phone with no announcing? I am your man. Wally Hoffman, 5817 Spencer. Fort Worth, Texas.

TV, Radio engineer—1st phone license—familiar with all phases of broadcasting. Will relocate—prefer Northeast—Call New York—JU 8-8874.

Production-Programming, Others

Money making special events promotion available for California radio stations. Box 404K, BROADCASTING.

"As one station manager to another, I have a man available that could solve your production and programming problems. He's young, married, reliable. Outstanding production ability, with sound, imaginative ideas. Solid experience in Southeastern and Mid-south markets. We'll give you all necessary details on request. Write or wire Box 596K, BROADCASTING."

Production Assistant—Copywriter. College. Experience. Resume and excellent references. Want opportunity for more experience. Box 705K, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Staff cutback—top man must go! Program director with outstanding, imaginative production creativeness—proven leadership & administration ability—top rated DJ in major southeastern market for three years—seven years experience in radio & tv. Present station situation necessitates move. Prefer southeast. If you need dynamic, modern program guidance—contact immediately. Present employer will give excellent recommendation. Box 597K, BROADCASTING.

Newsman — experienced reporter-writer-newscaster. 9 years radio, newspaper news, covering police, courts, education, politics, government. College. Interested radio and/or TV. Prefer east. Box 640K, BROADCASTING.

Newsman—13 years experience. Broadcasting, reporting, network newswriting. State Peabody award winner. Journalism degree. Married. Box 652K, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Mature, experienced copywriter—announcer—newsman. MA degree. Available now. Box 730K, BROADCASTING.

Music specialist for directing or programming music at FM or adult, AM, good music station. Excellent and varied experience and recommendations. Classical, popular, cocktail-dinner music, tailor-made shows. Warm climate preferred. Box 647K, BROADCASTING.

College graduate, service completed seeks employment; radio news rewrite man. Box 641, BROADCASTING.

Top rated Chicago air personality seeks PD position. Eight years experience in all phases of Top 40 and "middle of the road" formats. Sharp—aggressive—married—college. Formerly Ass't PD million market. Highly recommended for PD spot. Personal interview. Box 800K, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payments in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME _____

COMPANY _____

ADDRESS _____

Remittance enclosed $ ☐ Bill

Situations Wanted—(Cont'd)

Production-Programming, Others

News Director, top delivery and digability. Prefer directorship with East Coast operation, or radio news staff position offering solid future and pay for proven experience and results. Box 763K, BROADCASTING.

Programmer Available. I believe in progressive, quality radio. Present employer doesn't. Forward looking manager-owner, you need information programming. 39, married, 13 radio. Box 764K, BROADCASTING.

Program Director—Promotion Man! Sales-budget minded! Air work too! Box 772K, BROADCASTING.

Newscaster—Late Nite Talk Show Interviewer! Audience Getter! Money-maker! Box 773K, BROADCASTING.

Experienced program director desires challenging opportunity. Knows music, production, station administration. Prefer northeast. $150. Box 783K, BROADCASTING.

News, sports. Experienced, 24, masters degree in journalism. Radio or tv. Minimum $125. Box 791K, BROADCASTING.

Top flight music director and first class air personality with wide knowledge of classical and finest pop music, presently employed, desires position as music or program director with progressive fine music station preferably in the west. 10 years in radio as announcer, continuity writer and producer, music librarian plus experience writing commercials and publicity and editing program guide. Finest references. Box 754K, BROADCASTING.

U. of Minn. college lad having jabbered on air in 3 provincial Midwest stations desires NBC presidency or white-collar position in New York radio to begin early or mid May. Innately musical with keen ear plus pro music study. Feels today's contemporary sound. Perhaps phase of musical programming? Mainly a consuming desire to be associated with radio in this urban center. Box 816K, BROADCASTING.

Program Director-Announcer. Age 28. Married. 8 years in radio. Experienced in all phases of good music operation, including FM stereo. Box 818K, BROADCASTING.

Veteran, mature, news and sportscasting. Radio and tv. Top references. Box 819K, BROADCASTING.

TELEVISION

Help Wanted—Management

Assistant General Sales Manager for major market tv station in East. Top opportunity for salesman with knowhow and initiative. Send complete resume now to Box 713K, BROADCASTING.

Sales

Immediate opening for experienced television salesman. VHF station major midwestern market. Established account list awaits man eager to move to bigger market. Guarantee plus unusually attractive commission scale. Retirement and insurance programs. We want a man capable of earning a 12 to 14 thousand dollar annual salary. Box 651K, BROADCASTING.

Immediate opening for local-regional tv sales representative for midwest ABC affiliate, previous sales experience necessary. Complete resume and photo requested. Box 716K, BROADCASTING.

Midwest TV station must add Account Executive. Expanding local potential. City population over 100,000. Excellent salary plus commission arrangement. Minimum one year successful tv sales. Send complete resume, including billings, plus photo. Box 743K, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Immediate opening for local-regional TV salesman for midwest ABC affiliate. Previous broadcast sales experience necessary. Complete resume and photo requested. Box 716K, BROADCASTING.

KAIL-TV needs experienced radio or tv salesman for sales manager. Good guarantee, good future. Send resume Box 2386, Fresno, California.

Western sales manager for western television station. We need an aggressive local sales manager for our NBC affiliated TV station in Idaho Falls, Idaho. Station is located in a growing area. Channel 8, with maximum power, gives service to 87,000 TV homes. Excellently equipped to do an outstanding local job for local advertisers. Pay commensurate with experience, ability, and productivity. Apply giving experience, personal history, references, and desired starting pay. Write to Mr. Brady, KIFI-TV, P. O. Box 2148, Idaho Falls, Idaho.

Local tv salesman required by expanding group operation. Call or write WPTZ, Plattsburgh, N. Y. Area code 518, JO 1-5555.

Announcers

North Florida VHF television station looking for experienced, versatile staff announcer. Average base plus talent. Fine opportunity for the right man. Box 745K, BROADCASTING.

Newsman for tv and radio stations in midwest. Ability to gather, write, and present news is essential. Excellent opportunity to expand in news field with multiple ownership operation. Box 747K, BROADCASTING.

Need a good announcer for television. Experience in television not an absolute must. Will involve on camera and booth work. Send complete information, including picture, resume of experience, salary requirements and audition tape to . . . Box 738K, BROADCASTING.

Wanted—tv newscaster who can write, who can dig for news when necessary, who can do a newscast with authority, and who wants to make a place for himself in the area. We are adding, not replacing. Send complete information, picture, salary requirements, kine if possible, audio tape if no kine available to Box 739K, BROADCASTING.

New vhf, NBC affiliate needs 2 versatile, experienced announcers. Applicants must be able to handle various commercial duties; perform sincere, penetrating news, weather, sports programs; and exhibit considerable showmanship. Personal interviews will be required. Include full resume, audio tape, sof or silent footage and photo in first letter to: Manager, WCIV-TV, Room 2-S, Sergeant Jasper Bldg., Charleston, S. C.

Wanted: On-camera newsman with experience as a reporter-writer and able to use 16mm camera. Will be part of two city newscasting team. Please submit resume including salary requirements, recent photo and audio tape. Richard O'Neill, WICD, Danville, Illinois.

Technical

Major network station has number of vacation relief jobs immediately available. TV studio—field experience. 1st class phone. Salary range from $117 per week depending upon experience. Reply Box 718K, BROADCASTING.

Experienced maintenance engineer. All GE transmitter and microwave equipment—One KW. . . . Write or contact Harold Gann, Channel 21, Hanford, California.

Engineer with 1st phone to work all phases of engineering in tv station in Central South Dakota. Contact John Gort, C. E. KDLO-TV, Garden City, South Dakota.

Wanted: Engineer-switcher, first phone required. Contact K. H. Karr, Chief Engineer, KTVC-Ensign. Telephone: Montezuma, VIctor 6-3632.

Help Wanted—(Cont'd)

Technical

Immediate opening for tv technician experienced in studio maintenance and operation. Ampex VTR maintenance experience desired. Must be ambitious, dependable and have first phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Chief Engineer, WLAC-TV, Nashville, Tennessee.

Engineers: TV studio operations. Summer relief positions available immediately, approximately 6 months' duration. Must have first class Radio-Telephone license. Please forward resume and references to Mr. A. H. Jackson, Supervisor, Engineering Department, WTIC-TV, 3 Constitution Plaza, Hartford, Conn. Telephone: 525-0801.

Production-Programming, Others

Wanted: TV newsman with radio or tv news experience who likes to dig for news as well as be on-camera. Box 383K, BROADCASTING.

Wanted for future expansion. Video transmitter engineers, announcers, cameramen and projectionists. Box 632K, BROADCASTING.

Top VHF in northeast has opening for news director. Individual must have organizational and administrative ability particularly in regard to a tv operation. On-camera experience preferable, but not a prerequisite. Box 633K, BROADCASTING.

Television station in major Southwest market has opening for strong newscaster. Will consider solid second man ready to move up to major news slot. Send resume, sof or VTR audituin to: Box 817K, BROADCASTING.

New VHF, NBC affiliate needs 2 creative, experienced, production supervisors. These men are versatile, skilled directors now, capable of assuming advanced responsibilities. Apply—Manager, WCIV-TV, Room 2-S, Sergeant Jasper Bldg., Charleston, S. C.

Male or female creative continuity writer. Immediate opening. Must be self starter. Emphasis on local writing. Full station benefits—Send pix—resume—references. Bob Smith, Program Director, WTVO-TV, Rockford, Illinois.

TELEVISION

Situations Wanted—Management

Professional Program/Production Manager. Recently resigned Advertising Agency V.P. returning to only love. 14 years in all creative and mechanical phases of program and commercial production, 10 years at station level. Skilled in wearing that extra "hat" when required. 35, married, excellent professional references. Northeast preferred. Box 735K, BROADCASTING.

Sales management midwestern tv or radio. Will exchange experience, hard work and enthusiasm for advancement. 16 years broadcasting. 1947-1953 radio announcing, production and sales. 1953—Television (VHF and UHF) sales. 38 years old—married—Community minded. Let's get together and talk about it. Box 736K, BROADCASTING.

Salesmanager, experienced top producer in television local and regional sales. Records of performance. Best references. Small to large market. Box 768K, BROADCASTING.

Don't confuse the forest for the trees. Hire an expert salesmanager. Box 806K, BROADCASTING.

Looking for a strong TV Promo Manager? Here's a 31 year old college grad with 9 years in tv-radio. National award-winner with major market experience looking for ambitious station in top 50 market. References you know—all systems are go! Box 751K, BROADCASTING.

AGENCY-ADVERTISER

Experienced production assistant. College. Excellent references. Resume. Want opportunity to work and learn. Box 706K, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Experienced, successful research executive has the creative flair and instinct for good promotion that makes facts sing. Former newspaper columnist and big-agency copywriter—trained in the tough disciplines of serving blue ribbon clients. Hep in marketing—creative persuasive presentations have delivered billing totaling millions. Currently serving well-known research service. Formulates own plans, designs questionnaires for pretest, writes and delivers the final reports. Excellent boardroom and platform personality. Sense of humor, a hard worker, no ulcers. No tedious shotgun "resumes" at this point please—but full documentation and references upon meeting. New York area only. Box 210K, BROADCASTING.

Announcers

Professional announcer. Nearly 20 years broadcasting including 3 years TV. College graduate with community theatre experience. Seeking employment at creatively managed TV station where I can use present skills and develop new ones. Box 757K, BROADCASTING.

Technical

TV engineer 11 years experience xmtter—studio control room operation. Some film slide projector camera chain. Veteran Signal Corp radar op. Versatile willing worker age 52. Presently self employed—tv service. Will relocate 500 miles NYC. Salary second to gain more experience. Box 777K, BROADCASTING.

15 years experience all phases of radio and TV studio operation, programming, production. Prefer combination engineering and programming in medium Southeastern market but will consider other areas. FCC first class license. Box 786K, BROADCASTING.

Engineer, first class, experienced VHF-UHF-Radio maintenance and installation. Box 821K, BROADCASTING.

Production-Programming, Others

Director - writer - producer seeks position with challenge, responsibility and future. Box 387K, BROADCASTING.

Program-Production Mgr., 8 years experience. Thorough knowledge of programming and production with ability to train personnel. Box 731K, BROADCASTING.

Summer Job—production experienced. 23. student Michigan State, TV major. Work anywhere, available June 11-September 25. Resume upon request. Box 761K, BROADCASTING.

Production Manager employed at metro station desires position as program or operations manager in medium market. 12 years experience in programming, production and engineering. Prefer Southeast but will consider other areas. Box 787K, BROADCASTING.

There I was—A successful major-market newscaster—when the small station management bug bit me. Now the station has been sold and I want to return to newscasting permanently. TV, radio or both. Western states only. Ten thousand yearly. Box 802K, BROADCASTING.

Radio-TV newsman, 6 years. Experienced in reporting, writing, broadcasting. Box 801K, BROADCASTING.

FOR SALE

Equipment

1 KW 20 V Collins transmitter, extra tubes, all parts not 1½ years old in transmitter. Come see it in operation. Box 725K, BROADCASTING.

Western Electric 503 B-2 FM 1kw transmitter. Best offer takes. Box 741K, BROADCASTING.

1000/250 watt AM transmitter. Used only three months. First cash offer over $3300.00 takes. Box 782K, BROADCASTING.

For Sale—(Cont'd)

Equipment

Make a very substantial profit the first year by selling advertising locally on a Trans-Lux news sign. Purchase a used 41 foot long signed panel and all the necessary equipment in good condition at one-half usual price. Box 803K, BROADCASTING.

Vega wireless microphone good condition $140.00 or best offer. Box 815K, BROADCASTING.

Model 66 RCA modulation monitor. Good condition; FCC approved—$175.00. KFRO, Longview, Texas.

RCA 5kw tv transmitter. Low band, presently on Channel 5. Complete with transmitter console, harmonic filters, sideband filter, diplexer, dummy load, and demodulators. Available now. KCSJ-TV, Pueblo, Colorado.

RCA ET4250 100-250 watt broadcast transmitter in service since 1936. $300.00. Contact R. L. Baker, 212 N. Indiana Ave., Goshen, Indiana.

250 watt AM transmitter—RCA 250L. Good condition $595.00. Bauer Electronics Corporation, San Carlos, California.

2-Bell & Howell 614 CBVM Television Vidicon projectors. Both used less than 2200 hours and are in excellent condition. Contact Al Hillstrom, Chief Engineer, KOOL-TV, 511 West Adams, Phoenix, Arizona.

Tapes. 1200′ 99¢; 1800′ $1.29. Free catalog. Box 3095, Philadelphia 50.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Now available—tremendous savings. 25 kw notch diplexer Alford Model 1052. Used one year. Ch. 11. RCA vestigial sideband filter RCA MI19085AH Ch. 11. 50 kw diplexer RCA MI19394. 1200′ Teflon 3-1/8″ coax complete with hangers and connectors. 4 6-1/8″ spring line hangers. TS-10A RCA video switcher. 2 RCA high voltage transformers for RCA 25 kw transmitter. WLUK-TV, Green Bay, Wisc.

Complete Studio Broadcast console. Gates Studioette, 2 Pirouette 12 Inch Turntables, pre-amps, Livingstone 16 inch pickups w/GE Cartridges, and Custom console desk mounted. Cost $1549.00 3 years ago. Sacrifice $800.00 complete. Contact Howie Sturtz, WCCN, Neillsville, Wisconsin, SHerwood 3-3333.

For Sale. W.E. 504B2 FM 3 k.w. transmitter. W.E. 5A FM monitor. 37M4 Collins 4-bay antenna 280 ft. 1⅝″ Andrews Coax, elbows, hangers and miscellaneous fittings. All tuned ready to operate on 102.7 m.c. Contact Henry Fones, C. E., WDIA, Memphis, Tenn.

ERCO type 500-T FM exciter 15 watts at carrier or ½ carrier frequency. Includes 1 67 k.c. sub carrier, second can be added, 3 years old. Cost, $4700; excellent condition. Will consider reasonable offers—WGLI, Babylon, N. Y.

Seeburg Library Unit—Model 200LU in excellent condition complete with high fidelity pre-amplifier. Limed oak cabinet with glass door. 200 play selectomatic unit excellent basic unit for automation. Price $495.00 FOB Phoenix. Vinson-Carter Electric Company, 4444 E. Washington St., Phoenix 34, Arizona.

Unused transmission equipment 1 5/8″ Andrews, 51.5 OHM Teflon Line, $40.00 for 20′ length; ⅞″ ditto, 90¢ foot; 6 feet. Dishes with hardware, $150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Wanted—TV studio equipment. State model, price and condition. Box 609K, BROADCASTING.

Wanted—by our clients. Radio, FM, and TV test and measuring equipment. "Thirty years in Broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Want used 7 or more channel console in A-1 condition. Also want used 1000 watt antenna coupler with remote diode meter unit, used turntable arm, used Gray 602C equalizer. Also want tape equipment. Have Gates M3388 4 channel console for sale or trade. K. B. Beach, Box 833, Walterboro, S. C. (WALD)

Wanted for cash—used water cooled tubes. Types: 892, 6333, 5606, etc. In good condition or surplus new tubes. Advise type, quantity, condition, make and price. Electronic Laboratories Supply Co., 7208 Germantown Ave., Philadelphia 19, Pennsylvania. Phone Chestnut Hill 8-2700.

Wanted—G.R. Monitor, RCA Filterplexer, Antenna for UHF Channel 36. Have monitor and filterplexer for Channel 19. WMVS, Milwaukee, Wisconsin.

WANTED TO BUY

Stations

Will invest small down payment and assume complete managerial duties in station needing on the job owner operator. Will purchase all or part. Apply Box 732K, BROADCASTING.

Interested in purchasing radio station. Long on experience and short on down payment. Box 733K, BROADCASTING.

Management team (husband and wife), currently owners of successful radio properties with local managers, are available to manage and invest in an additional property (New England-Mid-Atlantic States). Highest financial and business references available. Box 753K, BROADCASTING.

Want to buy 250 to 1000 watt station in black—small or one station market. Good terms—Oklahoma or Texas preferred. Consider others. Reply Box 784K, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics. 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting May 9, July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be a Disc Jockey. Learn announcing & engineering—FCC 1st class license. Nation's leading D.J.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio, Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Instructions—(Cont'd)

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

MISCELLANEOUS

Before you program next weeks material investigate a service providing interviews with topical celebrities and exciting coverage of special events—emanating from New York City. Box 804K, BROADCASTING.

We Guarantee increased ratings with fantastic Lange (one)—Liners! Demonstration record free! Lange, 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

Instant gags for deejays!—100 gag topics available such as Radio, Weather, Traffic, Tv, etc. Write for list Show-Biz Comedy Service (Dept. B) 65 Parkway Court, Brooklyn 35, New York.

BUSINESS OPPORTUNITY

Investors—Capital wanted for new Miami Beach, Florida maximum power full-time radio station. Contact Box 762K, BROADCASTING.

RADIO

Help Wanted—Management

PROGRAM DIRECTOR

Exceptional opportunity in major Ohio market for seasoned broadcaster with ability and know how. Outstanding adult station in a wonderful area for your future. Send complete resume, picture, tape, immediately in confidence.

Box 690K, BROADCASTING

NEW 10,000 Watt AM

in major mid-South, excellent radio market. Can you and your organization show *proven success,* financial responsibility, and creative ability to launch this new highest powered independent in a 3 TV, 8 AM, 2 newspaper market.
Contact Second Thursday Corporation, Life & Casualty Tower, Nashville, Tennessee.

Production—Programming, Others

GAL FRIDAY . . . for Michigan's #1 out-state Radio Station! Shorthand and typing, do specialty air work. Chance for radio writing production in public service field. Work with greatest staff in Michigan's vacation paradise. Contact Gene Milner, General Manager, WTAC, Flint, Michigan. Send complete resume, references, and photo.

Help Wanted—(Cont'd)

Announcers

MAJOR EASTERN MARKET

offers opportunity for creative mature air personality on quality station who can originate daily program (3 hours) while supervising over-all station production. Excellent salary and future for competent individual. Mail tape, picture and resume. All replies confidential.

Box 658K, BROADCASTING

RADIO

Situations Wanted

Production-Programming, Others

IF YOU WANT CREATIVITY AND A PROGRAM DIRECTOR WITH IDEAS FOR THE FUTURE . . . I'M READY NOW. Under 30, steady, bright, presently employed 3 years in this top 20 market, best references #1 ratings, top 40. Professional radio career man. Want opportunity to expand my abilities. COMPLETE RESUME SENT UPON REQUEST.

Box 746K, BROADCASTING

TELEVISION

Help Wanted

TV POSITIONS AVAILABLE

CP recently granted. Interim operators of Channel 9, Syracuse, N. Y., invite immediate complete written applications for positions of:

General Manager
Program Director
Sales Manager
Chief Engineer

Attractive compensation. Replies confidential. Address replies to Asher S. Markson, President, Channel 9, Syracuse, Inc., 351 South Warren St., Syracuse 2, New York.

Sales

"PRIME AVAILABILITY"

For outstanding time salesman! Requirements: experienced, aggressive, enthusiastic. Excellent opportunity for advancement in group operation. If you are this man, call or write Terry Atkinson, WJW-TV, Cleveland, Ohio . . . TOwer 1-6080.

Help Wanted—(Cont'd)

Technical

TV CHIEF ENGINEER—MIDWEST VHF

Able to plan and supervise installation of new transmitter and studio facility. Good shop, good crew. Immediately need outstanding manager—oriented administrator. Top salary.

Box 797K, BROADCASTING

TELEVISION

Situations Wanted—Management

ATTENTION!

Due to my principals' decision to drop tv application, I am now looking for a television operation in need of a man with 28 years broadcast experience: began in radio, 1934 and in television, 1949. Can furnish excellent references guaranteeing a reliable, imaginative management man, with know-how and showmanship to run a profitable, prideful operation.

Box 795K, BROADCASTING

INSTRUCTIONS

FIRST PHONE IN 6 WEEKS

Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned classrooms. American Academy of Electronics. 303 St. Francis St., Mobile, Alabama.

EMPLOYMENT SERVICE

Moving West?
TV/RADIO PERSONNEL—
Register now!
We are listing Active, Talented people, looking for better jobs . . .
MANAGEMENT/DIRECTORS/ WRITERS/PRODUCERS/ ANNOUNCERS/SALES—
Write or send Resume to:

ADS-ASSOCIATED PERSONNEL SERVICES

P.O. Box 2343—Salt Lake City 10, Utah
(Suggestion: Clip this ad for future reference)
*Licensed & Bonded

JOBS
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW
WALKER EMPLOYMENT SERVICE
Jimmy Valentine
83 So. 7th St.
Broadcast Division
Minneapolis 2, Minn.
FEderal 9-0961

BUSINESS OPPORTUNITY

RETIRED AT 42½, READY TO GO AT 43

Owner of special sales promotion after a session with the rocking chair is back. Open for all offers. Will invest or buy Radio Station. Write:

Box 674K, BROADCASTING

Business Opportunity—(Cont'd)

MULTIPLEX CHANNEL AVAILABLE
Ideal for background music
—81,000 Watts—
For details write
WAEZ
Deauville Hotel
Miami Beach, Florida

$179,742 to Writers

Your unpublished manuscript may be valuable! Our famous subsidy plan has returned $179,741 to writers (mostly beginners) in the past six years. We will publish, advertise, promote your book and pay you 40% of retail price. Send for FREE BROCHURE. BR. Pageant Press, 101 Fifth Avenue, New York 3.

MISCELLANEOUS

ATTENTION:
STATION MANAGERS!
NOW YOU CAN:

- *INCREASE BILLINGS*
- *BUILD RATINGS . . . AND*

CUT DOWN OVERHEAD AT THE SAME TIME

Your local station can have an air staff *second to none!* Top announcers, deejays, radio personalities and vocal groups from Hollywood . . . will record expertly produced to your specifications:

- *COMMERCIALS*
- *CUSTOM JINGLES AND IDs*
- *STAR BREAKS AND VARIED PROGRAM MATERIAL*

All designed for *your* kind of radio at a low one-time cost for unlimited use. PLUS . . . a *great new* station promotion! At last the modern broadcast service with a "local feel" that can fill all your needs because we *understand* them.

WRITE *RIGHT NOW* FOR FACTS, AUDITION TAPES, PRICES TO:

PREVIEW PRODUCTIONS INC.
"New Concepts and Ideas to See and Hear"
6927 Varna Avenue
Van Nuys, California
POpular 5-9658

Now producing PREVIEW RECORDS (audio intermission trailers) for theatres throughout the U. S. distributed by National Screen Service.

ATTENTION!

Announcing a new service for radio stations, large or small. FIRST AIDS FOR RADIO will produce custom tailored commercials, contests, station breaks and news openings for your station at low cost to you. SEND TODAY, for your free audition tape. Write to: FIRST AIDS FOR RADIO, P. O. Box 385, Algonquin, Illinois.

For Best Results You Can't Top A CLASSIFIED AD in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Miscellaneous—(Cont'd)

WRECK
LOST: RECORDS, PAPERS, ORDERS.
Truck, Automation, orders from BOOTH 22 W
AITKEN COMMUNICATIONS, Inc.
305 Harrison St.
Taft, Calif.
in an accident on Will Rogers Turnpike on return trip to California. I need to locate the people who visited me at the NAB. If you will forward me the Automation requirements furnished at the Convention, I can provide you with the information requested. Orders for equipment can't be filled unless I can contact you.

FOR SALE

Stations

MIDWEST FM WITH MULTIPLEX
Good Market
New Equipment
$25,000 CASH
Box 778K, BROADCASTING

SHERIFF SALES

500 Watt station—WTHR, 1480, at Panama City Beach, Florida. To be sold at Bay County Court House May 9, 11:00 A.M., Central time.

Ala	single	daytimer	$ 85M	terms
Ky	single	daytimer	75M	$29M
Fla	medium	fulltime	275M	$110M
Ga	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Tex. metro regional, absentee owned, 1961 cash flow $60,000. $250,000 with $50,000 down—Tex. major FM. $75,000 with 10% down—Tex. regional single $70,000—Tex. f.t. single $70,000—Tex. medium f.t. $160,000—Ark. medium regional $150,000—Ark. regional single $78,750—Ark. major f.t. regional $180,000—La. regional single $45,000—Colo. regional single $50,000—Okla. single, making money $95,000—Tenn. major power, billed over ¾ million yrly past several yrs. $350,000 23% down—Ga. regional single $50,000—Ga. regional single f.t. $75,000 with $15,000 down—Fla. f.t. single $45,000 with $10,000 down—Fla. medium regional $95,000—Fla. medium f.t. power $175,000—Fla. medium regional $145,000—Miss. single $45,000—Tex. major regional $200,000, just $25,000, bal. 10 yrs. no interest! Contact:
PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

WEST NORTH CENTRAL. Top market in area. Daytime. Gross $105,000 in 1961. Asking $150,000. 29% down.
NORTHWEST. Medium market. Absentee owned. Gross $85,000 in 1961. Asking $125,000 plus assumption of $30,000 in obligations.
SOUTHWEST. Exclusive. Full time. Absentee owned. Doing $50,000. Asking $80,000. Very excellent terms to qualified buyer.
SOUTHWEST. Top market in state. Full time. $425,000. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Continued from page 84

Req: 1400kc, 250w, 1kw-LS, unl.

BP-14907: KLIC Monroe, La.—Dr. Frank P. Cerniglia. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14914: KTLD Tallulah, La.—Howard E. Griffith. Has: 1360kc, 500w, D. Req: 1390kc, 1kw, D.

BP-14921: NEW Melbourne, Fla.—Dowdy, Vaughn & Co. Req: 1560kc, 5kw, DA, D.

BP-14923: KSIX Corpus Christi, Tex.—Corpus Christi Bcstg. Inc. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14924: WJPA Washington, Pa.—Washington Bcstg. Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-14925: NEW Brainerd, Minn.—Greater Minnesota Bcstg. Corp. Req: 1340kc, 250w, unl.

BP-14927: KBTM Jonesboro, Ark.—Patteson Brothers. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-14931: WTHR Panama City, Fla.—Gulfcoast Radio Inc. Has: 1480kc, 500w, D. (Panama City Beach, Fla.). Req: 1480kc, 500w, D. (Panama City, Fla.).

Application deleted from public notice of Dec. 9, 1960:

BP-13660: KOPR Butte, Mont.—Copper Bcstg. Co. Has: 550kc, 1kw, DA-N, unl. Req: 5550kc, 1kw, 5kw-LS, DA-N, unl. (Assigned new file number: BP-14862).

Applications deleted from public notice of May 5, 1961:

BP-13839: WAIR Winston-Salem, N. C.—Forsyth Bcstg. Co. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl. (Assigned new file number: BP-14937).

BP-13861: NEW Minden, La.—Champion Bcstrs. Inc. Req: 1380kc, 500w, D. (Assigned new file number: BP-14933).

BP-13878: KWBE Beatrice, Neb.—Mia Enterprises Inc. Has: 1450kc, 250w, unl. Req: 1590kc, 1kw, 5kw-LS, DA-2, unl. (Assigned new file number: BP-15372).

BP-13884: KFIV, Modesto, Calif.—Modesto Bcstg. Co. Has: 1360kc, 1kw, DA-N, unl. Req: 1360kc, 1kw, 5kw-LS, DA-2, unl. (Assigned new file number: BP-15033).

Application deleted from public notice of July 11, 1961:

BP-14059: WJOE Ward Ridge, Fla.—Little Joe Enterprises. Has: 1570kc, 250w, D. Req: 1530kc, 1kw, D. (Assigned new file number: BP-15326).

Application deleted from public notice of September 11, 1961:

BP-14245: NEW Napoleon, Ohio—The Downriver Bcstg. Assn. Req: 1540kc, 500w, DA, D. (Assigned new file number: BP-15412).

Rulemakings

■ Commission invites comments to notice of proposed rulemaking looking toward deleting commercial ch. 44 from Pulaski, Tenn., and assigning it to Huntsville, Ala., for noncommercial educational use. This was petitioned for by Alabama Educational Tv Commission. Action April 25.

■ Commission invites comments to notice of proposed rulemaking looking toward deleting ch. 26 from Richmond, Ind., and shifting it to Anderson, where it formerly was assigned. James A. Chase and William J. Wheat petitioned for channel return so they may apply for cp using that channel and technical equipment and site of former station WCBC-TV in Anderson. Action April 25.

For Sale—(Cont'd)

Stations

GUNZENDORFER

ARIZONA NEW LISTING. $10,000 down. Asking $70,000 for single station mkt. fulltimer. *"A GUNZENDORFER Exclusive."*
CALIFORNIA "BIG POWER" FULL-TIMER. Asking $200,000 with $90,000 down.
OTHER BUYS IN COLORADO, $87,500; ARIZONA, $78,000; CALIF., $115,000; OREGON $75,000.

WILT GUNZENDORFER AND ASSOCIATES
Licensed Brokers *Phone OL 2-8800*
8630 W. Olympic, Los Angeles 35, Calif.

"Your grandchildren will grow up under Communism!" *says* NIKITA KHRUSHCHEV





Will the Soviet threat come true? Will your grandchildren live under Communism? Forget God? Salute the Soviet flag? "Never!" you say. But are you sure? How can you oppose Communism? One sure way is to help Radio Free Europe.

The voice is that of Nikita Khrushchev.
The audience is American.
"*Your grandchildren will grow up under Communism!*" he shouts.
Will your children live to see
the Free World die?
Forget God? Salute the Soviet flag?
"Never!" you say. But are you sure?
What can you do to oppose Communism?
There is one sure way.
Help *Radio Free Europe.*

What does it do?
Every day, to 79 million captive people behind the Iron Curtain, it broadcasts news of the outside world.
It helps keep these people from turning to Communism. The Poles, Czechs, Bulgarians, Rumanians and Hungarians.
It keeps alive their friendship for America. It reaches over 90% of these people, despite Communist jamming.
Thousands of letters echo the plea:
"*God Bless You! Please keep Radio Free Europe on the air!*"

These people are the buffers between Russia and the Free World.
They pose a major obstacle to the Russians starting any war. *And Radio Free Europe is their strongest link with the Free World.*

But Radio Free Europe depends on individual Americans for its existence.
How about it?
Will you help? . . . Give a dollar?
. . . Give five dollars? . . . or more?
Surely your heart tells you to
give something so that our children—
and all children—shall live
in freedom throughout the world.

Give Now To . . . RADIO FREE EUROPE

The American People's Counter-Voice to Communism

Mail your contributions to: Radio Free Europe Fund, P. O. Box 1961, Mt. Vernon 10, New York

ADVERTISING COUNCIL · PUBLIC SERVICE ·

OUR RESPECTS to Harold Edward Mott, partner, Welch, Mott & Morgan

A plugger and a fighter in the field of communications law

Hal Mott, the Washington communications attorney who earlier this year was elected president of the Federal Communications Bar Assn., sometimes seems brusque—he talks rough and acts tough. From this, many of his colleagues have the idea that he worked his way up from the Merchant Marine or the Marine Corps. But that isn't true at all. Mr. Mott taught high school Latin and English for two years in his home state of Arkansas before coming to Washington in 1935, and then was a clerk in the Dept. of Agriculture's Agricultural Adjustment Administration.

He's a fan of long-hair music, especially opera. And he's devoted more than a minimum of his busy time to philanthropy as well.

One of the projects close to his heart is helping young boys released from federal jails to get a new start in life. This youth-rehabilitation plan is one of the major programs carried on by the National Exchange Clubs, and Mr. Mott pushed it hard when he was president of the national organization in 1955-56.

Mr. Mott was also responsible for organizing the Baltimore chapter of the Circus Saints & Sinners, of which he was president in 1960-61. He's also past general counsel of this national organization.

Freemasonry has claimed a lot of Mr. Mott's attention. He's a 32nd Degree Mason and served as a master of his D. C. lodge in 1948. He is now a member of the by-laws committee of the Grand Lodge in Washington.

When Hal Mott was younger, he sang a great deal. He still does—and it's something to hear a group of lusty members of the bar at the annual FCBA revel being led in close harmony by non-smoking, non-drinking Hal Mott. He was a member of his college glee club and his church choir, and for a time he was the tenor of a mixed quartet which presented concert versions of famous operas.

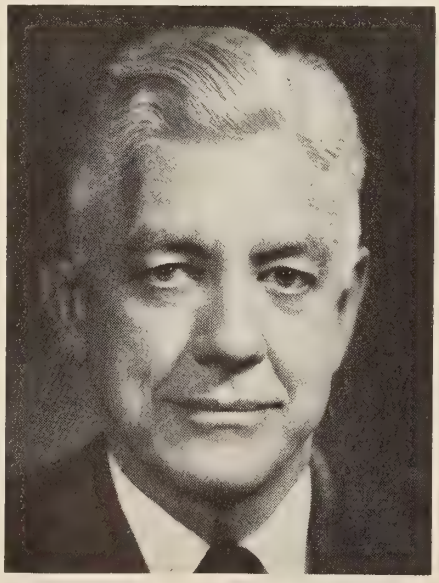
A Home for the FCC ▪ Mr. Mott is a get-things-done kind of man. One of the first moves he made when he took over as president of the FCBA was to organize a committee of lawyers, engineers and others interested in broadcasting and communications to undertake a project dear to the hearts of all who have dealings with the FCC—getting the agency its own building.

Ever since its establishment in 1934, the FCC has occupied quarters in the Post Office Dept. building in Washington. The idea, almost from the beginning, was to put the commission into its own building, but up to now this hope has never been realized. It's just possible that Mr. Mott may be the one to put it across. He's a plugger and a fighter, as his opponents can testify.

Fort Smith Boy ▪ Harold Edward Mott was born Feb. 3, 1913, in Fort Smith, Ark., next door to the local firehouse—and, like an old firehorse, he's ever ready to answer an alarm. He was educated in the public schools of Fort Smith, followed by two years at that city's junior college. From there he went to Arkansas State Teachers College at Conway, majoring in Latin and English. He received his bachelor's degree in 1933. While in college, he was a member of the debating team and feature editor of the school newspaper. He was a double-threat man in track, running both the half-mile and the mile.

After graduation, he taught Latin and English at Searcy (Ark.) High School for two years. Then, in order to pursue his long-time goal of studying law, he left Arkansas for Washington, where his first government job was as an audit clerk with the AAA.

Surviving the New Deal ▪ In those New Deal days, wholesale firings were commonplace. Mr. Mott noticed, however, that stenographers were almost never discharged. He therefore enrolled in Strayer Business College, Washington, to learn the pothooks of Gregg and the keyboard of a Remington. In due course he advanced to the new status of stenographer. During this period, he volunteered and was accepted as a part-time secretary to his home-district congressman, Rep. John E. Miller (D-Ark.). He would work in the congressman's office from 8:30 in the morning to 3 p.m. and then rush over to his Dept. of Agriculture job which began at 4 p.m. and lasted until 11 o'clock at night. In six months he had his speed—120 words per minute in shorthand and 60 wpm on the typewriter.



Harold Edward Mott
A get-things-done man

In 1936 he entered Georgetown U. Law School, continuing with his stenographic job at the Dept. of Agriculture late afternoons and nights.

William Dempsey, then FCC general counsel and a Georgetown alumnus, had asked the dean of the law school to send Georgetown graduates to the FCC. Mr. Mott was one of those recommended when he graduated in 1939. He joined the commission as a trial attorney, and trial work has been his favorite arena of the law ever since.

Although not much of his work made headlines, Mr. Mott recalls that he was the commission counsel in the Ashbacker case after it was returned to the FCC by the U. S. Supreme Court. In this case, the Supreme Court upheld the right of an applicant to a hearing in a competitive situation before the FCC could deny its application.

Mr. Mott's war record is above average. He holds the Bronze Star and the Presidential Unit Citation with seven battle stars for intelligence work. He's now a colonel in the Air Force Reserves (Judge Advocate General's Dept.).

To Private Practice ▪ After one year back at the FCC, he and Vincent B. Welch formed the private law firm of Welch & Mott, now Welch, Mott & Morgan. Edward P. Morgan, FBI chief inspector, joined the firm in 1946.

The firm has been active in communications trial work ever since, and is presently representing applicants for each of the three vhf drop-ins (Syracuse, Rochester and Grand Rapids).

Mr. Mott is a member of the District of Columbia, Maryland and Supreme Court bars. He is also a member of the American Bar Assn. and of the American Judicature Society.

He married Louise Fowler of North Carolina, who'd been one of his colleagues at the Dept. of Agriculture, in 1937. He is the father of three girls—Madelyn, 19, a student at Purdue U.; Denise, 14, and Deborah, 12, at home. He is a member of the Congressional and Army-Navy Country clubs and of the Bradley Hills Presbyterian Church.

Mr. Mott's pride and joy is a 52x36-ft. swimming pool on his three-quarters of an acre in Bethesda, Md. That's quite something for a boy from Arkansas who started out as a teacher.

Profit protection

THE preliminary arrangements will be set this week for industry-government conferences on ways to reduce competition among radio stations.

If the parties insist on going through with this, we suggest it is only consistent that they attack the competition problem in television as well.

The reason advanced by both the NAB and the FCC for considering the radio population problem is that a large percentage of radio stations are losing money—33% in 1960, the latest year for which figures are available. According to this reasoning, the loss operations, in their desperate struggle for survival, are forcing all stations to depress rates and program standards. Reduce the competition, this argument goes, and all of radio will be improved.

What nobody has mentioned yet in this discussion is that a substantial percentage of television stations are losing money too—23% in 1960, 25.4% in 1959. If economic indicators like these are to be used as the justification for a drive to reduce radio population, it is no more than logical that they be used to justify a drive to reduce television population too.

The NAB informally assured us last week that it would avoid seeking economic protection in its radio "overpopulation" conferences. We hope it will also avoid further references to economic problems as the reason for the conferences. Radio, as we have said repeatedly, is troubled by technical problems. More stations have been allowed to go on the air than the air will accommodate without interference. That problem alone is enough to challenge any industry-government conference. But let the conferees get into economics as either a reason for the conference or a problem to be solved and the next step automatically leads to government control of profits.

One-man band

IN some of its appraisals of FCC efficiency the management study made by Booz, Allen & Hamilton cannot be faulted. As now constituted and financed, the FCC is failing to cope successfully with its enormous workload.

But the corrections that Booz, Allen & Hamilton have proposed would create more problems than they would cure. Assuming their adoption, which is unlikely, the recommendations would install so much authority in the office of the FCC chairman that the other members of the commission would degenerate into figureheads.

The management consultants would make the chairman "the chief executive officer in fact as well as name" and would create a new position of executive director "located in the personal office of the chairman." All staff elements except opinion writers, hearing examiners and a proposed review board would report to the executive director.

In this arrangement dictatorial authority for the chairman is implicit. Even though the executive director were, as Booz, Allen & Hamilton recommended, "an administrator of great competence, and a nonpolitical career official" he inevitably would become the captive of any strong FCC chairman. If Booz, Allen & Hamilton thinks a civil service executive director could function under a chairman with whom he disagreed, the consulting firm needs a refresher course in practical politics.

Given broad authority and an executive director for a hatchetman, any chairman could quickly gain control of all key staff positions in the agency. From then on, the neutralization of the other commissioners would be only a matter of time. All the information flowing to them from the staff would be flavored to the chairman's liking. That flood could be resisted only by a commissioner equipped with a staff as big as the one under the chairman's command. Inevitably, many votes would be cast on the strength of one-sided intelligence.

The reorganization proposed by Booz, Allen & Hamilton could be achieved by vote of the FCC itself; no legislation is necessary. We doubt that a majority of present commissioners could be persuaded to vote itself into oblivion, but as terms of present commisisoners expire—at the rate of one a year—the President is in a position to alter the voting power of the commission. Through replacement of dissenters and pressure on incumbents it might be possible to get a majority vote for the Booz, Allen & Hamilton plan in the next couple of years.

If that is the intention of this administration, it can be thwarted only by Congress. We doubt Congress wants an FCC that is a feudal enclave under the indisputable control of one man, whoever he may be.

Second-class citizen

THE broadcaster, in this election year, is a second-class citizen. If he appears on the station from which he earns his livelihood, whether he is owner, executive or subordinate, it is futile for him to become a candidate for any elective office—local, state or federal.

Futile because all of his opponents would be entitled to equal time, and for free.

Last week we checked several members of the FCC and key officials of its Broadcast Bureau after learning of the plight of a small market station president-manager who had been importuned to run for the state legislature. He previously had served with distinction as the mayor of his community.

The unanimous view of these FCC officials (which incidentally had been the opinion of NAB lawyers) was that if this broadcaster ran, his opponents would be entitled to equal time, since this broadcaster appeared on the air as a name personality. Many owners or managers of small stations take stints before the microphone.

This lamentable situation is just another potent reason for permanent relief through repeal of Section 315.



Drawn for BROADCASTING by Sid Hix

"Sure, working in tv is a rat-race—but it beats riding rockets!"

IN RADIO'S WONDERFUL WORLD

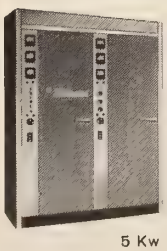
Broadcast With The Fidelity Of Direct FM

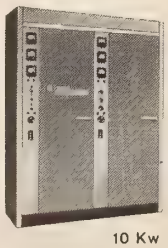
What makes the listener turn the dial to your FM station? Quality. And quality alone. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. This system is easiest to tune and holds its adjustment best. Whatever the power class, you are assured minimum distortion and wide frequency response. Such performance is the happy result of RCA's long background of pioneering and achievement in the wonderful world of radio.

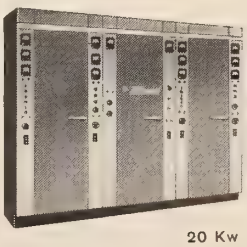
RCA designs and builds its complete line of transmitters to accommodate stereophonic signals and an SCA multiplex subchannel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or, write: RCA Broadcast and Television Equipment, Dept. GE-22, Building 15-5, Camden, N.J.

RCA® The Most Trusted Name in Radio

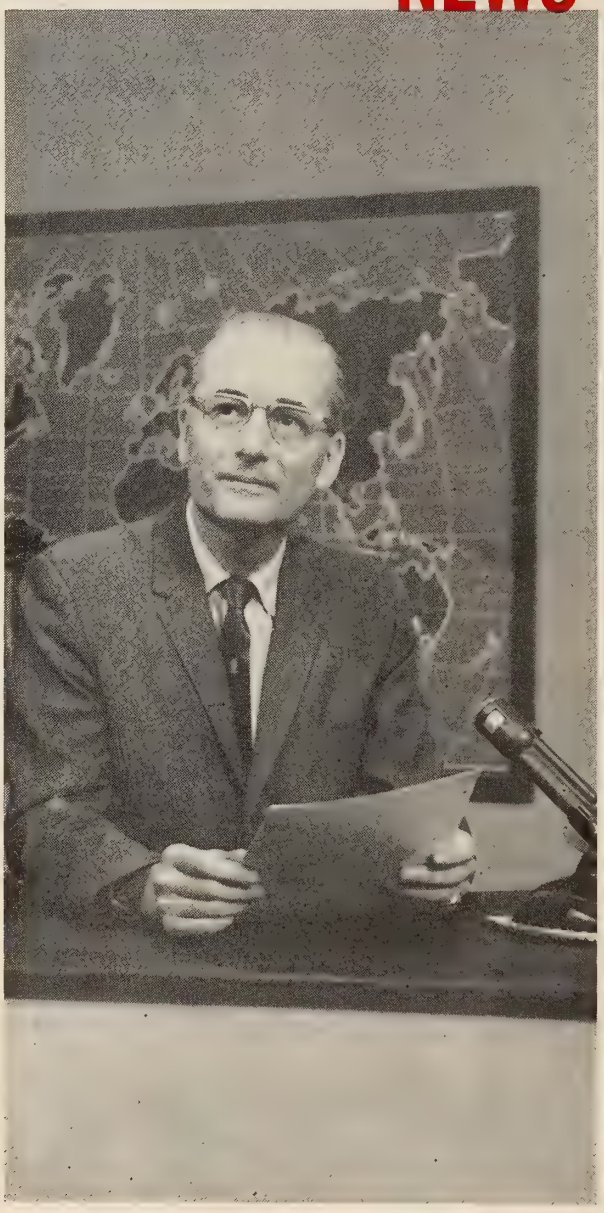

1 Kw

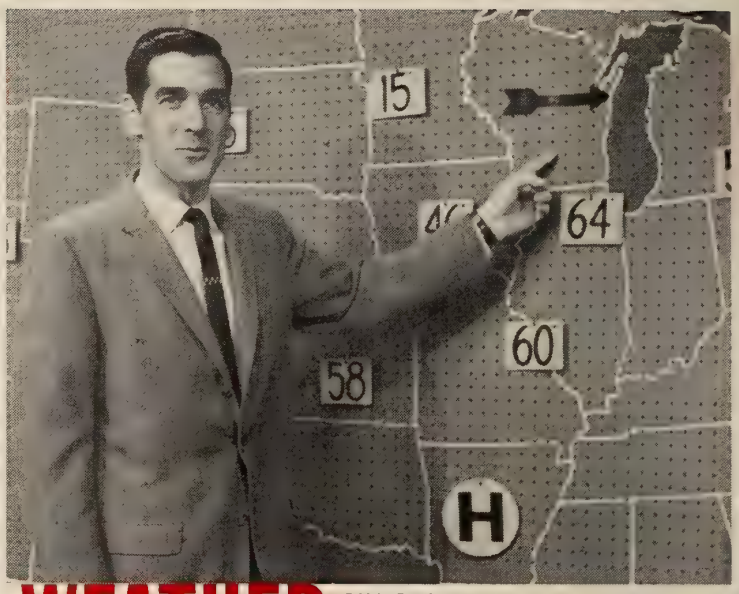

5 Kw


10 Kw


20 Kw

JERRY DEAN **NEWS**



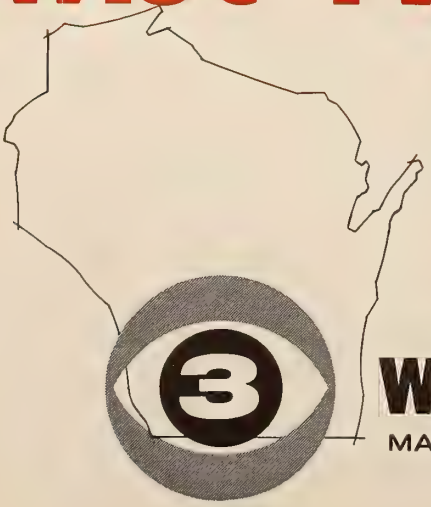


WEATHER BILL BROWN



CLIFF CONOHAN **SPORTS**

WISC-TV meets the public



Carefully prepared and professionally presented News, Weather and Sports are an important part of WISC-TV's balanced programming.

Jerry Dean, News Director; Bill Brown, Weatherman; and Cliff Conohan, Sports Director; are well-known and respected personalities to thousands of viewers throughout Channel 3's wide coverage area in Wisconsin, Illinois and Iowa.

WISC-TV
MADISON, WISC.

Represented Nationally by Peters, Griffin, Woodward, Inc.

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 7, 1962

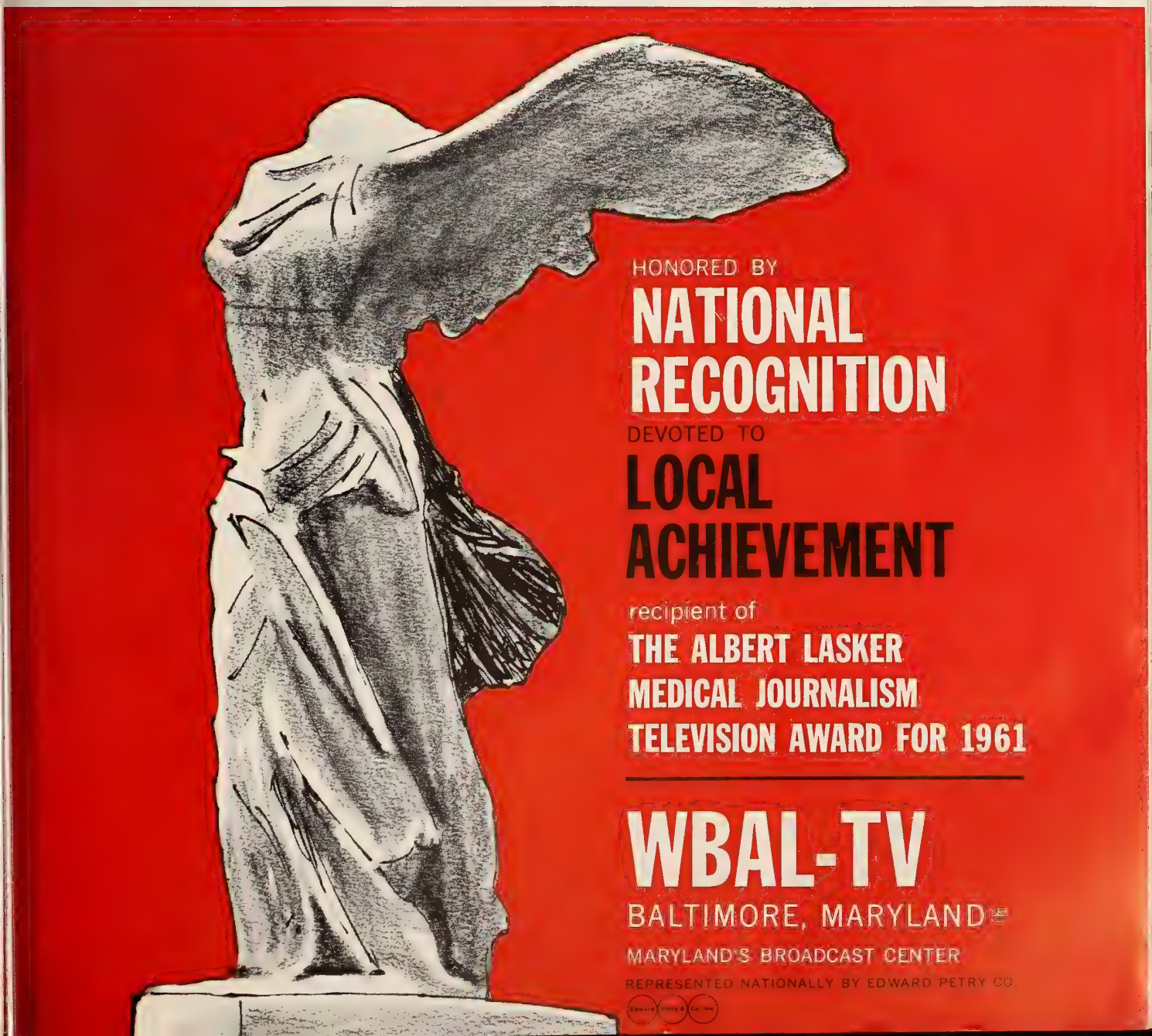
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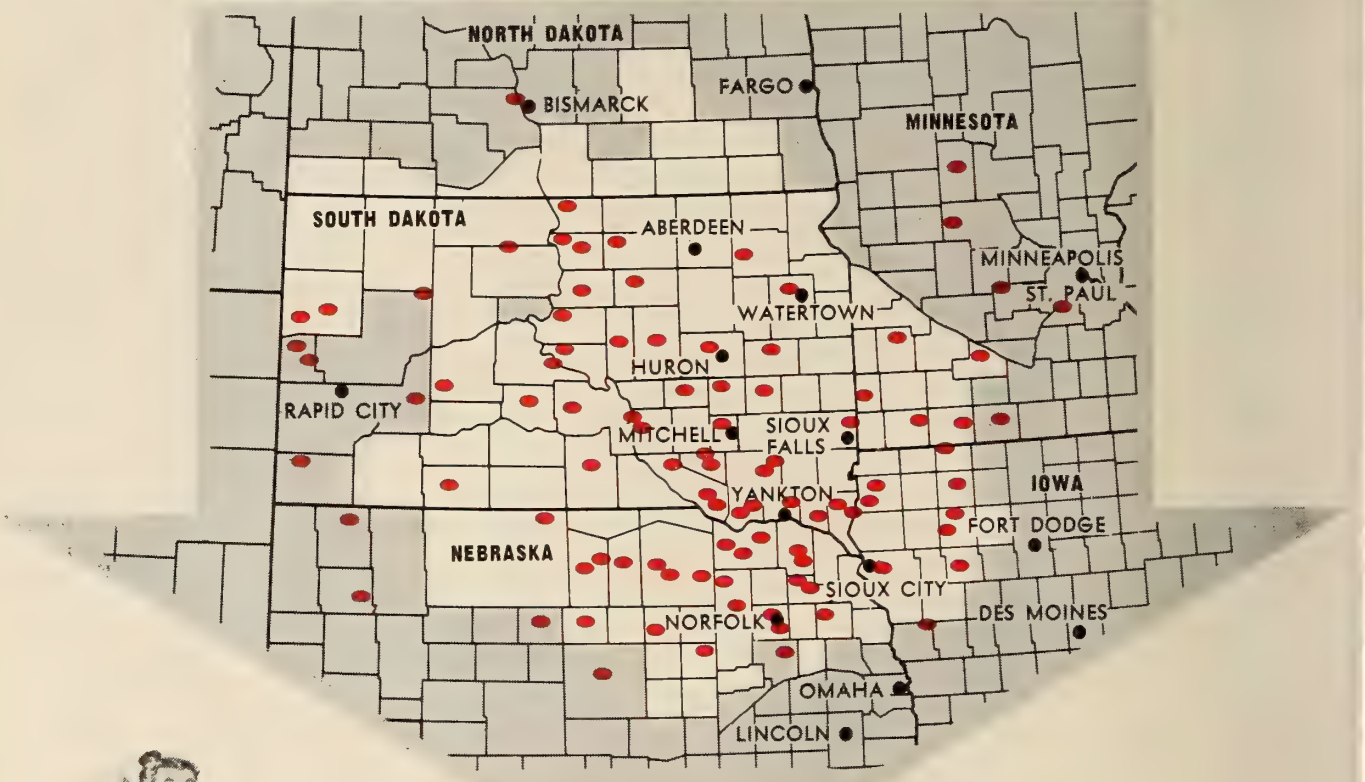
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THE KATZ AGENCY, INC.
National Representatives

LIVESTOCK EXCHANGE FOR THE MIDWEST

The livestock business is a billion dollar a year industry in Big Aggie Land. Words like "Feeders," "Stockers," "Heifers" and "Steers," "Range Cattle" and "Fat Cattle" are heard thousands of times daily around Big Aggie Land. And among livestock men, WNAX-570 is mentioned just about as much. Last year alone, 145 cattle auction markets, Central Public Markets and individuals (represented by dots on map) used WNAX-570 to promote their regular sales.

Experience has taught them a WNAX promoted sale guarantees a sale barn jammed with buyers from the giant five state coverage area of WNAX-570. Whatever your product, if it's buyers you want, you'll reach them with WNAX-570 providing powerful coverage of five-state Big Aggie Land, the nation's 40th radio market. Over 80% of Big Aggie Land's 2¼ million residents listen to WNAX-570 three to seven times a week.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION

Sioux City, Iowa, Sioux Falls and Yankton, South Dakota

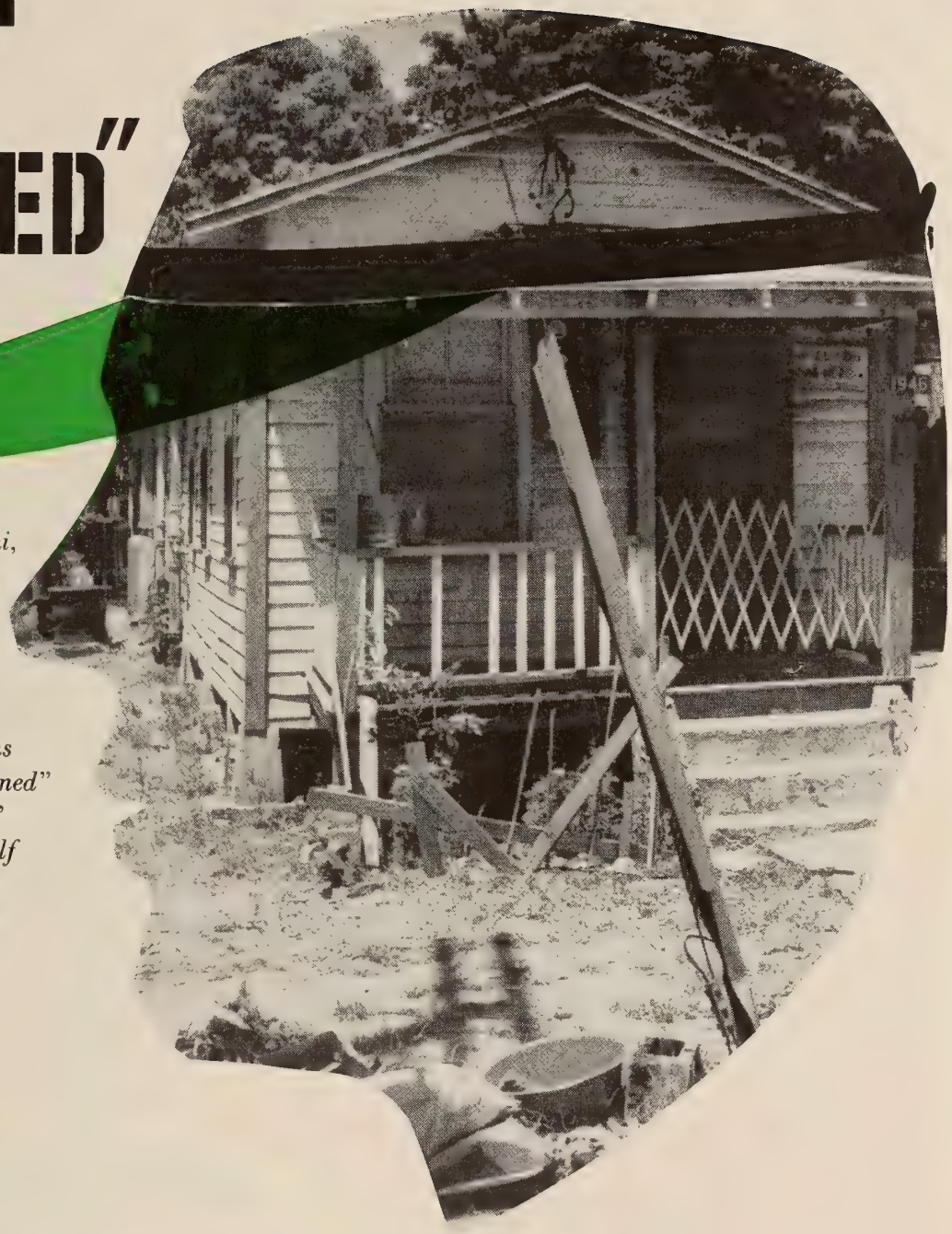
Represented by Katz



PEOPLES BROADCASTING CORPORATION

WNAX, Yankton, S. Dak
KVTV, Sioux City, Iowa
WGAR, Cleveland, Ohio
WRFD, Columbus-Worthington, Ohio
WTTM, Trenton, N.J.
WMMN, Fairmont, W.Va

"MIAMI CON-DEMNED"



Sigma Delta Chi, Atlanta, has honored WCKT, Miami, with their coveted "Green Eyeshade" award for the most courageous contribution to journalism among all news media in the Southeast. The programs cited were "Miami Condemned" and "Condemned Plus 65," which in an hour and a half showed the slum conditions of Miami in a harsh, direct style that brought a new, unflinching candor to the television screen.

OTHER VALUED AWARDS WON RECENTLY BY WCKT: (1) The Vigilant Patriots Award Citation, for "Red Star, Part 4," a documentary exposing specific activities of communists in the Americas; (2) The Freedoms Foundation George Washington Medal, for the Wayne Fariss regular 6 p.m. News program's 30-day expose of communists at work in Florida.

TV 7 NBC MIAMI WCKT

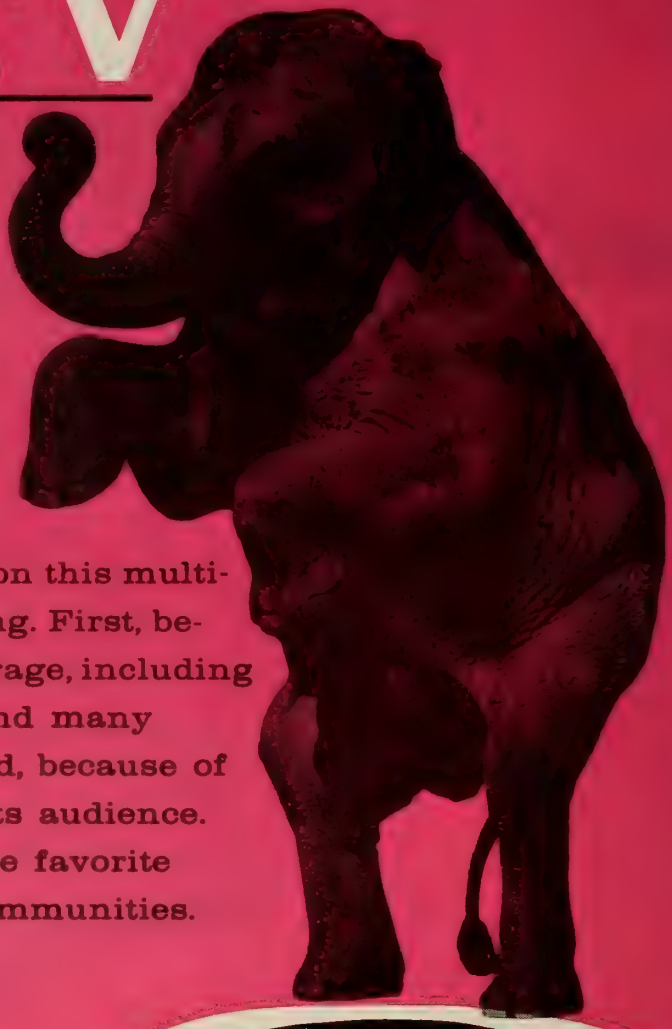
BISCAYNE TELEVISION CORPORATION

Miami, Florida • WCKR-Radio 610

SEAL OF GOOD PRACTICE

the unforgettable station

WGAL-TV



Your advertising dollar spent on this multi-city station is doubly rewarding. First, because of its wide market coverage, including several metropolitan areas, and many other cities and towns. Second, because of the vast size and loyalty of its audience. WGAL-TV is far and away the favorite of viewers in hundreds of communities.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
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CLOSED CIRCUIT®

Dodd 'final' hearing

Sen. Juvenile Delinquency Subcommittee has set May 11 as date for long-delayed "final" public hearing in its investigation of effect of television violence on children. Date hadn't been announced as of Friday (May 4), presumably because of fear some hitch might cause postponment, as has happened in past. But top network officials have been invited to appear on 11th before subcommittee headed by Sen. Thomas J. Dodd (D-Conn.). Among those expected to testify are Robert Kintner, president, NBC; James Aubrey, president CBS-TV; and Thomas W. Moore, vice president, ABC-TV.

Hearing could be explosive. Sen. Dodd has said subcommittee has "documents on file" showing network executives have ordered "more sex and violence" in shows to boost ratings. Presence of network chiefs would give senators opportunity to spread documents on record and ask for explanation.

Tv spot sales soar

There's now enough evidence in to indicate that first-quarter spot billing this year in television will be biggest first three-months in years. Final count expected to show spot moved ahead of comparable quarter last year by perhaps 20%, to $180 million or more. Increase will come just after all-time fourth-quarter spot tv high of $175 million-plus set last year (BROADCASTING, March 12).

Minow disappoints

"Extreme disappointment" was perhaps most polite way members of American Women in Radio and Television could express feeling over last-minute drop-out of FCC Chairman Newton Minow from Friday morning panel which included NAB President LeRoy Collins and others, but girls had more colorful phrases to show feelings privately, especially after they had arranged three months in advance to have limousine whisk him to talk before Milwaukee Jewish community center same day. AWRT had made sure Mr. Minow would attend before setting all other panel participants, had keyed early publicity and promotion efforts on FCC chairman's acceptance.

BAH evaluation

Recommendations of Booz, Allen & Hamilton in management survey of FCC (BROADCASTING, April 30) are back before agency staff for "objective and constructive evaluation." FCC Chairman Newton Minow has asked key bureaus and departments to come up with appropriate recommendations under overall supervision of Executive Officer Robert Cox. Final staff suggestions then will be presented to full commission for further action. FCC is moving ahead on one BAH recommendation—establishment of employe review board—through discussion of new rules with legal fraternity.

Counter-programming

NBC-TV is making its first counter-programming move next season, despite "locked-in" schedule. Network has advertiser agreement and is moving Monday's *11th Hour* into 10-11 on Wednesday, and *Brinkley's Journal* will be slotted Mondays, 10-10:30, leaving half-hour available to stations, except for six Monday 10-11 specials to be scheduled during next season —and on those dates preempting *Brinkley*. Counter-programming involved *Ben Casey* on ABC-TV, Monday, 10-11, and *11th Hour*, which also has medical theme. Moves answer question of Bob Newhart's fate, since Sealtest dropped 10-10:30 Wednesday spot. Show is now cancelled.

Luncheon with Stewart

Dr. Irvin Stewart met with FCC for first time last week since he was named director of telecommunications for White House (BROADCASTING, April 2). Five commissioners lunched with Dr. Stewart, former member of FCC himself, Tuesday in FCC's executive dining room. Session was very amiable, with both sides expressing mutual interest and cooperation. No concrete proposals were made or subjects discussed by either side. Missing were Commissioner Frederick W. Ford (who is in Japan) and Robert E. Lee.

Radio active

Though it may not mark full return of radio drama-type series to former stature, Charles Michelson Inc., New York, one of largest distributors of radio programs in medium's heyday, is reported to be re-activating company's radio division. In recent weeks, company has received inquiries from dozen stations and has made first two sales in long time. Niagara Mohawk Power Co. has bought *Mystery Theatre* series for WQSR Syracuse and plans to buy series for several other upstate New York markets. WUST Bethesda, Md., has purchased *Life of Mary Sothern*. Michelson has more than 20 radio serials in library.

Golf to NBC

NBC-TV on Friday (May 4) was in jubilant mood over what network seemed to think are potentially twin "wins" over CBS-TV: Shell's *Wonderful World of Golf* is moving from CBS-TV to NBC-TV because show and commercials can be shown in color (agency is Kenyon & Eckhardt); Arthur Godfrey, tied to CBS by contract, has been signed for one-week appearance as *Tonight* host (week of Sept. 24). There are 13 Shell golf shows, each one hour. They will be seen on Sundays, 4-5 p.m., starting next January.

Sigalert to Cadre Co.

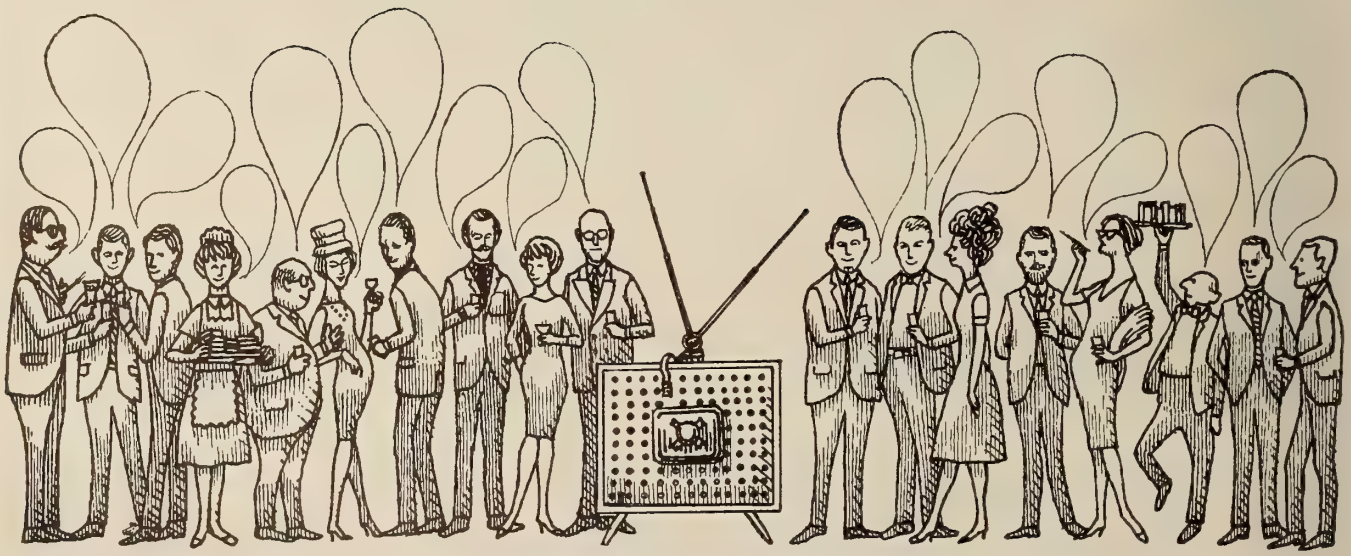
Shortly to be announced will be acquisition of Sigalert, electronic warning system for transmission of emergency messages, by Beta Instruments Corp., Dallas, division of Cadre Industries Corp. Lloyd Sigmon, vice president and general manager, KMPC Los Angeles and president of Sigalert and Air Watch Inc., inventor of system, has entered into agreement with Beta giving it exclusive rights to manufacture and market equipment nationally. System has important defense connotations by using carrier waves of existing standard radio stations without interfering with normal operations (BROADCASTING, April 30).

One up, one to go

Although all-channel receiver legislation passed House by overwhelming vote of 279-90 (story page 50) going in Senate is not expected to be that easy. There's formidable opposition to principle of government interference with free enterprise by making mandatory production of more expensive combination vhf-uhf receivers shipped in interstate commerce. But it's doubted whether this will be strong enough to override legislation already endorsed by President Kennedy and Senate Commerce Committee leadership.

Broadcasters involved in all-channel receiver effort to thwart deintermixture of eight markets were generous in their praise of Assn. of Maximum Service Telecasters in legislative fight and its executive director, Lester W. Lindow. They also applauded efforts of eight stations on firing line in months' long battle wherein some had to compromise with principle of no interference by government in private business.

Published every Monday, 53rd issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



WRC-TV personalities are conversation stoppers. Washingtonians sit up and take notice when WRC-TV personalities have the floor. Richard Harkness . . . Bryson Rash . . . Frank Forrester . . . Jim Gibbons . . . Jim Simpson . . . Inga Rundvold. They're all big names in an area abounding in VIP's. It's a fact . . . WRC-TV personalities deliver more homes than any competing channel in the important 11:00-11:30 P.M. service area, Monday through Friday. Same holds true against live local competition, 6:30-6:45 P.M., Monday through Friday.* Make your product the center of attraction in America's No. 10 market . . . let Washington's leadership station be your spokesman!

WRC-TV NBC
IN WASHINGTON CHANNEL 4 NBC OWNED
REPRESENTED BY NBC SPOT SALES

*FIRST AGAIN—ARB, NSI (1st in total homes, sign-on to sign-off, all week long. ARB, Mar. '62; NSI, Jan. '62)

WEEK IN BRIEF

Network participating shows are starting to feel the inroads of ex-network shows put into syndication. Station reps are urging cutback of clearances for network participators. See lead story . . .

SPOT CARRIERS IN SQUEEZE . . . 29

Newton Minow, the FCC's outspoken chairman, really hasn't learned his radio lessons very well, according to Stephen Labunski, WMCA New York. He charges the chairman with misrepresenting radio facts. See . . .

MINOW'S SANDPAPER TEST . . . 74

CBS is taking a firm stand against outside previewing of its programs, whether by federal agencies or the NAB Code Authority. NAB's proposed screening service for networks draws sharp objection. See . . .

STANTON OPPOSES SCREENING . . . 68

The House has passed the all-channel tv set bill and it now goes to the Senate. Thus far there are few signs of serious opposition in that body though Electronic Industries Assn. is opposed to bill. See . . .

HOUSE PASSES SET BILL . . . 50

CBS has another irritant that's worrying its top echelon —an FCC undercover investigation of local news coverage offered by San Francisco stations. But the FCC says it has no censorship intent. See . . .

CBS YELLS 'FOUL' . . . 56

Forty years ago Westinghouse started a radio station in New York, WJZ. It later was sold. Now the company is getting back into the metropolis by buying WINS, subject, of course, to FCC approval. See . . .

WESTINGHOUSE BUYS WINS . . . 72

The horse-racing issue is up again. Both Dept. of Justice and FCC are pondering a plan to find out how much and what kind of racing information is being broadcast since turf law was passed. See . . .

RACING PROGRAM INQUIRY . . . 46

The big bonanza educational tv has been hoping for is an accomplished fact. Last week President Kennedy signed into law a bill providing $32 million in matching funds to spur expansion of this medium. See . . .

KENNEDY SIGNS ETV BILL . . . 60

Procter & Gamble was the biggest spot tv advertiser in 1961, spending $56.7 million (gross), but Wrigley was the brand name most advertised, according to analysis of spot spending for the year. See . . .

WRIGLEY TOPS IN SPOT . . . 30

Communication history is about to be made. AT&T's experimental Telstar is due for launching in a few weeks. This miraculous three-foot globe is designed to relay tv programs to other countries. See . . .

TELSTAR WEEKS AWAY . . . 86

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $12.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.



How many Americans will relive this story on Oct. 5, 1962?

On October 5, ABC Television comes on with a new, hour dramatic-action series drawn from the epic exploits of the famous Texas Division in World War II.

How big is the audience for this great story with all its physical excitements, its emotional tensions, its glories and griefs of men, and their women, at war?

It is very big.

It includes the men who were there. And, by way of common interest, every American who fought on any front.

And their families and friends. And every American who didn't get across, but was there all the same.

And youngsters. Kids for whom this great story will now become *living* history.

In total, millions.

This is the audience for *The Gallant Men*.

This is the audience who will land at Salerno, Italy, with the Texas Division and follow them to victory in Rome.

The Gallant Men is first and always a story of men in conflict. The good, the bad, the brave and not so brave whose lives and loves were on the line—the bloody line from Salerno to Rome.

A big show, yes.

With big, built-in audience appeal. As several alert advertisers will begin discovering, beginning Oct. 5.



War correspondent Conley (Robert McQueeney) fights the good fight with a potent weapon —his typewriter.



Ernie (ex-boxer Roland La Starza) would be just as willing to fight it with his fists.



Captain Benedict (William Reynolds) is a hard man with a hard job. A combination that wins battles.



Pvt. D'Angelo (Eddie Fontaine) is handsome and speaks the language. A combination that wins dames.

COMING ON ABC-TV: THE GALLANT MEN

CBS-TV PLAN CUTS AFFILIATE PAY 6%

Hints loss could be partly offset by rising night charges

CBS-TV's long-awaited approach to curing so-called "economic imbalance" between network and station profits was revealed Friday: it boils down to about 6% reduction in affiliates' compensation, effective Jan. 1, 1963.

In return, officials held out hope for more liberal increases in stations' nighttime rates—to extent that nighttime rates for advertisers eventually may rise more sharply than 3% per year that has been average in recent years.

Plan, unveiled at CBS-TV affiliates convention (also see page 68), brought few cheers from stations and varying degrees of opposition. In some leading affiliates quarters plans were reported afoot to retain legal and economic counsel to see what, if anything, could be done to upset plan or at least tone it down. Other affiliate sources, equally well placed, said counter-measures are not nearly that far-reaching, at least at this point, but indicated committee would be named by Affiliates Assn.'s board of directors to explore prospects.

Fear of possible antitrust problems in group action obviously restrained some affiliates, and extent to which affiliates may act as body presumably will be first question for any legal counsel who may be retained. CBS-TV is not required to get affiliate approval of plan before putting it into effect but obviously hoped to get their acceptance, at least. CBS-TV officials indicated they feel most affiliates have seen—or will see—need for this move and accept it.

Afternoon Cuts ▪ Compensation reduction, outlined by affiliates relations and engineering vice president, William B. Lodge, would be accomplished through approximately 22% or 23% cut in current gross time rates for afternoon hours, in effect, putting them at current net-rate levels but eliminating most current discounts for these periods.

Thus advertisers would pay—and network receive—same dollars as now for equivalent time, Mr. Lodge explained, but affiliates would be getting paid on basis of lower time rates and thus receive, for these hours, 22% or 23% less than now.

Saving to CBS-TV would be about $4.1 million this year if new system were in effect this year, Mr. Lodge estimated. But, he added, because network expects 9% increase in business this year, stations would still have received more dollars than they received last year.

He noted that though it's a 22% or 23% reduction in compensation for hours involved, it amounts to about 6% on all-day basis. And this, he said, is about 1.5% of average station's total revenues from all sources.

Hours covered by new plan are from noon to 5 p.m. Monday through Friday and from 10 a.m. to 1 p.m. on Saturdays. CBS-TV's time rates for these periods currently are 50% of nighttime rate, but Mr. Lodge emphasized that no network actually gets 50% of nighttime for daytime.

ABC-TV, NBC-TV Rates ▪ He noted that ABC-TV prices daytime at one-third of nighttime, that NBC-TV has bonus plan that puts daytime at about 40% of nighttime, and that because of discounts and "program contributions" CBS-TV actually receives less than 50% of its nighttime rate for daytime periods. Even CBS-TV affiliates, he said, on average charge only about 42% of their prime rates for daytime.

But affiliates, he continued, have been paid as if CBS-TV received payment for afternoon hours at full 50% of nighttime rates. He noted that this system has also meant that increases in evening time rates automatically increase daytime rates. Now that this automatic carry-over is eliminated, he said, CBS-TV should be more free to raise individual station's evening rates more frequently.

For advertisers, new quarter-hour prices in periods involved in change will range from 15% to 9.4% of nighttime hour rate, depending on volume. In dollars, it was stressed, these prices are equivalent to those actually charged now.

Mr. Lodge emphasized to affiliates that CBS-TV has "consistently" paid its stations more dollars than NBC-TV or ABC-TV pays—and said this will still be true after new plan takes effect.

Stressing rising volume of network's station payments, he said they totaled $19.3 million in first quarter of this year as compared to $16.7 million in first quarter last year.

Rising Expenditures ▪ He also reviewed in detail rising network expenditures for programs and importance of network programs to affiliates, and pointed out that many millions of these dollars are not recovered from advertisers. He said CBS-TV's total program costs have grown from $72 million in 1956 to $210 million in 1961, and that in same period its unrecovered program costs increased by 65%.

Fact that CBS-TV set next Jan. 1 as effective date for changes was believed to be in recognition of affiliates' urging that nothing be done to upset their budget forecasts for 1962. It was understood that network originally—in discussions earlier this year—had hoped to make changes effective in 1962.

Affiliate resolutions commended Tom Chauncey, KOOL-TV Phoenix, as chairman of affiliates board; network President James T. Aubrey Jr. and associates for their work, especially in programming; senior sales vice president William Hylan and his associates for maintaining high sales standards; CBS News and its president, Richard S. Salant, for outstanding performance in news; and affiliate relations department officials and members, especially Robert Wood, for their assistance.

Mack hospitalized

Richard A. Mack, former member of FCC whose activities triggered tv *ex parte* investigations, was admitted Friday to Broward General Hospital, Miami, for treatment of cirrhosis of the liver.

Mr. Mack was commissioner from 1955-1958 and his vote in five tv grants was disqualified in rehearings before FCC because he had discussed merits of case outside record. Mr. Mack and Miami attorney Thurman A. Whiteside were indicted for criminal conspiracy in Miami ch. 10 case. First trial ended in hung jury and Mr. Whiteside (who since has committed suicide) was acquitted in second trial. Mr. Mack was never tried again.

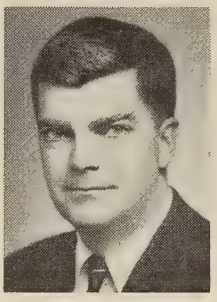
Dropout-option asked in Miami ch. 6 case

Remaining rivals for ch. 6 in South Miami-Perrine, Fla., Friday asked FCC to allow Coral Tv Corp. to partially reimburse South Florida Amusement Co., dismiss latter's bid and grant ch. 6 to Coral.

FCC had favored South Florida for grant but opened subsequent proceedings on issue of that company's charac-

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Depew

Richard H. Depew, director of programming, Cunningham & Walsh, New York, elected vp. Mr. Depew joined C&W in 1957 as tv account executive and was named director of programming in 1961. Before joining agency, he served with ABC for 10 years as tv director and assistant to national program director.

Howard Barnes, director of programs, Hollywood, CBS-TV Network, resigns, effective May 15, ending association with CBS that dates back to 1938, when he joined radio division in New York as producer-director. After 3½ years of naval service in World War II and tour as radio-tv vp of Dorland Adv. Agency, Mr. Barnes rejoined CBS in 1953 to create and develop new programs. He was program vp of CBS Radio from 1955 to 1960; when he assumed his present position with CBS-TV. Mr. Barnes resigned after declining to accept new post as general program executive following notification that position he now holds is to be eliminated. He is second west coast CBS-TV program executive to resign following appointment of Hubbell Robinson as senior vp-programs (WEEK'S HEADLINERS, March 12). Guy della Cioppa, vp-programs, Hollywood, is also leaving May 15 (WEEK'S HEADLINERS, March 26).


Mr. Bates

William A. Bates, general manager of WDAF - AM - FM-TV Kansas City, elected vp of Transcontinent Television Corp. (WGR-AM - FM - TV Buffalo, N. Y.; WDAF - AM - FM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego, and KERO-TV Bakersfield, both California; WNEP-TV Scranton-Wilkes-Barre, Pa., and WDOK-AM-FM Cleveland, Ohio). Mr. Bates' first association with WDAF was in 1946 as member of announcing staff. After three months he became assistant program director and, when WDAF-TV went on the air in 1949, was appointed program director of that outlet. Mr. Bates has served as general manager of WDAF properties since 1958.


Mr. Kotler

Joseph Kotler, vp, Ziv-UA, joins Warner Bros. Pictures, New York, as vp and director of syndicated sales for company's new syndication division (see page 80). Mr. Kotler, who served with Ziv-UA since 1948, will be located at Warner Bros. home offices in New York.

Harvey L. Hudson, vp and general manager of WLEE Richmond, Va., becomes member of board of directors of parent Lee Broadcasting Co. and is simultaneously promoted to vp and managing director of station. **Joe Mason,** formerly with WPOP Hartford, Conn., named station manager with responsibility to Mr. Hudson.

For other personnel changes of the week see FATES & FORTUNES

ter in view of alleged forged letters and misrepresentations.

Coral would pay $65,000 to South Florida and grant Sherwin Grossman, principal owner of that company, option to buy 7% of Coral stock, if FCC approves.

South Florida said it doesn't think ch. 6 would be profitable because FCC has permitted two Palm Beach stations to move nearer Miami. Coral said it accepted deal because it is "optimistic" that ch. 6 would do well. Applicants said they don't want to spend more time and money and wish to hasten advent of ch. 6 service.

Station break viewers minimized in tv study

Anti-television study is being presented by *New York Daily News* in 10 key cities throughout country. It was given to advertiser and agency officials in New York on Wednesday (May 2) and Philadelphia on Friday and is scheduled for eight other cities in next few weeks.

Study is part of overall survey made for third year by *News* on profile of New York market. Study minimizes number of viewers who actually watch station break commercials, contending number is appreciably smaller than viewers watching program before and after commercial. Study was conducted by W. R. Simmons & Assoc. among 10,000 households in New York City market.

Contested Rise tv ad ordered halted by FTC

Federal Trade Commission has ordered Carter Products Inc., New York, to discontinue falsely disparaging competing products in deceptive tv commercials for its Rise shaving cream.

Also named were Carter's agency, Sullivan, Stauffer, Colwell & Bayles, and account supervisor S. Heagan Bayles. FTC action affirmed 1961 initial decision by hearing examiner (BROADCASTING, Aug. 28, 1961).

Challenged commercial claimed superiority of Rise over "ordinary" shaving cream. Rise admitted "ordinary" brand was chemical substitute, chosen because it would come out of can "in a good puff and would disappear rapidly."

FCC's talk rubs off on its 'image'—Tatham

FCC "has done some pretty intemperate talking" and this affects agency's "image" as much as its regulatory actions, Arthur E. Tatham, board chairman of Tatham-Laird Inc., Chicago, said Friday at annual convention of American Women in Radio & Television. His observation was reply to question by Kenneth Cox, chief of FCC Broadcast Bureau, "Why is everybody afraid of the FCC?"

Mr. Cox said views of chairman or other FCC members are "only individual personal opinions." But Mr. Tatham said, "If you make statements like Mr. Minow you shouldn't be surprised at the reactions." Others taking part included NAB President LeRoy Collins, packagers Mark Goodson and Bill Todman, Bell & Howell President Peter G. Peterson and Johnson's Wax Advertising Manager Douglas Smith.



+

CBS TELEVISION NETWORK

WORLD NEWS

=

MORE HOMES* 7-7:30 P.M.

THAN ANY OTHER NEWS PROGRAMS IN MARYLAND

*ARB March, 1962

In Maryland Most People Watch NEWS on

WMAR-TV

Channel 2 — Sunpapers Television — Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

Meet The 3 Great



HANNA-BARBERA'S GREAT NEW SERIES OF

New Stars of Television!



KNOCK ON ANY OF THESE DOORS AND OUT COMES A WINNER!

Join this fast-growing list of stations who have already signed up for these 156 hilarious cartoons—in color—52 each of Touché, Wally and Lippy!

WPIX, NEW YORK
WXYZ-TV, DETROIT
WGAL-TV, LANCASTER
WTVW, EVANSVILLE
WTTG, WASH., D.C.
KPTV, PORTLAND, ORE.
WTIC-TV, HARTFORD
WNDU-TV, SO. BEND
WOC-TV, DAVENPORT
KOVR, STOCKTON
KCPX-TV, SALT LAKE CITY
KPIX, SAN FRANCISCO
WBNS-TV, COLUMBUS, O.
WBZ-TV, BOSTON

MINUTE CARTOONS!

Distributed Exclusively by

SCREEN GEMS, INC.



LEADS IN SERVICE

"Stay tuned for the greatest spectacle in racing." This network cue, heard during the 4½ hour broadcast of the annual 500 mile auto race from Indianapolis, signifies the culmination of hundreds of man-hours of effort by WIBC staff members. Every Memorial Day since 1946 the world wide broadcast of the "500" has been produced, directed, announced and engineered by the WIBC team.

LEADS IN ACCEPTANCE

On May 30, for the 17th consecutive year, WIBC will originate the race broadcast to be heard on 450 stations of the Indianapolis Motor Speedway Network . . . the world's largest radio network for a one-day event. The sounds of Indianapolis will be heard on stations in 47 states and around the world via Armed Forces Radio.

LEADS IN AUDIENCE

During the rest of the year this team . . . administrative, announcing and engineering . . . is at work maintaining for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.* This team is ready to go to work for you . . . the national advertiser.

*Pulse 46-County Area Survey, April, 1961

*Pulse Metropolitan Area Survey, October, 1961

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF THE BLAIR GROUP PLAN

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

MAY

May 7 — New Mexico A.P. Broadcasters Assn. meeting, Albuquerque.

*May 8—**Los Angeles Advertising Club**, luncheon meeting, 12 noon at Statler-Hilton. Walter Weir, chairman of the executive committee, Donahue & Coe, New York, will speak on "The P.A. [Public Affairs] System."

May 9-11—Public Utilities Advertising Assn. 40th conference. Queen Elizabeth Hotel, Montreal.

May 9-12 — Western States Advertising Agencies Assn., 12th annual conference Theme of this year's conference is: "Advertising Achievements — West." Friday luncheon speaker will be Thomas C. Burrows, sales chief on Anheuser-Busch. Oasis Hotel, Palm Springs, Calif.

May 10 — Station Representatives Assn. program awards luncheon. "Silver Nail" timebuyer of the year award and "Gold Key" award will be presented. Waldorf-Astoria Hotel, New York.

May 10-11 — Ohio Assn. of Broadcasters 25th anniversary convention. Featured speakers will be RAB President Kevin B. Sweeney; William Sansing, McCann-Marschalk Inc.; Howard Bell, NAB vice president for industry affairs, and James Juntilla, assistant to chief, FCC Broadcast Bureau. Somerset Inn, Shaker Heights.

May 10-12—U. of Wisconsin Journalism Institutes. Wisconsin Center, Madison.

May 10-12—Advertising Federation of America, fourth district meeting. Jacksonville, Fla.

May 11 — Wayne State U. Mass Communications Div. annual awards banquet. Speaker will be Bob Banner, CBS-TV, and head of Bob Banner Assoc., New York. Carl's Chop House, Detroit, 6 p.m.

*May 11—**Deadline Club** (New York professional chapter, Sigma Delta Chi) annual dinner. Commentator Lowell Thomas will be m.c.; William B. Arthur, Deadline Club president, will preside. Hotel Pierre, New York; 7:30 p.m.

*May 11-12—**Sigma Delta Chi Region 1** convention. Highlights include panel on "Jobs and Journalism," with representatives of ABC, NBC, CBS, AP, UPI and the *New York Times* (Friday afternoon); session on "Interpretation: Fact or Fiction" with Jules Bergman, science editor, ABC; Ira H. Lurvey, news analyst, WBZ Boston, and others (Saturday). Columbia U., New York.

May 12—California Associated Press Radio-

TVB sales clinics

May 8—Sheraton-Jefferson, St. Louis
May 10—Mayo, Tulsa
May 15—Sheraton-Dallas, Dallas
May 15—Sheraton-Dallas, Dallas
May 17—Roosevelt, New Orleans
May 17—Sheraton-Gibson, Cincinnati
May 29—Hillsboro, Tampa
May 31—Dinkler Plaza, Atlanta
June 5—Statler Hilton, Buffalo
June 5—Sheraton-Belvedere, Baltimore
June 7—Sheraton-Cleveland, Cleveland
June 7—John Marshall, Richmond
June 19—Tropicana Motel, Fresno
June 21—Benson, Portland, Ore.
June 22—Vancouver, Vancouver
June 26—Writers' Manor, Denver
June 28—Sheraton-Fontenelle, Omaha

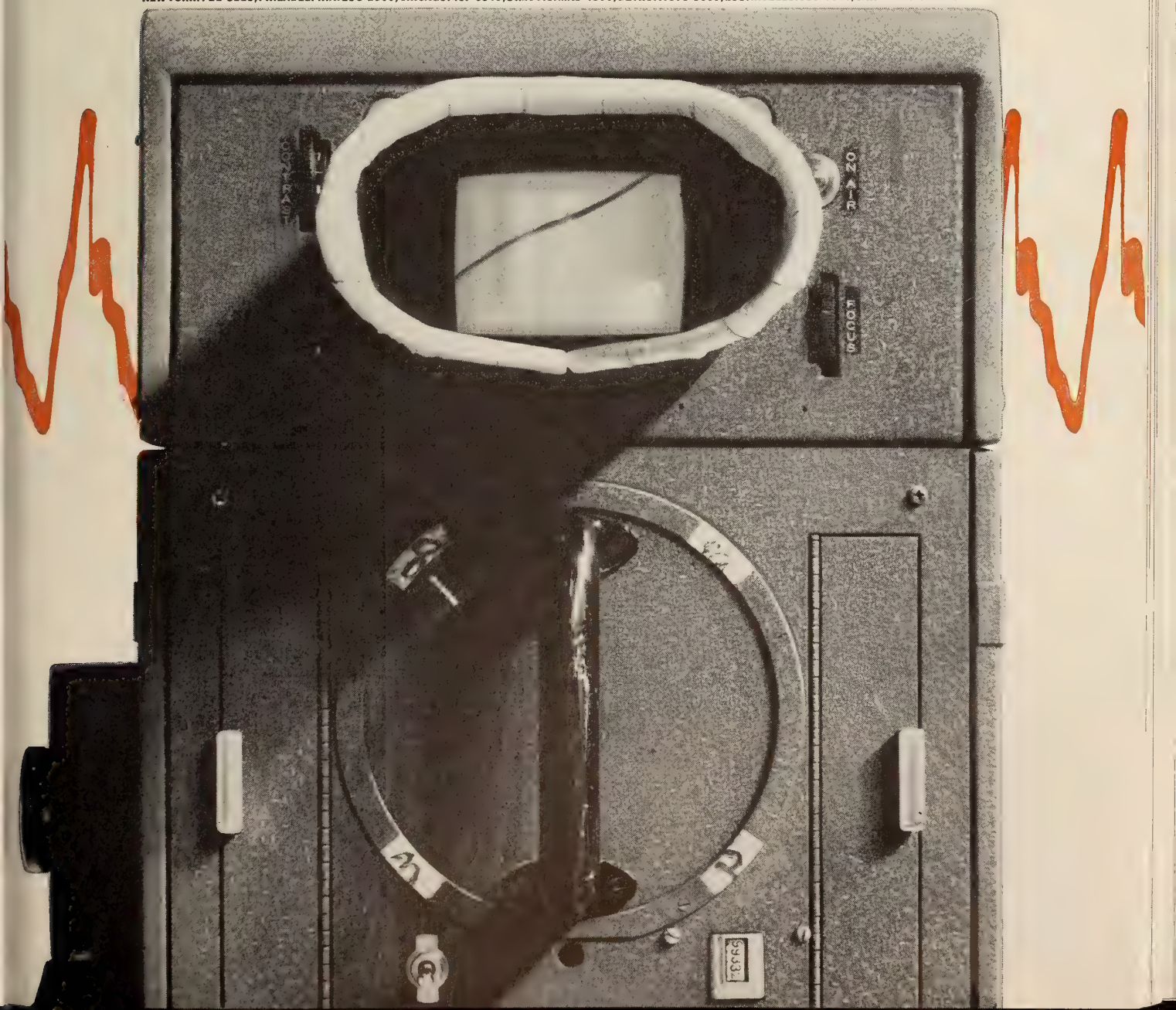
AS OF MAY 1, METRO BROADCAST SALES WILL REPRESENT WTTG, WASHINGTON, D.C. AND KMBC-TV, KANSAS CITY, MO.

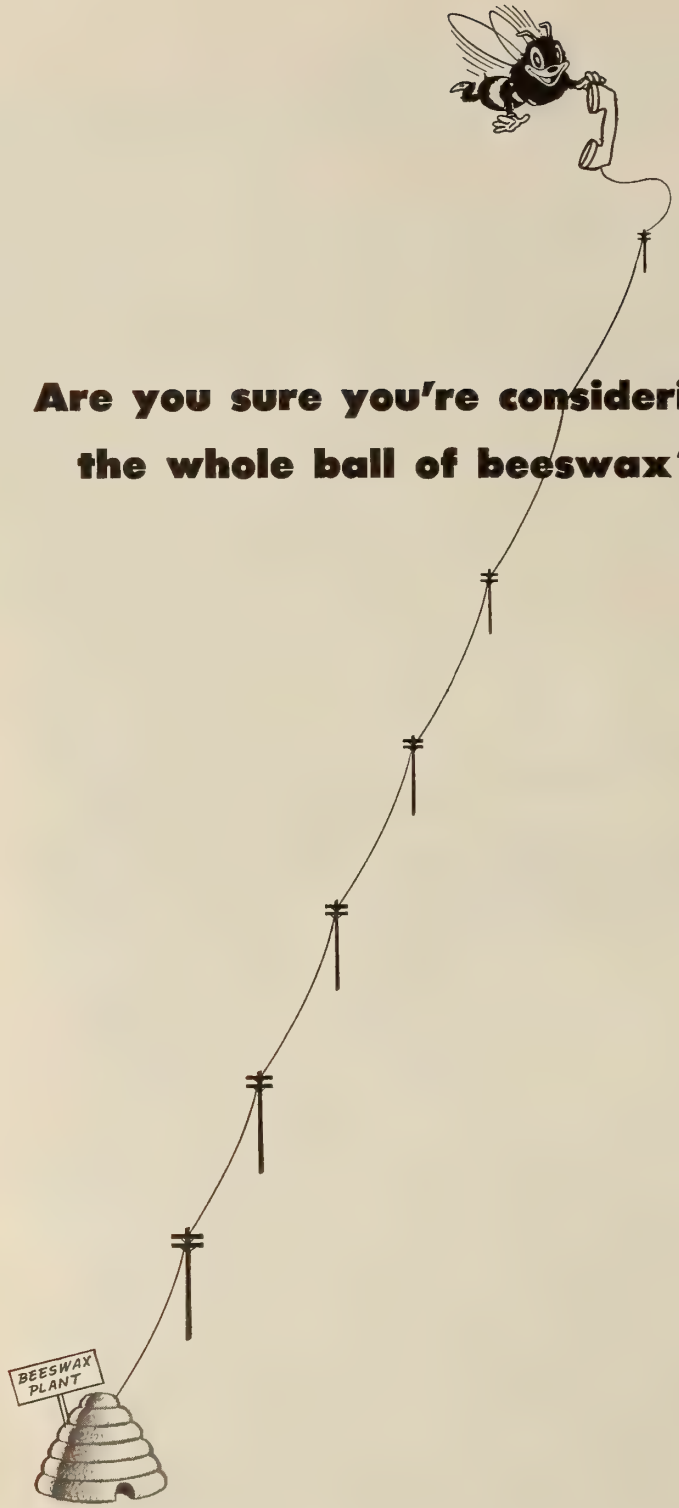
SPECIAL EFFECTS. To take the best of broadcasting and turn it into a climbing sales chart, that's the operating philosophy behind METRO BROADCAST SALES, the nation's new, quality Station Representative. To produce these striking effects, METRO BROADCAST SALES: represents a limited number of selected stations in major markets... offers you complete, in-depth coverage... and employs experienced salesmen to meet your every need.

Metro Broadcast Sales

A SERVICE OF METROPOLITAN BROADCASTING

NEW YORK: PL 2-8228; PHILADELPHIA: LO 8-2900; CHICAGO: 467-6340; ST. LOUIS: MA 1-4800; DETROIT: 873-8600; LOS ANGELES: 385-1424; SAN FRANCISCO: DO 2-1945





Are you sure you're considering the whole ball of beeswax?

Your advertising plans for Inland California and Western Nevada are incomplete if you're forgetting about the best way to reach this entire vital market – BEELINE RADIO. It's a fact that the McClatchy stations reach more radio homes here than any other combination of stations – at the lowest c/M. (Nielsen Coverage Service Report #2, SR&D.)

McClatchy Broadcasting Company

delivers more for the money in Inland California-Western Nevada

KOH RENO • **KFBK** SACRAMENTO • **KBEE** MODESTO • **KMJ** FRESNO • **KERN** BAKERSFIELD

Tv Assn., annual meeting. Yosemite National Park.

May 12—**UPI Broadcasters of Illinois**, spring meeting. Inman Hotel, Champaign.

May 12—**Sigma Delta Chi Region 4** convention. National awards banquet on agenda. Statler Hilton Hotel, Detroit, Mich.

May 12-13—Radio and television news clinic, sponsored jointly by the **U. of Illinois, Illinois News Broadcasters Assn. and Radio-Television News Directors Assn.** Featured speakers will be William B. Monroe Jr., news operations director, NBC, and Carter Davidson, foreign news editor of WBBM-TV Chicago. U. of Illinois, Urbana.

May 13-15—**Southwest Assn. of Program Directors for Television**, annual meeting. Skirvin Hotel, Oklahoma City.

May 14—**Chicago Area Agricultural Advertising Assn.**, annual marketing seminar. 8:30 a.m.-4:30 p.m., Pick-Congress Hotel, Chicago.

May 14—**Georgia Assn. of Broadcasters and Atlanta Advertising Club** sponsor Georgia Radio Day. Speaker will be RAB President Kevin B. Sweeney. Atlanta Athletic Club.

May 15—Joint meeting of **Hollywood and Los Angeles Advertising Clubs and Southern California Broadcasters Assn.**, luncheon, noon, at Los Angeles Statler-Hilton. Leonard Reinsch, executive director, James M. Cox stations, and chairman of the U. S. Advisory Commission on Information, will discuss broadcasting during the 1960 political campaign.

May 15-16—**Council on Medical Television**, fourth annual meeting. Speakers include Rep. John E. Fogarty, (D-R. I.) and FCC Commissioner Robert E. Lee. Clinical Center, National Institute of Health, Bethesda, Md.

May 15-18—**Variety Clubs International**, 35th annual convention. Dublin, Ireland.

May 16 — Deadline for comments on **FCC** proposal to charge fees for applications for new stations, renewal applications, transfers of control or major facilities changes, and other non-broadcast licenses.

May 16—**Composers & Lyricists Guild of America** awards dinner at Sportsman's Lodge, Van Nuys, Calif. CLGA will honor the year's best original dramatic score, original comedy score, original song and original "specialized material" in both theatrical films and television and radio and tv commercials for original score and original song.

May 16-17—**Kentucky Broadcasters Assn.**, spring meeting. Featured speakers will be Vincent Wasilewski, NAB executive vice president; Kenneth Cox, FCC Broadcast Bureau Chief, and Chuck Tower, administrative vice presidhent, Corinthian Broadcasting Corp. Sheraton Hotel, Louisville.

May 16-17—Annual Medical-Dental Tv Workshop, sponsored by the **National Naval Medical Center.** National Naval Medical Center, Bethesda, Md.

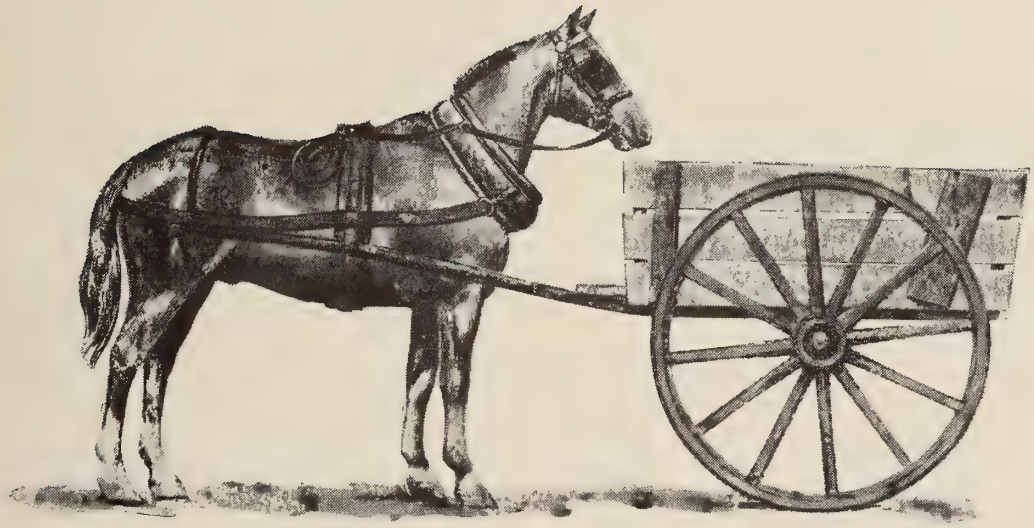
May 17—**Advertising Writers Club of St. Louis**, first annual awards dinner. Men's Grill, Stix, Baer & Fuller, St. Louis.

*May 17—**New Jersey Broadcasters Assn.**, spring meeting. Rutgers U., New Brunswick.

May 17—**Writers Guild of America**, West, annual membership meeting, 8:15 p.m., Beverly Hilton, Beverly Hills, Calif. Election of directors of screen and radio-tv branches and presentation of awards to writers of winning tv and radio scripts of the 1960-61 season.

May 17—**Southern California Broadcasters Assn.**, luncheon meeting, 12 noon, at Michael's Restaurant. Bernard Weinberg, president, Milton Weinberg Adv. Co., will be guest speaker.

May 17—**Assn. of Broadcasting Executives**



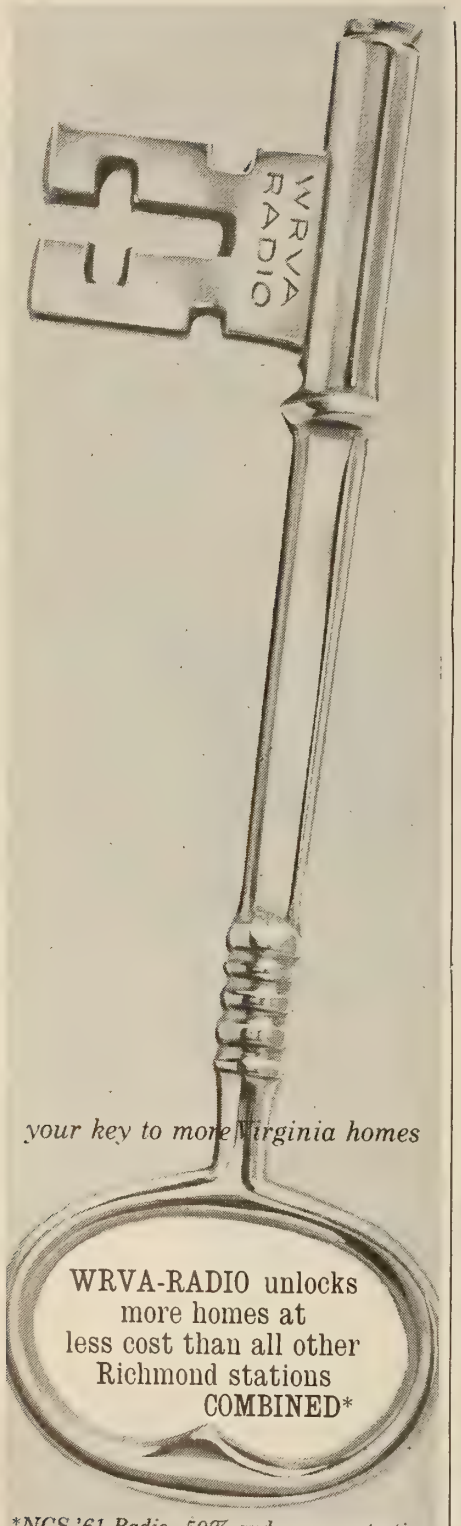
What's wrong with this picture?

You've guessed it. Yet in television the problem of the cart before the horse isn't always so apparent.

For example, it's easy to be carried away by the glamor and glitter of a great show. But don't forget the horse—the commercial that pulls the show to sales.

At Ayer, we are continually seeking and finding fresh new ways to keep the commercial up in front—compelling, persuading, moving the product with sales and profit. It's *this* kind of money that makes the mare go.

The commercial is the payoff — *N. W. AYER & SON, INC.*



your key to more Virginia homes

WRVA-RADIO unlocks more homes at less cost than all other Richmond stations COMBINED*

**NCS '61 Radio—50% and over penetration*

WRVA-RADIO

50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
Richmond, Virginia

SUBSCRIBER NAB RADIO CODE

National Representative:
PETERS, GRIFFIN, WOODWARD, INC.

of Texas, fourth annual "Betty" award banquet. Sheraton Dallas, Hotel, Dallas.

May 20-22—**Assn. of National Advertisers,** spring meeting. Hotel Commodore, New York.

May 21—**Southern California Broadcasters Assn.** annual Wingding, golf and dinner, at Lakeside Golf Club, Burbank.

May 21-24—**25th anniversary Electronic Parts and Distributors Show and Conference.** Conrad Hilton Hotel, Chicago.

May 22—**National Academy of Television Arts & Sciences,** 14th annual Emmy Awards presentation. Originating in New York, Hollywood, and Washington, D. C.

May 23-25—**Electronic Industries Assn.,** 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.

May 24-25—**Iowa Broadcasters Assn.,** annual meeting. Hotel Fort Des Moines, Des Moines.

May 24-26—**Institute of Radio Engineers** seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.

May 25-26—**South Dakota Broadcasters Assn.** meeting, Watertown.

JUNE

June 1—**UPI Broadcasters of Michigan,** spring meeting. Normandy N-C Room, Sheraton-Cadillac Hotel, Detroit.

June 2-3—**Oklahoma AP Radio-Tv Assn.** Tulsa.

*June 10-16—**American Women in Radio & Television** "Century 21" seminar, on communications and broadcasting with a view toward space age living. Registration deadline May 15; registration fee $150. World's Fair, Seattle.

June 11-12 — **North Carolina Assn. of Broadcasters** annual convention, Heart of Charlotte Motel, Charlotte.

June 11-14—**Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers.** Royal York Hotel, Toronto, Ontario, Canada.

June 11-15—**American Federation of Musicians 65th annual convention.** Public Auditorium and Hotel Penn-Sheraton, Chicago.

June 13-16—**Florida Assn. of Broadcasters** annual convention. International Inn, Tampa.

June 14-15 — **Western Assn. of Broadcasters,** convention. Jasper Park Lodge, Alta.

June 14-16—**Floride AP Broadcasters Assn.** meeting, Tampa.

June 15-16—**Wyoming Assn. of Broadcasters,** annual meeting. Jackson Lake Lodge, Jackson.

June 16—**Florida UPI Broadcasters Assn.** annual meeting. International Inn, Tampa.

June 16—New deadline for reply comments on **FCC** proposal to charge fees for applications for new stations, license renewals, transfers of control or major facilities changes, and for other non-broadcast licenses.

June 16 — **Georgia Assn. of Broadcasters** annual Golf Day, Athens.

June 17-22—**Annual convention of the National Community Television Assn.** Shoreham Hotel, Washington, D. C.

June 18-19—**Institute of Radio Engineers,** Chicago spring conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 19—**Georgia Assn. of Broadcasters** first annual Tv Day. Atlanta.

OPEN MIKE®

Limited circulation

EDITOR: I never doubted that BROADCASTING has wide readership and depth penetration, but never until now did I know it has a captive audience.

You may be interested in the following letter we received from an inmate of an Oklahoma prison.

"Dear Mr. Feinblatt: I note in this week's BROADCASTING your company has developed an 'availability presentation'—and is willing to show others your format of same [BROADCAST ADVERTISING, April 16]. At your pleasure I would enjoy seeing a copy and if possible specifically one for Boston. Thanking you in advance."

It would appear that BROADCASTING has far greater circulation than at least one of its readers.—*Stan Feinblatt, director of research, Adam Young Inc., New York.*

No news hunger

EDITOR: I AM AT LOSS TO UNDERSTAND HOW YOU CAN MAKE STATEMENT THAT STRIKE-BOUND NEWSPAPERS IN MINNEAPOLIS HAVE LEFT CITIZENS "HUNGRY FOR NEWS" [THE MEDIA, APRIL 30]. RADIO AND TELEVISION HAVE BEEN PRIMARY NEWS MEDIA IN OUR AREA FOR SOME TIME. MOREOVER, WE HAVE NOT SOUGHT TO EXPLOIT PLIGHT OF NEWSPAPERS BY GRABBING THEIR BUSINESS. I COMPLIMENT NEWSPAPERS FOR HAVING GUTS TO PRESERVE THEIR PROPERTIES BY REFUSING TO ACCEDE TO RIDICULOUS UNION DEMANDS.—STANLEY E. HUBBARD, PRESIDENT AND GENERAL MANAGER, KSTP-AM-TV ST. PAUL-MINNEAPOLIS.

Civil War series

EDITOR: We would like to express our appreciation for the story you ran on our Civil War series, specifically the Battle of Shiloh, which we offered to stations at no charge [PROGRAMMING, April 16].

Frankly, the response was much greater than we had expected and we were hardly able to keep up with the requests. . . .—*Jack Buttram, production director, WMUU Greenville, S. C. (Bob Jones University).*

Honors for Paulu

EDITOR: . . . [In your] item, "Sigma Delta Chi honors six in radio-tv field" [THE MEDIA, April 16] . . . there was no mention that among the winners of the 1961 awards for distinguished service in journalism to be given by SDX



who buys the most?

young adults buy the most!

young adults buy the most beverages...and most of almost everything



Young adults (under 50) buy 68% of all beverages. This means that when you buy young adult ABC Radio, you're buying beer, ale and soft drink advertising geared to the market that buys most of what you sell. That's because two years ago ABC Radio recognized the potent economic force inherent in your young adult market and did something about it. ABC Radio consistently programs for young adults; promotes to young adults; presents to the beverage advertiser (and virtually every other advertiser) the most compelling new "reason why" for network radio. It's young adults with Flair, Sports, The Breakfast Club, News and Special Events on ABC Radio. Remember, when it comes to beer, ale and soft drinks young adults buy the most. Ask your ABC Radio sales representative for all the young adult facts

Source: Life Magazine Study of Consumer Expenditures

ABC RADIO FIRST WITH YOUNG ADULTS

BROADCASTING PUBLICATIONS INC.
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VICE PRESIDENT ..... EDWIN H. JAMES
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
Copyright 1962: Broadcasting Publications Inc.

on May 12 was Burton Paulu, who won an award . . . in the field of research about journalism for his book, *British Broadcasting in Transition.*

. . . This book was published April 26, 1961 [by U. of Minnesota Press, 250 pp. $5]. . . . With the Pilkington Committee report on British broadcasting expected soon this is a particularly appropriate time to focus attention on this book, in which Dr. Paulu traces developments in British broadcasting since 1955. It is a sequel to his earlier book, *British Broadcasting: Radio and Television in the United Kingdom* [BROADCASTING, Jan. 14, 1957]. . . .—*Janet Salisbury, promotion manager, University Press, University of Minnesota, Minneapolis.*

An alert competitor

EDITOR: I don't know whether it's a lack of a musical ear on the part of our competitors down the street, or a typo by your usually accurate magazine, but please be advised that the musical notes on KMPC [FANFARE, April 16] are not C-E-G-C as reported. . . . As one of the country's great ears, I can state unequivocally that the notes are C-E-G-E.—*Red Blanchard, CBS Radio, Hollywood.*

Cover to cover

EDITOR: I receive many magazines, but the only one that I read from cover to cover is BROADCASTING. . . .—*J. James Moore, president, Ears International, Pittsburgh, Pa.*

Goodwill ambassadors

EDITOR: I was greatly impressed by the stature and number of people from the broadcasting industry who were ambassadors on a goodwill tour to Latin America for the industry [BROADCASTING, April 9].

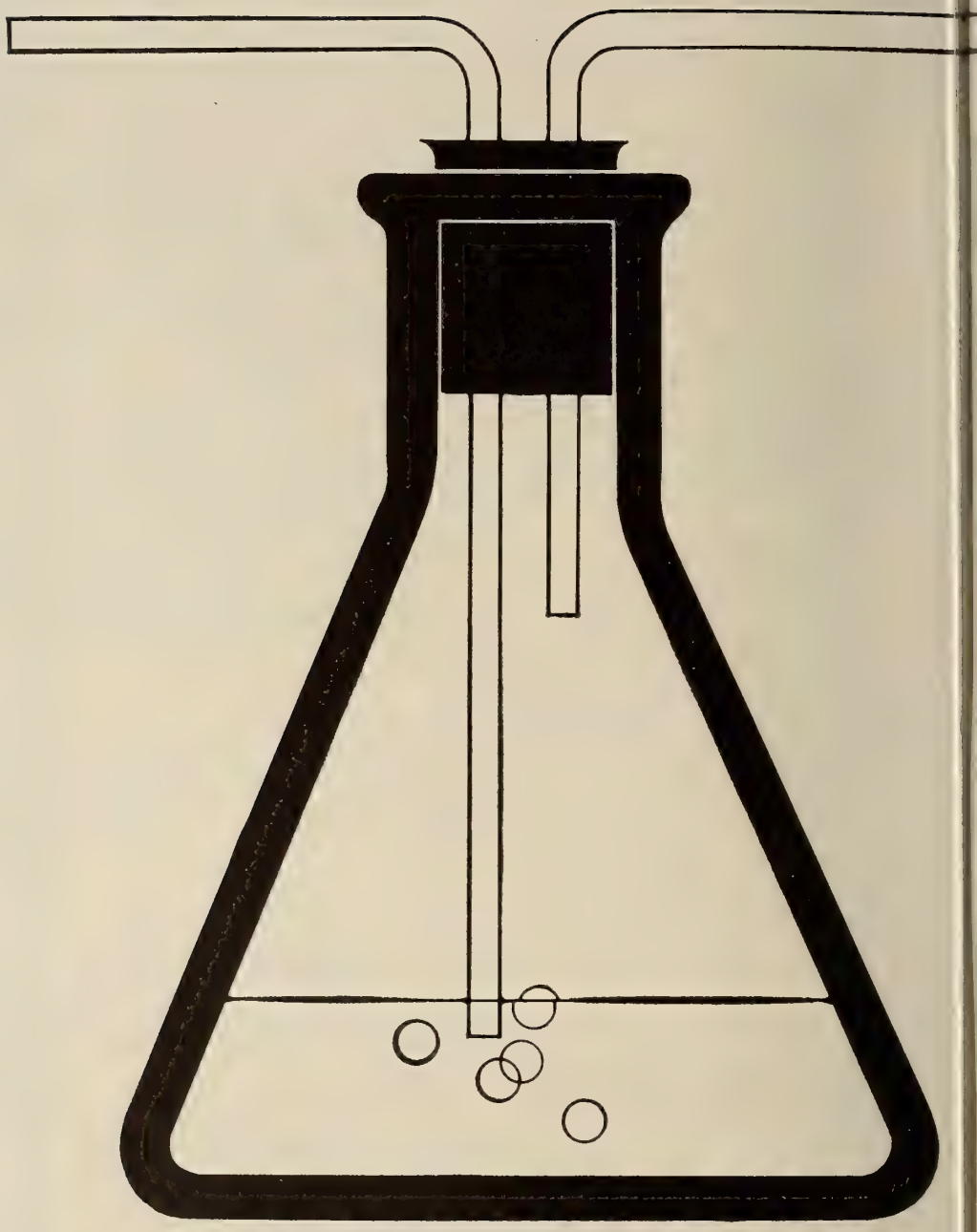
. . . This letter is to raise a question as to . . . selecting these ambassadors within the National Assn. of Broadcasters. . . . It is not their lack of experience or devotion to duty . . . but how many are able to communicate with our neighbors to the South. . . .

There are many broadcasters in this country who are conversant with the Latin mind and who can speak passably or fluently the Spanish language; to name a few: Jack Nobles, WMIE Miami; John Redfield, KIFN Phoenix; Edward Grieg, KLOK San Francisco; Levi Beall, KFSC Denver.

They [NAB] could get more mileage if they sandwiched in among all the fine people . . . a few of our American broadcasters who broadcast in Spanish and who understand the Latin American thinking. . . .—*Harlan G. Oakes, Harlan G. Oakes Assn., Advertising Representatives, Hollywood.*



A FROZEN FORMULA? NO!



Because people are different . . . markets are different. They require tailored programming to meet the difference. That's why Storer Broadcasting Company's formula is to have no single formula for its 9 key markets.

NEW YORK	LOS ANGELES	PHILADELPHIA	DETROIT	DETROIT	MILWAUKEE	CLEVELAND
WHN	KGBS	WIBG	WJBK	WJBK-TV	WITI-TV	WJW



INDIVIDUAL FORMULAS? YES!

Instead, an individual format is created for each station to meet the needs and desires of that community. Small wonder a Storer Station gives you so much for your advertising dollar. ***Important Stations in Important Markets.***

CLEVELAND	ATLANTA	MIAMI	TOLEDO	TOLEDO	
WJW-TV	WAGA-TV	WGBS	WSPD	WSPD-TV	STORER BROADCASTING COMPANY

MONDAY MEMO

from LEO B. PAMBRUN, Charles Bowes Advertising, Los Angeles

How Nesbitt's plans to make both consumers, bottlers happy

This is the story of how a small company among giants in the highly competitive soft drink field beats them to the punch—at least for a couple of 13-week schedules during the year—by coordinating newspapers, point-of-purchase and merchandising with the characters and story-line in broadcast spots, and by pounding hard on all promotional and publicity undertakings during the campaign in one market after the other.

Nesbitt Fruit Products Co. of Los Angeles, through its network of bottlers, is the largest seller of orange soft drinks in the United States—yet must operate with a company budget of under half a million dollars in a product category where it's estimated more than $300 million will be spent for advertising in 1962. Most of Nesbitt's promotional money is spread out in co-op funds among a variety of bottlers throughout the country.

For the spring and summer of 1962, Nesbitt's had to develop a program that would penetrate the great mass of advertising aimed at the six-to-sixteen-year-old market for soft drinks, and do it for a fraction of the funds spent in this market by the soda pop "majors" as well as candy makers, toy manufacturers, etc.

Furthermore, the program had to be adaptable to the varied markets North, South and East, as well as in Nesbitt's western home territory—and be operable at the bottler's convenience.

Considering all these elements, the agency recommended an approach by television spots on children's shows to capture the younger segment of the market, and by radio spots on teenage music programs to win the "older" element of Nesbitt's markets.

Maximum Effect ▪ Since frequency for any Nesbitt's bottler would, at best, be relatively light, it was obvious that a highly memorable and penetrating message was needed. "The Children's Marching Song" was selected as the musical vehicle for both the radio and tv spots.

Changed to "The Children's Drinking Song," the jingle starts from this first stanza:

This young man, he drank one,
He drank Nesbitt's just for fun,
With a chug-chug, chug-a-lug,
Have a happy drink:
Happy Nesbitt's Orange Drink!

In the 60-second spot on both radio and tv, the tune goes for four stanzas and winds up with the group (six adults and six children) excitedly inviting each other to "Let's all go down to the store for more Happy Nesbitt's orange drink!"

The tune has a real swing for the teenager—recent recordings by artists such as Mitch Miller received excellent reception from this group—yet it remains a children's marching song with outstanding appeal over many, many years for the tots.

For the youngsters, however, tv seemed the answer; a one-minute animated dramatization of the four stanzas, two involving a small boy and two involving a girl. Naturally, at the end, all four get together to "go down to the store for more Happy Nesbitt's orange drink!" Both radio and tv 60-second versions allow a 30-second lift-out, using two of the stanzas and the tag, or the tag itself can become a 10-second i.d. Thus, complete flexibility is provided for the bottler who wishes to cut in with a local announcement.

Quick Recording ▪ The adaptation was composed by Al Allen of Allen/Asher & Associates Inc. in Hollywood, who did a magnificent job of introducing his orchestra and vocalists to the song and getting the recording within two hours. He recorded for tv animation, handled by Quartet Films of Hollywood.

Nesbitt's national representatives were assembling at the plant in Los Angeles 24 hours after the radio recording was cut. A pressing was played for them, and we unfolded a giant storyboard during the song, pointing to the frames for each line—and ending with a presentation that stretched completely across the room.

The district managers were enthusiastic. Provided with storyboards considerably reduced in size and pressings of the record, they began contacting bottlers across the country. At this writing, approximately 200 markets are scheduling the Happy Nesbitt's radio spots, and 25 or 30 will run the tv spots.

An important corollary to this story of getting the most out of a small co-op budget which must be adapted to individual bottlers' timing situations and other problems is the tie-in with point-of-purchase material.

Taking our cue from the first little character in the tv production, we carry the "Nesbitt's Boy" on in-store material such as banners, streamers and bottle collars—and on truck signs, posters, etc. His broad grin enhances the same theme repeated four times in the Nesbitt commercial.

Nesbitt's bottlers feel confident that store display will be obtained, particularly on summer weekends during the heaviest concentration of spots.

Joint Promotion ▪ Typical of the market-by-market co-op approach to coordinating all promotional efforts around the spot broadcasting is the Los Angeles area, now in programming for the summer months. In this market, five bottlers and Nesbitt's are getting together for a 13-week tv purchase on leading children's shows.

Intensive efforts are planned for on-air demonstrations and audience participation with the product to support the spot programs.

In-store banners, truck signs and other collateral will be distributed to tie in with the programs. Newspaper ads also will display the tv character, and will run heaviest during the broadcast schedule.

This type of market concentration will be repeated in key markets throughout the country—San Francisco, Seattle, Minneapolis, Detroit, New Orleans, etc.

The client, Nesbitt Fruit Products Inc., and the agency, Charles Bowes Advertising, confidently expect the results to put a new face on the public image of this nearly 40-year-old favorite of all orange drinks.

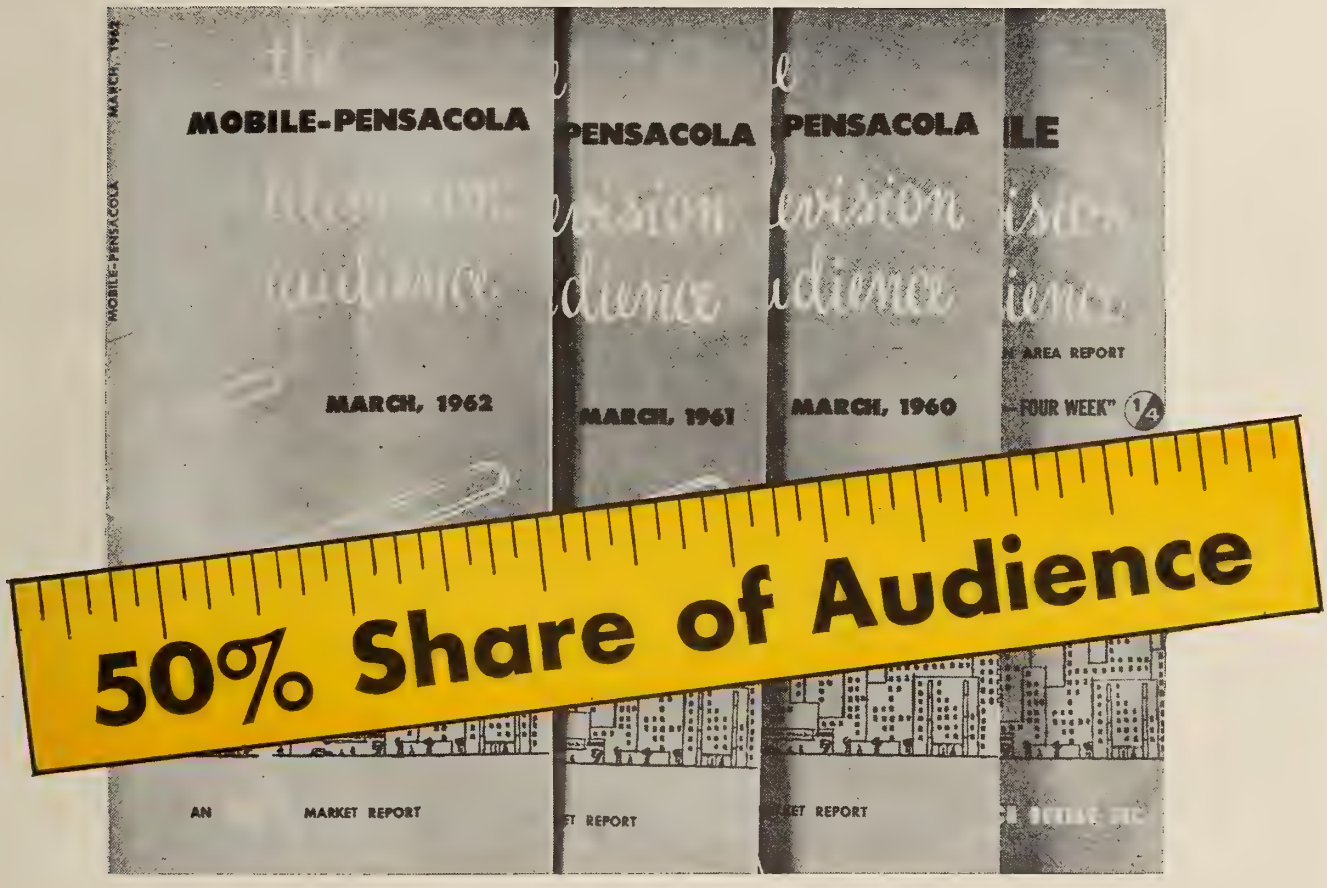


Leo Pambrun started as a $5-a-week printer's devil 25 years ago in Chicago, wrote himself into a job with a mail order concern and eventually administered himself into advertising management with firms such as Stewart-Warner, Crosley and Majestic. He formerly handled commercial responsibility for Purex tv shows at another agency, but is now an account executive with Charles Bowes Advertising Inc., Los Angeles, a member of National Advertising Agency Network.

The Exception To The Rule

WKRG • TV

Mobile—Channel 5—Pensacola



WKRG-TV Mobile-Pensacola has enjoyed

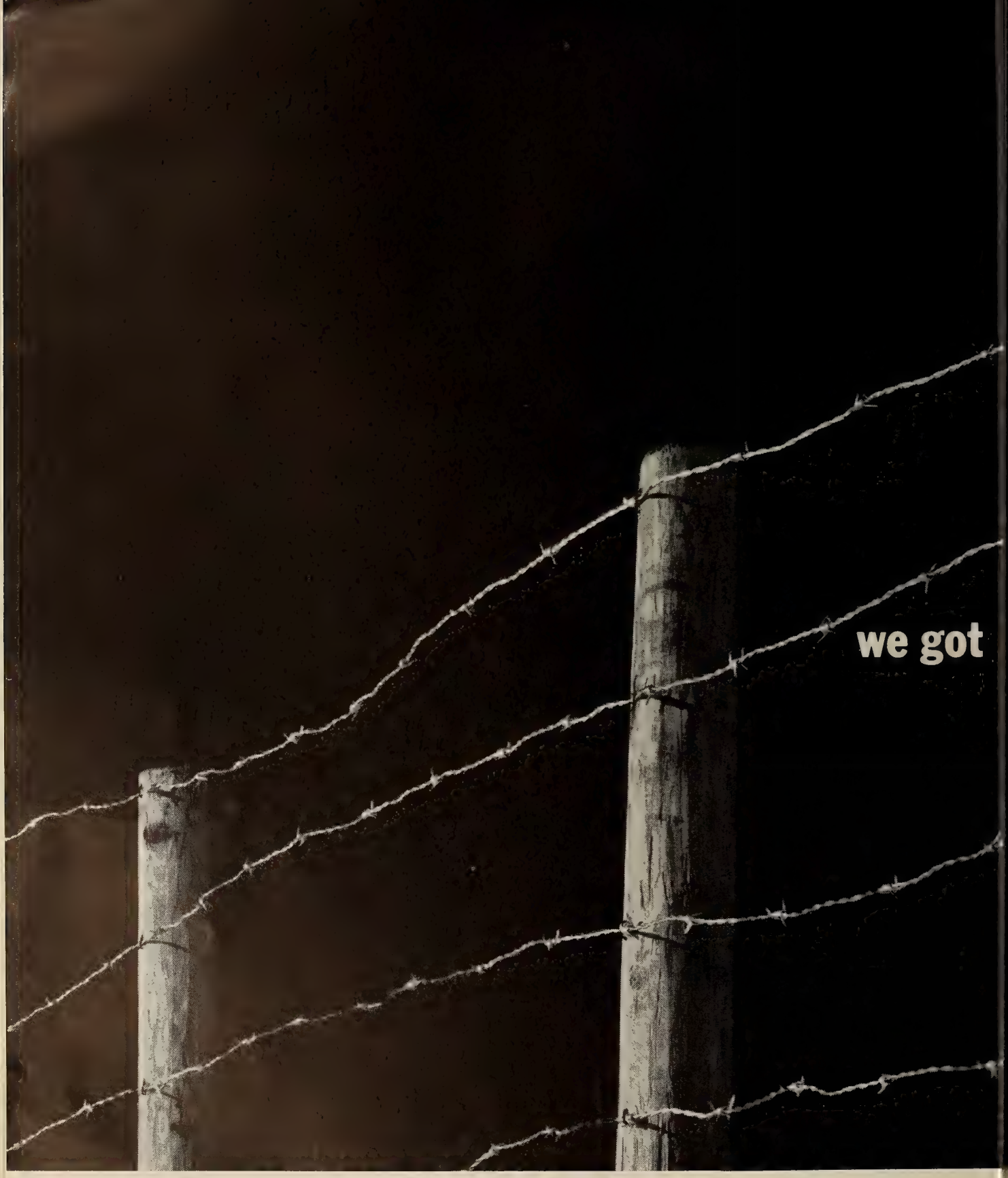
50% or More Share of Audience in every March ARB

Measurement Since 1959 . . . From 9:00 AM to Midnight

For Details Call

AVERY-KNODEL—Representatives

or: C. P. PERSONS, JR., General Manager


we got

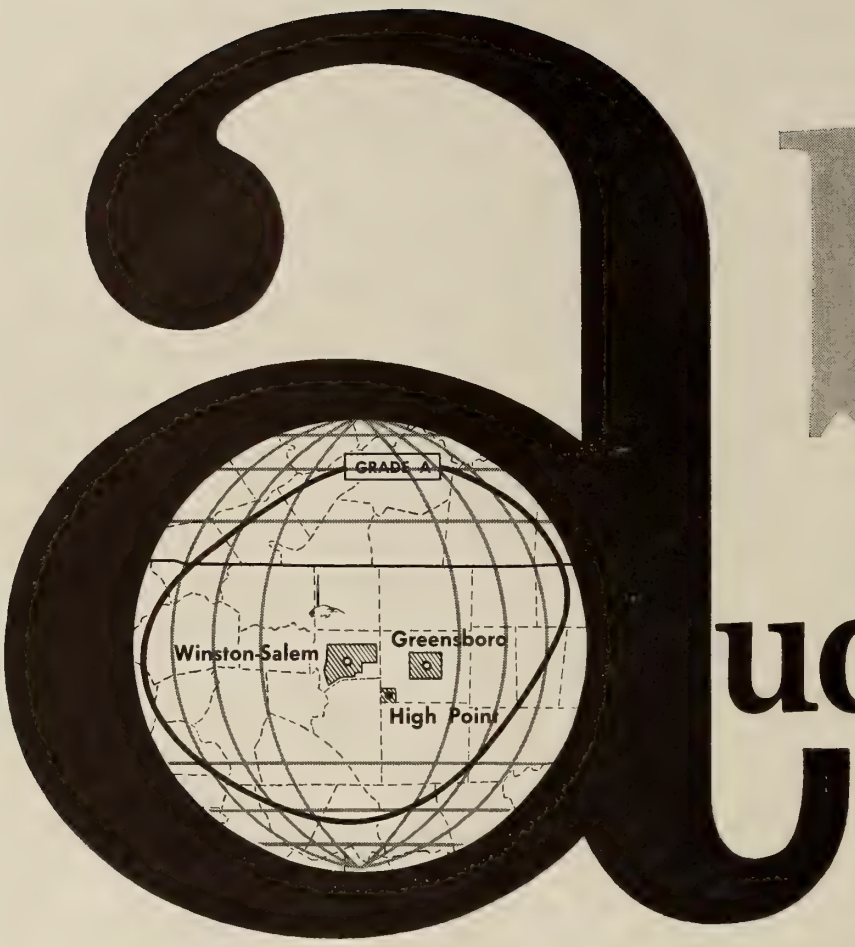


The 6 ABC Owned Radio Stations Have Won 6 Radio Free Europe Awards for Public Service Programming.

For millions of people behind the Iron Curtain freedom is a voice many miles away. The voice belongs to Radio Free Europe. It costs money, lots of money, to keep it going. That's why each of the six ABC Owned Radio Stations set out to win community support for Radio Free Europe in their own local markets. The General Manager of each station recorded a series of special messages to be beamed behind the Iron Curtain. In addition, the voices of a number of national celebrities were used to make direct fund appeals. In six of our largest cities, listeners got the message. The result? They responded — most generously. So generously that all six stations received special awards from Radio Free Europe. This public service activity by the six ABC owned radio stations serves as an example of Radio Free America doing its utmost to strengthen Radio Free Europe.

ABC OWNED RADIO STATIONS

WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES



a big audience

North Carolina's Grade A World

where only one station provides Grade A Coverage of 14 cities ranging in population from 11,000 to over 120,000, and City Grade Service exclusively to the state's top metropolitan market– Winston-Salem, Greensboro, High Point

Call Peters, Griffin, Woodward, Inc.

WSJS TELEVISION

NBC MST

CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 7, 1962, Vol. 62, No. 19

SPOT CARRIERS CAUGHT IN SQUEEZE?

- Network participation shows attacked by representatives
- Top syndicated programs are made available for station use
- Too early to tell what pressure and new programs may mean

So-called "spot-carrier" programs on the television networks are the targets of a rising attack which is beginning to take the form of a pincers movement.

Station representatives, long opposed to the participating-program trend in nighttime tv networking, are becoming more aggressive in urging their stations to cut back their clearance of such shows. At the same time, the mounting volume of former network shows being released into syndication—now totalling more than 40 series (also see page 30)—is giving stations more and more programs of prime-time calibre to substitute as vehicles for national-spot and local sale.

Will it Hurt Clearances? ▪ This combination of renewed insistence on and broader opportunity for local replacements of network participating programs appears to be too new, relatively, to permit an accurate appraisal of the extent to which it is cutting into clearances of these network shows.

The main target of the current attack appears to be next fall's programming and the design is more to nibble away at participation shows than to cause their wholesale rejection by stations. Even the reps in many cases say it would be foolhardy, economically, for a station to reject network "spot-carrier" offerings indiscriminately—apart from option-time rules that still give networks first call on two and a half hours of their affiliates' evening time.

Yet there appears to be increased willingness on the part of stations to substitute syndicated for network programs around the prime-time edges, and in one case that came to light last week a station—in a one-station market—disclosed that it plans to replace all of its network programming with feature films on one night a week.

How the Representatives See It ▪ The gist of reps' arguments to stations is this:

"The advertisers want the prime-time minutes. But you (stations) are giving them away by scheduling so many network participating shows in prime time. Many of these advertisers formerly were heavy in spot. There are only two ways we can get them back—one is by recapturing some of the time given over

Educators win seven-year battle of federal funds for tv

This amiable gathering represents the conclusion of a seven-year battle to gain federal funds for the advancement of educational tv: President John F. Kennedy signs into law the House-Senate compromise bill authorizing $32 million government grants to etv (see story page 60). Behind the President stands Secretary of Health, Education & Welfare Abraham Ribicoff, whose office is in charge of disbursing the grants, with the FCC in consultant capacity.

Joining in the ceremony and awaiting one of the many souvenir pens with which the President signed the bill are prime movers of the etv legislation: (l to r) Sen. Norris Cotton (R-N. H.); Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee; Rep. Hale Boggs (D-La.); Sec. Ribicoff; Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee; Rep. William Springer (R-Ill.) and Sen. John Pastore (D-R. I.).

The bill provides funds for establishment of new etv stations and expansion and improvement of existing facilities. Earlier measures to pass such legislation passed the Senate on two occasions but died in the House.



SPOT CARRIERS CAUGHT IN SQUEEZE? continued

to network shows and the other is by extending the station break to 70 seconds."

A check of leading representatives by BROADCASTING last week confirmed that reps are concerned over the "spot carrier" problem and attempt in various ways to "propagandize" their stations at every opportunity. Most reps stressed that they are not exhorting their stations to drop network shows, but are explaining that it is the most feasible method of obtaining increased revenue at this time.

Privately, they admit there is little likelihood that networks will agree in the near future to a general 70-second station-break in prime time, but hope that stations will maintain pressure on networks in this area.

Softening Process ▪ One rep explained: "Our strategy is if stations keep pressing for an extended break, the networks will be 'softened up' and won't feel too unkindly toward a station that drops some of the network shows."

Participation or "spot carrier" selling is exerting its strongest impact during the current season, with "minute buys" having accounted for 75% of the prime time availabilities on ABC-TV; 55% on NBC-TV and 25% on CBS-TV. It has been estimated conservatively that time devoted to "minutes" in regular network series this season represents approximately $3.8 million each week in gross billing (one-time rate).

Representatives are convinced that this network minute sales approach in prime time will expand before it contracts. Though sales formulas for all programs in the 1962-63 season are not yet firm, indications are that the minute trend will be as widespread as this year.

Dearth of 20's ▪ Though representatives generally were cautious about revealing details of their discussions or formal communications with the stations they represent, it became known last week that at least one major rep has circulated to stations a special report that outlined bluntly the problem and the proposed solution. The representative, who asked for anonymity, told stations that a spring sampling of the prime-time 20-second situation indicates there will be "a serious if not drastic dearth of 20-second prime-time advertisers this summer . . . there are just more good 20-seconds available in a market than there are advertisers who want them." He added pointedly:

"Network minute participation carriers are sweeping prime-time spot advertisers away from us in an avalanche."

The report suggested that the most immediate moves can be made only by television station management, and stressed that "this summer and fall the station that shows national spot revenue gains of any substantial amount is going to be the station that programs nighttime minute spots (within local programs)."

Summer-Fall Problems ▪ Warning that stations may be in for summer and fall billing problems of "alarming proportions unless these hard facts" are faced, the rep report suggested that stations exercise "Brinkmanship" in their business relationship with the networks.

"We must push the networks as close to the wall as we can," the report asserted. "We must strain every relationship with the networks, we must be willing to take great risks in our network relations. Admittedly, this will require toughness and finesse but, believe me, we will be rewarded if we are willing to face up to it and we will be in trouble if we don't. We will need not only half-hour syndicated films but also good one-hour vehicles as well as feature films in such prime time as 7:30-9 p.m. on weekdays and certainly no less than 6-7:30 p.m. on weekends. For the summer, 10 p.m. to 11 p.m. areas should be opened up."

The report conceded that a network

New Warner syndications

New off-network product was placed in syndication last week by major film producer Warner Bros. The program load includes many hour series now out of network prime-time.

It is Warner's entry in syndication of shows which have had previous exposure in the U. S. (on ABC-TV).

In setting up this arm, Joseph Kotler, former vice president of Ziv-UA, joints Warner Bros. as vice president and director of syndicated sales.

Among the hour series: *Maverick, Surfside 6, Sugarfoot, The Roaring 20's, Bronco, Bourbon Street Beat, The Alaskans* (total of seven different series). New half-hour series: *Lawman* and *Colt .45*. Warner spokesmen said they could not reveal at this time the total number of episodes involved in each of the series.

Wrigley top brand name in '61 spot tv

P&G HEADS SPOT TV ADVERTISERS WITH $56.7 MILLION, TVB REPORTS

Wrigley chewing gum was the brand name most advertised in spot tv in 1961 with gross billings of $10,098,750. Procter & Gamble, accounting for more than $56.7 million in spot tv at gross rates, ranked as No. 1 national advertiser in the medium. Food and grocery products were the largest product category (nearly $171 million).

The spot billing figures come from Television Bureau of Advertising, which reported on N. C. Rorabaugh Co.'s estimated $617,398,000 in total national and regional spot in 1961, a yearly increase of 2.3%. TvB released the tabulation today (May 7).

Other leading brand advertisers in spot: Wonder Bread (more than $6.1 million), Coca-Cola (more than $5.8 million). Spot advertisers ranking after P&G include: Lever (more than $18.9 million), General Foods (over $17.8 million) and Colgate-Palmolive (nearly $15 million).

Other top categories by product: cosmetics-toiletries, over $59.8 million; ale-beer-wine at $52.6 million, and household laundry, more than $48.1 million.

TvB also pointed up the spot television length used the most: the one-minutes accounted for $475 million or 77% of the total; IDs for $65.5 million, or 10.6%, and programs, more than $76.7 million, or 12.4%.

Top 100 Spot Tv Advertisers

1.	Procter & Gamble	$56,704,290
2.	Lever Brothers	18,976,870
3.	General Foods	17,856,170
4.	Colgate-Palmolive	14,989,170
5.	Coca-Cola Co.	10,745,140
6.	William Wrigley Jr.	10,098,750
7.	Bristol-Myers	9,586,450
8.	Standard Brands	8,752,320
9.	American Home Products	8,713,090
10.	Continental Baking	8,535,930
11.	P. Lorillard	8,003,050
12.	Miles Laboratories	7,636,790
13.	Philip Morris	6,374,160
14.	Corn Products	6,126,570
15.	Kellogg Co.	5,978,780
16.	International Latex	5,323,280
17.	Alberto-Culver	5,150,090
18.	Gillette	5,062,430
19.	J. A. Folger & Co.	4,735,150

affiliation is valuable, but added: "By all means let us use the networks, but let's not let them use us to the point where they endanger our revenue in our blue chip area—prime time."

Oppose Campaign ▪ Though other representatives agreed with the substance of this report, many believed they should not be campaigning openly for the dumping of network programs. They felt this was a decision that stations themselves must make, although they conceded that when stations complained about the lack of spot revenue, they invariably emphasized that additional billing could be forthcoming if more prime time were available for sale by reps.

A basic consideration to both stations and reps is this: if a station dropped some of its "weaker" network shows, could sufficient spot business be obtained to compensate for programming and station time? A station ordinarily receives about 30% of its network rate for a network program, while a locally inserted show brings in about 70% (after commissions for the rep and the agency).

A canvass of reps and leading film distributors indicates there is no unanimity of opinion, but in recent months there appears to be a stronger inclination on the part of some stations to replace network programs with syndicated films or feature films. Some reps believe it is too early to say that a trend in this direction is developing, but believe that a groundswell is here and could be nurtured, provided that stations are willing to risk nurturing it.

Stronger Hand for Reps ▪ One station representative, who espouses the more-prime-time-for-spot idea, said: "Reps are taking advantage of the currently favorable Washington climate which has been encouraging local stations to take a stronger hand in their programming. The tone being set by Washington offers sufficient justification for stations to preempt network programs, or to delay or re-schedule them. Network newscasts are finding it harder going because more and more stations are using that station option time for their own local newscasts. It seems to me that we may be seeing the beginning of a trend, because it's my feeling that more stations are deciding to put syndicated shows or movies in prime time."

Some of the leading film distributors questioned replied there is "more interest" on the part of stations for feature films and for syndicated programs, particularly those of a documentary nature. They cited many individual instances of sales made to stations for nighttime scheduling, but noted these transactions were largely in markets of three stations or less. They said that in some instances they replaced network programs, but in others were on stations not ordered by the network client.

One unusual sale revealed to BROADCASTING involves KEYT (TV) Santa Barbara. The station, a primary NBC-TV affiliate which also takes ABC-TV programming, is scheduling its Friday-night block from 7 p.m. to approximately 11:30 p.m. with two Warner Bros. feature films, purchased from Seven Arts Associated. An interesting sidelight is that each Saturday the features will be repeated, starting at 12 noon. Advertisers will be offered a package buy for both days. The features on Friday night will replace NBC-TV's *International Showtime, David Brinkley's Journal, Chet Huntley* and *Tonight* (a portion), and ABC-TV's *77 Sunset Strip,* it was reported. This move is slated to take effect on June 15.

Representatives who had heard of the KEYT move called it "daring," even though Santa Barbara is a one-station market. One official said: "I hope this wakes up some stations. As long as ABC-TV and NBC-TV are programming top-flight movies, there is no reason why the stations themselves can't deliver a good movie and get more money than they're getting from carrying network movies."

Network splits condemned

Edward P. Shurick, executive vice president of Blair-Tv, last week attacked network sales practices which permit an advertiser to "split down the middle the commercial time span of a minute into sales messages about two different and distinct products—and for the price of half-a-minute."

He also took note of network offerings of regional markets "on a selective basis" comparing this to "going hunting into the back country with a Rolls Royce instead of a workhorse jeep" and adding that this applied also to national magazines "trying to localize."

Mr. Shurick made his remarks May 3 at the Broadcasting Executives Club in Boston. As part of the program, Bill MacRae of the Television Bureau of Advertising, ran off a showing of *Selectronic Marketing,* a 15-minute presentation dealing with spot television.

20.	Nestle Co.	4,718,820	37.	General Motors Dealers	3,165,920	54.	E. & J. Gallo Winery	2,195,310
21.	Lestoil Products	4,662,670	38.	Sterling Drug	3,008,580	55.	American Oil	2,134,330
22.	Avon Products	4,540,460	39.	Carnation Co.	2,979,480	56.	Phillips Petroleum	2,064,900
23.	Anheuser-Busch	4,535,130	40.	Welch Grape Juice	2,930,970	57.	Theo. Hamm Brewing	2,058,460
24.	Pepsi-Cola Co.	4,336,350	41.	Humble Oil & Refining	2,884,190	58.	Pillsbury Co.	2,049,150
25.	General Mills	4,272,080	42.	Simoniz Co.	2,846,360	59.	North American Phillips Co.	2,045,830
26.	American Tobacco	4,237,670	43.	Liggett & Myers Tobacco	2,845,350	60.	Norwich Pharmacal	2,001,210
27.	Warner-Lambert Pharma.	4,183,090	44.	Pharmacraft Labs.	2,767,730	61.	Scott Paper	1,971,020
28.	Hunt Foods & Industries	4,166,380	45.	Quaker Oats	2,754,440	62.	Ralston Purina	1,959,940
29.	Carter Products	3,872,170	46.	United Vintners	2,731,060	63.	Louis Marx & Co.	1,883,810
30.	Food Manufacturers	3,682,270	47.	U.S. Borax & Chemical	2,603,750	64.	Maybelline Co.	1,866,060
31.	Pabst Brewing	3,508,490	48.	Richardson-Merrell	2,594,400	65.	Deluxe Reading Co.	1,841,780
32.	Brown & Williamson Tobacco	3,464,840	49.	Falstaff Brewing	2,555,760	66.	Helene Curtis Industries	1,763,010
33.	Campbell Soup	3,366,570	50.	American Chicle	2,549,530	67.	Pacific Tel. & Tel.	1,757,550
34.	Jos. Schlitz Brewing	3,353,160	51.	Hills Bros. Coffee	2,543,510	68.	Vic Tanny Enterprises	1,732,070
35.	Ford Motor Co.	3,329,700	52.	Andrew Jergens Co.	2,540,400	69.	Atlantic Refining	1,712,290
36.	Canadian Breweries	3,216,180	53.	R. J. Reynolds Tobacco	2,299,740	70.	C. Schmidt & Sons	1,669,820

'61 SPOT TV: BY QUARTERS

January-March	$151 million
April-June	$161 million
July-September	$128 million
October-December	$178 million

'61 SPOT TV: BY DAY PARTS

Daytime	$163 million
Early evening	$128 million
Prime evening	$195 million
Late night	$131 million

Spot tv gains in 1961 hit by high talent costs—Cash

A strong condemnation of rising talent costs in the production of television commercials is being issued today (May 7) by Television Bureau of Advertising's president, Norman E. Cash.

Mr. Cash says that for the "first time" in spot tv gains have been "negligible" in 1961 and this may be blamed mostly on increased talent charges. His statement was issued in reporting the annual national-regional tv billing breakdown by advertisers.

Concern over the effects on spot tv advertisers of new contracts with the American Federation of Television & Radio Artists and the Screen Actors Guild was expressed by top spokesmen of leading advertisers and agencies as early as the winter of 1960 (BROADCASTING, Dec. 26, 1960, *et seq.*)


Mr. Cash

"For the first time in spot television, gains made over the preceding year have been negligible. One of the strongest influences in this is talent costs for commercials. No doubt, a few members of the involved unions had substantial incomes but many more who might have been employed regularly, have been priced out of work.

"Creative people have been forced to use other devices to sell an advertiser's product or service. Agencies are reporting as much as a 50% increase in talent charge due to the high residual costs which can only reduce further the number of people employed in the making of television commercials.

"In the next negotiations, I hope the full membership of the unions involved will be heard to the extent that they can become involved again on the payroll of the advertiser."

71.	Sun Oil	1,646,550
72.	Wander Co.	1,599,690
73.	Ward Baking	1,589,370
74.	Great Atlantic & Pacific Tea	1,585,970
75.	John Morrell & Co	1,583,220
76.	Beech-Nut Life Savers	1,572,580
77.	Golden Press	1,539,140
78.	National Biscuit Co.	1,529,570
79.	J. Nelson Prewitt, Inc.	1,526,880
80.	General Electric	1,503,080
81.	Consolidated Cigar	1,484,540
82.	National Federation of Coffee Growers of Colombia	1,465,180
83.	F & M Schaefer Brewing	1,450,440
84.	Greyhound Corp.	1,444,240
85.	Standard Oil of California	1,440,660
86.	Pearl Brewing	1,410,920
87.	Piel Bros.	1,409,790
88.	National Dairy Products	1,406,960
89.	Swift	1,403,740
90.	Helena Rubinstein	1,393,650
91.	M. J. B. Co.	1,388,180
92.	Chrysler Dealers	1,356,680
93.	General Motors	1,355,560
94.	Safeway Stores	1,354,630
95.	Chesebrough-Pond	1,353,090
96.	Pan-American Coffee Bureau	1,340,930
97.	Liebmann Breweries	1,325,700
98.	Plough, Inc.	1,318,910
99.	Ex-Lax, Inc.	1,310,020
100.	Pet Milk Co.	1,305,910

Top Spot Tv Brands in 1961

Wrigley Chewing Gum	$10,098,750
Wonder Bread	6,155,680
Coca-Cola	5,837,900
Kellogg Various Dry Cereals	5,829,050
Maxwell House Coffee	5,290,570
Alka-Seltzer	4,884,420
Folger's Coffee	4,735,150
Avon Cosmetics	4,540,460
Gleem	4,204,090
Dash Detergent	4,179,950
Pepsi-Cola	4,173,050
Yuban Coffee	4,053,340
Colgate Dental Cream	4,042,410
Kent Cigarettes	4,031,400
Tide	3,733,010
Mr. Clean	3,711,830
Post's Dry Cereals	3,366,660
Clorox	3,339,800
Nescafe	3,174,740
Chase & Sanborn Coffee	3,143,600
Budweiser Beer	3,137,330
Parliament Cigarettes	3,067,330
Bufferin	3,009,870

Tv commercials festival award winners

TOP AWARD TO FSR FOR ALCOA'S 'QUALITIES OF ALMUMINUM' SERIES

BBDO emerged with the best entries in six different product categories at the third annual American Television Commercials Festival in New York last Friday (May 4). The biggest agencies, as in the past two years, walked off with the lion's share of the "best" and "runners-up" commercials.

Out of 35 product categories, major agencies such as BBDO, Leo Burnett, Young & Rubicam, Benton & Bowles, J. Walter Thompson and N. W. Ayer had about two-thirds of the "best" ratings.

The No. 1 winner for a series of commercials, regardless of product, was Fuller & Smith & Ross for its "Qualities of Aluminum" commercials for the Aluminum Co. of America. On Film Inc. was the film producer. Runner-up to Alcoa was Johnson's Baby Products' "A Baby's World," via Young & Rubicam. Alcoa also topped the competition for best institutional commercial and for best black and white cinematography.

A special citation for best video-tape production, an award sponsored by Minnesota Mining & Mfg. Co., was presented for Chevrolet's "Anniversary Album Offer," which was taped at NBC-TV, Burbank. Campbell-Ewald was the agency. In other special citations, Edie Adams was selected best spokesman for her Muriel Cigars commercials, and the festival judges voted cumulative recognition to Stan Freberg and the staff of Freberg Ltd. for their series of commercials for Chun King, Cheerios, Nytol and *Tv Guide*. Mr. Freberg was guest speaker at the awards luncheon at the Waldorf-Astoria.

This year's winners were selected from a record 1,254 commercials entries. Winners of the various product categories were shown at the luncheon in color on a large screen. Regional awards will be announced at the Midwest Festival, May 11, in Chicago; Canadian Festival, May 16, in Toronto; Southwest Festival, June 7, in Dallas, and West Coast Festival, June 13, in Los Angeles.

The complete list, naming category, commercial, client, agency and producer:

Series (Regardless of Product): Best—Alcoa "Qualities of Aluminum," Aluminum Co. of America; Fuller & Smith & Ross, On Film Inc., Princeton & N.Y. **Runner-up**—Johnson's Baby Products "A Baby's World," Johnson & Johnson; Young & Rubicam Inc., Transfilm-Caravel, N.Y.

Apparel Category: Best—DuPont "Sweaters of Orlon," E. I. DuPont de Nemours; BBDO, Elliot, Unger & Elliot-Screen Gems, N.Y. **Runner-up**—Thom McAn "Charlie—The Hook," Melville Shoe Corp.; Doyle Dane Bernbach, MGM Telestudios, N.Y.

Appliances (Home): Best—G. E. Coffeemaker "Peek A Brew," General Electric Home Appliances; Maxon, Electra Film Productions Inc.

Appliances (Office): Best—Xerox 914 Copier "Little Girl," Xerox Corp.; Papert, Koenig, Lois, Elliot, Unger & Elliot-Screen Gems, N.Y.

Automobiles: Best—Chevrolet Corvair "Swamp," Chevrolet Div., General Motors; Campbell-Ewald, Woodburn & Walsh, Coral



Untrumped honor

In meaning and significance the coveted Seal of Good Practice is an unexcelled honor in broadcasting. WPIX-11 is singularly proud in being the *only independent TV station in New York* whose high commercial standards and practices has merited this emblem of the conscientious broadcaster. It is also *your* guarantee that *this* television station measures up.

where are your 60-second commercials tonight?



Gables. **Runner-up:** Willys Jeep "Hatari," Willys Motors; Norman, Craig & Kummel, Paramount Pictures (Africa).

Auto Accessories: Best—Autolite Batteries "Micro Interior," Electric Autolite Div., Ford Motor; BBDO, Sarra Inc. **Runner-up:** Autolite Spark Plugs "City Traffic," Electric Autolite Div., Ford Motor; BBDO, Sarra Inc.

Baked Goods & Confections: Best—Oreos "Little Girls Have Pretty Curls," National Buscuit Company; McCann-Erickson, Inc., Morris Engel Productions, N.Y. **Runner-up:** Levy's Rye "Pigeon," Henry S. Levy & Sons; Doyle Dane Bernbach, Elliot, Unger & Elliot-Screen Gems, N.Y.

Baking Mixes: Best—Pillsbury Golden Yellow Cake Mix "Fun," Pillsbury & Co.; Leo Burnett Co., On Film Inc., Princeton & N.Y. **Runner-up:** Occident Flour "Sifting—Forget It," Russell Miller Milling Company; John W. Forney, Minneapolis, Videotape Productions of N.Y.

Banks: Best—Bankamericard No. 1, Bank of America; Johnson & Lewis Inc., San Francisco, FilmFair Inc., Hollywood. **Runner-up:** Great Western Savings "One-Third Less," Great Western Savings & Loan; Doyle Dane Bernbach, Los Angeles, FilmFair Inc., Hollywood.

Beers & Wines: Best—Piel's "Beach," Piel Brothers, Brooklyn & N.Y.; Young & Rubicam, Columbia Screen Gems, Hollywood. **Runner-up:** Jax-Narragansett "Nichols & May," Jackson Brewing, N.O.; Narragansett, R.I.; Doherty, Clifford, Steers & Shenfield, Pelican Film Inc.

Cereals: Best—Kellogg's Corn Flakes "Package Reader," Kellogg Co.; Leo Burnett Co., MPO Videotronics, Los Angeles. **Runner-up:** Cheerios "Open Oat," General Mills, Inc.; Dancer-Fitzgerald-Sample, Freberg Ltd., Hollywood.

Cigars & Cigarettes: Best—Winston "Match Folders," R. J. Reynolds Inc.; William Esty, Pelican Films. **Runner-up:** Old Gold "Four Cigarettes," P. Lorillard; Grey Adv., Filmways, N.Y.

Cleansers & Waxes: Best—Windex "John, Mary & George," Drackett Co.; Young & Rubicam, MPO Videotronics, N. Y. **Runner-up:** Johnson's Shoe Polish "Presto," S. C. Johnson & Son; Needham, Louis & Brorby, Lou Lilly Inc., Hollywood.

Dairy & Margarines: Best—American Dairy Assn. "Butter Crust Pie," American Dairy Assn.; Campbell-Mithun Inc., Sarra Inc. **Runner-up:** Imperial Margarine "Wonders," Lever Bros. Co.; Foote, Cone & Belding, Elliot, Unger & Elliot-Screen Gems, N.Y.

Coffee & Tea: Best—Instant Maxwell House "Cup & A Half," General Foods Corp.; Benton & Bowles, Television Graphics Inc. **Runner-up:** Martinson's "You'd Never Know," Joseph Martinson & Co.; Grey Adv., Filmways Inc.

Cosmetics & Toiletries: Best—Max Factor Nail Polish-Lipstick "Ooh La California," Max Factor; Carson/Roberts Inc., Los Angeles, FilmFair, Hollywood.

Baby Products: Special Citation—Johnson's Baby Products "A Baby's World," Johnson & Johnson; Young & Rubicam Inc., Transfilm-Caravel Inc., N.Y.

Bath Soaps: Special Citation—Camay "Newlyweds," Procter & Gamble; Leo Burnett Co., Filmways Inc., N.Y.

Deodorants: Special Citation—Ban "Documentary No. 3," Bristol-Myers; Ogilvy, Benson & Mather, WCD Inc.

Hair Products: Special Citation—Adorn "Whirl It & Curl It—Pamela," Toni Co.; North Adv., Wilding-Tv Inc., Chicago.

Men's Toiletries: Special Citation—Remington Shaver "Football," Sperry Rand Inc.; Young & Rubicam, Inc., Audio Productions, N.Y.

Gasolines & Lubricants: Best—Texaco "Man Who Wears The Star," Texaco; Benton & Bowles, Filmways Inc., N.Y. **Runner-up:** Shell X-100 Motor Oil "Additive Ash," Shell Oil Company; Ogilvy, Benson & Mather, MPO Videotronics, N.Y.

Gift Items: Best—Kodak Film "Turn Around," Eastman Kodak Co.; J. Walter Thompson, Filmways Inc., N.Y. **Runner-up:** Polaroid Cameras "Funny Face," Polaroid Corp.; Doyle Dane Bernbach, Inc., Elliot, Unger & Elliot-Screen Gems, N.Y.

Home Furnishings: Best—U. S. Steel Sinks "Photography," United States Steel; BBDO, Ferro, Mogubgub & Schwartz Inc., N.Y. **Runner-up:** Eveready Flashlight Batteries "Magnet-Car," Union Carbide; William Esty Co., WCD Inc., N.Y.

Institutionals: Best—Alcoa "Workability," Aluminum Co. of America; Fuller & Smith & Ross, On Film Inc., Princeton & N.Y. **Runner-up:** Westinghouse "Solar Pump," Westinghouse; McCann-Erickson, Audio Productions Inc., N.Y.

Insurance: Best—Allstate "Angleton, Tex.," Allstate Insurance; Leo Burnett Co., WFAA-TV, Dallas. **Tie for Runner-up:** Liberty Mutual "Bodies In Motion," Liberty Mutual Insurance; BBDO, Filmways Inc., N.Y. **Tie for Runner-up:** Liberty Mutual "Beating The Light," BBDO, John Sutherland Productions, Hollywood.

Laundry Soaps & Detergents: Best — Ivory Snow "Surprise," Procter & Gamble; Benton & Bowles, On Film Inc., Princeton & N.Y. **Runner-up:** Vel "Animated," Colgate-Palmolive; Lennen & Newell, Elektra Film Productions, N.Y.

Media: Best—N.Y. Herald-Tribune "Sunday-Bosley," New York Herald-Tribune; Papert, Koenig, Lois Inc., Videotape Productions of N.Y. **Runner-up:** Reader's Digest "What Women Want in Men," J. Walter Thompson, MPO Videotronics Inc.

Metals & Materials: Best—Alcoa Pilferproof Wine Caps, Aluminum Co. of America; Ketchum, MacLeod & Grove, Pittsburgh, Producing Artists Inc., N.Y. **Runner-up:** Plywood Sheathing "Hidden Values," Douglas Fir Plywood Assn.; Cole & Weber Inc., Tacoma, Era Productions, Hollywood.

Packaged Foods: Tie for Best—Chun King Chow Mein "Documentary," BBDO, Minneapolis, Freberg Ltd., Hollywood; Skippy Peanut Butter "Elephants," Best Food Div., Corn Products Refining; Guild, Bascom & Bonfigli, Quartet Films Inc., Hollywood.

Packaged Foods, Oils & Dressings: Special Citation—Hunt's Tomato Sauce "Pot Roast," Hunt Foods; Young & Rubicam, Los Angeles, Television Commercials Inc., Hollywood.

Paper Products & Foils: Best—All Scott Products "Thank Goodness," Scott Paper Co.; J. Walter Thompson, On Film Inc., Princeton & N.Y. **Runner-up:** Scott Soft Weve "Soft Jazz," Scott Paper Company; J. Walter Thompson, Ansel Productions Inc., N.Y.

Pet Products: Best—Sergeants Flea & Tick Spray "Drug Store," Polk Miller Products; N. W. Ayer & Son, Philadelphia, Group Productions, Detroit. **Runner-up:** Laddie Boy Baked Meat Balls "Come & Get It," Pet Foods Inc.; Richard K. Manoff Inc., Farkas Films Inc.

Pharmaceuticals: Best—Band-Aid "Breathing Bandage," Johnson & Johnson; Young & Rubicam, On Film Inc., Princeton & N.Y. **Runner-up:** Bufferin "Arthritis," Bristol-Myers; Young & Rubicam, On Film Inc., Princeton & N.Y.

Public Service: Best—Southern California Cancer Center; Foote, Cone & Belding, Los Angeles, Cascade Pictures of California. **Runner-up:** NYC Dept. of Traffic "Cross At The Green," McCann-Erickson, Hankinson Studios Inc., N.Y.

Soft Drinks: Best—Pepsi-Cola "Masqueradе," Pepsi-Cola Co.; BBDO, Televideo Inc., N.Y. **Runner-up:** Veep "Refrigerator," Coca-Cola Bottling; William Esty Co., Wylde Films Inc.

Toys: Best—Mattel "Talking Horse Blaze," Carson/Roberts Inc., Los Angeles, Lou Lilly Productions, Los Angeles. **Runner-up:** Ideal "Electric Roadway," Grey Adv., James Love Productions, N.Y.

Travel: Best—Greyhound Bus "Visitors," Grey Adv., WCD Inc., N.Y. **Runner-up:** Pan American "Everyone," Pan American Airlines; J. Walter Thompson, Filmways Inc., N.Y.

Utilities: Best—AT&T "Gee But It's Great To Phone," N. W. Ayer & Son, Philadelphia, Pintoff Productions, N.Y. **Runner-up:** Yellow Pages "Walking Fingers," AT&T; Cunningham & Walsh, Farkas Films, N.Y.

Local Retail: (Tie) Best—Brady Oldsmobile "Smallest Dealer," Brady Oldsmobile, Minneapolis-St. Paul; Bozell & Jacobs, Minneapolis, Studio One, Minneapolis. 7-Eleven Food Stores "Watermelons," Stanford Advertising, Dallas, WFAA-TV, Dallas.



The surprise when an aluminum bell doesn't ring is registered on the faces of these youngsters in a commercial that won a "best," regardless of product, for Alcoa. Announcer, citing the lack of a bell sound as one of the few things Alcoa scientists have yet to overcome, then goes on to enumerate the many uses and versatility of aluminum products. Alcoa commercials also won best-institutionals, and a special citation for best black and white cinematography during the past year.

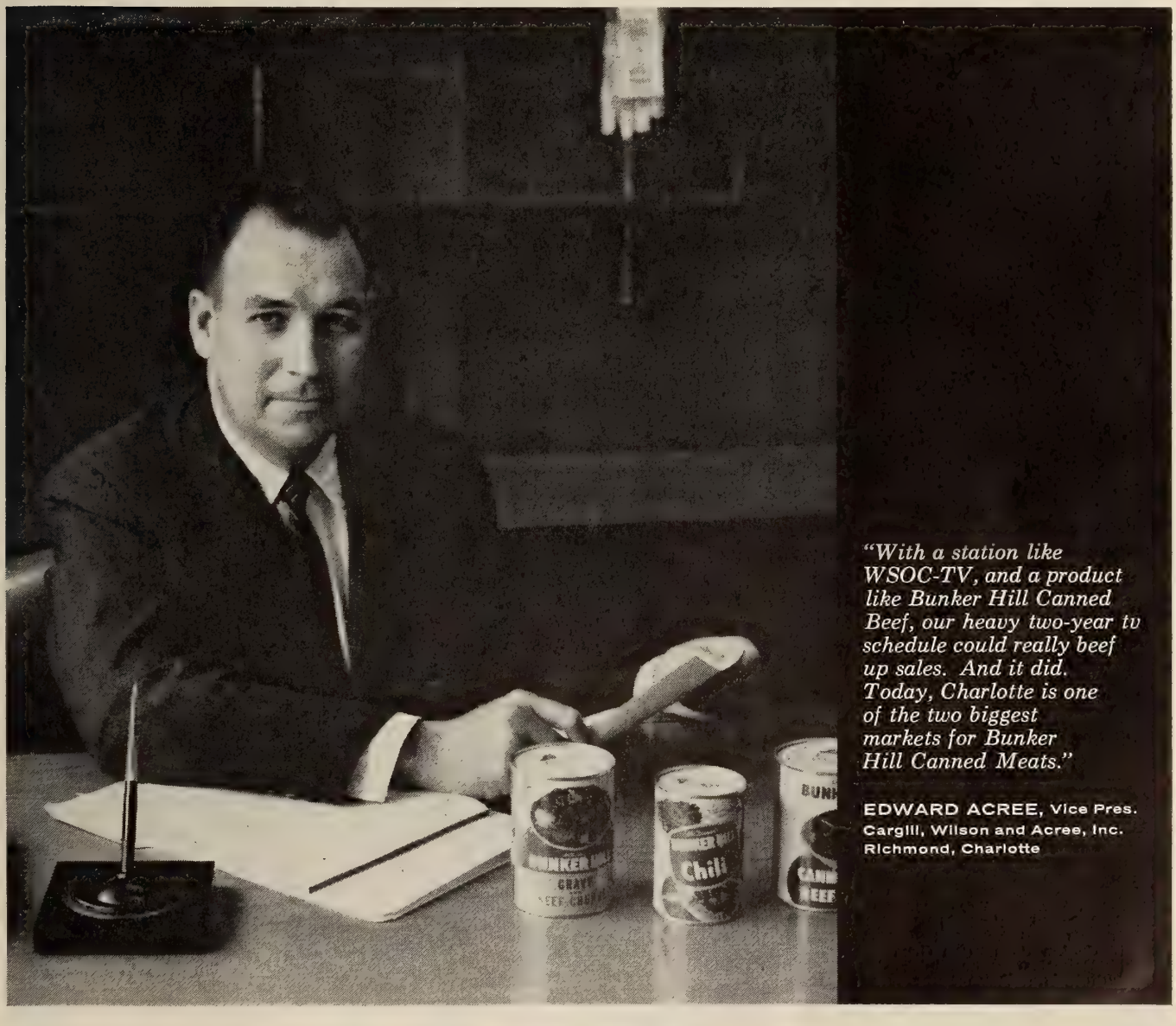
SPECIAL AREAS

Program Openings & Billboards: Tie for Best—Walt Disney Show "Wonderful World of Color," Eastman Kodak Co.; J. Walter Thompson, Walt Disney, Hollywood. The Ford Show "Peanuts . . . Dinner," Falcon Division, Ford Motor; J. Walter Thompson, Playhouse Films, Hollywood.

Best 8-10 Second ID's—Culligan Water Softener "Call Softly," Culligan Inc., Northbrook, Ill.; Alex T. Franz, Chicago, Dallas Williams Productions, Hollywood. **Runner-up:** Purex Liquid Bleach "Two Bottles," Foote, Cone & Belding, Los Angeles, Cascade Pictures of California.

Program Cast Commercials: Best—State Farm Insurance "Jack Benny Show," Needham, Louis & Brorby, J.&M. Productions, Beverly Hills. **Runner-up:** American Dairy Assn. "Dinah 'n Milk," American Dairy

"Charlotte's WSOC-TV... really beefed up sales for Bunker Hill" —Edward Acree, CW&A



Take a good commercial about a good product, and schedule it on WSOC-TV. Your sales results are bound to be successful. WSOC-TV serves America's 19th largest tv market. Sells it, too. Carolina viewers know they can look at WSOC-TV for the best programming available. That's why you get more for your advertising money on WSOC-TV...one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

How Seaboard caught the warm sound and sight of cold cash

To effectively tell the story that "Seaboard rents money" to those who need it, Seaboard Finance Co. and its new advertising agency, Foote, Cone & Belding, Los Angeles, decided on the broadcast media. On television, they'd show gleaming silver money artistically piled on a studio floor or pouring in a dazzling stream before the camera. On radio, they'd have the sound of money, the happy tinkle, the satisfying ring of solid coins. What could be easier?

As it turned out, almost anything else would have been easier. First, for the tv ID's, a lot of money was needed—$78,000 in silver dollars, halves and quarters that filled 85 sacks, each weighing more than 70 pounds. When the sacks had been delivered to the studio, escorted by two armed guards, and the coins carefully arranged, the effect was fine to the naked eye, but the cameraman looking through his lens saw only a shiny mass.

Try, Try Again ▪ Then began hours of experimenting with backgrounds, lights and camera angles to turn the gleaming mound of silver into something identifiable as coins on the tv screen.

Meanwhile, sound engineers worked until they got the right mike placements to produce a sound on the tape recognizable as money. After more experiments, a track was developed that would deliver the tinkling sound of cold cash to the average home tv set.

But these problems were much simpler than those involved in producing the radio spots. Two of the three 1-minute spots which, along with their 20-second and 10-second versions, had been approved for production, featured calypso singers backed by appropriate musical instruments. The plan was to use coins for rhythm (obtained by shaking 26 silver dollars in a metal deep-fry basket) and for the sound of money pouring in a clinking cascade (recorded in the men's room where the tile floor enhanced the reverberating sound of the coins).

Eventually the producers were satisfied they had at last captured a realistic sound of money. But in an on-the-air test the agency and recording people listening on their portables and auto radios heard only the voices and the musical instruments: the



beautiful sound of money had vanished. Bud Davis, broadcast supervisor at FC&B, learned from radio engineers that silver coins, shaken in a metal basket or spilled on a hard surface, produce a ringing sound that starts at 400-600 cycles per second and rises to 12,000-16,000 cps, some harmonics going even higher.

Frequency and Sets ▪ But most am radio stations, unlike tv's fm sound, send out signals with an upper limit of about 10,000 cps. Further, the speaker in a typical compact am set measures no more than 3½ inches and delivers no more than 3,500-4,500 cps. "In short," Mr. Davis related, "we were producing sound effects for hi-fi rigs and dogs, but not for radio sets in autos and kitchens." The solution was found in re-recording the money sounds, selecting the best portion by equalization and raising the level to an intensity that would push the sound into the small receiver by brute force.

"If you listened to the Seaboard commercials on a turntable the hot money sounds might knock your ears off," Mr. Davis asserts. "When the master for the pressings was cut the sound was so high and so hot that three fuses protecting the cutting head blew out. . . . But over the air and out of the set the sound is friendly and tinkling. And it sounds like money."

Early in March, 35 tv stations began putting the Seaboard IDs on the air over 150 times a week. At the same time more than 230 radio stations started telling their listeners, at a rate of 3,390 times a week, that:

They're renting money at Seaboard,

Lots of money at Seaboard.

Come in—apply for a Seaboard loan.

Money? Si! See Seaboard. . . .

All to the sound of money, heard clearly, realistically and invitingly in the background.

Assn.; Compton Inc., Chicago, NBC-TV, Burbank.

Premium Offers: Best—Chevron Gasoline "Soap Box—Camera," Standard Oil of California; BBDO, Elektra Film Productions, N.Y. **Runner-up:** Chevrolet "Anniversary Album," Chevrolet Div., General Motors; Campbell-Ewald, Detroit, NBC-TV, Burbank.

Children's Market Special Citation: Best—Arnold Cookie Pops "Pop Goes The . . .," Arnold Bakeries; Donahue & Coe, MGM Telestudios, N.Y. **Runner-up:** Laura Scudder Potato Chips "Noisiest," Doyle Dane Bernbach, Elliot, Unger & Elliot-Screen Gems, N.Y.

Retail Stores: Tie for Best—Brady Oldsmobile "Smallest Dealer," Bozell & Jacobs Inc., Minneapolis, Studio One Productions, Minneapolis. 7-Eleven Food Stores "Watermelons," Stanford Advertising, Dallas, WFAA-TV, Dallas.

Special Citation: Best-Budget Under $2000—Occident Flour "Sifting—Forget It," Russell Miller Milling; John W. Forney Inc., Minneapolis, Videotape Productions of N.Y. **Also Cited:** Harrah's "Graphic," Harrah's Resort, Lake Tahoe & Reno; Hoefer, Dieterich & Brown, San Francisco, Davidson Films, San Francisco. Goodwin Pontiac "Jazz," Pontiac Dealer, Grand Rapids; Gene Barney, Grand Rapids. 7-Eleven Food Stores "Watermelons," Stanford Agency, Dallas, WFAA-TV, Dallas.

CRAFTSMANSHIP

Special Citation: Best Video Tape Production—Award Sponsored by Minnesota Mining & Mfg. Chevrolet "Anniversary Album Offer," Chevrolet Division, General Motors; Campbell-Ewald, Detroit, NBC-TV, Burbank. **Also Cited:** Pepsi-Cola "Jane Powell," Pepsi-Cola Company; BBDO, N.Y., NBC-TV, Burbank. Timex "Cypress Gardens Series," U. S. Time Corp.; Warwick & Legler, N.Y., CBS-TV, N.Y.

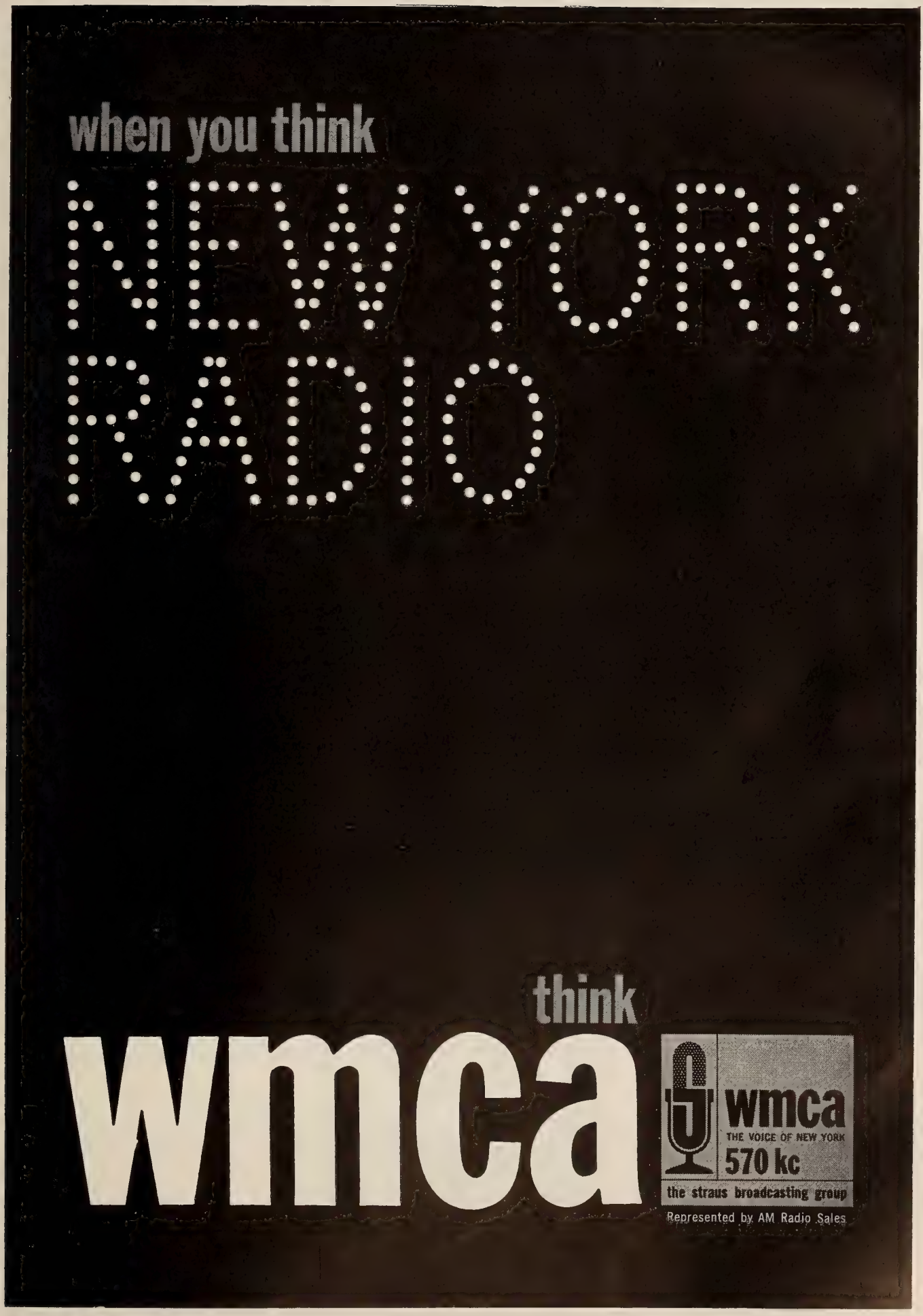
Also Cited: Video Tape Production—G. E. Washer & Dryer "Miles," General Electric Co.; Maxon, N.Y., MGM Telestudios, N.Y.

Special Citation: Best-Black & White Cinematography—Alcoa "Qualities of Aluminum" Series, Aluminum Company of America; Fuller & Smith & Ross, N.Y., On Film Inc., Princeton, Cinematographers: Marcel Rebiere, Richard Miller, Bert Spielvogel. **Also Cited:** Busch Bavarian Beer "Drinks Good," Anheuser-Busch, St. Louis; Gardner, St. Louis, Filmways, N.Y., Cinematographer: John Ercole. Johnson's Baby Products Series "A Baby's World," Johnson & Johnson; Young & Rubicam, N.Y., Transfilm-Caravel, N.Y., Cinematographer: Urban Santone. Pepsi-Cola "Masquarade," Pepsi-Cola Company; BBDO, N.Y., Televideo, N.Y., Cinematographers: Torben Johnke, Bob Freson.

Special Citation: Best—Color Cinematography—Chevrolet Corvair "Swamp," Chevrolet Div., General Motors; Campbell-Ewald, Detroit, Woodburn & Walsh, Coral Gables, Cinematographer: Harry Walsh. **Also Cited:** Coffee of Colombia Series, Coffee Growers of Colombia; Doyle Dane Bernbach, Arco, N.Y., Cinematographer: Ross Lowell. Newport Cigarettes "Air Mattress," P. Lorillard; Lennen & Newell, N.Y., Transfilm-Caravel, N.Y., Cinematographer: Gain Rusher. Sprite "Kaleidoscope," Fanta Beverage Co.; McCann-Marschalk, N.Y., Elliot, Unger & Elliot-Screen Gems, N.Y., Cinematographer: Mike Nebbia.

Special Citation: Tie for Best—Animation Design—Autolite "Pow!," Electric Autolite Division, Ford Motor; BBDO, N.Y., Elektra, N.Y., Art Director: Georg Olden, BBDO, Animation Designer: Dolores Cannata, Elektra. AT&T "It's Great To Phone," AT&T; N. W. Ayer, Phila., Pintoff, N.Y. Art Directors: Lee Savage, Jack Wohl, John Price, Dick Yeager, N. W. Ayer. Animation Designer & Director: Ernest Pintoff. **Also Cited:** Winston Cigarettes "Match Folders," R. J. Reynolds; William Esty, N.Y., Pelican, N.Y., Designer: Mordi Gerstein, Director: Jack Zander. Chevrolet "Jet Smooth Ride," Chevrolet Div., General Motors; Campbell-Ewald, Detroit, Elektra Films, N.Y., Art Director: William Boggess, C-E, Director & Designer: Sam Magdoff. Ranier Beer "Brewmaster," Sicks' Ranier Brewing; Doyle Dane Bernbach, N.Y., Paul Kim & Lew Gifford, N.Y., Art Director: Len Sirowitz, DDB, Director & Designer: Paul Kim, Vincent Cafarelli.

Special Citation: Best—Special Effects—Instant Maxwell House Coffee "Cup And a Half," General Foods; Benton & Bowles, Television Graphics, N.Y., Special Effects


when you think
NEW YORK
RADIO
think
wmca
wmca
THE VOICE OF NEW YORK
570 kc
the straus broadcasting group
Represented by AM Radio Sales

Camera Team: Bob Franz & Werner Koppmann, Film Opticals. **Also Cited:** Ford Galaxie "Seascape," Ford Motor Co.; J. Walter Thompson, N.Y., Filmways, N.Y., Cameraman: John Ercole, Special Effects: Cineffects Inc. Chevrolet Trucks "Running, Working, Saving," Chevrolet Division, General Motors; Campbell-Ewald, Detroit, Van Praag, N.Y. Producer, Director, Design & Editing: William Van Praag. Cameraman: Fred Porrett. Three Musketeers "Boy," Mars & Co.; Needham, Louis & Brorby, Chicago, Era, Hollywood. Sinclair "Dino Introduction," Sinclair Oil; Geyer, Madden, Morey & Ballard, Van Praag, N.Y.

Special Citation: Best—Editing—Post Grape Nut Flakes "Energy," General Foods; Benton & Bowles, N.Y., On Film Inc., Editor: Carlo Arcamone. **Also Cited:** Alcoa Series "Qualities of Aluminum," Aluminum Company of America; Fuller & Smith & Ross, On Film Inc., Princeton, Editors: Edna Paul, Bernard Friend. Chevrolet "Road Signs," Chevrolet Div., General Motors; Campbell-Ewald, Detroit, On Film Inc., Princeton, Editor: Paul Davis. Piel's Beer "Beach," Piel Brothers; Young & Rubicam, N.Y., Columbia-Screen Gems, Hollywood, Editor: Frank Tessena. Ban Deodorant "Documentary No. 3," Bristol-Myers; Ogilvy, Benson & Mather, WCD, N.Y., Editor: Morris Albenda. Chun King Chow Mein "Documentary," Chun King Corp.; BBDO, Minneapolis, Freberg Ltd. with KTLA Los Angeles, Editor: William Schneider.

Special Citation: Best—Direction—Oreos "Little Girls Have Pretty Curls," National Buscuit Co.; McCann-Erickson, N.Y., Morris Engel, N.Y., Director: Morris Engel. **Also Cited:** Kellogg's Corn Flakes "Package Reader," The Kellogg Co.; Leo Burnett, Chicago, MPO, Los Angeles. Director: David Monahan. Ivory Snow "Surprise," Procter & Gamble; Benton & Bowles, N.Y., On Film Inc., Princeton. Director: John Becker.

Special Citation: Best—Copy—Kodak Film "Turn Around," Eastman Kodak Co.; J. Walter Thompson, N.Y., Filmways Inc. Copy: J. Walter Thompson Staff. **Also Cited:** Alcoa Series "Qualities of Aluminum," Aluminum Co. of America; Fuller & Smith & Ross, N.Y., On Film Inc., Princeton. Copy: George Wyland, Russ Dietrich. Johnson Baby Products Series "A Baby's World," Johnson & Johnson, Young & Rubicam, Transfilm-Caravel, N.Y. Copy: Mary Alan Hokinson. Chevrolet Brookwood Station Wagon Chevrolet Div., General Motors; Cambell-Ewald, Detroit, Elliot, Unger & Elliot-Screen Gems, N.Y. Copy: Robert McTyre. Five Day Deodorant Pads "Shower," Five Day Laboratories; Doyle Dane Bernbach, Elliot, Unger & Elliot-Screen Gems, N.Y. Copy: Rita Seldon.

Special Citation: Best—Demonstration Chevrolet Corvair "Swamp," Chevrolet Div., General Motors; Campbell-Ewald, Detroit, Woodburn & Walsh, Coral Gables. **Also Cited:** Willys Jeep "Hatari," Willys Motors; Norman, Craig & Kummel, N.Y., Paramount, Africa. Polaroid Camera "Funny Face," Polaroid Corp.; Doyle Dane Bernbach, Elliot, Unger & Elliot-Screen Gems, N.Y. Timex Series "Cypress Gardens," U. S. Time; Warwick & Legler, N.Y., CBS-TV, N.Y. Eveready Batteries "Magnet & Car," Union Carbide; William Esty, N.Y., WCD, N.Y. Band-Aid "Breathing Bandage," Johnson & Johnson; Young & Rubicam, N.Y., On Film Inc., Princeton.

Special Citation: Best—Musical Scoring—Chevrolet Series "Road Signs," "Shadows," etc., Chevrolet Div., General Motors; Campbell-Ewald, Detroit, On Film Inc., Princeton. Music Composer & Director: Marc Brown. **Also Cited:** Bankamericard No. 1, Bank of America; Johnson & Lewis, San Francisco, FilmFair, Hollywood. Music Director: Dominic Frontier. Autolite "Pow!" Electric Autolite Division, Ford Motor; BBDO Inc., N.Y., Elektra Films, N.Y. Music Director: Raymond Scott. Alcoa Series "Qualities of Aluminum," Aluminum Company of America; Fuller & Smith & Ross, On Film Inc., Princeton. Music Director: Ralph Burns.

Special Citation: Best—Original Music & Lyrics—Scott Soft Weve "Soft Jazz," Scott Paper Company; J. Walter Thompson, N.Y., Ansel, N.Y. Music: Mitch Leigh, Music Makers. **Also Cited:** Marlboro Cigarettes "You Get A Lot To Like," Philip Morris; Leo Burnett Company, Chicago, Filmways, Hollywood & N.Y. Singer: Julie London. Music: Don Tennant. Newport Filter Cigarettes "A Hint of Mint," P. Lorillard; Lennen & Newell, N.Y., Transfilm-Caraval, N.Y. Music Director Edward F. Flynn. Schaefer "The One Beer to Have," Schaefer Brewing; BBDO, N.Y., MGM Telestudios, Wylde Films, others. Music: George Romanis.

Special Citation: Best—Adapted Music With Lyrics—Pepsi-Cola "Whoopee," Pepsi-Cola Co.; BBDO, N.Y., Televideo, N.Y., and others. Singer Joannie Sommers. Music Director: Mitchell Ayers. Lyrics: Richard Mercer. **Also Cited:** AT&T "Gee, But It's Great To Phone," AT&T; N. W. Ayer & Son, Ernest Pintoff, N.Y. Music Composer: Carroll & Siegel. Music Director: Robert Swanson with the Swanson Singers. Kodak Films "Turn Around," Eastman Kodak; J. Walter Thompson, N.Y., Filmways, N.Y. Singer: Paul Arnold. Music Composed by: Harry Belafonte, Malvina Reynolds, Allen Greene.

Special Citation: Best Spokesman or Woman—Muriel Cigars Edie Adams, Consolidated Cigar; Lennen & Newell, N.Y., MPO, Hollywood and N.Y. **Also Cited:** Nan Rees for Supp-Hose, Pat Carroll for Occident Flour, Danny Thomas for Post Cereals, Maxwell House Coffee and Boys Clubs of America, Renee Roy for Chux Disposable Diapers, Dinah Shore for American Dairy Assn., Jan Miner for Goodman's Noodles, James Daly for Camel Cigarettes, Jackie Leventhal for Chevrolet.

Special Citation: Art For Money's Sake—To Stan Freberg and the staff of Freberg Ltd. Freberg's series of commercials for Chun King, Cheerios, Nytol and Tv Guide registered so strongly on the festival's judges that they voted to accord them cumulative as well as individual recognition —not merely for humor, but for fresh and uninhibited concepts and technical excellence of execution. All were considered to be hard-working, extremely effective advertising messages, with a new kind of "hilarious sell."

WESTERN AD GROUP MEETS THIS WEEK

WSAAA Palm Springs conference features Lewis as keynoter

"New Directions—Advertising West" is the theme of the 12th annual conference of the Western States Advertising Agencies Assn., to be held at the Oasis Hotel in Palm Springs, Calif., May 10-12. Daniel H. Lewis, president, Johnson & Lewis, San Francisco, will deliver the keynote address on the conference theme at the opening luncheon on Thursday.

The business session starts at 10 a.m. Thursday with a discussion of the third annual WSAAA survey of advertisers, agencies and media, led by the chairman of the WSAAA media relations committee, Bob Lovett of Boylhart, Lovett & Dean. The ANA film, "The Advertiser's Viewpoint," will be shown. Allen McGinnis, vice president of BBDO, Los Angeles, will speak on "Do You Believe in Advertising," and Marv Saltzman, publisher of *Media, Agencies, Clients,* will discuss "New Directions—Media, Agencies, Clients."

Industrial advertising, public relations, production and printing will be discussed in Thursday afternoon sessions, each conducted by the appropriate trade organization. The same pattern will be followed Friday, with morning sessions on advertising art, newspapers, magazines and group insurance. Tom Burrows, sales vice president of Anheuser-Busch, will deliver the luncheon address on "What Advertisers Expect from Agencies in Marketing and Merchandising."



Keynoter Lewis

Thursday afternoon the broadcast media will have their turn on the conference podium. Robert M. Light, president, Southern California Broadcasters Assn., will speak for radio; Elton Rule, vice president, KABC-TV Los Angeles, will represent television; Doug Anderson, Anderson-McConnell, will discuss "Time Buying and Marketing." "The Influence of Women—Advertising West" is the topic for three members of the Los Angeles Advertising Women. Marvin Cantz, Tilds & Cantz, will conclude the afternoon with a talk on "The Economic Significance of Advertising."

Earl W. Kintner, chairman of the Federal Trade Commission under the Eisenhower administration, will deliver the banquet address on Friday evening. Closed business sessions will occupy the opening half of Saturday morning, followed by speakers representing the Advertising Assn. of the West and the Advertising Council. The traditional Past Presidents' Luncheon will conclude the conference.

Business briefly...

American Home Products Corp., New York, will sponsor *Huntley-Brinkley Report* (Mon.-Fri., 6:45-7 p.m.) on alternate days next season, starting Oct. 2. The advertiser replaces Texaco Inc. which will not renew (BROADCASTING, April 30). R. J. Reynolds Tobacco (Camel cigarettes) will continue its alternate-day sponsorship. Ted Bates, New York, is American Home's agency; William Esty, New York, is Camel's agency.

Cott Beverage Corp., New Haven, has bought a spot tv campaign on seven



BENT ON SELF-DESTRUCTION?

Granted—you have a backlog of film product—but—is it good for broadcasting? Times change and yesterday's smart buy may strangle you today. Don't be determined to use film just because you have it. Sorting through it, trying to hold old and get new customers, you may end up so engulfed in second-rate product that self-destruction is inevitable. Nothing is as expensive as a product that just misses. We can tell you that Warner's "Films of the 50's" don't miss...145 stations* have bought them...they haven't missed for them...they won't miss for you either. Station after station that has bought smart has bought ratings, sponsors, and profits... These are the facts...these are the reasons why Seven Arts' "Films of the 50's" are "Money makers of the 60's."

*The list of 145 TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS "Spot TV Rates and Data."

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

MODERN RADIO IN ACTION:

year after year WCCO RADIO delivers record-breaking





acceptance!

Six times in the last 12 Nielsen reports, WCCO Radio has broken its own share of audience record. Now it is a mammoth 68.6%. ■ This amounts to *twice* as many listeners as all other Minneapolis-St. Paul stations *combined*. And it is the greatest share reported for any station in the 32 major markets measured by Nielsen. ■ Record-breaking *acceptance* is the direct result of today's concept of modern radio in action. At WCCO Radio, this means full-size programming that is keyed precisely to the tastes and needs of 1,085,370 radio families. ■ Modern radio can also open the way to new sales records for you throughout the giant 124-county area served so well by WCCO Radio—one of the great stations of the nation!

68.6%

JAN.-FEB. 1962

share of audience

Sources: Nielsen Station Index/Station Total
6:00 A.M.-Midnight, 7-day week

NCS '61

WCCO RADIO

Minneapolis • St. Paul

Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by

CBS RADIO SPOT SALES

NEW YORK • CHICAGO • DETROIT • ST. LOUIS
LOS ANGELES • SAN FRANCISCO • ATLANTA

stations in the Northeast, beginning May 7 and running through the end of September. Agency: Riedl & Freede Inc., Clifton, N. J.

Colgate-Palmolive Co., Minnesota Mining & Mfg. Co. and **Whitehall Labs,** have bought *The Jetsons,* new half-hour situation comedy series which makes its debut next fall on ABC-TV (Sundays, 7:30-8 p.m. NYT). Agencies: Ted Bates & Co. (Colgate and Whitehall) and MacManus, John & Adams (MMM).

Ronson Corp., New York, has bought weekly participations in NBC-TV's *The Jack Paar Show,* to be broadcast Fridays, 10-11 p.m. NYT, beginning Sept. 21. Agency: Papert, Koenig, Lois Inc., New York.

Philco Corp., Philadelphia, plans an intensive daytime television advertising campaign on behalf of Philco-Bendix home laundry line and Philco refrigerators. The company has purchased sponsorship on five daytime ABC-TV shows: *Camouflage, Window Shopping, Who Do You Trust?, Jane Wyman Presents* and *Seven Keys.* Agency: BBDO, New York.

American Dairy Assn., Chicago, has purchased co-sponsorship of *The Adventures of Ozzie and Harriet* on ABC-TV, effective Sept. 27 through June of 1963. Agency: Campbell-Mithun, Chicago.

American Home Products, through Young & Rubicam, Los Angeles, on August 20 starts *Across the Seven Seas,* half-hour tv travel-adventure series produced by Jack Douglas Productions, in 10 west coast markets. Line-up includes: KRCA (TV) Los Angeles, KPIX (TV) San Francisco, KCRA-TV Sacramento, KFRE-TV Fresno, KOGO-TV San Diego, all Calif.; KGW-TV Portland, Ore., KOMO-TV Seattle, KHQ-TV Spokane, both Washington; KSL-TV Salt Lake City, Utah, and a station in Phoenix not yet selected.

John H. Breck Inc. (hair preparations), Springfield, Mass., is using a 13-week spot tv campaign to introduce two new aerosol hair sprays in New York, Los Angeles, Chicago, Philadelphia, Boston, Detroit, San Francisco and Cleveland. Agency: Reach, McClinton & Humphrey, Boston.

Trans World Airlines, New York, has expanded sponsorship of newscasts from New York to three more major markets—Chicago, Los Angeles and San Francisco. The airline bought 10-minute news shows on WBKB (TV) Chicago and KPIX (TV) San Francisco and a 15-minute show on KNXT (TV) Los Angeles. TWA sponsors late news on WNBC-TV New York and a five-minute news show on the *Today* show. Agency: Foote, Cone & Belding, New York.

Hertz Rent-A-Car has purchased one-third of the new Jackie Gleason show beginning Sept. 29 over CBS-TV (Saturday, 7:30-8:30 p.m.). Agency is Norman, Craig & Kummel, New York. Hertz buy completes sponsorship of the show, which has also signed **Drackett** and **Phillip Morris.**

Metropolitan Life Insurance Co., New York, has signed for a series of CBS News Extras next fall on CBS-TV. Programs will be presented when important news developments warrant. Agency: Young & Rubicam Inc., New York.

No-money settlement due in A.P.-reps case

A settlement order in the $16 million antitrust suit by A. P. Management Corp. against Young & Rubicam and 15 station rep firms was ready late last week for filing in U. S. District Court in New York. Qualified sources said an earlier settlement plan, under which A. P. Management would have received a payment from some of the defendants (CLOSED CIRCUIT, April 23), had been abandoned and that the new plan involves no transfer of money.

Instead, it was learned, the settlement calls for a permanent injunction against Y&R and the nine rep defendants named in the court's preliminary injunction; would reward the plaintiff with no other relief, and would dismiss the case against those companies not parties to the preliminary injunction.

An indication that a settlement order was near came earlier last week when defendant Robert E. Eastman & Co. announced withdrawal of its counterclaim that sought a $250,000 judgment against A. P. Management, as well as dismissal of the complaint against the New York rep firm (BROADCASTING, Feb. 26). The Eastman firm said its counter-claim should be withdrawn "in order to cooperate with the other defendants and clear the way for settlement of the differences involved."

Besides Y&R, the permanent injunction would apply to Venard, Rintoul & McConnell; Robert E. Eastman; John Blair & Co.; Paul H. Raymer Co.; Select Station Representatives Inc.; Avery-Knodel Inc.; Devney-O'Connell; The Katz Agency and H-R Representatives.

A. P. Management, a Beverly Hills, Calif., radio programming and sales firm headed by direct salesman Al Petker, charged in its suit early this year that Y&R and 15 rep companies had conspired to destroy its business (BROADCASTING, Jan. 22). The complaint also named 22 radio stations as co-conspirators but not defendants.

Agency appointments...

- Alliance Mfg. Inc., subsidiary of Consolidated Electronics Industries, Alliance, Ohio, appoints Geyer, Morey, Madden & Ballard Inc., Chicago, to handle Alliance Tenna-Rotors (directional motors for tv antennas) among other products. Account was formerly with Dancer-Fitzgerald-Sample, which closed its Chicago office April 30.

- Circus Foods Inc., division of U. S. Tobacco Co., appoints Donahue & Coe, New York, as its advertising agency.

- The Borden Co. has appointed Young & Rubicam Inc., New York, as advertising agency for Ready-Diet in its northeast and southeast ice cream divisions.

- Adolph Kiefer & Co. (swimming pools and equipment) and Water World Inc. (Kiefer sales organization), both Northfield, Ill., appoint R. Jack Scott as their advertising agency.

- The Jel Sert Co. (gelatin deserts and instant drinks), Chicago, has appointed R. Jack Scott, that city, to handle its advertising.

- Pop-Ice Co. (frozen confections), Chicago, has appointed Waldie & Briggs, that city, as agency.

- Harvey Federal Savings & Loan Assn., Harvey, Ill., appoints Geyer, Morey, Madden & Ballard Inc., Chicago. The account was formerly handled by Dancer-Fitzgerald-Sample Inc., which has closed its Chicago office.

P&G, Pillsbury move foods to new agencies

Food advertisers (Pillsbury and Procter & Gamble brands) figured in a series of account changes last week.

P&G moved its Jif peanut butter (estimated gross billing in spot is more than $730,000) to Grey, and Duncan Hines cake mixes (most of its $3.5 million in billings in television) to Compton. The appointments take effect Aug. 1. Gardner previously handled both these accounts. Cited were probable account conflicts at Gardner with other client or prospective food clients.

Pillsbury took its pancake mixes, gingerbread, pie crust mixes and brownies, with estimated billings of $2 million (nearly $1 million estimated in tv at gross rates) from Leo Burnett (which still continues with some Pillsbury business) and gave them to McCann-Marschalk, an Interpublic subsidiary and an agency that only last June picked up some $1.8 million in Pillsbury's Tidy House business. The Pillsbury appointments are effective Aug. 1.

parts

A broadcaster must be a man of many parts. He is an editor. A sociologist. An educator. A business man. A showman. A psychologist. An engineer. An advertising expert. A lawyer. He is most especially an analyst. His success depends entirely on his ability to analyze an audience, appraise their reactions, and key their response to substantial programming. People watch. People listen. People know.

POST · NEWSWEEK STATIONS

A DIVISION OF THE WASHINGTON POST COMPANY

WTOP-TV, CHANNEL 9, WASHINGTON, D.C.

WJXT, CHANNEL 4, JACKSONVILLE, FLORIDA

WTOP RADIO, WASHINGTON, D.C.

Also in advertising...

Join forces ▪ Street & Finney Advertising Inc., New York, and Carl Falkenhainer Advertising Inc., Los Angeles, have agreed to a working affiliation providing S&F with a service office on the West Coast. Offices of the two companies will be at 435 South La Cienega Blvd., but S&F will have its own telephone: Bradshaw 2-1840.

Negro pr firm ▪ Mortimer Matz Assoc., New York public relations firm, announced the formation of a subsidiary company, Jackson & Matz Assoc., for specialization in the Negro market. Harold Jackson, Negro broadcaster and public relations consultant, is executive vice president.

Agency service ▪ Lou Jackobson, long time radio-tv producer and director, has opened his own firm, Commercial Broadcasting Services, which offers complete commercial broadcasting services to advertising agencies. The Chicago-based firm will provide creation, direction and production of radio-tv commercials both live or taped. The new firm also will provide agency representation in Chicago for agencies in other parts of the country.

AFA joins NAB ▪ The NAB has affiliated with the Advertising Federation of America. The NAB and AFA have cooperated in the past on projects of mutual interest, including legislation and education. Currently, they are cooperating on the AFA-Advertising Assn. of the West Advertising Recognition Program.

Ideal buys 168 minutes on CBS-TV for next fall

Ideal Toy Co., New York, has ordered a total of 168 minutes in CBS-TV's Saturday morning program line-up next fall. Spread over a 14-week period, starting Sept. 15, the campaign involves a weekly minimum of 10 commercial minutes divided among four programs between 10 a.m. and 12 noon: *Alvin and the Chipmunks, Rin Tin Tin, Mighty Mouse* and *Roy Rogers.*

Melvin Helitzer, Ideal's director of advertising and public relations, last week said that the toy firm's network tv schedule next fall, on CBS-TV exclusively, represents a marketing strategy goal that Ideal has been aiming at for two years. It means Ideal will have a solid block of programs in a prime children's viewing period in which to present its messages during the critical selling weeks before Christmas. Credit for working out the four-program buy, plus an option on the 12:30-1 p.m. slot on the same day, is given to Larry Deckinger, media director of Grey Adv., Ideal's agency. In its first use of network tv last year Ideal's commercials were placed on three networks.

Besides the CBS-TV order, which will cover more than 180 markets, Ideal will use a schedule of one-minute spots in 55 markets. At a cost of under $1 mililon, Ideal will in many areas next fall be doubling or tripling the amount of exposure of its 1961 pre-Christmas drive.

Consultant offers plan to uplift advertising

A long-range program that would encourage university-level marketing degrees, stimulate work in the field and then follow with state licensing of advertising practitioners was suggested in New York last week by an advertising consultant.

Lawrence G. Chait, who practices in New York and was at one time a director of the Advertising Federation of America, suggested before the Assn. of Advertising Men & Women that among the professional societies that can initiate a program for marketing degrees are the AFA, the Assn. of National Advertisers, and the American Assn. of Advertising Agencies.

Mr. Chait's proposal in similar form has been made from time to time in the past by executives in the advertising field.

RAB membership up to set new records

The Radio Advertising Bureau reports 52 new station members in April and a record for members acquired in the first four months of any year.

RAB President Kevin Sweeney said 176 signed the first quarter or nearly as many as in all of 1961. He said RAB expects more than 500 to join this year, a "record membership year in our 11-year history," and added that the total would be nearly 30% more in any single year.

Going into April and at the time Mr. Sweeney announced he would leave the bureau by Feb. 28, 1963, RAB's membership was about 1,200 (BROADCASTING, April 9). The 1962 growth is about a third greater than for any year.

RAB last week released a new presentation on radio's No. 1 position as the ad medium for bottlers in the U. S.

Rep appointments...

▪ WONE Dayton, Ohio: Venard, Rintoul & McConnell Inc., New York, as national representative.

▪ KSYD-TV Wichita Falls, Tex.: Advertising Time Sales Inc., New York, as exclusive national representative.

Newspapers' sales plan worries TvB, RAB

RADIO-TV MUST WORK HARDER AGAINST COMPETITON

Broadcasting's main sales arms, the Television Bureau of Advertising and the Radio Advertising Bureau, reacted with a mixture of concern and envy last week to the news that their chief competitor, the newspapers' Bureau of Advertising, plans a 29% increase in its budget (BROADCASTING, April 30).

TvB President Norman E. Cash said the newspapers, whose national billings dropped 4.1% last year—and some major advertising categories dropping as much as 25%—had a right to be concerned. But, he added, "it should also be the concern of the television industry that its sleeping competitors are arousing themselves and attempting to overcome their losses."

Among the categories in which newspapers lost billing in 1961, he said, were automotive, down 6.3%; household supplies, down 11.8%; tobacco products, down 25.3%; toilet requisites, down 8.4%, and soft drinks and beverages, down 13.4%. In the same period, Mr. Cash noted, television registered gains and was the largest national advertising medium for the seventh straight year.

RAB's Promotion Vice President Miles David said the contemplated increase in the Bureau of Advertising budget means that "every dollar radio spends to develop sales is going to have to work harder."

"We have been calling on more top people with basic marketing presentations than the Bureau of Advertising for many years—even though the B of A has out-spent us for many years," Mr. David said. "But as the dollar gap widens, RAB and others selling radio will have to move that much faster to maintain the competitive pressure."

He thought radio's cause would be helped by two major factors (1) RAB's new Radio Test Plan, "the built-in way we have to increase our selling effectiveness on a pay-as-you-go basis," and (2) the record gate at which RAB currently is adding new members (see above).

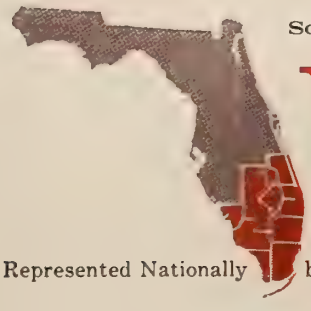
"But," he added, "we frankly feel that radio stations that are not now actively supporting radio's major growth activities, RAB and RTP, ought to take a good hard look at what the B of A is doing with its two planned increases in dues and budget expansion."

The Bureau of Advertising currently spends about $2.2 million a year in selling newspapers and hopes to increase this to $2,830,000 next year through two dues increases. RAB currently spends about $1.2 million a year, TvB about $1.1 million.

Bob Gelberg



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WTVJ

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Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ
WLOS-TV
WOMETCO ENTERPRISES INC
WLOS-TV
(Affiliate)

Racing broadcasts under investigation

BOTH JUSTICE DEPT. AND FCC CHECKING POSSIBLE AID TO GAMBLERS

Full-scale inquiries into horse racing broadcasts by radio stations may be forthcoming from the Department of Justice and the FCC. Both agencies acknowledged last week that they have started inquiries about racing news on the air.

Under discussion between the Justice Department and the FCC is a plan to send questionnaires to all radio stations to determine the amount and frequency of horse race information broadcast a year ago and at present.

The purpose would be to determine which radio stations have increased the flow of news about turf activities since Public Law 87-216 went into effect last September. This is the law which prohibits the transmission in interstate commerce of information that can be used by gamblers.

Ever since the law was enacted and the 10 regular horse race wire services went out of business, the Justice Department has been investigating to determine how bookies get track information they must have to remain in business. First results of this FBI investigation, government sources indicate, is that radio stations now are the single, most vital source of news for bookies.

The FCC, acting on the Justice Department's information, has already queried 30 radio stations in such track action cities as Boston-Providence, New York, Philadelphia, Washington-Baltimore, Detroit-Windsor, New Orleans, Cincinnati-Louisville and Hot Springs, Ark. The stations under suspicion are those which broadcast track information on a regular and consistent basis.

Rules on Racing ▪ The Department of Justice has also told the FCC staff it hopes to recommend a series of rules the FCC should adopt to shatter bookies' reliance on radio broadcasts. The suggested rules would, it is learned, (1) prohibit broadcasts of race results until one hour after the race is completed, and (2) limit broadcast coverage of racing to tracks within 100 miles of the station.

FCC officials are dead set against the adoption of such rules. Although they agree and are determined that radio shall not be used to benefit gamblers, they are resisting the proposed regulation on the ground that this would be outright censorship, infringing Sec. 326 of the Communications Act.

The same FCC officials (the commissioners have not yet been brought into the problem) are not very sanguine about the projected, all-licensee questionnaire idea, either. They feel it would put too much of a burden on the commission, that it would require prior Budget Bureau approval, and that it would be too expensive. The FBI, they feel, could get the same information with less trouble through its field operations.

Staffs Meet ▪ The subject was discussed early last week in a meeting between two Justice Department representatives and four FCC officials representing the Broadcast Bureau and the General Counsel.

In one radio case under investigation by the G-men, track data is sponsored by a local store whose owners, the FBI believes, are the wives of local gangsters.

Other stations under review are those recommended by the Armstrong Daily News Review, a "scratch" sheet published in five editions. Each of the Armstrong editions lists area radio stations carrying horse race programs.

Until recently, the Armstrong organization listed a local telephone number to be called for race results. That was dropped three weeks ago today. The implication, according to government spokesmen, is that radio stations furnish the information previously given by the Armstrong service.

A check of two of three radio stations listed in the Washington-Baltimore edition of the Armstrong sheet indicates that one station carries nothing but the daily feature race at one of the local tracks. The second station carries a race results roundup at 5:30 p.m. daily and short reports on races from the major tracks in the country three times during the day. They are carried a full 30 or more minutes after the race, it was pointed out.

Form Sheet ▪ The FCC earlier this year made up a detailed, printed questionnaire to be used in querying stations on horse race information broadcasts. The form (FCC Form 105) asks whether the station broadcasts horse racing information regularly and whether it is about local tracks or tracks other than local ones. It also asks for information on what type of information is broadcast (entries, scratches, jockeys, weights, selections, off time, post time, track conditions, mutuels, race results, post positions, etc.). The questionnaire asks whether such programs are sponsored, and whether the information comes to the station from regular news wire services or other services. This is the questionnaire that has already gone to the 30 stations under study.

Last November the FCC issued a policy statement on horse racing broadcasts which warned that it has a "continuing awareness" that broadcasts of horse race information may be used in illegal gambling.

The commission listed a series of guidelines on this type of programming, and said it would question any licensee which in the recent past or at present regularly broadcasts programs along the following lines:

▪ A full program of races from a race track simultaneously with their running.

▪ Race results, with or without mutuel prices, as soon as this information is available, or shortly thereafter.

▪ Detailed advance information about races, such as track and weather conditions, post positions, jockeys, weights, probable odds, scratches and post time.

▪ Sponsorship of this information by publishers of "scratch-sheets" or other publications disseminating detailed horse race information, by touts, or other persons whose activities may result in aiding illegal gambing or furnishing information to illegal gamblers or bookmakers.

A Warning ▪ The FCC said it would continue to consider such facts on a case-by-case basis, particularly at renewal time, and concluded with this admonition:

"Each licensee or permittee is hereby reminded of his responsibilities to operate in the public interest. Programming consisting of information which appears likely to be of substantial use to, or is used by, persons engaged in illegal gambling activities cannot be considered to be broadcasting in the public interest. If the licensee or per-

Magnuson honored

Sen. Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee, on May 14 will receive the 1962 Ballington and Maud Booth Award, given annually by the Volunteers of America, for "outstanding service to the people of America." Sen. Magnuson's efforts in behalf of educational television were cited as a major reason for his selection.

The chairman goes on camera twice

FCC Chairman Newton N. Minow last week hailed a bill now moving through Congress and another that's been signed into law. He appeared on a National Educational Television program carried on WGBH-TV Boston Saturday (May 5) and released to other NET stations this week.

He said the all-channel-receiver bill, approved by the House last week (see page 50), would lead to "broader and more meaningful public service" by broadcasters. And the $32 million educational television bill signed by the President Tuesday (see page 60), he said, would be of considerable benefit to the public. He also pointed to the importance of communications satellites, commenting, "mass communications may prevent mass destruction."



Appearing with Mr. Minow (second from left) were John F. White, president of the National Educational Television & Radio Center (left), Mrs. Eleanor Roosevelt and Irving Gitlin, executive producer, creative projects, NBC News. The program "New Vistas for Television," was NET's ninth offering in its *Prospects of Mankind* series. Mrs. Roosevelt is moderator for the series.

Mr. Minow also appeared yesterday (Sunday) on CBS-TV's *The Twentieth Century*. The chairman told CBS News correspondent Walter Cronkite that "We're just throwing away the greatest opportunity ever given us" if communications satellites are not used "for achieving a greater understanding between us and the rest of the world."

Mr. Minow said it would be a "travesty" and "a terrible waste" if communication satellites are used to send overseas audiences "bad impressions of the U.S., if we fill it with private eyes and westerns and don't give the rest of the world an impression [of] . . . our better side."

mittee is in doubt as to whether the information broadcast appears likely to be of substantial use to, or is used by, persons engaged in illegal gambling activities, inquiries should be made of local, state and federal law enforcement agencies."

The FCC statement stems from a long history of FCC-station litigation about horse racing. One of the earliest FCC cases involved what was then WAAM Newark, N. J., which was broadcasting coded race results. The station's license was renewed after a hearing in 1935; it discontinued the challenged programming.

In the post-war years there was a series of horse race cases: WWDC Washington, D. C., and WJOL Joliet, Ill., both in 1948; WMEX Boston and WTUX Wilmington, Del., both in 1950; WMIE Miami, 1951; WANN Annapolis, Md., in 1952; WWBZ Vineland, N. J., in 1956. In all instances licenses were renewed after the stations discontinued the questioned broadcasts.

In 1956, Arthur W. Scharfeld, a Washington communications attorney, petitioned the commission to hold a public hearing on horse racing broadcast policy. His request was denied, the commission holding that case-by-case consideration is best.

Newest Issue ▪ Just last week the horse racing question became an issue in a hearing on the application of WSPN Saratoga Springs, N. Y., for renewal of license and changes in its facilities.

Under study by the FCC (and the Justice Dept. too) is WCLM (FM) Chicago, which allegedly furnishes race track results and information to subscribers over one of its two multiplex channels. The sideband service, the station stated only three weeks ago, is an aural newspaper service feeding news, stock market quotations, features and sports news from the regular UPI wire to 34 subscribers. The horse racing information, station officials said, occupies only 21 minutes out of a daily 24-hour operation and is never announced sooner than 20 minutes after the end of the race (At Deadline, April 23).

So assiduously is the Department of Justice pursuing its attack on gamblers' use of radio broadcasts that Attorney General Robert F. Kennedy told the chief justice of the Ontario Supreme Court that a Canadian radio station is broadcasting track data used by bookies in Ohio. The Canadian jurist was in the U.S. studying law enforcement activities.

The identification of radio stations used by gamblers comes to the government from two main sources, a Justice Department source explained last week. These are continuing reports from local police officers raiding betting establishments and finding the bookie listening to a particular radio station, and from bookmakers interrogated by FBI agents.

WMOU charges Rust with trafficking

Charges of trafficking in station licenses were made against multiple-owner William F. Rust Jr. last week at about the same time the FCC approved his $1.3 million purchase of WHAM and WHFM (FM) Rochester, N. Y. (see page 73).

WMOU-AM-FM Berlin, N. H., asked the FCC not to approve the proposed sale of WBRL Berlin by Mr. Rust (60% owner) and Ralph Gottlieb. The Rochester purchase was conditioned by the FCC on Mr. Rust disposing of one of his am properties; he currently owns seven am stations, three fms and one tv.

Mr. Rust received the grant for WBRL in November 1961 and applied to sell it in March 1962, WMOU said. He has sold four am stations within a three-year period, it claimed. Mr. Rust also has applied to sell WKBK Keene, N. H., and the prospective purchasers of WKBK and of WBRL are all employes or relatives of employes of Rust-owned corporations, WMOU stated.

WMOU asked the FCC to deny the sale of WBRL or to set a hearing on the transaction with trafficking as an issue. The prospective purchasers of the Berlin station are A. A. Dickey, J. L. Morello, W. G. and Royston Phillips.

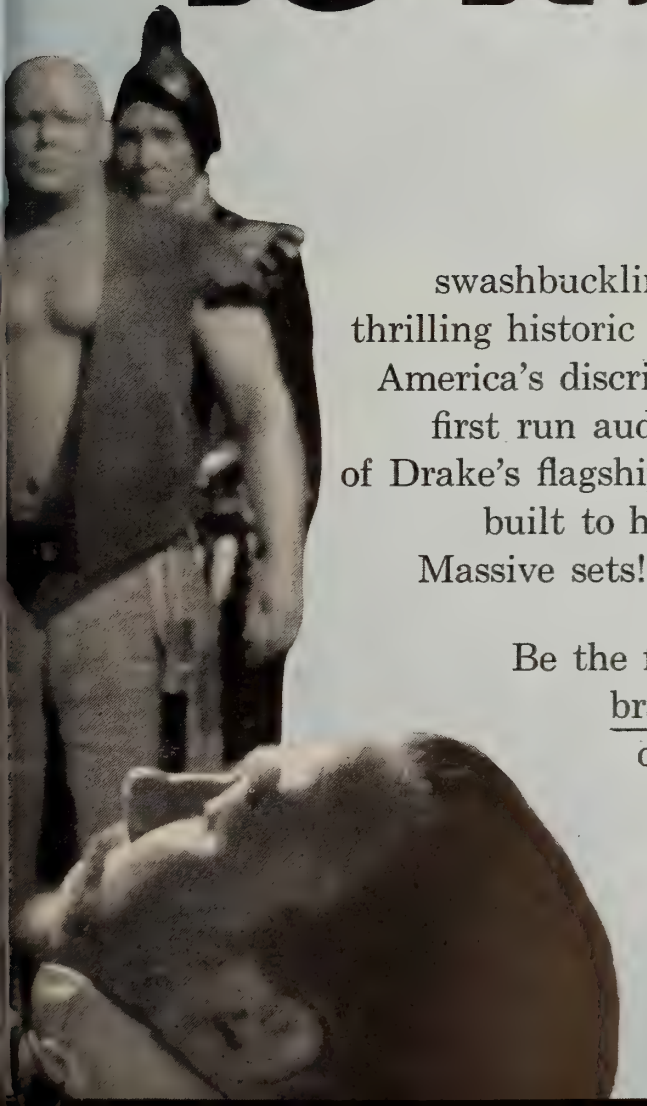

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ITC

HOUSE PASSES SET BILL

Prompt action in Senate, eventual approval seen, despite set manufacturers' hopes of heading it off

All-channel-receiver legislation appears headed toward enactment after its approval last week by the House on a 279-90 roll-call vote.

The measure (HR 8031), which the FCC has requested as a means of stimulating the growth of uhf television, now goes to the Senate, where its chances are good. The Electronic Industries Assn., the bill's major opponent, has expressed hope it can be stopped there, but signs of serious Senate opposition have not yet developed.

The Senate Commerce Committee is expected to act May 15 on the bill, which would require all tv sets shipped in interstate commerce to be capable of receiving both uhf and vhf signals. The committee's Communications Subcommittee has already held public hearings, and has been awaiting House action before considering the bill in executive session. Sen. John O. Pastore (D-R.I.), subcommittee chairman, has expressed confidence the bill could be piloted through the Senate once it cleared the House.

Sen. Warren G. Magnuson (D-Wash.), chairman of the full committee, said there may be some opposition in the Senate but that he expected the bill to pass without too much trouble. He also said he expects "no difficulty" in having his committee approve the bill.

An important factor, he noted, was the President's signing into law of the educational television bill he sponsored (see story, page 60). Since most of the channels set aside for educational television are in uhf, he said, the all-channel bill would enable educators to make greater use of the medium. "The two go hand-in-hand," he said.

The bill's backers were buoyed by the size of the majority given it in the House. In looking for smooth sailing in the Senate, they are counting on the support President Kennedy has given the proposal in his message on consumer protection (BROADCASTING, March 19).

Amendments Defeated ▪ Before voting, the House shouted down two amendments offered by Rep. J. Arthur Younger (R-Calif.) as a means, he said, of providing uhf programming for the sets the public would be required to buy.

One, based on an EIA recommendation, would have authorized the FCC to "require" vhf stations to broadcast simultaneously on uhf. The other would have expressly permitted the commission to authorize multiple-station owners to own at least as many uhf as vhf outlets. Present FCC-set limits are five vhf and two uhf stations.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and floor manager for the bill, opposed both amendments. He said the dual-operation proposal could lead to single-ownership control of a small market's tv outlets. Instead of awarding a license, he said, "we'd be forcing an owner to take one."

In opposing the second amendment, Rep. Harris noted the FCC already has authority to determine the number of stations a licensee may own. As a result, the Younger proposal's only effect, he said, would be as an expression of congressional policy—which he didn't think wise.

FCC Opposed ▪ Rep. Younger offered his dual-operation amendment, though the FCC has strongly opposed such a requirement. This view is contained in a memorandum the commission has prepared in response to inquiries from members of Congress interested in the EIA proposal that the FCC require dual operation as a substitute for the all-channel-set legislation.

The memorandum, sent to Rep. Younger, concludes that the commission couldn't "legally require" dual operation since this would lead only to duplication of vhf programs on uhf channels. And a rule requiring this kind of service, the FCC said, would be "unreasonable and arbitrary."

The commission said it might be on sounder ground if it required not only dual operation but non-duplicating service. But here again, it said, serious questions would be raised which would probably have to be resolved by the Supreme Court.

In an accompanying letter to Rep. Younger, the commission said its feel-

How the House voted on the all-channel-set bill

YEAS—279

Abernethy, Adair, Albert, Alford, Anderson (Ill.), Anfuso, Arends, Aspinall, Auchincloss, Avery, Ayres, Bailey, Baker, Barrett, Barry, Bass (Tenn.), Bates, Beckworth, Belcher, Bennett (Fla.), Bennett (Mich.), Blatnik, Boggs, Boland, Bolling, Bolton, Bonner, Brademas, Bray, Breeding, Brewster, Broomfield, Broyhill, Bruce, Buckley, Burke (Ky.), Burke (Mass.), Bryne (Pa.), Byrnes (Wis.)

Cahill, Cannon, Cederberg, Celler, Chamberlain, Chiperfield, Clancy, Clark, Cohelan, Colmer, Conte, Cook, Cooley, Corbett, Corman, Curtin, Dague, Daniels, James C. Davis, John W. Davis (Tenn.), Dawson, Delaney, Derwinski, Dingell, Dole, Donohue, Dooley, Downing, Doyle, Dulski, Dwyer

Edmondson, Elliott, Everett, Evins, Fallon, Farbstein, Feighan, Fenton, Findley, Finnegan, Fino, Flynt, Ford, Forrester, Frazier, Friedel, Fulton, Gallagher, Garmatz, Gary, Gathings, Giaimo, Gilbert, Glenn, Gonzalez, Green (Ore.), Green (Pa.), Griffin, Griffiths, Hagen (Calif.), Haley, Halleck, Halpern, Harding, Hardy, Harris, Harrison (Va.), Harvey (Ind.), Hays, Hébert, Hechler, Hemphill, Herlong, Holland, Hosmer, Hull,

Ichord (Mo.), Jarman, Joelson, Johnson (Calif.), Johnson (Wis.), Karsten, Karth, Kastenmeier, Kearns, Keith, Kelly, Kilgore, King (Calif.), King (Utah), Kirwan, Kitchin, Kluczynski, Kornegay, Kowalski, Kunkel, Laird, Landrum, Lane, Lankford, Lennon, Lesinski, Libonati, Lindsay.

McDowell, McFall. McIntire. McSween, Mack, Magnuson, Mahon, Mailliard, Marshall, Mathias, Meader, Merrow, Clem Miller, George P. Miller (N.Y.), Mills, Minshall, Monagan, Moore, Moorehead (Ohio), Moorhead (Pa.), Morgan, Morris, Morse, Mosher, Moss, Moulder, Multer, Murphy, Natcher, Nedzi, Nelsen, Nix, Norrell, O'Brien (Ill.), O'Brien (N.Y.), O'Hara (Ill.), O'Hara (Mich.), O'Konski, O'Neill, Osmers, Ostertag

Passman, Pelly, Perkins, Peterson, Philbin, Pike, Pilcher, Pillion, Pirnie, Poff, Powell, Price, Pucinski, Purcell, Randall, Reece, Reuss, Rhodes (Pa.), Riehlman, Riley, Robison, Rodino, Rogers (Colo.), Rogers (Fla.), Rogers (Tex.), Rooney, Roosevelt, Rosenthal, Rostenkowski, Roudebush, Roush, Rutherford, Ryan (Mich.), Ryan (N.Y.)

St. George, St. Germain, Santangelo, Saylor, Schadeberg, Scherer, Schweiker, Schwengel, Scranton, Seely-Brown, Shelley, Sheppard, Shipley, Shriver, Sibal, Sikes, Sisk, Slack, Smith (Iowa), Smith (Va.), Springer, Stafford, Staggers, Steed, Stratton, Stubblefield, Sullivan, Thomas, Thompson (La.), Thompson (N.J.), Thomson (Wis.), Thornberry, Toll, Trimble, Tuck, Tupper, Morris K. Udall, Ullman, Vanik, Van Pelt, Van Zandt, Vinson

Wallhauser, Walter, Watts, Weis, Whalley, Whitener, Widnall, Williams, Willis, Winstead, Wright, Yates, Young, Younger, Zablocki, Zelenko

NAYS—90

Abbitt, Addabbo, Alexander, Alger, Andersen (Minn.), Ashbrook, Baldwin, Bass (N.H.), Battin, Becker, Beermann, Bell, Berry, Betts, Bow, Bromwell, Brown, Burleson, Chenoweth, Church, Collier, Cramer, Cunningham, Curtis (Mo.), Denton, Derounian, Devine, Dominick, Dorn, Ellsworth, Fisher, Fountain, Frelinghuysen, Garland, Goodell, Goodling, Gross, Hagan (Ga.), Hall, Harrison (Wyo.), Harsha, Harvey (Mich.), Henderson, Hiestand, Hoeven, Hoffman (Ill.), Horan

Jensen, Johansen, Jonas, Jones (Mo.), Judd, King (N.Y.), Knox, Kyl, Langen, Latta, Lipscomb, McCulloch, McDonough, MacGregor, Martin (Neb.), Mason, Michel, Moeller, Norblad, Nygaard, Olsen, Poage, Quie, Ray, Reifel, Rhodes (Ariz.), Rivers (Alaska), Roberts (Tex.), Rousselot, Schenck, Short, Siler, Smith (Calif.), Stephens

Taber, Taylor, Tollefson, Utt, Waggonner, Westland, Wharton, Wilson (Calif.), Wilson (Ind.)

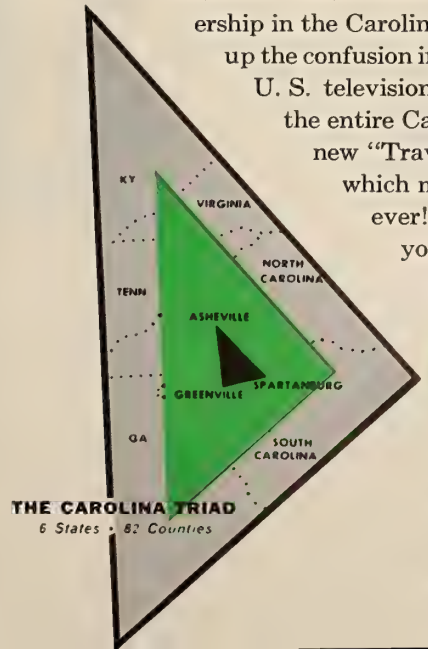
NOT VOTING—68

Addonizio, Andrews, Ashley, Ashmore, Baring, Blitch, Boykin, Brooks, Carey, Casey, Chelf, Coad, Curtis (Mass.), Daddario, Dent, Diggs, Dowdy, Durno, Fascell, Flood, Fogarty, Gavin, Granahan, Grant, Gray, Gubser, Hansen, Healey, Hoffman (Mich.), Holifield, Huddleston, Inouye, Jennings, Johnson (Md.), Jones (Ala.), Kee, Keogh, Kilburn

Loser, McMillan, McVey, Macdonald, Madden, Martin (Mass.), Matthews, May, Milliken, Montoya, Morrison, Murray, Patman, Pfost, Rains, Rivers (S.C.), Roberts (Ala.), Saund, Schneebeli, Scott, Selden, Smith (Miss.), Spence, Teague (Calif.), Teague (Tex.), Thompson (Tex.), Weaver, Whitten, Wickersham



There's no need to mill around, poring over tons of statistics on viewership in the Carolinas. Here are three simple facts that will clear up the confusion in a hurry. First: the Carolina Triad is the 37th U. S. television market*. Second: Only WLOS-TV covers the entire Carolina Triad. Third: WLOS-TV has a brand-new "Traveling Wave" antenna (airdate February 13) which means WLOS-TV covers the Triad better than ever! For more sales in the Carolina Triad see your PGW Colonel. **Television Magazine, April 1962*



Dominant in The Carolina Triad

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WLOS-TV

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KLOS TV

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What happens when Marketing & Advertising don't pull together?

Sophisticated marketing & advertising men know what these crazy mixed-up horses mean.

Marketing has taken a new direction; and advertising must head the same way, *if they are both to pull in the same direction.*

What direction? Today's most basic trend in marketing can be summed up in nine words: "The United States is becoming a nation of cities." Certainly, our big cities are spreading; are becoming, *more and more,* everyone's best markets. That's why well over half your sales come, or should come, from *the top 20 TV markets alone* (where 58% of the nation's income, and 55% of all TV homes, are now concentrated).

Money can be made only where the money is!

Tilt!

Are you getting as *much* as 50% of your advertising impact where you want *more* than 50% of your sales? That's worth checking because "national advertising" almost always tilts the wrong way; tilts away from your best markets, not toward them; reducing selling pressure where you want it most.

You never see this negative tilt in your "national figures." Yet look behind them, at the audiences you're *actually* getting in the concentrated "big half" of your selling areas. When you check the *individual market audiences* for your TV Network shows, in the top 20 selling areas, you'll see how much the distribution of your national advertising-impact can "fall short" in your best (and toughest) markets.*

That's why "national coverage" is no longer the adequate answer in itself, if you want your marketing and advertising really to pull together.

What's the answer?

Do you want to speed turnover? Challenge competition? Counteract competitive moves? Equalize marketing valleys? Bolster thin national advertising, where sales potentials are highest?

The most versatile answer to *all* these questions is already being used by 92 of the top 100 advertisers (and hundreds of others) exclusively, or to correct the "wrong-way-tilt" of their national coverage.

It's Spot TV – *Individual Market Television* – the most controllable, most flexible, most powerful, individual market selling-force in America today.

You'll find Spot TV offers a remarkable range of solutions to tough problems. Its versatilities adapt to virtually every budget-size, campaign length, message-length, as well as to choice of markets, seasons, and *all forms* of program sponsorship.

If you've a marketing problem, large or small, let us show you how Spot TV can be tailored to your needs.

*If you would like to see a new detailed exclusive analysis of the marketing "tilt" of 65 different Network TV programs, entitled "TILT–The After-Math of Network TV", write us at 666 Fifth Avenue, New York (19) or call JUdson 2-3456.

TvAR

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□ **WTOP-TV** Washington and **WJXT** Jacksonville (Post-Newsweek Stations)
□ **WBZ-TV** Boston, **WJZ-TV** Baltimore, **KDKA-TV** Pittsburgh, **KYW-TV** Cleveland and **KPIX** San Francisco (Westinghouse Broadcasting Company)

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New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta.

ings about requiring dual operation would be the same if the proposal were coupled with all-channel set legislation, instead of being a substitute for it.

The commission also indicated it wouldn't welcome congressional authorization for requiring dual operation. Such authorization, the letter to Rep. Younger said, "would have to [contain] very careful procedural safeguards in order to avoid constitutional pitfalls." Such safeguards, the letter went on, would have to take the form of common-carrier regulation—"a drastic step as to which we have serious reservations."

Serious Policy Drawbacks ▪ In any event, the letter said, the proposal has serious drawbacks as policy. It would, the letter added, involve a considerable amount of spectrum space, thus hindering the development of educational television and the establishment of new commercial stations.

The commission restated its view that the all-channel bill would solve the basic allocations problem in an orderly and satisfactory fashion, and make possible the full utilization of all 82 channels. The letter, dated April 25, was signed by Chairman Newton N. Minow and approved by all commissioners except Robert E. Lee, who did not participate.

The commission reminded Rep. Younger that its proposal on dual operation was intended to "permit" rather than require the practice. This proposal is part of the deintermixture rulemaking the FCC has agreed to shelve in return for congressional approval of the all-channel bill (AT DEADLINE, March 19).

Spectrum Waste ▪ Rep. Harris, in urging the House to approve the bill, said it's needed to avoid wasting the spectrum, which he regards as one of the nation's "most valuable resources." But he also warned that unless the bill is passed, the commission might revive its policy of deintermixture and apply it all sections of the country.

"There has been an effort made over a long period of time" to remove vhf channels from commercial broadcasting and use them for some other purpose, he said. "That, in my judgment is behind this whole issue."

He said the commission, which has instituted 12 deintermixture cases in the past several years, was guiding tv toward an all-uhf system. He said this was the situation his committee faced in honoring the all-channel bill and in getting the FCC to suspend action on eight deintermixture cases it instituted last summer (BROADCASTING, July 31).

Some opponents of the bill, however, were critical that Congress had made "a bargain" with the FCC. Rep. Paul F. Schenck (R-Ohio), a Commerce Committee member, said he doubted "the wisdom of bargaining with any government agency." He said the moratorium should be written into the bill.

FCC Told, Not Asked ▪ But Rep. John B. Anderson (R-Ill.) declared, "We're not bargaining with the FCC. We're telling the FCC and making it perfectly clear by developing a legislative history on this bill that we want no action on deintermixture."

Opposition to the bill was centered mainly on the argument that Congress has no right to tell manufacturers what they must produce and the public what it must buy. Rep. Harold R. Collier (R-Ill.), another member of the Commerce Committee, said the consumer shouldn't be required to purchase a uhf set if he can't use it.

But the drive generated by those congressmen supporting the bill as an alternative to deintermixture proved too strong. Rep. Harris was assisted in his support of the bill by a number of his committee members representing districts threatened by the commission's deintermixture proposal — William Springer (R-Ill.), Abner Sibal (R-Conn.), Robert Hemphill (D-S.C.) and Vernon Thompson (R-Wis).

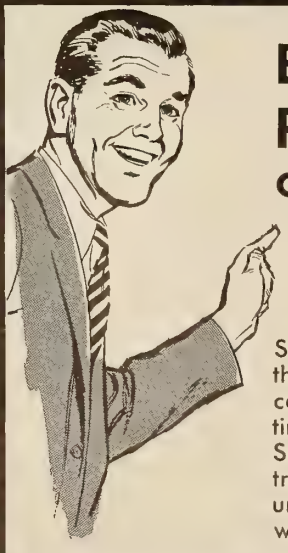
Reps. Walter Rogers (D-Tex.) and Peter Mack Jr. (D-Ill.) also helped the bill's cause. Rep. Mack pitched in despite his disappointment in not getting ch. 2 Springfield included in the group of deintermixture cases on which the commission agreed to suspend action. Although still technically assigned to Springfield, the channel was moved several years ago to St. Louis in a deintermixture proceeding.

Harris, hands down

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, is virtually assured of re-election to a 12th term.

Rep. Harris, first elected to Congress in 1940, is unopposed for the Democratic nomination from Arkansas' new fourth district. The filing deadline for the primary passed Wednesday, and no one had entered against him. In Arkansas, the Democratic nomination is tantamount to election.

Rep. Catherine Norrell (D-Ark.), expected to be his major opposition, announced on April 29 she would not seek re-election. Her sixth district was combined with Rep. Harris' when Arkansas lost two congressional seats as a result of the 1960 census.



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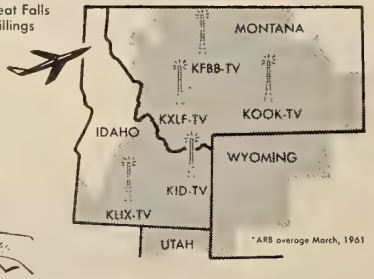
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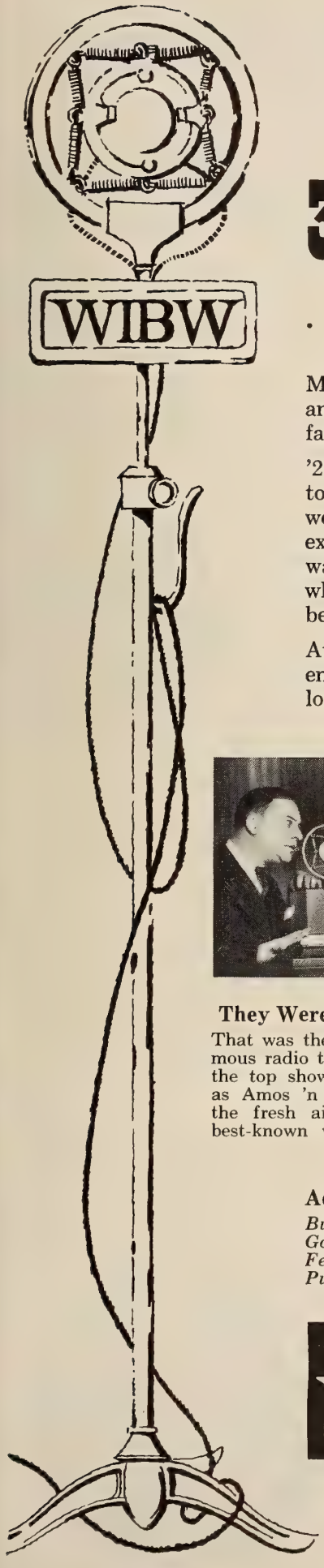
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May 8, 1927, Topeka, Kansas . . . the engineer threw the switch and WIBW was on the air. Listeners all over the Midwest and as far away as Hawaii reported tuning in its signal.

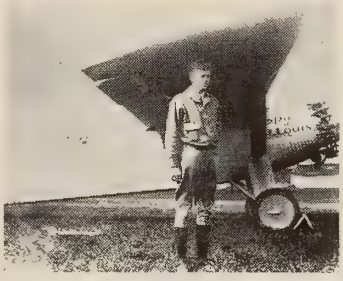
'27 proved to be quite a year. Radio was moving up from local shows to elaborate big-name talent. Chain broadcasts and special events were initiated. Even as radio tried its wings, successful television experiments were being conducted. Only 26 years later WIBW-TV was to bring Kansas the living picture as well as the story. Meanwhile, in radio the pattern of listening settled down and WIBW became and has remained the voice of Kansas.

At WIBW this month we are celebrating our 35 years in radio. The entire staff joins in our sincere thanks to the advertisers and the loyal listeners who have made it all come true.



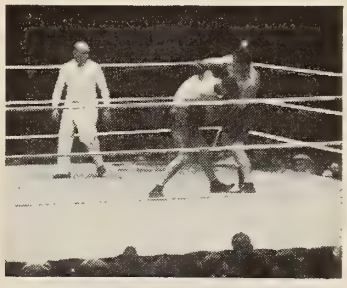
They Were Sam 'n Henry

That was the name of this famous radio team, listed among the top shows of 1927. Later, as Amos 'n Andy they made the fresh air taxi America's best-known vehicle.



First Chain Broadcast

In May 1927 "Lindy" flew non-stop from New York to Paris. His reception in N. Y. and Wash., D. C., was covered by the first chain broadcast, a 50-station hookup with an audience estimated at 35 million.



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Most popular special events of the year were the Tunney-Dempsey return match in Chicago and the World Series—the Yanks beat the Pirates four straight. And Babe Ruth hit 60 home runs.

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FCC probes radio news; CBS protests

NETWORK CHALLENGES METHODS, QUESTIONS IN FRISCO INQUIRY

An on-the-spot FCC investigation of local news coverage offered by 14 radio stations in the San Francisco-Oakland area drew a protest from CBS Inc., licensee of KCBS San Francisco.

The investigation was made the week of April 5-12 by Bill Ray, former station manager and network newsman and now of the FCC's Complaints & Compliance Division. Results were discussed briefly at the commission meeting last week and are on the agenda for further discussion this week.

It is understood Mr. Ray concluded KCBS and other Bay Area stations do as good or better in local news coverage than stations in comparable markets. Of the 14 stations he monitored and visited, four had no local news staff, he reported.

CBS questioned the FCC's reason for requesting a script of all local news broadcasts last April 5 and refused to furnish Mr. Ray such information when he visited the station a second time. In a letter to the FCC, CBS Inc. General Counsel Thomas K. Fisher also challenged the propriety of Mr. Ray's questioning of KCBS's news director, Don Mozley, about the views of the manager, Jules Dundes, and the relative merits of the area stations; and of Mr. Dundes about how he would compare his station's news department with those of the other CBS-owned stations.

NABET Motivates ▪ The San Francisco news investigation started after a complaint by NABET that area stations gave no local coverage of a severe snowstorm. The only reports were on network newscasts and motorists were not told that roads were impassable, NABET charged.

Information Mr. Ray sought of the 14 stations: time devoted to news and placement; size of news staff; autonomy given manager in scheduling of news; hours station is on the air; increase or decrease in amount of news during recent years; scripts of news programs for a given day; work schedule of news staff; how news is handled when staff is not on duty; remote units and how used, and length of service with station of manager and news director.

Mr. Ray visited KCBS April 9 when Mr. Dundes was in New York. According to the FCC, he first asked for Mr. Dundes and when told the manager was out of town, ask to see, and did, Mr. Mozley.

Mr. Ray returned to KCBS April 11 for copies of news scripts and the working schedule of the news staff. Mr. Dundes was then at the station and refused Mr. Ray's request on Mr. Fisher's advice.

The commission, over the signature of Acting Secretary Ben F. Waple, wrote CBS April 17 asking more information on KCBS's news operations.

Mr. Ray's request for news scripts "was intended solely to provide him with a better conception of the amount and sources of local news broadcast by KCBS, and had no reference to content of news, since, as the commission has so often stated, it has neither the authority nor the desire to engage in any form of censorship," the FCC told CBS.

CBS Replies ▪ Mr. Fisher answered in his letter: "The meaning of the distinction drawn between amount and sources of local news broadcasts, and content of news, is difficult to comprehend. Indeed, can there be a valid distinction when a measurement of news performance would seem to be encompassed by the request. . . . ? Is not the quality of a broadcaster's news actually being measured?"

Mr. Fisher said he called Broadcast Bureau Chief Kenneth A. Cox and was told that Mr. Ray was indeed an FCC employe and that the agency had authorized the investigation. The CBS attorney said that, so far as the network has been able to ascertain, Mr. Ray made no attempt to get in touch with the KCBS manager and that Mr. Ray left the impression with Mr. Mozley that the FCC was conducting a general survey of radio news coverage rather than a specific investigation of San Francisco-Oakland coverage.

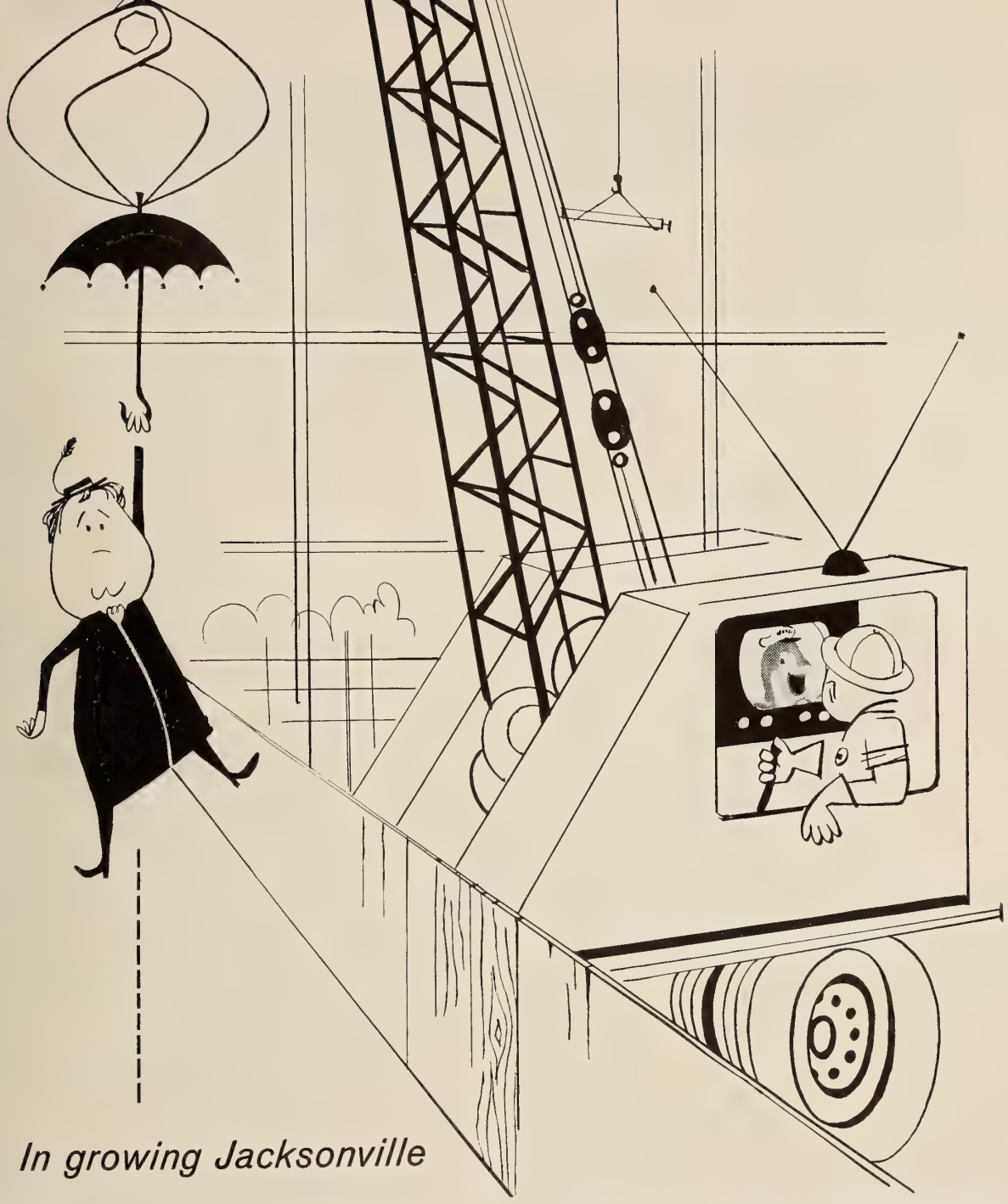
"I should have thought that we would have received a letter or call . . . indicating the reason for an investigation," Mr. Fisher protested. "I should have thought that Mr. Ray would have first asked to speak to the station manager. I should not have thought that the investigator would have gone directly to a subordinate . . . and asked . . . what the attitude of his boss was toward an important part of the station's operation.

"I should not have thought that he would have asked or discussed with Mr. Mozley the relative merits of sister radio stations in the same community. I should not have thought that he would have asked . . . how Mr. Dundes would compare his news department with those of other CBS-owned radio stations. I simply did not understand the propriety of Mr. Ray asking for the scripts of



Mack vs. Friedland before the home folks

Rep. Peter F. Mack (D-Ill.) (l) and Milton D. Friedland (r), vice president-general manager of WICS (TV) (ch. 20) Springfield-Decatur, Ill., debate the relative merits of the future use of ch. 2 in St. Louis or Springfield. Rep. Mack, bitter opponent of the FCC's shift of ch. 2 to St. Louis (KTVI [TV]), maintained that use of the vhf frequency in Springfield would mean an increase of tv service in Central Illinois. Mr. Friedland claimed that just the opposite would be true—that the area would lose one or more of the three uhf services it now has if vhf competition is brought into Springfield. The ch. 2 rulemaking currently is being reconsidered by the FCC. Douglas Kimball (c), WICS news director, served as moderator for the debate which was telecast by WICS, WCHU (TV) (ch. 33) Champaign-Urbana, and WICD (TV) (ch. 24) Danville, all Illinois. All three stations are owned by Plains Tv Corp.



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all news programs broadcast by KCBS on April 5," Mr. Fisher said in his letter to the FCC.

Staff Breakdown ▪ CBS did not send the news scripts to the FCC in the Fisher letter. Mr. Fisher said he understood from the commission's letter that Mr. Ray acquired sufficient information from personal monitoring of the KCBS news programming. On the work schedule of the KCBS news staff, Mr. Fisher said that from one to six newsmen are on duty Monday-Friday from 4:45 a.m. to 10:30 p.m. During other hours, the announcer on duty covers the news room and on Saturday and Sunday program staff personnel "who have had extensive news experience" cover the news room, he said.

What, if anything, the commission will do as a followup to the San Francisco investigation has not been decided. An FCC official said, however, that a San Francisco radio version of the Chicago tv hearings is not contemplated (BROADCASTING, April 16).

Mr. Ray, who joined the commission staff several months ago, is a former station manager and director of news for NBC Central Division, Chicago. He had known Mr. Mozley while in the NBC post.

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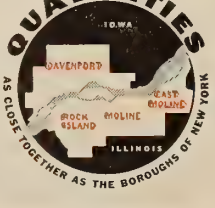
The experienced personnel at WHBF (some with over 30 years service) understand broadcast techniques and pursue with determination the high standard, adult format of programming that builds long lasting prestige and audience acceptance.

You get more of the plus factors when WHBF is your communicator in the Quad-Cities. Ask Avery-Knodel for availabilities and details.

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FCC to probe Karig and associates

The character qualifications of Martin R. Karig and some of his associates in four New York am stations will be examined by the FCC in a hearing to be held at Saratoga Springs, N. Y.

The FCC last week ordered the hearing to determine whether Mr. Karig has been directly or indirectly associated with two stations in Saratoga Springs simultaneously; whether he lied under oath during a July 1960 FCC hearing for a new am station in Johnstown, N. Y.; whether he had interest in two successive applications in Hudson Falls, N. Y., allegedly filed to delay a grant to another party, and whether phone facilities of WSPN Saratoga Springs (partly owned by Mr. Karig) were used to transmit horse racing results to Albany bookmakers.

Mr. Karig was ordered by the FCC to show cause why his construction permit for WIZR Johnstown should not be revoked.

Quaal urges new Communications Act

A call for a new Communications Act based on the First Amendment of the U.S. Constitution was voiced Thursday in a talk to the Radio & Television Executives Club of Toronto by Ward L. Quaal, executive vice president and general manager of WGN Inc., licensee of WGN-AM-TV Chicago. "There are too many 'gray' areas emanating today from interpretation of our present Communications Act," he said.

"New legislation is urgently needed, not only to update the instant statute, but to define the limits of the involvement of the federal government establishment in broadcasting," Mr. Quaal said. He felt further "piecemeal" legislation would be futile.

Through the "population explosion" of radio stations in the U.S., "we have learned the hard way that in our business additional competition does not necessarily mean a better product for the consumer," Mr. Quall said. The FCC, through its wholesale granting of licenses, he said, "has become the midwife of the rock-and-roll formula.

"This trashy programming has attracted to our industry the 'Johnny come Latelys', the 'experts of expediency' and the 'quick-capital-gains boys," he said.

Mr. Quaal complimented the Canadian Board of Broadcast Governors, "which is less liberal than our FCC in regard to the granting of licenses." He said he hoped Canada would "continue to hold inviolate the position of your six clear channels and that, in time, you will grant power beyond 50 kw to them."



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KENNEDY SIGNS ETV ASSISTANCE BILL

Educators feel money will help add 100-150 outlets

The final ribbon on the federal-aid-to-educational-tv package was tied last week as President Kennedy signed the compromise bill to provide $32 million to etv stations on a matching-funds basis (BROADCASTING, April 23).

FCC officials and educators predicted a boom in the etv birth rate—estimating the federal funds would help put 100-150 new stations on the air within five years. There are now 62 etv stations on the air. The conference report from the House-Senate group which ironed out compromise details of the bill said national surveys have indicated a minimum need for 1,197 educational assignments. The FCC has reserved 273 assignments for educational television, most of them in the uhf bands.

The President's approval culminated seven year's effort by educators to get federal funds. Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee and longtime advocate of the proposal, said President Kennedy himself voted for the bill three times when he was a senator. An etv bill passed the Senate in three Congresses but was defeated in the House each time.

The Senate bill would have provided $51 million in etv funds ($1 million for each state and the District of Columbia); the version finally passed by the House would authorize only $25 million. A conference of members of both houses agreed on the compromise $32 million and modified an amendment by Rep. Robert P. Griffin (R-Mich.) that would deny aid to any group not supported by taxation. Under the revised bill a nonprofit group primarily engaged in etv is eligible.

Rep. Kenneth Roberts (D-Ala.) was author of the House version of the etv bill.

The $32 million in etv funds will be appropriated by Congress and administered by the Secretary of Health, Education and Welfare. The maximum for any state is $1 million. The funds are available to state education officers, state educational tv agencies, colleges and universities and nonprofit groups organized primarily for etv. HEW can grant up to 50% of the cost of facilities on a 50-50 matching-funds basis.

The Secretary of HEW will decide whether to approve applications for funds and the amount of such grants (not to exceed $1 million per state) on the basis of some of the criteria used by the FCC in determining station grants. Among these are: prompt and effective use of all educational tv channel assignments remaining available; equitable geographical distribution of etv facilities throughout the U. S., and provision of etv facilities which will serve the greatest number of people in as many areas as possible and which are adaptable to the broadcast educational uses.

An etv group applying to HEW for funds should notify the state etv agency, if any, and HEW will inform that agency of its disposition of the request.

The FCC is authorized to provide such assistance in carrying out the terms of the bill as is requesting by the Secretary of HEW. In turn, the Secretary will consult with the FCC on matters which affect commission functions.

The bill should serve as impetus to states which have asked the FCC to reserve channels for state and regional etv networks, it is believed. Among those seeking to establish such networks are Florida, Ohio, Maine, Kentucky and Georgia.

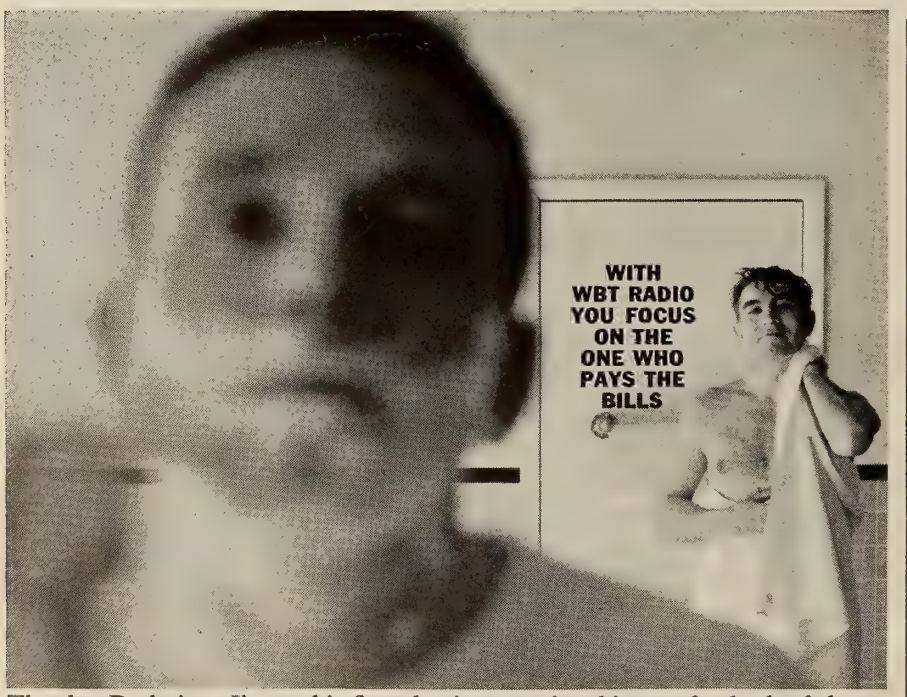
Expansion and improvement of equipment for existing stations as well as establishment of new facilities is provided for by the bill.

President Kennedy said the legislation "marks a new chapter in the expression of federal interest in education," recalling century-old federal aid to higher education through the land-grant act. He said the new law also makes "higher education a matter of national concern while at the same time, state operation and control is retained." "This act gives equal promise of bringing greater opportunities for learning . . . for personal and cultural growth to every American."

President Kennedy found "accomplishment and steady growth" in the first decade of etv although only 62 stations are now in operation and 215 of the etv reserved assignments remain unused. "Program quality has improved steadily," he said. "The contribution tv can make in extending educational opportunity and improving the quality of education is widely recognized."

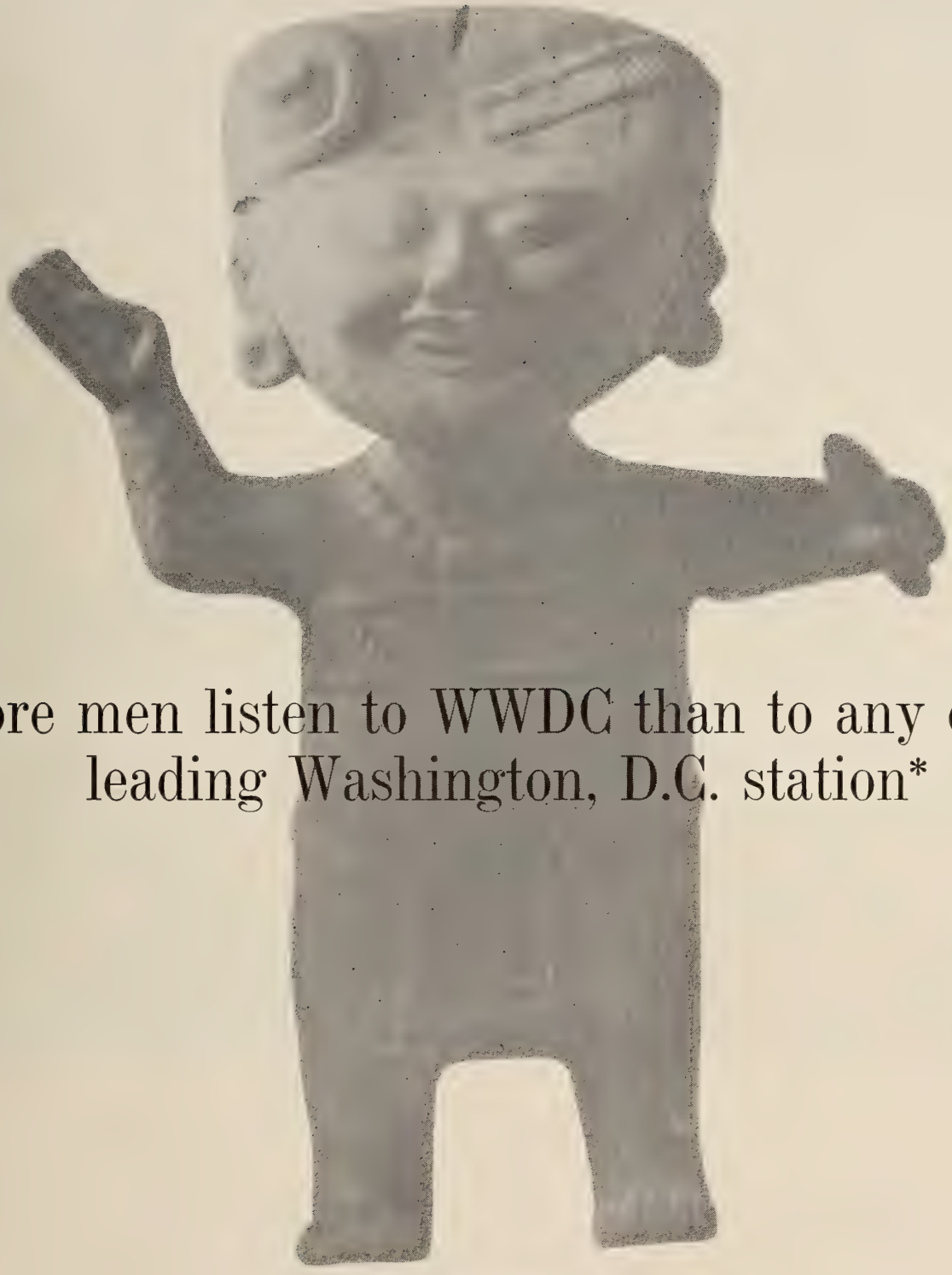
Wide availability of quality education is vital to national growth and security, the President said, adding, "We must make effective use of all of our educational resources. This new legislation will provide needed stimulus and financial aid in the development of educational television's potential."

After his formal remarks, the President observed to the group taking part in the ceremony, "This is a needed stimulus, far more significant than you realize. It is the best stimulus to teaching that Americans can have. It will be a landmark influencing other countries."



The day Dad gives Jimmy his first shaving gear is a big one for both of them. The father in the background is one of the nation's adults, who receive and control 98% of the U. S. income.* In the WBT 48-county basic area, adults receive and control most of the $2,690,786,000 worth of spending money** ...and WBT radio has the largest number of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more adults... **WBT RADIO CHARLOTTE.** Represented nationally by John Blair & Company.
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BLAIR GROUP PLAN MEMBER

SATELLITE BILL GETS HOUSE APPROVAL

Seen passing Senate in spite of opposition from Morse

A bill creating a private corporation to own and operate a communications satellite system began rising from its congressional launching pad last week when the House gave it a powerful upward thrust with a 354-9 vote of approval.

The Senate is expected to clear the bill also, but not without a fight from a small group of senators who favor government ownership. Sen. Wayne Morse (D-Ore.) has pledged an all-out effort to block the measure on the floor, and hinted this might include a filibuster (AT DEADLINE, April 2).

Efforts to amend the bill (HR 11040) were made on the House floor, but none affecting important provisions was accepted. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, who defended the bill through two days of debate, maintained complete control all the way.

He told the House the proposed space system, which will relay telephone and telegraph messages and eventually television programs around the world, is "revolutionary." But he said Congress must create the satellite corporation soon if the U. S. is to maintain its lead "in this area of world communications."

U. S. Must Be First ▪ If the U. S. isn't first, he said, "we are again put behind the eight ball." As a result, he said, it's important "to create the right kind of organization which conforms to our way of life" and "to do it as expeditiously" as possible.

Giving impact to what Rep. Harris said was a news bulletin, which he read to the House shortly before final passage of the bill Thursday, that the Air Force had transmitted a television signal coast to coast via Echo I (see story, this page).

Under the bill, a modified version of the measure sent to Congress by the administration, ownership of the corporation would be split 50-50 between the public and common carriers approved by the FCC, with stock selling for $100 a share.

The question of public participation had been one of the most controversial aspects of the administration bill, with many members of Congress favoring a corporation owned exclusively by the carriers. But the public-participation principle was retained at administration insistence.

The corporation would have a maximum of 15 directors, with three appointed by the President with the consent of the Senate, six elected by the public owners and six by the carriers.

Ground Station Issue ▪ The ground stations which would send messages to, and receive them from, the satellite would be owned either by the corporation or the carriers. But the bill directs the FCC to "encourage" ground station ownership by the carriers.

Rep. John E. Moss (D-Calif.) sought to eliminate this language by amendment, declaring it would give unfair advantage to the carriers. But his proposal was defeated 116-33.

The question of ground-station ownership has become increasingly controversial in the past several weeks. Those sharing Rep. Moss' view say that the ground stations will actually produce the major share of the space system's revenue, and that the investing public will therefore be cut off from its share of the profits.



Rep. Moss

The ground station's value as a potential money-maker wasn't denied on the House floor, but Rep. Harris, who opposed the amendment, said the bill wouldn't prevent the corporation from owning stations. On the contrary, he said, the amendment would be taken by the FCC as a directive to favor the corporation over the carriers.

Rep. John D. Dingell (D-Mich.), who supported the amendment, said it should be adopted as a matter of "fairness" to the public, which is being invited to invest in the corporation.

Rep. Emanuel Celler (D-N. Y.), who also supported the amendment, said that with the bill, as written, "you give with one hand and take away with the other."

"The very guts of this bill lies in the ground stations," he said. "That's where the money is. If the stations are given exclusively to the carriers, what's left to the investors in the corporation?"

Administration Shares View ▪ The administration, through Deputy Attorney Gen. Nicholas deB. Katzenbach, opposed the provision in the Senate bill (S 2814) on similar grounds. However, in testifying before the Senate Commerce Committee, he said the administration wouldn't strenuously object if the language were not changed (BROADCASTING, April 30).

A small group of liberals who opposed the bill failed to make any headway with their argument that the giant AT&T would dominate the corporation and that the FCC would be unable to perform the regulatory function assigned it under the bill.

Rep. William Fitts Ryan (D-N. Y.), calling the bill "the greatest give-away of the space age," offered an amendment placing the corporation under government ownership. But it was defeated by a voice vote.

He said the government has invested $25 billion in space research and added that the first fruits of this work shouldn't be turned over to AT&T, "the greatest monopoly in America."

Joelson Amendment Defeated ▪ The House also defeated an amendment offered by Rep. Charles S. Joelson (D-N. J.) that would have required the corporation to repay the government over a 10-year period the $471 million he said the U. S. has spent on space communications development.

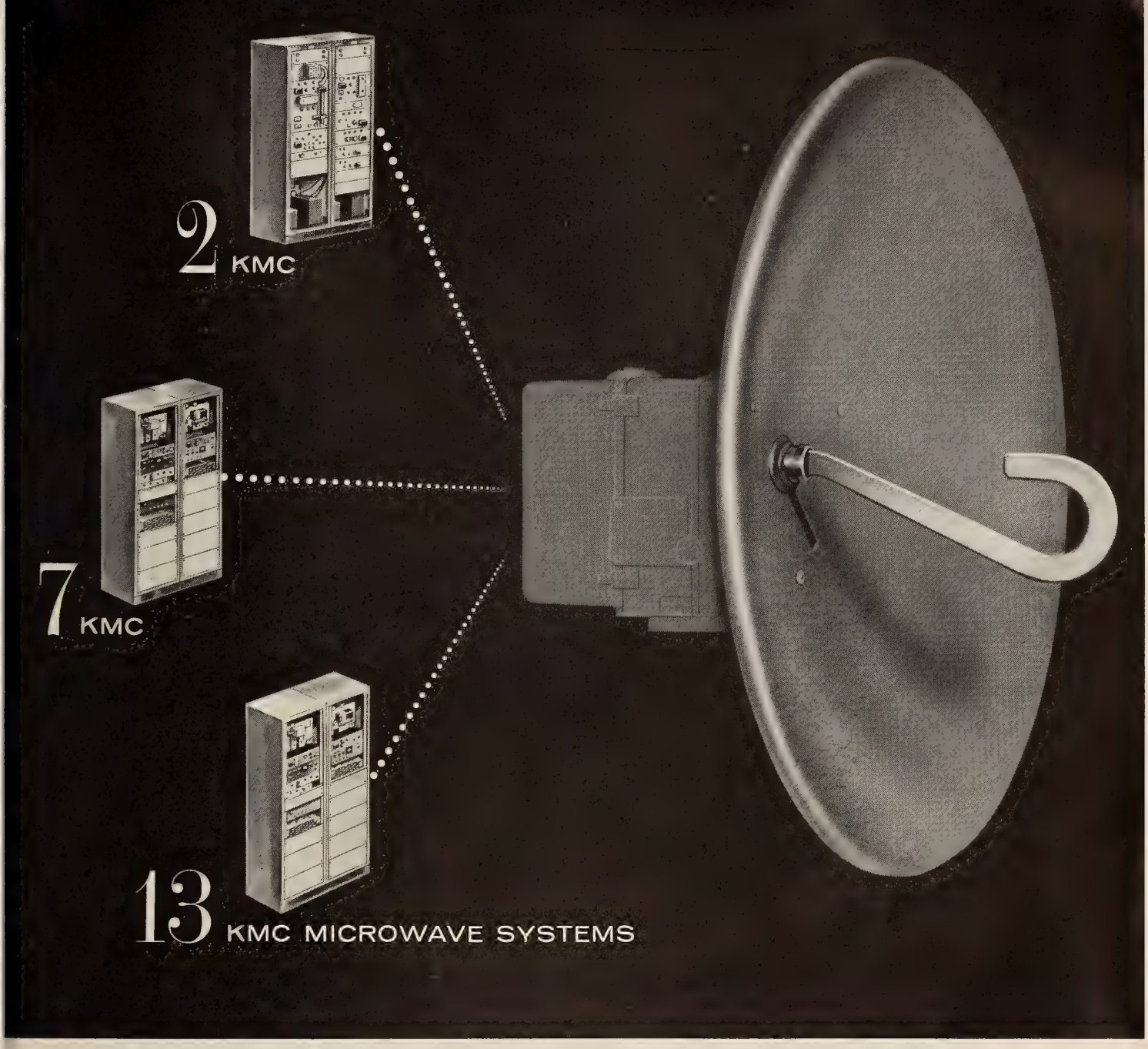
The House, however, also voted against amendments designed to give the corporation more of a private-enterprise coloration. Rep. J. Arthur Younger (R-Calif.) proposed eliminating authority the bill gives the President to approve the corporation's articles of incorporation and to name three directors.

The only substantive change approved increases the terms of the directors appointed by the President from one to three years. It was offered by Rep. Celler.

Another amendment approved, introduced by Rep. Younger, would require the corporation to reimburse the State Dept. for any assistance it provides in helping it negotiate agreements with communications firms in foreign countries.

2,700-mile bounce

Scientists working for the Air Force successfully bounced tv pictures from the two-year old Echo I balloon over a 2,700 mile land distance—from Camp Parks, Calif., to Westford, Mass. The pictures—a sign, "MIT," for Massachusetts Institute of Technology, and of a horse—were recognizable but heavily marred by snow and distortion. The distortion resulted from the now badly deflated balloon satellite orbiting erratically 1,000 miles above the earth. The transmission was made at 8,350 mc, using a 20 kw transmitter. The communications satellites to be used for long distance relaying of tv pictures are expected to be active satellites capable of picking up, amplifying and retransmitting tv signals from the United States to Europe.



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Court ruling shouldn't affect FCC-Justice entente

A U.S. Supreme Court decision last week involving the merger of two natural gas pipeline companies has had communications lawyers studying their law books to determine whether the principle laid down by the court—that the Federal Power Commission should not have acted on the pipeline companies' application for approval of a merger until a Justice Department antitrust suit was litigated—has applicaiton to the FCC.

The first consensus is that although the case has some application to the FCC, in practice it is not significant. This is based on the practice, carried on by the commission for many years, of conditioning grants and license renewals on the outcome of litigation where antitrust factors are involved.

Only twice in recent years have the FCC and the Justice Department found themselves in opposing corners on an antitrust issue. The first was in 1955 when NBC took over what are now WRCV-AM-FM-TV Philadelphia from Westinghouse Broadcasting Co. in exchange for the network's Cleveland stations plus $3 million. The Justice Department informed the FCC that it was studying the antitrust implications, but the commission approved the transfers anyway. The Justice Department finally brought an antitrust suit against NBC on this matter and won a consent judgment in which NBC agreed to dispose of the Philadelphia stations by the end of this year. The second instance was in 1960 when the FCC issued a new option time regulation, cutting option time to two-and-a-half hours per segment broadcast (from the previous three hours) and finding that option time was necessary for network operations and in the public interest. The Justice Dept. had notified the FCC that it considered option time a violation of the antitrust laws, but did not bring suit. An appeal against the commission action was taken by KTTV (TV) Los Angeles. Early in 1961 the FCC asked the U. S. Court of Appeals to remand the option time case back so that it might take another look at it.

The only pending case which might be affected by the Supreme Court ruling is the CBS compensation plan litigation, it is thought. The CBS payment plan has been under study by the FCC, but last month the Justice Department brought suit against the network to force it to withdraw the plan (BROADCASTING, April 16). Some communications lawyers think, however, that since the FCC's interest in the CBS compensation plan is its effect on the rule which prohibits any arrangement between a station and a network preventing the station from carrying the programs of another network, and thus has nothing to do with antitrust violations, the commission very well could decide without running afoul of the Justice Department's antitrust suit.

The natural gas pipeline case involved the merger of El Paso Natural Gas Co. and Pacific Northwest Pipeline Corp. The El Paso company acquired the stock of the Pacific Northwest company in May 1957. Under FPC regulations this acquisition was not required to be approved by the power commission. In July 1957 the Department of Justice filed suit alleging a violation of the Clayton Act in that the merger substantially lessens competition. In August El Paso and Pacific Northwest asked the FPC to approve the merger. This was done in December 1959 even though the Justice Department asked FPC to hold the merger application in abeyance pending the outcome of the antitrust suit. The Supreme Court split on this case 5-2; with Justices Harlan and Stewart dissenting. Justices Frankfurter and White did not participate.

South Carolinians ask ch. 8 for Columbia

The FCC can best promote competitive television in Columbia, S. C., by terminating its proceeding to delete ch. 10 there (WIS-TV) and by dropping in ch. 8 at substandard spacing.

So petitioned South Carolina's governor, its entire congressional delegation, Columbia city officials and both tv stations in that city—WIS-TV and WNOK-TV (ch. 19)—last week.

Since the FCC promised Congress a moratorium on deintermixture in exchange for all-channel set legislation, thus precluding deletion of ch. 10, it can provide high-quality tv service to the community of South Carolina's capital and largest city only by addition of another vhf assignment, the petition said.

The group, noting the FCC once denied a petition by WNOK-TV for dropping in ch. 8, asked the agency to reconsider. The only co-channel interference would be with WGTV (TV) Athens, Ga., and the proposed ch. 8 assignment at Greensboro-High Point, N. C. An offset carrier designation and specification of directional antenna would protect the Athens station and since the Greensboro station has not yet been implemented, certain "tailoring" of the use of that channel would be permitted, the petition said.

No adjacent channel short spacing would be necessary, the petition claimed; no ch. 7 or ch. 9 station would be affected by the drop-in. Tv markets much smaller than Columbia have two vhf tv stations, the group said, and addition of ch. 8 would provide a fairer and more equitable distribution of tv serivces.

Philco charges NBC with delay tactics

NBC is using delaying actions and smokescreens to cover its own record of contempt for antitrust regulations, Philco Corp. charged last week in a rebuttal filed with the FCC in the five-year battle between the two firms.

The filing was Philco's reply to NBC charges that Philco has lost standing since merging with Ford Motor Co. (BROADCASTING, April 23).

NBC some two weeks ago asked the FCC to expedite NBC's proposal to swap its WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-TV Boston, consolidated in a comparative hearing with Philco's application for the ch. 3 facility through a subsidiary, Philco Broadcasting Co., to add issues to that hearing dealing with Ford's antitrust record and alleged misrepresentations by Philco; and to dismiss Philco's 1957 protest against renewal of licenses for NBC's Philadelphia stations.

Philco said it agrees the comparative hearing should be expedited and that NBC has engaged in tactics intended to delay the hearing. Issues should be confined to NBC's qualifications to be a licensee and the comparative merits of NBC and Philco, the company urged.

NBC claimed Ford's acquisition of Philco changed the nature of the protesting party and made the objections moot. The Ford-Philco reply said this is an attempt by NBC to obscure "a basic fact that must not be avoided: There must be a hearing on NBC's qualifications in light of facts occasioning NBC's conditional license [for WRCV-AM-TV] and Philco's allegations."

Precedent ▪ Philco cited precedent seeking to prove the FCC cannot ignore public interest factors raised by a protest to license renewal, even if the protesting party seeks to withdraw its objections. NBC's motion to dismiss Philco's protest "raises an astract, academic question, the answer to which can have no effect on the course of con-

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For minutes in Omaha - - buy movies on KETV

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NOW NUMBER

3

IN FLORIDA

ORLANDO-DAYTONA

Fastest growing market in Florida

	Nat. Mkt. Ranking*	Homes* TV
Miami	26	566,300
Tampa	40	425,100
Orlando-Daytona	67	292,100
Jacksonville	75	257,700

*Television, May 1962

WESH-TV

Florida's Channel 2

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Covers more of Florida than any other TV Station

duct which the Commission must follow."

In any case, said Philco, the protest has been transferred to the new Ford-merged corporation and cannot be considered moot.

As to the network's antitrust charges against Ford: We "are more than willing to compare [our] conduct under the antitrust laws with that of NBC and its parent, RCA," Philco-Ford said. Such a comparison will be readily available to NBC under the standard comparative issue at the hearing, Philco added. The company said it is prepared to refute NBC's charges but asked the FCC not to make them a qualification issue in reference to Philco, but to "leave the conjectural and speculative assertions of NBC for whatever use" the network may want in the hearing.

Philco said NBC's charges that it misrepresented its financial qualifications are ridiculous; that NBC would have the FCC believe a company which sold its assets and liabilities in December 1961 for approximately $100 million was not financially qualified to build and operate a tv station in May 1961.

Harris group to hear FTC injunction bill

The House Commerce Committee will resume hearings May 22 on legislation to give the Federal Trade Commission new temporary cease and desist powers.

The bill (HR 8830) has aroused considerable opposition among advertisers and their agencies because it would empower the FTC to prohibit any contested advertising pending final agency findings.

Since the first round of House hearings last August (BROADCASTING, Aug. 28, 1961), however, the Advertising Federation of America and FTC Chairman Paul Rand Dixon have sought to reconcile some of their differences.

The AFA has said that though it opposes empowering the commission to issue its own cease and desist orders, the federation wouldn't object to legislation facilitating speedy action by the courts on such orders.

Under the pending bill, which has the President's support, the FTC could issue cease and desist orders after holding its own hearing. The order, however, would have to be supported by the courts, which could direct compliance.

The commission feels it must be able to move without waiting for lengthy court proceedings. Under present conditions, it says, a small firm could be put out of business by an illegal activity, such as fraudulent advertising by a competitor, before the commission could act.

Grand Rapids applicants near interim agreement

Five of six applicants for Grand Rapids, Mich., ch. 13 moved last week toward tentative agreement on a plan for an interim operation pending a final grant. Near unison came following a series of meetings the past 10 days in Grand Rapids among the principals and a Wednesday (May 2) meeting in Washington among counsel for the applicants.

The sixth applicant, Grand Broadcasting Co., also has attended the formation meetings of the interim corporation. Articles of Incorporation for the interim station were drafted in Grand Rapids last week and have been sent to all applicants for final ratification. Late last week, no signatures of final approval had been placed on the document and it was stressed there still are problems to be resolved.

ABC-TV has promised the interim station an affiliation contract and the network is understood to be pushing for a final agreement sometime this month. Applicants who have tentatively agreed to the interim operation include MKO Broadcasting Corp., Major Tv Co., West Michigan Telecasters Inc., Peninsular Broadcasting Co. and Atlas Broadcasting Co.

The interim corporation currently is lining up Washington legal and engineering counsel and an application for approval will be filed shortly with the FCC if the deal goes through. The 10 applicants for Syracuse, N. Y., ch. 9 have agreed on an interim operation in that city and their application has already been approved by the commission (BROADCASTING, April 16).

FCC asks KLMC-TV why construction's delayed

KLMC-TV (ch. 12) Lamar, Colo., was ordered by the FCC last week to explain why the station has not been constructed and two other Colorado vhf permittees lost their permits and call letters after their authorizations expired.

The commission deleted KOUL (TV) (ch. 3) Alamosa, Colo., granted to Harrison M. Fuerst. The construction permit expired Dec. 19, 1961, and the station did not file for a replacement within the 30 days required. Also deleted was KHQL-TV Sterling, Colo., whose permit expired Jan. 2.

Televents Inc., permittee of KLMC-TV, was told by the commission to request a hearing within 30 days on its application for an extension of the construction permit or the request would be dismissed and the call letters deleted. The commission said KLMC-TV has demonstrated no reasons beyond its

control for delaying construction, that the postponement has been voluntary and that, therefore, a hearing is necessary on its application.

Bill Daniels, one-third owner of Televents, has contracted to buy KTVR (TV) Denver for $2 million from J. Elroy McCaw (BROADCASTING, Feb. 5) and intends to use the station for a test of the Teleglobe pay tv system. Mr. Daniels also owns KLMF-AM-FM Denver. He heads a catv brokerage firm, and a company which manages over 30 catv systems in 12 states.

Uhf group charges FCC with lack of candor

The Committee for Competitive Television accused the FCC of making misrepresentations and showing a lack of candor in a rebuke last week.

The committee of uhf station operators was furious at the commission's promise to Congress that it will declare a moratorium on deintermixture in exchange for support for all-channel set legislation. Although the FCC paid "lip service" to the expansion of uhf, it refused to listen to those actually running uhf operations who insisted deintermixture is a necessary step to foster the upper band, CCT charged.

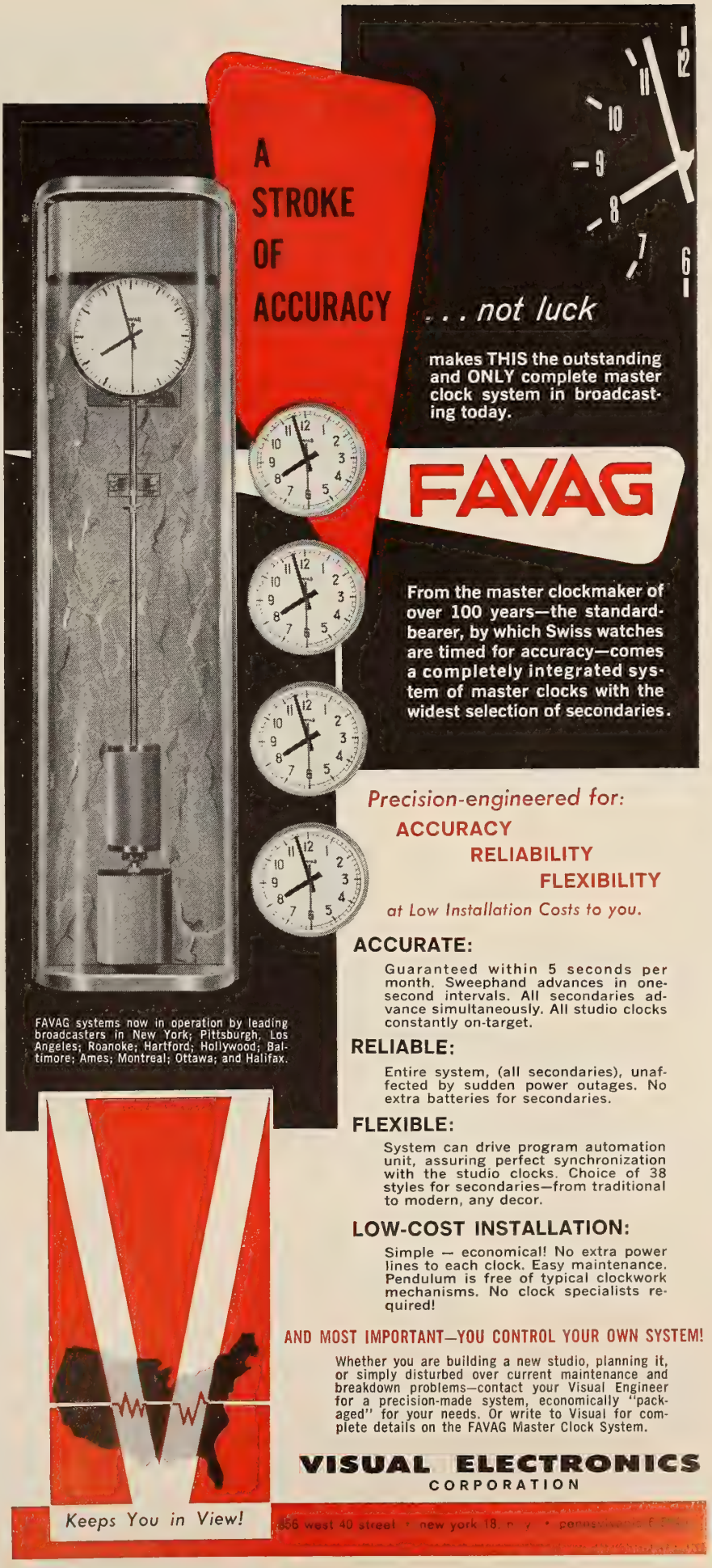
If the FCC wishes to show good faith, it should adopt "a uniform and unswerving policy" of making no new grants which would result in the extension of vhf service, CCT urged. The committee's request would freeze not only any new vhf station grants but also the improvement or extension of existing vhf stations. Anything which enhances the dependence of the public on vhf service puts off the establishment of uhf facilities, CCT claimed.

Reply comments on the FCC's eight deintermixture proposals are due June 22. Several requests that replies be suspended are pending.

Ch. 3 applicant withdraws

Tropical Telecasting Corp. (*Corpus Christi Caller-Times*) has withdrawn from the three-way contest for Corpus Christi, Tex., ch. 3 after its parent company purchased KENS-TV San Antonio (BROADCASTING, March 12). Chief Hearing Examiner James D. Cunningham announced that he had dismissed Tropical's application, with prejudice, at the applicant's request.

Still remaining in the ch. 3 comparative contest, which is awaiting initial decision, are dark ch. 22 KVDO-TV Corpus Christi and Nueces Telecasting Co. Tropical asked for permission to withdraw because changed circumstances resulting from its purchase of KENS-TV would necessitate the reopening of the hearing record and a delay in ch. 3 service to Corpus Christi.



Stanton defiant on program screening

CBS HEAD TELLS AFFILIATES THAT PROPOSALS POINT TO CENSORSHIP

CBS authorities laid down sharp attacks on current proposals for screening television programs—one for U. S. programs, the other for U. S. programs to be shown overseas—as CBS-TV network affiliates opened their annual convention in New York last Thursday.

CBS President Frank Stanton criticized the idea, frequently advanced by government officials, that tv programs should be produced with an eye toward presenting a better national image overseas.

He also made clear that CBS-TV won't go along with the NAB's efforts to get the networks to submit programs to the NAB Code Authority for "prescreening" before they are aired.

Dr. Stanton, speaking in a closed meeting, was said to have told affiliates that the NAB plan would provide the machinery for—and be only one step away from—possible government censorship of programs.

Joseph Ream, program practices vice president for the CBS-TV network, carried the criticism of the NAB plan further, rejecting it on both philosophical and practical grounds. He was quoted as telling the convention that code director Robert D. Swezey, invited to view the controversial program about abortion on CBS-TV's *The Defenders*, had issued an approval that "at best was timid and at worst was negative."

"Meaningful Drama" ▪ Mr. Swezey's "approval" had said in effect that Mr. Swezey didn't find the program to be in violation of the code. CBS contends —and cites preponderant public and critical support of its position—that the program was "meaningful drama" and responsible television programming of the first order.

Mr. Ream reportedly cited this instance as proof of his contention that any centralized pre-screening authority would be inclined to "play it safe." He said he has the highest respect for Mr. Swezey based on more than 20 years of association, and that Mr. Swezey's lukewarm reaction to the *Defenders* episode reinforced his belief that nobody in a centralized clearing office could be expected to give more than minimum approval of controversial programming, no matter how well done.

He said the invitation to Mr. Swezey to see the program in advance of its April 28 broadcast was issued in the same way and for the same reasons that church leaders, welfare authorities and others were invited to see it ahead of time. Other CBS authorities said Mr. Swezey was invited as a courtesy and that they were surprised when he issued a statement on it afterward.

The Stanton and Ream speeches were among the highlights of the first day of the affiliates' convention. But the affiliates had to wait till Friday to hear the news that promised to affect their pocketbooks. The network's plan to equalize the so-called "economic imbalance" between network and station profits by reducing affiliates' compensation was slated for presentation Friday morning, and later in the day the affiliates were expected to come up with counter-proposals (see AT DEADLINE).

Details Secret ▪ Details of the network's plan and the affiliates' counter-



Dr. Stanton

plans were kept closely guarded secrets pending CBS-TV's presentation. This was to be made by William B. Lodge, the network's director of affiliate relations and engineering.

The opening-day program included a filmed summary of CBS-TV's program plans for fall (BROADCASTING, April 23); welcoming talks by Tom Chauncey of KOOL-TV Phoenix, chairman of the CBS-TV Affiliates Assn., and network President James T. Aubrey Jr.; a programming discussion by Hubbell Robinson, senior vice president in charge of programs; and other talks by William H. Hylan, senior vice president for sales; John P. Cowden, vice president for information services; Thomas K. Fisher, CBS Inc. vice president and general counsel, and Richard S. Salant, president of CBS News, as well as Dr. Stanton and Mr. Ream.

All sessions were closed, but portions of Dr. Stanton's talk were subsequently released and details of other portions of his talk and of Mr. Ream's leaked out through affiliates and other participants.

The idea that the potential effects on the U. S. image abroad should be considered in the production or selection of tv programs for export is one that has been advanced by a number of government officials, including former CBS newsman Edward R. Murrow, now director of the U. S. Information Agency.

Stanton Talk ▪ Dr. Stanton said in portions of his talk released by network officials: "The implication is not only that we ought to avoid presenting disturbing problems in our society in informational programs, but also that what entertains us at home can adversely affect our reputation abroad and should in some cases be withheld from overseas audiences or not be produced in the first place.

"I dispute both aspects of this theory."

Dr. Stanton continued:

"We cannot have a double standard of reporting. CBS will never be a party to a policy of concealment that directs us to hide from the rest of the world our imperfections. It is far more important to show people everywhere that the free press, in every form, has value because it is free to criticize as well as to praise, free to show shortcomings as well as strengths, free to document great needs as well as great achievements.

"The free world has no use for communist journalism because it tells us only what they want us to know. I have great hopes for American journalism—particularly electronic journalism in the new satellite era—because we are free to go before the world—not as the arm of a dictatorial government—but as wholly free to report and discuss the bad as well as the good. Nothing could be more disastrous to our cause before the world than for us to enter voluntary compacts to suppress informational programs dealing with problem areas in our society. For we would never thereafter be without suspicion when broadcasting informational programs that are favorable to our essential character as



TALLEST TOWER PROVES SURVEY POWER

LATEST ARB FOR SHREVEPORT

(March 1962)

Average Homes Reached
Mon. thru Sun. 6:30-10 PM

KTAL	**49,200**
STA. B	42,300
STA. C	46,100

—AFTER ONLY 6 MONTHS OF TALL TOWER OPERATION—

KAY-TALL IS FIRST!

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Channel 6 for SHREVEPORT-TEXARKANA

Walter M. Windsor
Gen. Mgr.

NBC

James S. Dugan
Sales Dir.

BLAIR TELEVISION ASSOCIATES
National Representatives

a free people who are moving forward.

"This holds true, too, of our entertainment programs. We ought to be concerned not with our reputation alone but with an honest, undoctored revelation of our character. CBS cannot agree that we ought to conceal the fact that we are diverted by mystery dramas or westerns or situation comedies any more than the fact that we are diverted by reading mysteries or reading westerns or going to musicals. Far more damage would accrue from attempts to represent ourselves abroad as something that we are not than by opening up our whole national life, its light moments, its fads and its follies, as well as its serious concerns, to the view of the whole world.

"Anything else is mischievous doctrine, not only because you would never know where to draw the line but because it is intrinsically wrong. We cannot stand for freedom of communications, and then qualify or departmentalize it. And our strength as a nation derives from what we are—not from what an arbitrator, whether set up by broadcasters or the government or someone else, says we ought to appear to be.

"CBS stands for wholly free, unrepressed communications with the rest of the world—excepting only those matters relating to the national security that are already subject to internal as well as external controls. It cannot participate in any plan to hold back all that is categorized as 'unfavorable' and to put forth only what is categorized as 'favorable.' We would fool no one but ourselves."

Defies Code ▪ In addition to his views on tv programming for overseas audiences and his stand against submission of programs for clearance by the NAB Code Authority—which got a round of applause from the affiliates—Dr. Stanton also ranged across several other basic issues in his luncheon talk, according to members of his audience.

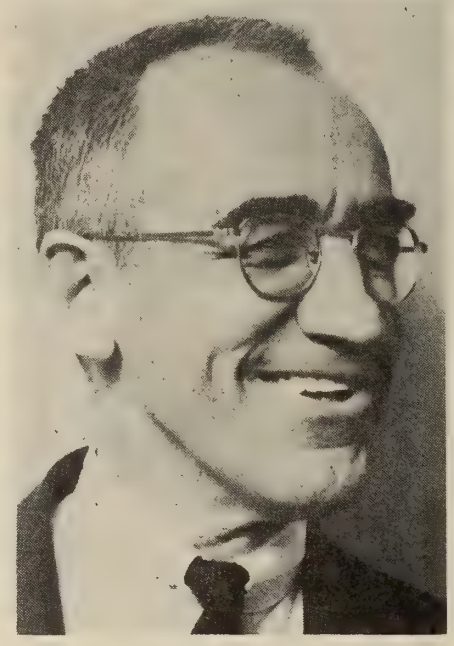
He was said to have called the recent "Yarborough Report" by the Senate Subcommittee on Freedom of Information (BROADCASTING, April 23) a step backward for political broadcasting.

He also was quoted as reviewing CBS's position against deintermixture that would remove existing vhf stations from present locations and deprive fringe-area viewers of service, or that would allow drop-ins that break down the mileage separations currently provided in the FCC's allocation plan.

He also reviewed briefly the status of pending legislation affecting broadcasting but said he planned to give his views on this in greater detail at some future but as yet unspecified time.

Mr. Ream's talk was said to have dealt with standards and practices in both commercials and programming, but primarily programming.

On Cluttering ▪ He reportedly said he felt there was some justification for a recent Assn. of National Advertisers committee's complaint that there is too much "clutter" between the entertainment portions of programming, and reported that CBS is engaged in an effort to reduce both the number and length



Mr. Ream

of regular credits. But he noted that some credits are presented in a way that lends them entertainment value.

Mr. Ream was quoted as saying he felt that CBS-TV had made much progress in enforcing standards and especially in reducing the incidence of sex and violence in its programming and had in fact cut the number of sex or violence scenes more than 50% in the last two years.

CBS-TV insists that sex and violence be shown only when essential to development of characterization or plot, never for their own sake, he said. But he also warned that despite this policy the "sex and violence" charge will be heard for a long time and cited the continuing hearings of the Senate's Dodd Committee, the conferences sponsored by the Health, Education & Welfare Dept., etc.

Of the NAB's efforts to get networks to submit programs to the code authority for advance screening, he reportedly told affiliates that participation in such a project runs contrary to "everything we've ever stood for," including the FCC's Mayflower (editorializing) decision, Sec. 315 of the Communications Act (political broadcasting), and the First Amendment to the Constitution.

A 'Lighting Rod' ▪ From a practical standpoint, he continued, the creation of a centralized screening authority "by its very nature would be a lightning rod" to attract criticism from "everybody who dislikes anything about programming"—to the point where the code director and much more staff than he now has would have to spend full time answering criticisms.

The pressures on the code authority director to "play it safe" in passing on programs under such circumstances, Mr. Ream was quoted, "would be enormous and, in my opinion, irresistible."

But he said that while CBS firmly opposes pre-screening by the code authority, he isn't sure CBS would be in the majority: he said he knows that one other network (NBC) is agreeable to letting the code group prescreen under certain conditions, but that ABC's position is not clear to him.

Mr. Ream told the affiliates that public reaction to the *Defenders* abortion episode taught him a lesson. He had expected a large number of complaints because people with complaints are more inclined to write or telephone than people who approve. The preponderant approval that followed the program, he said, showed him that he has been guilty of the same offense he has criticized others for—"under-estimating the television audience."

He was reported to have told the affiliates that he feels ABC-TV's decision to present the celebrated and widely criticized Fabian episode in its *Bus Stop* series helped generate a demand for some sort of centralized arbiter of certain programs.

He said he disagreed with ABC's decision to run the episode but that he felt firmly that the decision to run or not to run it was one that could be made only by ABC, its affiliates then deciding individually whether to carry it.

Mr. Ream also apparently undertook to raise the affiliates' spirits about the volume of criticism directed against television. "If the criticism ever dries up," he was quoted as saying, "then television will have dried up."

WCIV-TV to join NBC-TV

WCIV-TV Charleston, S. C., will be an NBC-TV affiliate when it begins operation about July 15, Harold E. (Hap) Anderson, president of WCIV-TV, and Tom Knode, NBC vice president for station relations, announced last week. The station, owned by the First Charleston Corp., will be on ch. 4 with 100 kw visual. Lee Gorman is executive vice president and general sales manager of WCIV-TV and William E. Lucas, program director of WSAV-TV Savannah, Ga., is station manager.

DROP OUT



School Drop Out, a grave threat to our nation's future. What can be done about it? ■ The ABC television station in Los Angeles has determined that much can be done about it. In cooperation with the City and County Schools, Channel 7 is spearheading a campaign to combat this serious loss to society. ■ Specially created films for high school use, prepared material for high school newspapers, recorded spots for radio, theatre trailers, and round the clock on-the-air TV promotion are but a few examples of public appeals being made to teenagers and their parents . . . another community service by KABC-TV.

7

Owned and operated by American Broadcasting-Paramount Theatres, Incorporated
Represented nationally by ABC-TV National Station Sales, Incorporated

WESTINGHOUSE BUYING WINS

Tells FCC it would relinquish WBZA Springfield if $10 million purchase from McCaw is approved

An application for FCC approval of the sale of 50 kw WINS New York by J. Elroy McCaw to Westinghouse Broadcasting Co. for $10 million was filed last week, following an earlier report of the transaction (CLOSED CIRCUIT, April 9).

Involved in the transfer is the future of WBZA Springfield, Mass. WBZA operates synchronously on the same frequency (1030 kc) with parent station WBZ Boston. Both are owned by WBC, which has its maximum number of seven radio stations.

Westinghouse told the FCC that it was ready to surrender the license of WBZA upon approval of the purchase of WINS. To that end it petitioned that the FCC approve the WINS purchase and at the same time allow the pending application for the license renewal of WBZA to be withdrawn.

WBC stations are, in addition to WBZ-AM-FM-TV and WBZA-AM-FM the following: KDKA-AM-FM-TV Pittsburgh, KEX-AM-FM Portland (Ore.), KYW-AM-FM-TV Cleveland, WIND Chicago, WOWO Fort Wayne, KPIX (TV) San Francisco, and WJZ (TV) Baltimore. WBC at one time contracted to buy KLAC-AM-TV Los Angeles, but this transaction was cancelled by mutual consent.

This is Westinghouse's second attempt to get into New York. Last year it agreed to pay $10 million for WMGM that city. But the deal was called off when Westinghouse's station licenses were held up pending an FCC determination of WBC's qualifications after its parent company had been found guilty of a price fixing conspiracy in the electric power equipment field. Actually, this is the second transaction for the sale of WINS too. Last year Storer Broadcasting Co. agreed to pay $10 million for the station, but the contract was cancelled because the WINS license renewal was in abeyance pending a study of alleged payola by employes of the station. The WBC licenses and the WINS license were subsequently renewed.

Mr. McCaw owns KTVR (TV) Denver which he is selling to Bill Daniels, Denver community antenna broker and management consultant, for $2 million. Mr. Daniels plans to test pay tv over KTVR using the Teleglobe system (BROADCASTING, April 2).

Mr. McCaw also owns KTVW (TV) Tacoma-Seattle and 50% of KELA Centralia, Wash.

Both WINS and KTVR are licensed to Gotham Broadcasting Corp. Gotham had gross sales of $2,168,300.83 in 1961, with almost $40,000 deducted for rebates and allowances. Operating expenses totaled $1,281,223.89, and operating profit, after depreciation, was $779,214.38. Net profit for the year was $292,934.57. Gotham's total assets were listed at $3,985,849.71, of which $1,282,250.45 were current assets. Current liabilities were recorded as $1,310,872.27 and net worth $673,498.38.

In stating his reasons for selling, Mr. McCaw pointed to losses in Denver and Tacoma, and the fact that family responsibilities made frequent trips to New York undesirable.

The breakdown of the $10-million purchase price includes $6,996,261.82 for "intangibles."

Taft Broadcasting stock goes on the exchange

Trading in the shares of Taft Broadcasting Co. began Wednesday (May 2) on the New York Stock Exchange. The closing price Thursday was 18¾.

Listed on the exchange were 1,578,938 shares of common stock plus 15,137 shares reserved for bonuses and 15,624 shares under the company's stock option and bonus plan.

Taft stock was formerly traded over-the-counter. The company owns WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, Ohio, WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval*:

▪ WINS New York, N. Y.: Sold by J. Elroy McCaw to Westinghouse Broadcasting Co. for $10 million (see story this page).

▪ KYA-AM-FM San Francisco, Calif.: Sold by Bartell Family Radio Group to Clinton D. Churchill and others for $1.25 million in cash. Mr. Churchill is the former vice president and station manager of WKBW-AM-FM-TV Buffalo, N. Y., sold last year by the Churchill group to Capital Cities Broadcasting Corp. for $14 million. Associated with Mr. Churchill, who will own 27.5%, are Lewis Avery, of Avery-Knodel station representative firm,

the sales we reject . . . prove our worth

In selling or buying a broadcast property, one of your greatest protections is Blackburn's often *demonstrated* willingness to reject a sale rather than risk our reputation. For our business is built on confidence, and no single commission can be worth as much as our good name. Why hazard the risks of negotiating without benefit of our knowledge of markets, of actual sales, of responsible contacts?

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS
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WASHINGTON, D. C.	CHICAGO	ATLANTA	BEVERLY HILLS
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Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	Hub Jackson	Robert M. Baird	9441 Wilshire Blvd.
RCA Building	333 N. Michigan Ave.	John G. Williams	Beverly Hills, Calif.
FEderal 3-9270	Chicago, Illinois	1102 Healey Bldg.	CRestview 4-2770
	Financial 6-6460	JAckson 5-1576	

10%, and former stockholders of WKBW-TV: Edythe E. Churchill, Mr. Churchill's sister, 27.5%; Edward H. Kavinoky, 15%; the Stovroff family, 15% and Darwin Martin, 5%. Bartell stations include in addition to the San Francisco outlets, WOKY Milwaukee, KCBQ San Diego and WADO New York. The Bartells also are principal stockholders in Macfadden Publishing Co. and have agreed to back the Teleglobe pay tv test in Denver, Colo., over KTVR (TV) there (BROADCASTING, April 2). KYA operates with 5 kw daytime and 1 kw nighttime on 1260 kc. KYA-FM operates on 93.3 mc with 15 kw. Broker was Blackburn & Co.

▪ WFOX Milwaukee, Wis.: Sold by Howard Miller to Fox Broadcasting Corp. for $385,000. Fox Broadcasting includes Jack Raymond, present manager of station, and Marine Capital Corp., a small business investment company. Mr. Miller retains WGEZ Beloit, Wis. Station is a 250 w daytimer on 860 kc.

APPROVED ▪ *The following transfers of stations interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 79).

▪ WHAM, WHFM (FM) Rochester, N. Y.: Sold by Henry I. Christal Co. to Rust Broadcasting Co. for $1.3 million and agreement not to compete for five years. Rust Broadcasting is headed by W. F. Rust Jr. and Ralph Gottlieb who own WKBR-AM-FM Manchester, WTSN Dover, WKBK Keene, all New Hampshire; WNOW-AM-FM-TV York, WRAW Reading and WAEB Allentown, all Pennsylvania. FCC approval conditioned that transfer not be consummated until Mr. Rust disposes of one of his am interests.

▪ WAGE Leesburg, Va.: Sold by William T. Stubblefield to James H. and Valeria H. Symington, John Gill and A. V. Tidmore for $121,356 and agreement not to compete for five years. Mr. Tidmore owns WPPA-AM-FM Pottsville, Pa., and WSBB New Smyrna Beach, Fla., and has an interest in WJEJ Hagerstown, Md. Commissioner Robert T. Bartley dissented.

▪ KTOB Petaluma, Calif.: Sold by Lloyd Burlingham to William T. Stubblefield for $115,612 and $5,000 for agreement not to compete for five years. Mr. Stubblefield is former owner of WAGE Leesburg, Va. (see above) and former station broker. Commissioner Robert T. Bartley dissented.

ABC Radio count: 417

ABC Radio last week added 13 stations to its list of affiliates, bringing the network's total to 417.

The stations are KCTA Corpus Christi, Tex.; WAXX Eau Claire-Chippewa Falls, Wis.; WGEE Indianapolis, Ind.; WNBH New Bedford-Fall River, Mass.; WDUN Gainesville, Ga.; KINT El Paso, Tex.; KWRE Warrenton, Mo.; KWEL Midland, Tex.; WAMD Aberdeen, Md.; WAUB Auburn, N. Y.; WCJU Columbia, Miss.; WBEK Elk City, Okla., and WZKY Albemarle, N. C.

Time-Life purchase of KOGO is closed

Time-Life Inc., May 1 officially became the owner of KOGO-AM-FM-TV San Diego. Selling price was $6.125 million (BROADCASTING, March 26). The stations, a division of Time-Life Broadcast Inc., will continue to be under the direct supervision of William E. Goetze who will be responsible to Hugh B. Terry, president and general manager of KLZ-AM-FM-TV Denver.

The buy brings to five the number of broadcast properties owned by the magazine publication firm. The others are KLZ-AM-FM-TV; WTCN-AM-FM-TV Minneapolis; WFBM-AM-FM-TV Indianapolis; WOOD-AM-FM-TV Grand Rapids, Mich.

The KOGO stations were sold by the Washington Post Co. (Post-Newsweek stations), the private investment firm of Fox, Wells & Rogers and several individual minority stockholders. The deal includes an agreement by the sellers not to compete in radio or tv within 75 miles of the KOGO transmitters for a period of five years.

On hand for the ceremonies marking the change in ownership were Andrew Heiskell, Time Inc. board chairman;



Mr. Terry



Mr. Goetze

Weston C. Pullen Jr., vice president for broadcasting; Frederick S. Gilbert, vice president and general manager of Time-Life Broadcast Inc.

Commenting on the purchase, Mr. Heiskell said, "Time Inc. is proud to become a part of San Diego's future by our purchase of one of the city's outstanding communications facilities. We have watched the tremendous growth of San Diego over the past 10 years, and what we've seen has convinced us that the long-range outlook is one of the brightest of any area in the U.S.

$25,000.00 (or less) DOWN!

NORTHWEST —Daytime-only radio station in beautiful, growing area grossing $45,000.00-plus annually. Equipment plentiful and in excellent condition. Includes approximately $5,000.00 in cash and accounts receivable. Priced at $65,000.00 with $18,500.00 down and balance out over eight years. ***Another H & L exclusive.***

EAST —Absentee-owned station grossing approximately $50,000.00 with good land and building included in sale. Single station market operating in black after manager's salary. Requires $25,000.00 down on total price of $85,000.00. ***Another H & L exclusive.***

MIDWEST —Well-equipped long daytimer owning transmitter land and building. One of two stations servicing trading area of over 70,000. Grossed over $45,000.00 in '61. Priced at $70,000.00 with $20,000.00 down. ***Another H & L exclusive.***

Hamilton-Landis

AND ASSOCIATES, INC.

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EXecutive 3-3456	Tribune Tower	Riverside 8-1175	111 Sutter St.
Warren J. Boorom	DElaware 7-2754	Joe A. Oswald	EXbrook 2-5671
New York		New Orleans	

Labunski gives Minow sandpaper test

WMCA MANAGER CHARGES FCC CHAIRMAN WITH LOOSE TALK ABOUT RADIO

In the strongest attack yet made on FCC Chairman Newton Minow by a broadcaster, Stephen B. Labunski of WMCA New York charged last week that the chairman not only had "learned very little" about radio but had let his "initial innocence" become "contaminated by a few questionable facts which have led him to numerous improbable conclusions."

Mr. Labunski said Chairman Minow in his NAB convention speech last month misrepresented radio's audience, criticized radio for the same features he advocates for television, underestimated the motives of broadcasters and the services of many small stations, appeared inclined to discriminate in favor of radio networks and while disavowing censorship seemed to urge "unofficial censorship" through the NAB.

Mr. Labunski said he knows some broadcasters "who might really contribute something" to the forthcoming "shirtsleeves session" on radio, advocated by Mr. Minow and supported by NAB, but who "may not attend until Newton Minow starts to talk their language a little better than he has to date."

"I have a terrible feeling," Mr. Labunski said, "that I am on an airplane and Mr. Minow is the pilot. I see him walking up the aisle carrying a book under his arm with the title, 'How to Fly in Ten Easy Lessons.' The book looks as though it hasn't been opened. I wish us all a happy landing."

Mr. Labunski spoke at a luncheon meeting of the Advertising Club of Wilkes-Barre, Pa., last Wednesday. His speech was broadcast by WBRE and WILK, both Wilkes-Barre, and other stations in the area.

Distorted ▪ The WMCA vice president and general manager said that Mr. Minow "greatly distorted the true picture of radio listening" when he reported that sets in use average 9% or 4.5 million homes in the daytime and 6% or 3 million homes at night.

He said "nobody seems to know" where Mr. Minow got these figures but that "most likely" they are Nielsen per-minute average and in any event they represent a fraction of radio's true dimensions: That Nielsen shows radio reaches more than 47.5 million different homes a week, or almost 39 million homes per day during daytime hours and 24.5 million each night.

"The one place radio, with its undeniably universal accessibility, has not reached is the hallowed halls of the FCC, judging by things which FCC spokesmen have periodically said about the medium," he asserted.

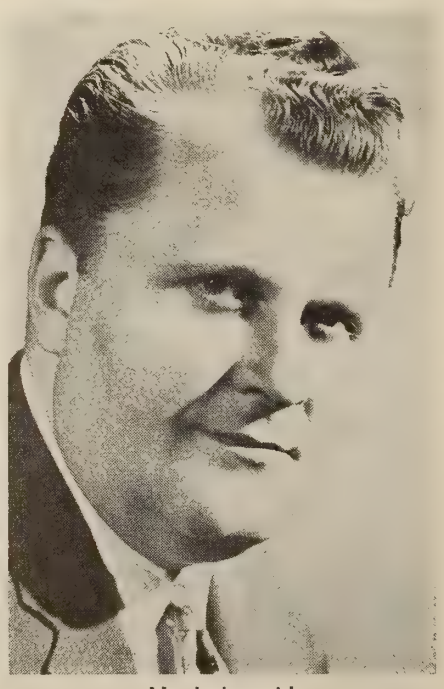
Mr. Labunski challenged the chairman's conclusions regarding the growth of radio from 996 stations in 1946 to 3,451 in 1960:

"Instead of concluding from this that the American people are currently being served by a great variety of radio programs and that the listener might therefore be richer in choice than he had ever been, Mr. Minow immediately went . . . to the conclusion that the quality of radio services had been seriously impaired by the over-abundance of radio stations.

"This is a strange conclusion for Mr. Minow, who has been a prime advocate of greatly expanding the number of television stations in this country for the express purpose of broadening viewer choices and improving programming through the pressure of competition.

"The situation he is advocating for television exists with a vengeance in radio; yet his conclusions about radio are largely couched in negative terms and critical stereotypes with hardly a reference to the industry's ability to flourish during the years of television's greatest expansion and without recognizing those qualities of the radio business which provide a seemingly endless supply of men and women who would like to get into radio despite the known economic hazards which cause one-third of the industry to swallow red ink every year."

Mystified ▪ Mr. Labunski said the FCC chairman was "mystified" because "radio stations do not fade away; they just multiply." This, he said, "simply means that there are a large number of ambitious and enterprising people in our country who are anxious to undertake one of the most exciting and potentially rewarding careers open to them —the radio broadcasting business— combining as it does the satisfactions of communicating with an audience, playing a vital role in one's community and engaging in a highly competitive business enterprise in which the financial rewards for success can be substantial."



Mr. Labunski

He quoted Mr. Minow as referring to radio as "dull, dreary . . . wild . . . raunchy records . . . tasteless chatter . . . rip-snorting, unaccurate news reports." If this is Mr. Minow's total impression of radio, he said, then the chairman "has not done very much representative listening; instead, he has been content to let a well-known critic of radio supply him with his philosophy and, indeed, his choice of words."

The least Mr. Minow could do, he suggested, is invent his "own cliches."

He cited Mr. Minow's commendation of variety in programming, and said: "The fact is that in many major cities variety already exists when you take the radio service as a whole. If this is what the chairman meant, he didn't say so. Instead, he made broadcasters recall the discussion of some time ago about the need for 'program balance' on a station-per-station basis.

"I hope this doesn't mean that every station playing popular music must play some symphonies because, in all fairness, it will also mean that all stations playing symphonies will have to schedule some rhythm-and-blues every now and again. Or does 'program balance' really work only one way—as an instrument to force FCC tastes and preferences on the American people?"

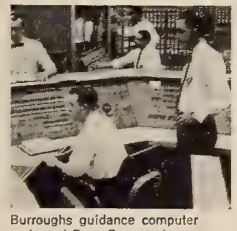
Mr. Labunski agreed that children's programs would be desirable, "provided we find any evidence" that children will listen to this fare. But he cautioned against confusing "children" with "teenagers," whose musical tastes are often criticized. "Perhaps," he suggested, "Mr. Minow could be helpful by suggesting a cut-off age—11, perhaps 12—when 'children's programs' (a worthwhile project) become 'teenage' programs (a not-so-worthwhile project)."

First brush ▪ He found it hard to reconcile Mr. Minow's "conception of low radio usage" with his observation that more people are apt to hear of a news event from radio than from any



the science of guidance

guiding missiles through "Keyholes in the sky"



Burroughs guidance computer system at Cape Canaveral

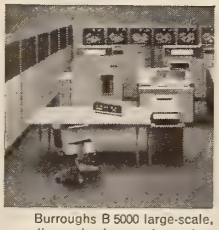
John Glenn's capsule had to pass through what space experts call a "keyhole in the sky." It did, because of the flawless performance of the Burroughs guidance computer system at Cape Canaveral.

The very first Atlas ICBM was also guided by this same Burroughs system back in 1958. And so were the Pioneer, Transit, Courier and Midas communications satellites.

Thus far, the Burroughs computer system at Cape Canaveral has been used in 143 of our nation's space probes, orbital missions and ICBM test shots.

It has performed flawlessly every single time.

guiding business through mountains of decisions



Burroughs B 5000 large-scale, medium-priced computer system

The same concepts of accuracy and reliability in the Burroughs system at Cape Canaveral are built into every Burroughs electronic computer system.

The Burroughs EDP system you select to help guide your business will provide you with the precise data you need, at the precise moment you need it, to make the right decisions. Decisions that will keep your business operating smoothly, progressively, profitably.

For details on our "guidance systems for business," such as the medium-priced B 5000 that has set a new basic trend in computer design, call our local office or write us at Detroit 32, Michigan.

Burroughs Corporation

Burroughs—TM

so many data processing problems end with Burroughs B

other medium. "But let's be charitable," he said, "and assume that he has had his first brush with ratings and that he may learn to interpret them better in the future."

The WMCA vice president found it "inconceivable" that Mr. Minow would suggest that the station-ownership limits might be raised for networks to encourage them to stay in the news and programming business.

He called the idea "patently discriminating" and possibly beyond FCC's jurisdiction—although, he said, it obviously would entitle his own company, the Straus Broadcasting Group, to "a subsidy" for its Radio Press International, a voiced news service.

"In effect," he said, "Mr. Minow is proposing that the FCC bolster the radio networks, which it does not regulate, through the device of expanding their ownership of stations, which the FCC does regulate. Why not suggest that newspapers be allowed to own more radio stations? Many of them are in deep financial trouble and some profitable radio stations might keep *them* in business as well. I am afraid that Mr. Minow is a dreamer—he hopes that by increasing the size of the library reading room he is going to get more people to read the right books."

Of Chairman Minow's belief that there are too many commercials and that stations should join NAB and subscribe to its Code, he said: "Does this mean that no station which does not subscribe to the Code has standards which are at least as good—or better? . . . The NAB already has urged television networks to allow them to prescreen upcoming programs, and from this point it's but a short step to suggesting something similar for radio stations.

"Mr. Minow keeps insisting that he is opposed to FCC censorship, yet he seems to be toying with a form of unofficial censorship through the NAB."

Mr. Labunski said that some broadcasters already have high standards and that "others, under pressure of increasing competition, will sooner or later recognize the need for them." He said "Mr. Minow can add his encouragement to this trend if he will but first come to know and understand the radio business as it really is and talk to radio broadcasters in radio terms. . . . This would be a perfectly proper role for the chairman of the FCC to play, but he must first establish an understanding and a rapport with broadcasters which are now so obviously lacking."

Reason for Being ▪ He said the FCC chairman "may be right" in questioning whether tiny radio stations "with a staff of a combo man and the owner" can serve as a communications medium in the public interest. But, he added, "I remind him that in 900 American communities served by radio stations, there is no daily newspaper service. Maybe the radio station is all that community has to keep in touch with the rest of the world. Some of these tiny am stations with a combo man and the owner, struggling to survive every new day, do an outstanding job in serving their communities. . . .

"Does Mr. Minow propose that we obliterate small, struggling stations and depend on the networks and other industry giants to spread the word? Is it the purpose of a regulatory agency to encourage monopoly, permit mergers under which the strong gobble up the weak, all the while proclaiming undying dedication to private enterprise and the need for varied, diverse, community-oriented programming and news services?"

Mr. Labunski also challenged Chairman Minow's assertion that broadcasters are reluctant to face members of their audiences in local hearings:

"Alas, Mr. Minow is confusing *audience* with *spokesmen* . . . Broadcasters are understandably leery about being put on the carpet by special-interest groups with their self-appointed and self-righteous spokesmen who, often without benefit of popular election or recognizable mandate, purport to speak for audience groups. It is at best a very superficial view of life, as any elected public official will tell you."



7 + 6 = !

This little golf ball is destined for a place of prominence on the mantle of Walter J. Brown, president of WSPA-AM-TV Spartanburg, S. C. For it symbolizes the fulfillment of his and every other golfer's dream: a hole-in-one. Mr. Brown, a golfer for 40 years, made his ace with a No. 6 iron on the Spartanburg Country Club's No. 3 waterhole April 21. He also reports that he did it with a Titleist 7 ball ("I always use the ball with our tv channel number").

NAB committee reviews reorganization plans

Several plans for reorganization of NAB to cut the size of the board and simplify the association's structure have been reviewed at a meeting of the NAB Board Composition Committee, held in Washington.

Richard W. Chapin, KFOR Lincoln, Neb., was elected chairman of the group. Further study of the proposed reorganization plans will be made preparatory to the June 25-27 board meeting in Washington. It is not expected, however, that specific plans for board action will be offered at that time.

At its winter meeting the board rejected a proposal to reduce the size of the radio board from 29 to 18 and the tv board from 14 to 10 (BROADCASTING, Feb. 5).

Members of the board composition committee besides Chairman Chapin are John S. Booth, WCHA Chambersburg, Pa.; Hugh O. Potter, WOMI Owensboro, Ky.; Ben Sanders KICD Spencer, Iowa; Ben Strouse, WWDC Washington; Henry B. Clay, KTHV (TV) Little Rock, Ark.; James D. Russell, KKTV (TV) Colorado Springs, Colo.; Eugene S. Thomas, KETV (TV) Omaha, Neb.; William B. Quarton, WMT-TV Cedar Rapids, Ia.; Joseph C. Drilling, WJW-TV Cleveland. The committee was appointed at the winter board meeting.

WLIB soon to move to improved quarters

WLIB New York is spending approximately $100,000 to move its offices and studios from the Hotel Theresa to refurbished quarters at 310 Lenox Ave., New York. Operation in the new location is to begin the end of this month.

Harry Novik, WLIB president, said the station will have 50% more space than at present. New RCA broadcast equipment has been purchased, he said.

WLIB specializes in programming for the Negro audience except for 7½ hours of Polish and Spanish broadcasts on weekends. Mr. Novik noted that when he assumed ownership of the station in 1949, it broadcast in 16 languages and had a part-time staff of foreign language announcers and producers-directors. WLIB currently has a full-time staff of 32 announcers, newsmen, directors and sales and clerical employes.

WLIB has applied to the FCC for an fm station and for an increase in power to 10 kw. It now operates with 1 kw.

CHILDREN DESERVE BETTER TREATMENT FROM US

Our Oftentimes Flagrant Disregard For Teaching Good Eating Habits Costs Dearly

It is very unfortunate that too often in the United States we let our concern about how we should manage our abundance of food blind us to the fact that millions upon millions of our people are malnourished—not necessarily *under*-nourished but, rather, *poorly* nourished.

Repeated studies of the nutritional status of the American people have pointed out that many of us simply have not learned how to eat sanely and sensibly to help maintain good health. Obesity is estimated to be a problem for one out of every five of us. Among our children, teen-age girls frequently are very badly nourished because of false ideas and fads they follow instead of learning sound health habits which could help them achieve their goals.

While many parents spend frustrating hours teaching their children proper table manners, often we completely overlook the fact that the lack of good eating habits among our children is one of the key factors which contributes to the generally low state of physical fitness among us. Physical exercise and adequate rest are also very important to fitness, of course, but the young person's body must be built and it must be maintained with the right kinds and amounts of food.

BASIC EATING PATTERNS ARE LEARNED AT HOME

Parents cannot shun their responsibility in teaching their children how to eat properly—in terms of selecting the kinds and quantities of food that are needed. Most of our basic life-long eating patterns are established in our earliest years at the family dinner table. Our children learn much from our example. If parents eat sensibly, then it is much more likely that our children will eat sensibly.

Also, we should not overlook any early tendency toward using food to help alleviate the pains of psychological distress. The child who turns to stuffing food into his stomach whenever problems overwhelm him is learning a pattern that will be extremely difficult to change in later years. Obesity is likely to add to the child's distress and become a problem throughout his life. Parents have an obligation to try to avoid this very unhappy situation in which food substitutes for psychological needs.

Children, as parents so rapidly learn, do go through stages, especially when they reach the teen years and when they are girls. Appearance is usually tremendously important. Having "vitality" and energy enough to keep up with the crowd are also urgent needs. It is very unfortunate that we adults have done such a poor job in teaching our children that good health habits will give them the maximum amount of help in achieving exactly what they want—good appearance, vitality, energy.

THE YOUNGSTERS TOO OFTEN TURN TO HARMFUL FAD IDEAS

Teen-age girls, especially, will turn to many different fads, unaware that sound nutrition through sane eating habits, adequate exercise, and sufficient rest will do more to help their appearance and to give them vim and vigor than any other things they might do. As a matter of fact, these unfortunate youngsters too frequently learn much later than they should that the fad diets and other "easy" approaches to beauty and vitality work against achieving their goals.

Nutrition scientists have done a highly competent job thus far in determining the kinds and amounts of foods we need for adequate nutrition. Daily Food Guides—based on servings from four major food groups: (1) milk and other dairy products; (2) meats, poultry, and fish; (3) fruits and vegetables; (4) cereals and grains—are readily available to all families who certainly ought to be using these guides as regularly as any other aid to building and maintaining the family's health and happiness. The guides suggest simple yet tasty eating patterns. We dairy farmers will be happy to send one to you if you don't have one at present.

Following sensible eating patterns—which vary by age and amount of physical activity—is not difficult. Eating a well balanced diet can be just as interesting and enjoyable as eating meals that contribute to obesity or other illness or lack of vigor. There is an abundance of highly nutritious and tasty foods available to the American people. Now we must concentrate on teaching ourselves and our children how to select from these foods the kind of diets that will keep us healthy.

american dairy association

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

ETV AID STIRS EDUCATORS

Annual IERT in Columbus hears Goldin, Nestigen explain mechanics, possibilities

The new $32 million educational television bill signed by President Kennedy (see story, page 60) highlighted most of the discussion last week at the 32nd Institute for Education for Radio-Tv, sponsored by Ohio State U., in Columbus, Ohio. Optimism ran high for the opening of new frontiers of service to education through expansion of facilities in etv.

Hyman H. Goldin, chief of FCC Research & Education Div., told the institute Wednesday that the commission is cooperating with the National Assn. of Educational Broadcasters in a program to test various allocation techniques to find the most efficient system of allocation for major-market areas. He predicted uhf channels eventually will be in short supply in such areas.

Details of the new etv law were related by Ivan Nestigen, Undersecretary of the Dept. of Health, Education & Welfare. He appeared on the opening panel with Mr. Goldin.

The Canadian Broadcasting Corp. was the leading winner in the institute's annual presentation of awards in radio and tv (see page 82). The CBC took 10 first-place awards.

J. W. Cook, vice president of American Telephone & Telegraph Co., Friday, told of the tremendous potential for etv by communications satellite. He explained that the AT&T Telstar, to be launched early this summer, and others to follow, "are just a natural extension of the services that the common carriers are providing across the country (see story, page 86).

Once the barriers of language, customs, geography, economics and politics are overcome, Mr. Cook said, "knowledge can be brought to millions upon millions throughout the world, especially in the underdeveloped nations" with communications satellites.

Better Programs Needed ▪ Samuel B. Gould, new president of Educational Television for the Metropolitan Area Inc., New York, speaking Thursday evening, indicated that the quality of educational tv programming "must be vastly improved" if etv is to play an increasingly vital role in meeting the challenge of the space age.

The impact of technology on the field of education generally was discussed in a panel session Thursday morning by C. Walter Stone, director of the educational media branch, U. S. Office of Education; Charles F. Schuller, director of audio-visual center, Michigan State U.; and James D. Finn, professor of education, U. of Southern California.

Mr. Goldin explained to the institute that "while the 70 uhf channel spectrum seems as wide open as space at the moment, the situation can change. It is easy to develop tightness and complications in the highly populated areas such as New York metropolitan area, and the other larger centers."

This is the reason why the FCC has given its support to the allocations study project of the NAEB, Mr. Goldin explained, and for which NAEB is currently seeking federal funds. "The purpose of this study," Mr. Goldin said, "is to try out a variety of different allocations techniques on a computer in the hope that a significant number of assignments can be found, at least in the uhf."

The commission also has been giving some through to the institution of a rulemaking proceeding to adapt some of the channels in the 2000 mc band for specialized instructional use, Mr. Goldin reported. He said this could be a "boon for in-school broadcasting."

Other highlights of the institute included a live demonstration showing how radio can be used for medical briefing and instruction, a project currently in operation at WAMC (FM) Albany, N. Y., an educational station operated by Albany Medical College. The program helps keep doctors up to date on new developments without leaving their offices or hospitals. The demonstration, presented by Albert Fredette, WAMC manager, was broadcast on a special network of nine educational stations in the Midwest and East.

JANUARY NETWORK TV GROSS UP 10.4%

TvB reports rise for all three networks for the month

Network tv gross time billings in January of $65.5 million—an increase of 10.4%—were reported last week by Television Bureau of Advertising. Each network showed an increase for the month, CBS-TV scoring the largest gain of 13.9%, NBC-TV up 10.7% and ABC-TV was up 4.9%.

To compare 1962 figures with billings a year ago, the bureau for the first time released a month-by-month revision of 1961 figures. The newly revised billings provide for horizontal contiguity rate structures in a process of revision started last fall.

A contiguity rate is one in which a single advertiser may obtain a lower basic rate on the network through purchase of time "across the board."

In the revisions, more than $24.8 million was chopped off NBC-TV's total for the year and nearly $12 million off CBS-TV's, but ABC-TV remained the same.

NETWORK TELEVISION GROSS TIME BILLINGS

	January 1961	January 1962	Percent Changes
American	$15,898,310	$16,673,662	+ 4.9
Columbia	22,378,008	25,498,117	+13.9
National	21,099,253	23,358,879	+10.7
Total	$59,375,571	$65,530,658	+10.4

1961 ADJUSTED GROSS TIME BILLINGS

DATE	TOTAL	ABC	CBS	NBC
January	59,375,571	15,898,310	22,378,008	21,099,253
February	54,579,878	14,939,180	20,354,326	19,286,372
March	60,480,949	16,577,140	22,353,682	21,550,127
April	57,282,980	15,791,220	21,281,525	20,210,235
May	58,805,784	16,197,190	21,444,509	21,164,085
June	56,788,579	15,233,000	20,823,987	20,731,592
July	55,368,767	14,296,970	21,194,926	19,876,871
August	55,385,728	14,484,650	20,574,159	20,326,919
September	55,455,426	15,258,660	21,459,225	18,737,541
October	66,846,658	17,646,030	25,829,626	23,371,002
November	65,958,906	17,719,890	24,787,031	23,451,985
December	65,798,922	16,572,900	26,195,871	23,030,151
Jan.-December	712,128,148	190,615,140	268,676,875	252,836,133
Reduction	36,745,340	0	11,922,209	24,823,131

Source: TvB/LNA-BAR

NAB-RTNDA readies court coverage plan

A score of test cites for demonstrations of broadcast coverage of court trials will be selected by a joint committee of NAB and Radio Television News Directors Assn. representatives for submission to the American Bar Assn.

Details of the plan were worked out at a May 1 meeting of a joint NAB-RTNDA planning group. It contemplates inviting stations in markets all over the country to serve as local coordinators for proposed court coverage tests. The final draft is to be submitted to ABA by the end of May, ABA selecting test cities under a proposal submitted to it Feb. 18 by Richard Cheverton, WOOD-AM-TV Grand Rapids, Mich., as RTNDA president (BROADCASTING, Feb. 19).

Handling ABA's participation is a special committee headed by John Yauch Sr., Newark, N. J.

Taking part in the May 1 session at NAB were Mr. Cheverton; Howard H. Bell, NAB public affairs vice president; Jim Bormann, WCCO Minneapolis, also representing RTNDA; Frank P. Fogarty, WOW-AM-TV Omaha, Neb., chairman of NAB's Freedom of Information Committee; Douglas A. Anello, NAB general counsel, and Dan W. Shields, NAB special assistant for tv.

Sarnoff asks removal of Sec. 315 restraints

Robert W. Sarnoff, NBC board chairman, asked for speedy legislation Friday (May 4) to permit broadcasters to program face-to-face debates by candidates in next fall's mid-term elections.

Mr. Sarnoff said existing law discourages tv and radio debates in some major contests where more than two candidates are expected to run for each office.

He made his proposal in a speech accepting the first award by the League of Women Voters of the United States in 42 years. The award, citing an American government course on NBC-TV's *Continental Classroom,* honored him for "outstanding contribution to public enlightenment and good citizenship." The league also cited Dr. Peter H. Odegard, who conducts the course.

Mr. Sarnoff noted that appearances of presidential candidates on the "great debate" programs in 1960 were made possible by temporary lifting of the "equal time" restriction of Sec. 315 of the Communications Act.

"In my view, the responsible performance of broadcasters in 1960 fully justifies a prompt end to the 'equal time' penalty in campaigns for every office," he said.



WAVE-TV gives you

28.8% more SHOPPERS

—28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales! Ask Katz for the complete story.

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE
The Katz Agency, National Representatives

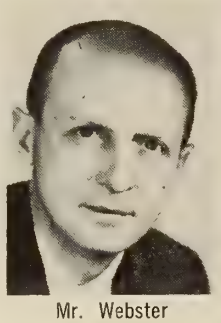
WAVE TV

Radio selective, Pennsylvanians told

WEBSTER EMPHASIZES NEED FOR AUDIENCE DATA

Radio will prove to be the most selective medium in all advertising because most stations attract their own special audiences, Pennsylvania Assn. of Broadcasters was told at its April 29-May 1 meeting by Maurie Webster, CBS Radio Spot Sales vice president. The PAB meeting was held at Pocono Manor Inn, Pocono Manor, Pa.

Mr. Webster warned, however, that more must be learned about audiences, "not just their size but who they are. . . . "Are they in the low, middle or high income categories; young or old; high school or college graduates? Are they light or heavy product users?" Radio Advertising Bureau, he said, has employed this type of information in its "On Target" research studies and department store advertising techniques.



Mr. Webster

Advertisers can't substitute gross rating points for sales dollars in a profit and loss statement, he explained, noting that selection of radio stations requires as much attention to editorial content as the selection of magazines.

Julian Goodman, NBC News vice president, said that with the growth of broadcast news and public affairs, there is an increasing responsibility for all concerned, including station managers, to see that stations hire competent news directors, give them adequate money and support, and have them report directly to top management.

Robert E. Eastman, president of the New York radio rep firm of that name, talked about "Making Radio Easier to Buy."

He contended the paper work involved in buying radio is "really not very complicated," just one piece of paper—the confirmation contract—serving as "the principal instrument for the execution of a spot radio single market transaction."

Regardless of product advertised, Mr. Eastman said, radio advertising should be purchased primarily for maximum circulation and, secondarily, for unduplicated audience. Radio will be easier to buy, he concluded, "when creative people once more realize the power of words and sounds and how they can be skillfully applied to paint vivid pictures and stir consumer desire."

Meredith almost doubles net

Meredith Publishing Co. almost doubled its net earnings for the first nine months of its fiscal year, ended March 31, on overall revenue that was up by almost $9 million over the same period last year.

Revenue for the nine fiscal months totaled $52,845,770 compared to $43,961,618 for the same period the previous fiscal year. Net earnings were $2,413,174 ($1.81 per share on 1,331,212 shares) compared to last year's $1,347,503 ($1.02 per share on 1,323,866 shares). The largest part of the increase came from current reporting of a full nine month's earnings of the Textbook Publishing Division, whereas the 1961 figures included this division's earnings only after acquisition.

Meredith stations are KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, WOW-AM-FM-TV Omaha and WHEN-AM-TV Syracuse.

ABC-TV acquires two new primary affiliates

ABC-TV last week announced the addition of two primary affiliates: WRAL-TV Raleigh, N. C., and ch. 9, Syracuse, N. Y.

WRAL-TV will become an ABC-TV affiliate on Aug. 1, according to A. J. Fletcher, president of Capitol Broadcasting Co., licensee of the station, and Robert L. Coe, ABC vice president in charge of tv station relations. WRAL-TV is on ch. 5 with 100 kw. The station has been a primary NBC-TV affiliate.

The new Syracuse station joins ABC-TV effective Sept. 15, according to Mr. Coe and Asher S. Markson, president of Channel 9 Syracuse Inc., an interim group of 10 applicants for the Syracuse channel who will operate the station until the FCC awards the facility to one of them. The interim station will operate with 100 kw.

PROGRAMMING

Ziv-UA no longer to film own shows

EXPERIMENT TRIED LAST YEAR TO BE MADE PERMANENT

Ziv-United Artists is changing to a fully-independent television production operation and thus will not renew a lease it has held on a Hollywood studio, the company announces.

Until last year Ziv-UA produced program series with its own staff producers and directors. In 1961, on an experimental basis, the company signed several outside producers, including Chrislaw Productions, David Wolper Productions and Jack Douglas, to create series for Ziv-UA distribution. Arthur B. Krim, United Artists president, and John L. Sinn, Ziv-UA president, said this policy had brought "many outstanding artists into the Ziv-UA fold" because it provided "complete creative freedom."

Among the series scheduled for independent production are *Stoney Burke,* set for showing on ABC-TV next fall (Daystar Productions); *Howie* (Chrislaw Productions); *The Story Of . . .* a syndicated series (David Wolper Productions); *Keyhole,* a syndicated series (Jack Douglas); *Dreams of Glory* (Jaguar Productions) and *Quick on the Draw* (Jerry Hammer Productions).

Ziv-UA's office in Hollywood will remain fully staffed, it was said, and will continue to function for the coordination of productions for Ziv-UA distribution to both network and syndication outlets.

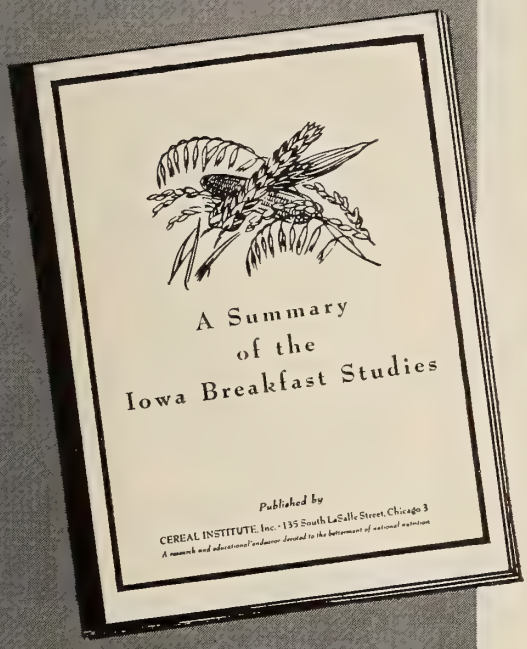
Goodson-Todman reaches 32 weekly on networks

Goodson-Todman, tv game show specialist, will have a record 32 half-hours weekly on network tv when re-runs of its non-game program, *The Rebel,* start June 27 on NBC-TV (Wed. 8:30-9 p.m. EDT).

Under recent transactions, Goodson-Todman's *Play Your Hunch,* a successful daytime entry since 1959, next month will go on NBC-TV Wednesday at 10-10:30 p.m., a time currently occupied by *Bob Newhart.* Merv Griffin will continue as m.c. of both the daytime and nighttime versions of *Play Your Hunch.*

At CBS-TV, G-T has signed a two-year contract for the nighttime version of *To Tell the Truth,* effective December 1962. *Truth* will have a daytime version starting June 18 under a firm 52-week deal. Bud Collyer will be host of both versions, but current plans call for an entirely new panel of players for the daytime show.

Next fall, Goodson-Todman will add a Sunday evening edition of its new daytime show, *Password,* to NBC-TV's schedule, putting it in the early evening 6:30-7 p.m. slot.



2000 *for professional people*

For the convenience of those interested in the "Iowa Breakfast Studies," 2000 copies of this carefully prepared 50-page Summary were sent to professional men and women. It covered the 20 scientific papers published through 1956. The plans of the experiment, techniques employed, data collected, and an interpretation of their meaning were presented. Since additional scientific papers have been published, a second edition of this Summary will be prepared as a further convenience and professional service to those interested in the "Iowa Breakfast Studies."

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135 South LaSalle Street, Chicago 3
A research and educational endeavor devoted to the betterment of national nutrition

cereals are low in fat

The IERT choices in radio-tv programs

The annual awards of the 32nd annual Institute for Education by Radio-Television in Columbus, Ohio (see story, page 78), were announced last week.

The awards (breakdown shows radio-television first place winners, television honorable mention and radio honorable mention):

Programs directed to special interest groups; agricultural, religious, women's, etc: (national) Radio: *Church of the Air.* CBS News, Columbia Broadcasting System; Television: *The Man Born to be King.* Canadian Broadcasting Corporation; (regional) Radio: *John's Other Life.* KDKA Pittsburgh; Television: *Protestant Heritage.* WNBC-TV New York; (local) Radio: None. Television: None.

Cultural programs: drama, science, literature, music (not straight music), etc: (national) Radio: *CBC Stage.* Canadian Broadcasting Corporation; Television: *An Age of Kings.* National Educational Television and Radio Center, KQED (TV) San Francisco, and the British Broadcasting Corporation; (regional) Radio: *Classical Drama.* WUOM, U. of Michigan; Television: *Expedition: Detroit.* WXYZ-TV Detroit; (local) Radio: *The Challenge of Space Flight.* WNYC and The American Rocket Society; Television: *Legacy.* The U. of Michigan Television Center.

Programs dealing with personal and social problems: (national) Radio: *The Way of the Indian.* Canadian Broadcasting Corporation; Television: *Close-up.* ABC News, American Broadcasting Co.; (regional) Radio: *The Price of Justice.* WBBM Chicago; Television: *Eyewitness.* WFIL-TV Philadelphia; (local) Radio: *Dimensions of a New Age.* Radio/Television, The U. of Texas, Austin; Television: *Probe.* WLWC (TV) Columbus, Ohio.

Public affairs programs; forums, round tables, news interpretations, etc: (national) Radio: *Project 61—The God That Failed.* Canadian Broadcasting Corp.; Television: *CBS Reports.* CBS News, Columbia Broadcasting System; (regional) Radio: *Camillien Houde.* CKVL Ltd., Verdun, Quebec; Television: *Perspective of Our Times.* WBAL-TV Baltimore; (local) Radio: *People and Ideas.* WNYC New York; Television: *Night Line.* Canadian Broadcasting Corp.

Special one-time broadcasts (national) Radio: *CBC Wednesday Night—East Wind-Rain.* Canadian Broadcasting Corp.; Television: *The First Priority.* United Nations, New York; (regional) Radio: *Portrait of a Splendid American.* KMOX St. Louis; Television: *Dead End 1975?* WCAU-TV Philadelphia; (local) Radio: *How Will You Grow Old?* WDAF Kansas City, Mo.; Television: *The Innocents.* WGBH-TV Boston, and the Junior League of Boston Inc.

Programs designed for use in primary grades: (national) Radio: No entries; Television: *Expedition!* Insight Inc. and the Ralston Purina Co., Silver City, N. M.; (regional) Radio: *Old Tales and New.* Minnesota School of the Air, Dept. of Radio and Television Broadcasting, U. of Minnesota; Television: *All About Animals.* WHYY-TV Philadelphia, and the National Educational Television and Radio Center; (local) Radio: *Learning to Listen.* WBGO-FM Newark (N.J.) Board of Education; Television: *Art of Storytelling.* The U. of Michigan Television Center.

Programs designed for use in intermediate grades: (national) Radio: *Let's Make an Opera.* Canadian Broadcasting Corp. and National Advisory Council on School Broadcasting; Television: *Parlons Francais I.* Heath deRochemont Corp., Boston; (regional) Radio: *Western Hemisphere.* KSLM St. Louis Public Schools; Television: *!Que tal, amigos!* Midwest Program on Airborne Television Instruction and Purdue U. Television Unit; (local) Radio: *Let's Look at the News.* WNYE Board of Education of New York City; Television: *Physical Education for Fifth and Sixth.* Columbus Board of Education and WOSU-TV Ohio State U.

Programs designed for use in junior and senior high school: (national) Radio: *The Changing Prairie.* Canadian Broadcasting Corp. and the National Advisory Council on School Broadcasting; Television: None; (regional) Radio: *New World, New Lives.* The Wisconsin School of the Air, WHA Madison; Television: *Patterns of Living.* British Columbia Dept. of Education and the Canadian Broadcasting Corp.; (local) Radio: None.; Television: *What's The News.* KETC (TV), School Programs Dept., St. Louis.

Systematic instruction for college and adult levels, open or closed circuit: (national) Television: *Web of Life.* Canadian Broadcasting Corp.; (regional) Television: None.; (local) Television: *Chemistry 215.* WUFT (TV) and Chemistry Dept., U. of Florida, Gainesville.

TV HONORABLE MENTION

Programs for special interest groups; agricultural, religious, women's etc: (national) *Comparisons.* National Film Board of Canada; (regional) *Career.* KPIX(TV) San Francisco; (local) None.

Cultural programs: drama, art, science, literature, etc: (national) *Camera Canado.* Canadian Broadcasting Corp.; (regional) *Profile.* WRC-TV Washington, D. C.; (local) None.

Programs dealing with personal and social problems: (national) *Purex Specials for Women.* National Broadcasting Co.; (regional) *Portrait of a Woman Alcoholic.* WDSU Broadcasting Corp., New Orleans; (local) *Medical Special Events.* Howard Whitman Productions and the Upjohn Co.

Public affairs programs: documentaries, panels, news interpretations, etc: (national) *NBC White Paper.* National Broadcasting Co.; (regional) *The Complex Community.* WBZ-TV Boston; *This is Strategy.* WCAU-TV Philadelphia, and the Foreign Policy Research Institute of the U. of Pennsylvania; (local) *Focal Point: Baltimore.* WJZ-TV and The Greater Baltimore Committee.

Special one-time broadcasts: (national) *Vincent Van Gogh: A Self Portrait.* National Broadcasting Co.; (regional) *Junkyard by the Sea.* WCBS-TV New York; (local) *The Plot to Overthrow Christmas.* KUED(TV), U. of Utah, Salt Lake City.

Programs for children and youth (out-of-school viewing): (national) *Coucou.* Canadian Broadcasting Corp.; (regional) *Youth Special.* Canadian Broadcasting Corp.; (local) *Fun at One.* Regents Educational Television Project and the Board of Education of the City of New York.

Systematic instruction for elementary school levels, open or closed circuit: (national) None; Special citation. *Ten Minutes With,* and *They Link The Land.* Canadian Broadcasting Corp.; (regional) *Parlons Francais III.* The Modern Language Project, The 21-Inch Classroom, and WGHB-TV Boston; Special mention. *Art.* Classroom Ten Television Council, WMSB(TV), Michigan State U., East Lansing; (local) None.

Systematic Instruction for secondary school levels, open or closed circuit: (national) *David Copperfield.* Canadian Broadcasting Corp.; (regional) None. (local) *American Anthology.* The Board of Education of the City of New York and the Regents Educational Television Project.

Systematic instruction for college and adult levels, open or closed circuit:

Virginia AP group makes 27 news awards

The Virginia Associated Press Broadcasters last week presented 27 awards for outstanding achievement in the broadcasting and telecasting of news in 1961. A total of 41 entries were judged from 10 radio stations and 24 entries from five television stations.

A cup was accepted for WCYB-AM-TV Bristol by Walter Crockett, news director, for furnishing the best news protection to the AP. It was the third consecutive year the station has won the award.

Radio news contest rules were revised for 1961 to provide for entries in two divisions—large news staffs and small news staffs.

The awards:

TELEVISION

Best regularly-scheduled comprehensive news program—WCYB-TV Bristol, Art Countiss and Evelyn Booher.

Best regularly-scheduled local and state news coverage—WSLS-TV Roanoke, Jim Shell.

Best regularly-scheduled sports program—WTAR-TV Norfolk, Stan Garfin.

Best coverage of a spot news story—WDBJ-TV Roanoke, Vince Clephas and Jerry Bartmess. (Imperial Airlines plane crash in which 77 died.)

Best coverage of a sports story—WSLS-TV Roanoke, Joe Moffatt.

Best coverage of a continuing news story—WTAR-TV Norfolk, Ben Pulliam, Clayton Edwards, Joel Carlson, Brick Rider and Richard McCoy. (Redevelopment in Norfolk.)

Best women's program—WSLS-TV Roanoke, Priscilla Young and Kit Johnson.

Best coverage of a special event—WSLS-TV Roanoke, Joe Moffatt. (Interviews with two candidates for governor.)

Best news panel or forum program—WSLS-TV Roanoke, Joe Moffatt.

Best news film of the year—WDBJ-TV Roanoke, Jerry Bartmess. (Coverage of plane crash in which four died.)

Outstanding news operation of the year—WDBJ-TV Roanoke, team job by news staff.

RADIO JOURNALISM

Comprehensive, 5 minutes—WSVA Harrisonburg, Wip Robinson and Alvin Mulleneaux.

Comprehensive, over 5 minutes—WGH Newport News, George Passage; WRNL Richmond, Bob Gilmore; WDBJ Roanoke, Forrest Landon and Randy Armbrister.

Commentary—WDBJ Roanoke, Forrest M. Landon; WRNL Richmond, Guy Friddell; WBOF Virginia Beach, Bob Gheza, Roy Marsh and Boyd Harrier.

Sports—WRNL Richmond, Frank Soden; WDBJ Roanoke, Dave Van Horne; WTAR Norfolk, Stan Garfin.

State and local—WDBJ Roanoke, Forrest M. Landon; WRNL Richmond, Bob Gilmore; WSVA Harrisonburg, Wip Robinson and Frank O'Roark.

Women's news—WRNL Richmond, Helen Hayes.

Farm news—WSVA Harrisonburg, Wip Robinson; WDBJ Roanoke, Ted Rogers; WCYB Bristol, Eddie Cowell.

Special events—WGH, Newport News, Dick Kidney; WBOF Virginia Beach, Bob Gheza, Roy Marsh and Boyd Harrier; WDBJ Roanoke, radio news staff.

RADIO NEWS PRESENTATION

Comprehensive, 5 minutes—WBBI Abingdon, Ed Quinn.

Comprehensive, over 5 minutes—WPUV Pulaski, Larry Schoenfeld; WJWS South Hill, Norman Tally, Don Greene and Tubby Walthall.

Commentary—WPUV Pulaski, John A. Columbus; WBBI Abingdon, Bob Kent.

Sports—WJWS South Hill, Don Greene; WBBI, Abingdon, Lindy Seamon.

State and local—WBBI Abingdon, Victor Parker; WJWS South Hill, Tubby Walthall; WPUV Pulaski, John Edmonds.

Women's news—WBBI Abingdon, Maxine Hilton.

(national) *Television Dental Clinics.* Proctor & Gamble, Professional Services Div., Cincinnati; (regional) *Let's Speak English.* Canadian Broadcasting Corp. and Metropolitan Educational Television Assn. of Toronto; (local) *Introduction to Guidance.* KNME-TV and the U. of New Mexico, Albuquerque.

RADIO HONORABLE MENTION

Programs directed to special interest groups; agricultural, religious, women's, etc: (national) *The Ave Maria Hour.* The Graymoor Friars, Garrison, New York; (regional) *The Future of Beef Cattle in Georgia and the South.* WGST Atlanta, Ga.; (local) None.

Cultural programs; drama, science, literature, music (not straight music), etc: (national) *E.S.P.* Canadian Broadcasting Corp.; (regional) *Book Reviews.* WSB Atlanta, Ga.; (local) *Meet the Artist.* CKVL-FM Verdun, Quebec.

Programs dealing with personal and social problems: (national) *Soundings.* Canadian Broadcasting Corp.; (regional) *WEEI Editorials.* WEEI Boston; (local) *Legal and Social Problems and the American Negro.* WDET, Wayne State U., Detroit.

Public affairs programs: forums, round tables, news interpretations, etc: (national) *UN Documentaries.* United Nations; (regional) *World in Perspective.* WIP Philadelphia; (local) *Space Log.* WCKR Miami, Fla.

Special one-time broadcasts: (national) *Chinese Classical Poetry.* Pacifica Foundation's Station KPFA (FM) Berkeley, Calif.; (regional) *Special Report on Juvenile Delinquency.* WMCA New York; *Operation Cataract.* WGST Atlanta, Ga.; (local) *The New Rochelle Story.* WNEW New York.

Programs designed for use in primary grades: (national) No entries; (regional) *Story Time.* Ohio School of the Air, WOSU, Ohio State U., Columbus; *One Small World.* KSLH St. Louis Public Schools; (local) *It's Storytime.* WFBE Flint (Mich.) Public Schools.

Programs designed for use in intermediate grades: (national) *Voices of the Wild.* Canadian Broadcasting Corp. and National Advisory Council on School Broadcasting; (regional) *Once Upon a Time in Ohio.* Ohio School of the Air, WOSU, Ohio State U., Columbus; (local) *Mike Cable, Special Correspondent.* WFBE, Flint (Michigan) Public Schools.

Programs designed for use in junior and senior high school: (national) *Crises in Canadian History.* Canadian Broadcasting Corp. and National Advisory Council on School Broadcasting; (regional) *Julius Caesar.* Canadian Broadcasting Corp. and the Newfoundland Dept. of Education; (local) *They Stride the Land.* WBGO-FM, Newark (N.J.) Board of Education.

Farm news—WPUV Pulaski, Kenneth Ribble; WBBI Abingdon, Bill Blake.
Special events—WPUV Pulaski, John A. Columbus.

Pennsylvania AP group makes news awards to 17

WLAN Lancaster, WCAU Philadelphia and WRCV-TV Philadelphia won outstanding news operation plaques as the Pennsylvania Associated Press Broadcasters made annual awards in Philadelphia April 26-27.

The association honored 17 members for their work during 1961. A total of 74 entries were judged.

The award winners:

RADIO (UNDER 150,000 POP.)

Outstanding women's news—WGAL Lancaster; WHLM Bloomsburg.

Outstanding farm news—WILK Wilkes-Barre; WHLM Bloomsburg; WLAN Lancaster.

Outstanding commentary—WILK Wilkes-Barre; WORK York.

Outstanding sports reporting — WHLM Bloomsburg; WORK York; WGAL Lancaster.

Editorializing—WRTA Altoona; WLAN Lancaster; WILK Wilkes-Barre.

Outstanding coverage of a special event—WHLM Bloomsburg; WEST Easton; WEJL Scranton.

Outstanding reporting—WEJL Scranton; WLAN Lancaster; WBVP Beaver Falls.

Outstanding news operation—WLAN Lancaster; WHLM Bloomsburg; WILK Wilkes-Barre.

RADIO (OVER 150,000 POP.)

Outstanding women's news—WPEN Philadelphia.

Outstanding commentary—WPBS Philadelphia; WPEN Philadelphia.

Editorializing—WCAU Philadelphia; WPEN Philadelphia; WPBS Philadelphia.

Outstanding reporting—WPEN Philadelphia.

Outstanding news operation—WCAU Philadelphia; WPEN Philadelphia.

TELEVISION

Outstanding commentary — WCAU-TV Philadelphia; WRCV-TV Philadelphia.

Outstanding coverage of a special event—WRCV-TV Philadelphia; WDAU-TV Scranton; WCAU-TV Philadelphia.

Outstanding reporting—WRCV-TV Philadelphia; WIIC (TV) Pittsburgh; WDAU-TV Scranton.

Outstanding news operation—WRCV-TV Philadelphia; WNEP-TV Scranton; WCAU-TV Philadelphia.

Program notes...

In school instruction ▪ The board of trustees of the Connecticut Educational Television Corp. has announced that WEDH (TV) Hartford (ch. 24) will televise in-school instructional programs to the schools in its coverage area without charge during the 1962-63 school year. The schools, however, are asked to purchase at a nominal cost the teacher guides which will accompany each series.

New chapter ▪ St. Louis became the site of the ninth chapter of the National Academy of Television Arts & Sciences last week, when an application for charter was unanimously approved by the national trustees of the Emmy organization meeting in Seattle.

World's Fair specials ▪ RSS Corp., Hollywood, now has available two half hour specials produced at the Seattle World's Fair for syndication. The two shows, which feature the scientific aspects of the fair, will augment the 39 episode series, *Science in Action,* which RSS now has in syndication. The two specials are available on both tape or film.

State Dept. careers ▪ WLIB New York, at the request of the State Dept. in Washington, D. C., carried a half-hour documentary program on career opportunities for Negroes in the department yesterday (May 6) from 6-6:30 p.m. The State Dept. asked WLIB to produce the broadcast in an effort to interest qualified Negroes to take entrance examination. Among those who participated in the program was Dr. Robert Johnson, director of personnel for the State Dept.

White signed ▪ Theodore H. White, author of "The Making of the President, 1960," has been signed by Wolper Productions to write the script for a two-part tv documentary to be produced by Wolper.

New home ▪ Take Ten Inc., Chicago radio-tv production services firm for agencies, has relocated to 360 North Michigan, Zone 1. Phone: 346-0782.

Appointed for etv films ▪ Cinema-Vue Corp., New York, has been appointed world-wide distributor for the Pathe Educational Films series. The series were recently sold in the following markets: KRON-TV San Francisco; WBKB (TV) Chicago; KTRK-TV Houston, WHDH-TV Boston; KGLO-TV Mason City, Iowa; WHIO-TV Dayton; WKZO-TV Kalamazoo; WFMZ-TV Youngstown, Ohio, and WHIZ-TV Zanesville, Ohio.

Psychology series ▪ *Focus on Behavior,* a series of four half-hour programs about psychological research, will be presented on National Educational Television stations during the 1962-1963 season. The series is being prepared by Mayer-Sklar Productions, New York, in cooperation with the American Psychological Assn.

Sugar-coated science ▪ Space Age Productions, Hollywood, has produced several pilot films for a space-adventure series titled *Rod Rocket.* Animated color cartoons detail the adventures of the teenage hero in outer space in five-minute installments, five of which tell a complete story. Each program includes at least one "space fact" which is described on an information sheet available to youngsters on request, affording a merchandising angle for sponsors.

Arnold named ▪ Elliott Arnold, television writer and novelist, has been appointed story consultant for *Rawhide* on CBS-TV (Fri., 7:30-8:30 p.m. EDT). Mr. Arnold wrote two original teleplays for *Rawhide* this season.

Research grants ▪ Three U. of Wisconsin professors will serve as a selection committee for research grants on studies of the new children's show, *Discovery '62,* which begins on ABC-TV Monday, Oct. 1 (Mon.-Fri., 4:30-4:50 p.m. NYT). The basis for the issuance of the grants, which total $20,000, will be the qualifications of the applicants and the committee's evaluation of the merit of the proposed research projects.

Star signed ▪ Mike Connors has been signed as star of a new dramatic series planned for the 1963-64 season by Screen Gems Inc., New York. The pilot script, called "Turning Point," is being prepared by Russell Rouse and Clarence Greene. Mr. Connors will play a science teacher and basketball coach at a metropolitan-area high school.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

May 7-11, 14-16 (6-6:30 a.m.) **Continental Classroom,** probability and statistics.

May 7-11, 14-16 (6:30-7 a.m.) **Continental Classroom,** American government.

May 7-11, 14-16 (10:30-11 a.m.) **Play Your Hunch,** part.

May 7-11, 14-16 (11-11:30 a.m.) **The Price Is Right,** part.

May 7-11, 14-16 (12-12:30 p.m.) **Your First Impression,** part.

May 7-11, 14-16 (2-2:25 p.m.) **Jan Murray Show,** part.

May 7-11, 14-16 (11:15 p.m.-1 a.m.) **Tonight,** part.

May 7, 14 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

May 8, 15 (7:30-8:30 p.m.) **Laramie,** part.

May 9, 16 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

May 9, 16 (10-10:30 p.m.) **Bob Newhart Show,** Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

May 9, 16 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

May 10 (10-11 p.m.) **Sing Along With Mitch,** Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

May 11 (9:30-10:30 p.m.) **Dinah Shore Show,** American Dairy through Compton; S&H Stamps through Sullivan, Stauffer, Colwell & Bayles.

May 12 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

May 12 (10-10:30 a.m.) **Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

May 12 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

May 12 (5-6 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

May 12 (7:30-8:30 p.m.) **Tales of Wells Fargo,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

May 13 (5-5:30 p.m.) **Patterns in Music,** sust.

May 13 (6-6:30 p.m.) **Meet the Press,** co-op.

May 13 (7-7:30 p.m.) **Bullwinkle,** part.

May 13 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

May 13 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** Kodak and RCA through J. Walter Thompson.

May 13 (10-11 p.m.) **DuPont Show of the Week,** DuPont through BBDO.

NAFBRAT AWARDS

3 of 6 radio honors to CBS; Los Angeles stations cited

NBC-TV won top honors in the annual television awards of the National Assn. for Better Radio and Television, presented Monday (April 30) at an awards dinner in Hollywood. Of the 18 national television programs selected as outstanding by NAFBRAT, 10 went to programs on NBC-TV, six to CBS-TV shows, one to an ABC-TV series and one to a syndicated program.

In radio, CBS collected three of the six awards. ABC, MBS and NBC taking one each.

Mrs. Clara Logan, in announcing the awards said: "These programs not only represent the best radio and television fare available to the American public, but are indicative of an improvement in the quality of radio and television programs being broadcast today."

Her words were promptly contradicted by Al Capp, newspaper cartoonist and columnist, who described commercial television as "doomed" because of an original "irreparable mistake" which turned what could have been "the greatest force for man's enlightenment" into an advertising medium controlled by "the makers of beer and brassieres." These men, he assured his audience, have no qualifications as educators, yet "they have more real control over the minds of your children than all the college presidents and all the school superintendents."

Network tv awards were presented as follows: best dramatic program: *U. S. Steel Hour,* CBS-TV; best entertainment program: *Bell Telephone Hour,* NBC-TV; best daytime program: *Today,* NBC-TV; best family situation program: *Leave It to Beaver,* ABC-TV; best light drama: *Hennessey,* CBS-TV; best adventure and travel program: *Bold Journey,* syndicated; best musical program: *Sing Along With Mitch,* NBC-TV; best comedy program: *Hazel,* NBC-TV; best children's program: *Captain Kangaroo,* CBS-TV; best educational program: *Eyewitness to History,* CBS-TV; best public service program: *CBS Reports,* CBS-TV; best news program: *Huntley-Brinkley Report,* NBC-TV; best interview program: *Meet the Press,* NBC-TV; best single program of the year: *Vincent VanGogh,* NBC-TV; best new program for children: *1, 2, 3 . . . Go!,* NBC-TV; best teenagers program: *G. E. College Bowl,* CBS-TV; best new program: *David Brinkley's Journal,* NBC-TV, and best tv news column: *David Brinkley's Journal.*

The six national radio programs honored by NAFBRAT were: best entertainment program: *Family Theater,* Mutual; best education program: *Invitation to Learning,* CBS; best public service program: *The Great Challenge,* CBS; best news program: *Edward P. Morgan,* ABC; best musical program: *New York Philharmonic,* CBS; best daytime program: *Emphasis,* NBC.

NAFBRAT also presented a group of awards to tv programs broadcast by Los Angeles stations: best educational program: *Expedition—Los Angeles,* KABC-TV; best public service program: *College Reports,* KRCA (TV); best travel and adventure program, *Golden Voyage,* KCOP (TV); best science program: *Space Log,* KRCA (TV); best discussion program: *Survey '61,* KRCA (TV); best musical program, *Keynotes,* KNXT (TV); best variety program: *Panorama Pacific,* KNXT (TV); best children's program: *Look and Listen,* KNXT (TV); best agricultural program: *Existence,* KRCA (TV); best religious program: *Insight* KNXT (TV); best news program: *The Big News,* KNXT (TV); best documentary series: *Line of Sight,* KTLA (TV); best single documentary program: *Focus on Eichmann,* KCOP (TV).

Special NAFBRAT awards were given to KNXT for exceptional excellence in programming by a network tv station, to KCOP for exceptional excellence in programming by an independent tv station and to KTTV (TV) for the quality and quantity of time devoted to community services. Although no local radio program awards were made like those in television, special awards were presented to Harry Trenner, general manager KHJ, in "special appreciations for the *Joe Dolan Show*" (late evening news commentary); Laura Olsher of KMLA (FM) for "excellence in the field of children's programs"; KABC for "superior program balance in news," and KNX for "exceptional excellence in programming." (All stations are Los Angeles.)

Film sales...

Dragnet (MCA-TV): Sold to KTLA (TV) Los Angeles; WMAR-TV Baltimore; WILX-TV Jackson, Mich.; KETV (TV) Omaha; WSM-TV Nashville, and WDAM-TV Hattiesburg, Miss. Now in 50 markets.

Superman (Flamingo Films): Sold to KTVI (TV) St. Louis, WAFB-TV Baton Rouge, KLZ-TV Denver, KVOO-TV Tulsa, WTCN-TV Minneapolis, KENS-TV San Antonio, KGMB-TV Honolulu, KTVB (TV) Boise, WMTW (TV) Poland Spring, Me., and WEEK-TV Peoria, Ill. Now in 80 markets.

Pick A Letter (Screen Gems Inc.): New series of five-minute children's programs sold to WBNS-TV Columbus, Ohio; WDAF-TV Kansas City, and KCPX-TV Salt Lake City. Now in 3 markets.

Hong Kong and *Five Fingers* (20th Century-Fox): Sold to KOIN-TV Portland, Ore.; WNAC-TV Boston; WBIR-TV Knoxville, Tenn.; WTVM (TV) Columbus, Ga.; WDSU-TV New Orleans; WTVC (TV) Chattanooga, Tenn., and KBTV (TV) Denver. Both series now in over 60 markets.

Big Time Wrestling from Calgary (Foothills Athletic Club, Calgary): Sold to CJCH-TV Halifax, Nova Scotia. Now in 8 markets.

Boston Symphony Orchestra (Seven Arts Assoc.): Sold to WJBK-TV Detroit; WMAR-TV Baltimore; WICU-TV Erie, Pa., and WGR-TV Buffalo, N. Y. Now in 10 markets.

Taylor/Nodland plans six radio-tv projects

Taylor/Nodland Ltd., Chicago and New York, is expanding its television-radio program production schedule to include three taped television series, two radio programs and a radio station record that can be sold at cost.

Sherril Taylor, partner in the company with Jody Nodland, said that a second-year cycle of the five-minute *Kukla & Ollie* program, now a Monday-through-Friday daytime show on NBC-TV went into production in New York April 30. He said other five-minute program series definitely scheduled by Taynod Productions, Taylor/Nodland's tv arm, are *The Roger Williams Show,* spotlighting the well-known pianist, which will be produced in

Hollywood, starting in August, and a five-minute fashion series, featuring Marilyn Van Der Bur, Miss America of 1958. The Williams program will be offered for syndication and the fashion series for network sales, he said.

RTN/Productions, the radio subsidiary of Taylor/Nodland, has produced 30 five-minute episodes of *Personally Speaking,* presenting syndicated columnist Sydney Harrison in a program of personal reflections on a variety of subjects. The first sale of this program was completed two weeks ago to WJR Detroit.

In addition, RTN will syndicate a radio version of the Williams tv program. A new project of RTN is the station album, a 40-minute record of the story of a radio outlet and its market, relating the history of a station and the city in terms of significant events, people and traditions, with musical background accompaniment. Records already have been completed for WMT Cedar Rapids, Iowa, and WMBD Peoria, Ill., which are offering the records to listeners at cost.

WBC to drop 'PM,' plans Allen program

Westinghouse Broadcasting Co.'s syndicated *PM,* 90-minute late-night weekday taped interview program, will be terminated June 22. Mike Wallace, who has been m.c. on the show (first known as *PM East*) for the past year, also announced during the May 1 telecast that his departure is imminent.

It is expected that Westinghouse will replace *PM* with a new program that will feature Steve Allen beginning June 25. The new series also would be offered for syndication as was *PM.*

Mr. Wallace's contract, it's understood, ran to last March but was renewed on a short-term basis. He'll continue to be associated with WBC and plans are underway for him to make a reporting tour of Latin America similar to the *Closeup U.S.A.* series syndicated on radio in 1960 to more than 30 stations and carried on Westinghouse-owned tv outlets.

PM West, which originated in San Francisco, was discontinued in February but the Mike Wallace segment continued with the present title. The series now is seen in 14 markets.

Mr. Wallace indicated he would also be associated with some of the Intertel documentary series in which WBC participates but that his nightly stint "has been a full-time and completely absorbing occupation."

Westinghouse said its new late-night series with Steve Allen will be taped.

The series on Latin America reportedly will be for radio and tv, and made up of half-hours and perhaps two specials.



This family will help spend $39,000,000 on automotive purchases this year!

They are some of the quarter million people who live in the Hattiesburg-Laurel television market. As a group, these people spend $188,000,000 in annual retail sales, $39,000,000 of which goes toward the purchase of automobiles.

According to the 1961 Nielsen Coverage Study, these same people view **WDAM-TV** more often than any other television station. They are influenced by **WDAM-TV.** They buy **WDAM-TV** advertised products.

Who is watching your commercial in Southern Mississippi tonight?

WDAM-TV Channel 7 NBC – ABC

HATTIESBURG-LAUREL, MISSISSIPPI

Represented nationally by Weed Television Corporation

United Press International Facsimile Newspictures and United Press Movietone Newsfilm Build Ratings

Telstar tv weeks away, engineers told

BELL LABS EXPERT SAYS GROUND STATIONS NEARLY READY TO GO

The first transatlantic exchange of tv programs via a communications satellite is only weeks away. It will probably occur shortly after the launching of AT&T's experimental satellite Telstar, scheduled for next month, Doren Mitchell of Bell Telephone Labs said Wednesday.

Speaking at a news conference preceding his delivery of a paper at the 91st semiannual convention of the Society of Motion Picture & Television Engineers in Los Angeles, Mr. Mitchell said ground stations are well along in England, France and Germany and they should be able to receive tv programs from America and send programs back across the ocean about the time Telstar is put into orbit.

The Bell System experimental satellite will be in effect a microwave relay station in the sky. Radio relay stations about 30 miles apart (line of sight) transmit tv programs across the country but this would be difficult to duplicate over the ocean.

Telstar is a globe about 34 inches across, weights 175 pounds and is powered by 3,600 solar cells mounted on its surface. Rlt will pick up tv signals (also telephone conversations) from ground stations and relay them to other ground stations in the U. S. and abroad. AT&T's ground terminal at Andover, Me., the principal earth station in the U.S., is equipped with the world's largest horn antenna, more than 175 feet long and weighing 340 tons. It is "designed to scoop up as much as possible of the faint radio signals received from Telstar and amplify them millions of times," Mr. Mitchell said.

"Telstar will be launched into an elliptical orbit inclined about 45 degrees to the equator," he said. "It will travel from 600 miles to 3,000 miles from the earth at a speed of almost 16,000 miles an hour."

Time Limits ▪ Communications between ground stations will be limited to times when both the transmitting and the receiving station are in direct line-of-sight contact with Telstar, which means 10 to 30 minutes for transmission between Maine and Europe, the Bell Labs' scientist explained Contrary to some reports, home tv sets cannot pick up signals direct from Telstar any more than they can from the regular microwave relay stations, he said. Foreign tv programs arriving via this satellite will be fed to U. S. tv stations for broadcast to home sets in the usual manner.

Home reception should be good for black-and-white tv programs arriving via Telstar, Mr. Mitchell said. Color quality wouldn't be as good because the satellite's bandwidth is only 3 megacycles. The narrow band also restricts tv transmission to one program in one direction at one time, although two-way telephone conversations are transmittable. The British, French and German ground stations can handle both telephone and television communications; stations under construction in Italy and Brazil will be for telephone transmission only.

Telstar was not the only new means of long-distance message transmission discussed at the five-day SMPTE convention, at which more than 70 papers were presented and more than $1 million worth of movie and tv equipment exhibited for the more than 1,000 engineers in attendance. I. J. D'Haennens and D. A. Buddenhagen of Hughes Aircraft Co's. research labs on Monday presented a paper on the laser, an instrument which creates a pencil-thin beam of light described as more brilliant than that of the sun.

Potential ▪ The laser offers possibilities for transmitting on a single carrier frequency all coast-to-coast communications for radio, television, telephone and military intelligence, when adequate modulation and detection systems have been perfected, the Hughes scientists stated. It can also be used as a space age spotlight to signal stars 10 light years away, to photograph distant areas at night and to aid miniaturization by micro-machining circuit components, they said, when the necessary techniques have been developed. The team demonstrated that already the laser can be focused to drill holes through wood and metal at short distances and to light matches at longer range. They used the laser to cut the ribbon across the entrance in the ceremonies formally opening the exhibit area.

Research that may lead to better methods of recording information relayed from satellites via tv was described Tuesday by Charles H. Evans and Andrew Tarnowski of the Kodak

Ampex introduces electronic tape editor

Electronic editing of tv tapes without cutting or splicing was demonstrated last week at the Ampex exhibit at the convention of the Society of Motion Picture & Television Engineers in Los Angeles (see story, this page). Bob Day, manager of video sales development, produced a one-minute commercial comprising 12 individual shots at the exhibit, taped it, added sound and played it back complete in less than 12 minutes.

The demonstration commercial, advertising "instant money," opened with a cover shot of a fashionably dressed young lady about to go shopping. She has a new hat, new shoes, new gloves and a new purse (each seen in closeup), but the purse is empty. An idea strikes. She turns to the instant money jar, ladles a little of its liquid contents into a glass measuring cup, fills it with water, stirs the mixture, then extracts several bills from the glass and departs happily as the commercial ends with a closeup of the instant money jar, while Mr. Day's voice urges viewers always to keep one on hand for family emergencies.

Mr. Day posed and rehearsed each shot before taping it. Lighting and camera changes were made between shots and he played back all earlier shots before taping a new one, permitting spectators to watch the commercial grow, step by step, in a sort of "Old McDonald had a farm" process. When the video record was completely taped, he played it back in full as he recorded the audio track on the tape, then played the commercial a final time, with the synchronized sight and sound.

Ampex's electronic editor is an improved version of a device first introduced last year as a regular accessory for the Ampex Videotape recorder. Used in conjunction with Intersync, Ampex's tv signal synchronizer, the electronic editor makes tape editing a push-button operation and all cuts and splices done electronically rather than physically.

Improved versions of Intersync and Colortec, color conversion unit for the Ampex VTR machine, were displayed and demonstrated at the exhibit, at which Ampex also gave the first west coast demonstration of its own television tape, designed specifically for use with the Ampex recorders.

Research Labs. In the usual method of tv recording, they noted, electrons emitted inside a picture tube strike a phosphor screen and produce an image which is then photographed off the screen. If the screen were removed, the electron beam could record directly on film, eliminating energy losses and image degradation, they said. This would permit use of a slow fine-grain film that would greatly improve picture quality. (The 16mm film used in the experiments was 400 times slower than that normally used in kinescope recording.)

Better pictures from outer space are made possible by a tv camera the size of a cigar box, containing a new vidicon tube operated by transistors, according to a paper presented Thursday by R. G. Neuhauser and J. E. Kuehne of RCA. This pair and two other RCA engineers, B. H. Vine and G. A. Robinson, also cooperated on a second paper describing a high resolution vidicon tube for use in television motion pictures which promises higher fidelity and images up to 50% sharper than at present.

Film Recording ▪ Earlier in the week (Tuesday) Adrian M. Miller, manager of RCA film recording, Hollywood, described RCA's new tv film recording system, which includes a new display tube that he said virtually eliminates distortion and light despersion by presenting the picture on a flat sub-plate located behind the glass face of the tube. The system also contains a new Mitchell camera built to RCA specifications and self-conpensating circuits said to serve as automatic guardians of picture quality.

Thermoplastic recording has moved from the laboratory to production models now in use to record tv programs, radio recording models now in use to record programs for television and radar signals for the Navy and to store information for a digital computer in industry, W. E. Glenn of General Electric Research Labs, told the Tuesday evening session. He stressed the ability of the thermoplastic recording process to produce instantaneous records of tv programs, either in color or black-and-white, without developing, and its great storage capacity. One seven-inch reel of thermoplastic a quarter-inch wide can hold two hours of tv entertainment, he said, contrasting this with the same amount of magnetic tape which he said would be able to store only two minutes of programming.

Better color pictures for tv viewers call for improvements in home receivers as well as in studio and recording equipment, Preston Ames, art director of MGM, said. The art director strives to create a balanced color picture with settings and costumes, Mr. Ames said, but his efforts can be largely thwarted when the pictures photographed at 3,450 degrees Kelvin are reproduced on color sets manufactured for a 10,000-degrees Kelvin rating. "Whatever subtlety he has attempted in his use of color has been taken away by this extreme boost," Mr. Ames asserted.

RCA RECORD FIRST THIRD

Company heading toward all-time high first half; research to mean even higher payoff, meeting told

RCA stockholders were told Tuesday (May 1) that the first third of 1962 produced the highest sales and earnings for such a period in the company's 43-year history. Brig. Gen. David Sarnoff, RCA board chairman, said the company expects "the upward curve of sales and earnings will continue" for a record first half. RCA announced record first-quarter figures in mid-April (BROADCASTING, April 23).



W. Walters Watts, group executive vice president of RCA, reports to stockholders on a "remarkable acceleration" in public demand for color television.

Dr. Elmer W. Engstrom, RCA president, termed the company's present situation as one of "profitability, progress and potential." He predicted increased profits as a result of "our major down payment on the future" through research and development in five main areas of RCA activity: color television, electronic data processing, defense and space, electronic components and circuitry, and national and worldwide communications services.

Robert W. Sarnoff, board chairman of NBC told the stockholders 1961 was "the best year" in that company's 35-year history, the networks registering "our highest dollar volume and our largest profits." NBC Radio, he said, operated throughout 1961 at a profit, and "the profit trend is continuing in 1962." Color programming in the fall will be increased from its current 56% of prime-time programming to 65%. He concluded 1962 is expected to be "NBC's biggest year of all."

Dr. Engstrom noted that RCA is "a major contributor to at least seven space projects," two of which are classified military programs. The others are projects of the National Aeronautics & Space Administration and include the Nimbus weather satellites and the Ranger moon vehicles.

A feature of the meeting was an exhibit of the Relay experimental communications satellite that RCA is designing and building for NASA. It is to be launched this summer.

The stockholders re-elected the 16 directors and approved the selection of independent auditors.

New color camera chain displayed by EMI/US

A lightweight, low-cost color tv camera chain, able to pick up both live and filmed programs, was featured at the EMI/US exhibit at last week's convention of the Society of Motion Picture & Television Engineers in Los Angeles (see main convention story, page 86). Described as "the camera chain that will let the small-market tv station get into color," the EMI/US vidicon camera chain is priced at $40,000, about 25% less than a competitive orthicon color chain usable only for live programs. Its tube replacement cost is $250, compared with $500 for the orthicon, and its operating cost is 60 cents an hour, as against $10, an EMI/US spokesman said. The camera has push-button signal selectors, controls centralized off-camera and one-hand combined turret and focus operation.

EMI/US also displayed a new modular, solid-state video monitor, said to be the first of its kind to go into regular production, and a solid-state tv distribution and switching system designed for use with video tape as well as with conventional signal originating equipment. This switching system, which can be expanded to handle 70 inputs and 80 outputs, has already been installed at WNEW-TV New York and at WCCO-TV Minneapolis.

BBG TIGHT ON NEW STATION GRANTS

Says Vancouver conditions don't warrant new stations

One new television station and six new radio stations have been recommended for licenses by the Board of Broadcast Governors following its public hearings at Winnipeg, Man., early in April. In Vancouver, B. C., no new am or fm stations were recommended as "the existing conditions in the Vancouver market do not justify at this time the establishment of any additional stations" in the opinion of the BBG.

At Terrace, B. C., a new tv station was licensed for ch. 3 with 4.1 kw visual and 2.1 kw aural to Skeena Broadcasters Ltd., with the stipulation that the station operates as part of the Canadian Broadcasting Corp. network. The same licensee was recommended for a satellite station at Prince Rupert, B. C., to rebroadcast its programs on ch. 6 with 480 w visual and 240 w aural.

A repeater tv station was recommended for the Squamish Tv Society at Squamish, B. C., on ch. 7 with power of 5 w to retransmit programs of CHEK-TV Victoria, B. C. Repeater was recommended for CKRN - TV Rouyn, Que., to rebroadcast its programs at Senneterre, Que., with 5 w on ch. 7.

New am stations were recommended in the province of British Columbia at Langley Prairie to J. E. Chesney, with 1 kw on 850 kc; at Abbottsford to CHWK Chilliwack, on 1240 kc with 250 w to rebroadcast its programs; and at Fort St. John to John Skelly with 1 kw day and 500 w night on 970 kc.

Fm stations were approved at Calgary, Alta., for Allan J. Barker on 95.9 mc with 11 kw power; at Altona, Man., to CFAM Altona, with 332 kw on 98.3 mc, and to be programmed separately; and at Winnipeg, Man., to CKY Winnipeg, on 92.1 mc with 360 kw.

In granting the new fm station at Calgary, BBG stated it will "follow with interest development of independent fm broadcasting in the special conditions of the Calgary market." CFCN Calgary had had its application for an fm station turned down. The station at Langley Prairie, B. C., was recommended "to protect the use of the proposed frequency in Canada."

Power increases were recommended for CKBC Bathurst, N. B., from 250 w on 1400 kc to 10 kw on 1360 kc; to CJFP Riviere-du-Loup, Que., for daytime power boost from 1 kw to 5 kw, with retention of 250 w night-time power on 1400 kc; to CHAT Medicine Hat, Alta., from 1 kw to 10 kw on 1270 kc; to CBWT (TV) Winnipeg, from 57.8 kw to 100 kw visual and from 34.7 kw to 50 kw aural power, with change from ch. 3 to ch. 6, and antenna height increase from 196 ft. to 1,027 ft. above average terrain; to CKSA Lloydminster, Alta., from 1 kw to 10 kw on 1150 kc; to CBWFT (TV) Winnipeg, from ch. 6 to ch. 3, with power from 2.87 kw to 59 kw visual and 1.72 kw to 35.2 kw aural, with antenna height from 196 ft. to 930 ft. above average terrain.

Ownership and share transfer changes were approved for CKOT Tillsonburg, Ont.; CHFI-FM Toronto, Ont.; and CJBR-AM-FM-TV Rimouski, Que., and CJBR-TV-1 Edmunston, N. B.

U.S.-Mexico agree on border drop-ins

A new U. S.-Mexico agreement on the allocation of vhf channels within 190 miles of the border was announced by the FCC last week. The new plan will permit dropping in vhf assignments in several cities in four states touching the Mexican border but does not delete any existing allocations, an FCC spokesman said.

Eight Texas cities are eligible for new vhf assignments under the agreement, Arizona getting two, New Mexico one and California two. The Texas additions: Boquillas, ch. 8; Brady, ch. 13; Del Rio, ch. 10; Ft. Stockton, ch. 5; Marfa, ch. 3; Presidio, ch. 7; San Angelo, ch. 6 (chs. 3 and 8 already are assigned there) and Sonora, ch. 11. Silver City-Truth or Consequences, N. M., would pick up ch. 6; Nogales and Prescott, both Arizona, ch. 11 and ch. 7, respectively. El Centro, Calif., would be assigned chs. 7 and 9 and ch. 12 would go to the Bakersfield-Santa Barbara, Santa Maria and Lompoc, Calif., area. (Note: the FCC has made Bakersfield all-uhf by deleting ch. 10 there.)

Under the new agreement, several Mexican cities also will be eligible for new vhf assignments. It replaces a 1951 allocations plan between the two countries. The FCC will shortly change its table of allocations to effect the new assignments in the U. S., a commission spokesman said.

Canadian firm 'satisfied' with pay-tv experiment

High income homes have been poorer customers than low-income homes in the Canadian Telemeter pay-tv experiment in the Etobicoke suburban area of Toronto, Ont., it was revealed at the annual meeting of Famous Players Canadian Corp., on April 24 at Toronto.

J. J. Fitzgibbons, corporation president, said the company is satisfied with the experiment with about 6,000 subscribers. Canadian Telemeter is not showing a profit, however. Next winter, the firm will pipe in Toronto Maple Leaf out-of-town hockey games.

Canadian Telemeter has expanded operations into the adjoining Mimico suburban area, but despite this expansion, the number of subscribers remains fairly constant at 6,000. Famous Players Canadian Corp. announced it will construct a new large motion picture theater in Toronto, since it felt the impact of tv has hit its peak with 90% of Canadian homes now having tv sets. As a result of tv, 1,000 movie theaters have closed across Canada since 1954, with 66 closing last year.

Second Italian channel gets commercials

The first advertising commercials on Italy's second television service began May 1, with four "messages" permitted in the first interval of the evening program about 10 p.m. The rate is about $4,000 for a single spot, of 30- 40-second duration.

Italy's second tv channel began last October and is designed to supplement the first tv service which now serves over 2.7 million tv homes. Tv viewers have to adapt their receivers for the second service, although many have already bought new receivers which included the second channel.

Commercials in Italian tv operate on a rotating basis because the government-owned broadcast service permits only a limited number of advertising messages during the program day. The usual schedule is 15 transmissions over a four-month period, with the spot broadcast every sixth day.

In the new service, the advertiser must furnish an entertainment film of two minutes, 15 seconds, with only 35 seconds of each film permitted to be used for advertising. This is the same as the first channel's "Carosello" segment which presents four brief advertising films just prior to the beginning of the evening feature program.

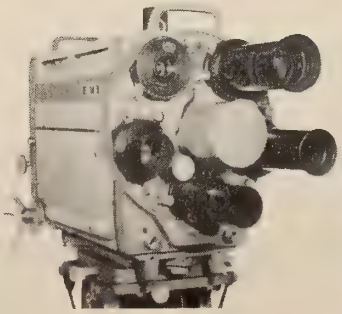
In tv, commercials are permitted after the first news report, at 6:30 p.m., and again at 8:30 p.m.



KTTV got the picture

(EMI/US got the order)

The West's leading independent shopped the market for 4½-inch image orthicon cameras. EMI/US got the order. No wonder. EMI's 4½-inch i.o. is the latest and most advanced design. With nearly two hundred in use throughout some sixteen countries, the bugs are out. Fire this one up and it works. Every day.



All the time. Picture quality is like nothing you've seen.

Check with us on the possibility of a demonstration in your studios. Call your nearest ITA Electronics Sales Office, or write EMI/US General Communications Division. 1750 N. Vine St., Los Angeles 28. **EMI / US**

Radio Month events announced by GAB

A seven-event promotion in conjunction with Radio Month (this month) has been announced by the Georgia Assn. of Broadcasters.

Headlining the activities will be the first Georgia Radio Day to be held May 14 in cooperation with the Atlanta Advertising Club. Kevin B. Sweeney, president of RAB, will be the featured speaker.

Through its central offices in Atlanta, the GAB has distributed to 135 radio members special congratulatory messages from Senators Richard Russell and Herman Talmage and Governor Ernest Vandiver.

The annual GAB safety-thon weekend will be held May 25-27 with the theme "Lights on, and Live." Georgia's senators and governor also will promote the safety-thon with special tapes.

On May 15, the association will make a special radio presentation to the Georgia Retail Furniture Dealers Assn. annual convention in Atlanta.

Other GAB radio promotions include: Announcement of a new annual broadcast-education award by the state superintendent of schools to be awarded at the GAB summer convention in August; production of a special "Myth vs. Truth" series of radio spots on Americanism for the Georgia State Chamber of Commerce; and 12 speeches throughout the state by GAB executive secretary Jack Williams.

Second tv sets

WNEM-TV Saginaw-Bay City-Flint, Mich., has undertaken an effort to promote a second television set in every home. According to an article in *Television Magazine* cited by the station, only 40,000 of the 400,000 tv homes in the area have second sets.

Over 400 dealers and manufacturers are participating in the campaign which ends at the end of this week.

WLEE helps to aid stricken families

A simple community service promotion by WLEE Richmond to help aid many persons from the storm-battered town of Chincoteague, Va., has blossomed into one of the finest projects ever undertaken by the station.

Now, a month and a half later and the promotion virtually a thing of the past, WLEE reports that contributions are still coming in.

The station's original idea was to raise enough money so that the local Salvation Army could "adopt" one of the stricken families. The money was to be used for food, clothing and medical aid.

WLEE used its facilities for the plea for financial assistance. And it came from all directions. Within a week and a half, enough money was raised to "adopt" 12 families and furnish partial help to several others. Money is still trickling in, WLEE said, despite the fact that it has not asked for any on the air since the end of March.

WPIX kid shows 'adopt' New York departments

Five children's programs of WPIX (TV) New York are "adopting" various municipal departments of the City of New York to inform the youngsters about their city government.

The Dept. of Sanitation has been adopted by *"Laurel-Hardy and Chuck."* This program will instruct its viewers on proper use of litter cans placed around the city, and the correct procedure for covering garbage cans.

Bozo The Clown has adopted The Dept. of Health for hints on proper dental habits and care and treatment of cuts and burns. *The Dick Tracy Show* has adopted, quite naturally, the Police Dept. The Traffic Dept. is joining hands with *Popeye* and The Fire Dept. is being adopted by *The Three Stooges Firehouse.*

When informing municipal departments of the WPIX project, New York Mayor Robert F. Wagner termed the adoption plan "a worthy vehicle for informing our young citizens on city government."



A visit to Washington—KNXT style

KNXT (TV) Los Angeles sent 12 children to Washington where they participated in the filming of two one-hour documentaries to be shown May 29 and June 6. Titled, "For Which We Stand," the films are being presented to familiarize children with the background and traditions of the government. The children selected represented a cross-section of Southern California students.

The trip included visits with California Senators and Congressmen, other government leaders and finally a meeting with Vice President Lyndon B. Johnson. During the day the journey included visits to many of the governmental and historic sites. In photo, the group tours Mt. Vernon, home of George Washington.

Drumbeats . . .

KEWB's Las Vegas trip ▪ John McRae and Dick Ullman, station and sales manager, respectively, of KEWB San Francisco, were co-hosts of a weekend party the station gave for 65 agency people in the San Francisco Bay area. Theme of the junket was a "Personality Posse" with agency personnel acting as KEWB honorary sheriffs whose object it was to locate the station's "Most Wanted" disc jockey. Bill Vernor, Vernor Adv., spotted the disc jockey, Don MacKinnon, disguised as a newsboy. In honor of 910 kc (KEWB), Mr. Vernor received an award of 91 silver dollars.

Radio to Vademecum's rescue

Vademecum, the new Swedish toothpaste, exists today because radio finished the job that newspapers and television couldn't do—introduce the product.

When the initial campaign last summer in the Minneapolis-St. Paul area failed to produce desired results, KMNS Sioux City, Iowa, sold Olson National Co., the importer, a radio plan.

After the first month of an adult-type approach on KMNS, Vademecum reported its sales had increased 12% over the previous two months combined.

And sales continued to climb. By November, one wholesale drug firm reported Vademecum sales had surged 290%.

Olson National, following the successful format introduced by KMNS, purchased similar radio campaigns in other markets with much the same results.

Originator of the KMNS plan for Vademecum was Ted Holtgrewe, a salesman at the station. He still services the toothpaste account, now a big radio spender.

Youth salute ▪ WIL St. Louis has started a "Salute to Youth" campaign, in which it is inviting listeners to send in the name of a teenage citizen and explain why he or she should be saluted. A panel of civic leaders will select 10 finalists at which time a city-wide vote will be taken. The winning boy and girl will receive numerous gifts and their respective high schools will be treated to a "Coronation Ball."

Ant farms ▪ A total of 350 ant farms, complete with live ants, are in the mail to timebuyers and advertising managers across the country as part of the current direct-mail advertising campaign by the A-Buy in California radio group. According to Bob Blum, group president, the ant farms were chosen to dramatize the point that nothing works harder than an ant—"except radio dollars spent on A-Buy in California." This is the third mailing in a series of six. The first was a model of a Mercury space capsule and the second was a passport to Vimland (Very Important Markets covered by the 11 A-Buy stations).

WEBB survey ▪ WEBB Baltimore has published a brochure, "The Baltimore Negro Market—Consumer Panel Survey, 1960-61," which details many marketing habits of the city's 336,000 Negroes. The survey was compiled, analyzed and edited by Dr. Winfred O. Bryson Jr., head of the department of Economics and Business at Morgan State College.

To the rescue ▪ When the Washington chapter of the National Press Photographers Assn. got too involved in its coverage of President Kennedy and other major national events in the Nation's Capital, the group found there was virtually no time left to select its annual queen to compete in the National Press Photographer's convention in Charleston, S. C., next month. So the photographers turned to WEAM Arlington, Va., for help. Result: the biggest contest in the photographers' history and in the shortest time. And a pretty queen.

Radio-tv fans ▪ Visits to broadcast stations were the first choice of more than one third of 1,600 Youngstown, Ohio, area high school teachers during that city's Business-Education Day sponsored by the Chamber of Commerce. From a list of 150 businesses, 567 teachers chose radio-tv operations as the place they would most like to spend the day. Ten teachers drew broadcast assignments and were guests of Philip Richtscheidt, general manager of WKST-TV Youngstown, who showed them the station's operations.

Old cars ▪ A collection of 70 priceless antique automobiles restored to almost perfect shape provided a community service project for WJRT (TV) Flint, Mich. The station, with co-sponsor, The Flint Chapter of the Veteran Motor Car Club, gave residents an opportunity to view a portion of automotive history in an interesting manner. Proceeds from the show went to a community college and cultural fund to be used for the construction of an automotive museum.

Local selling ▪ KMHL Marshall, Minn., has distributed a booklet to local advertisers and agencies describing the effects of local sales on radio. A BROADCASTING editorial, "Local is Vocal" (EDITORIALS, Nov. 20, 1961), was the keynote item.

Maps ▪ CKGM Montreal offered all foreign affairs classes in city colleges and high schools copies of a one-dollar world map showing the routes of U. S. and Russian astronauts and the 20 world tension points for 25 cents. The station reported 10,000 requests in the first week.

Homework help ▪ As a timely service to high school students who listen to the radio while doing their homework, WWDC Washington is inaugurating a "House of Homework" on the nightly *Earl Robbins Show*. Special telephone lines have been installed and students are invited to call in any homework question for which they cannot find the answer. Mr. Robbins will announce the question on the air and anyone knowing the answer is asked to call it in.

WCKY food contest draws 78,000 participants

WCKY Cincinnati has just completed an eight-week contest with the 36 Albers Colonial food stores in the area in which 78,233 entries were reported.

The Carload of Quality Foods contest was touched off by WCKY during the two-month span with 512 one minute spots plus window banners and deposit boxes.

Each day, a winner was chosen by a drawing with a $15.30 gift certificate (WCKY's spot on the dial) redeemable for groceries as the prize.

The WCKY grand prize—a 1962 Dodge Lancer packed with Albers groceries—was awarded to the entrant who guessed the exact retail value of the foodstuffs in the car and, as a tie-breaker, the number of grocery items. (The groceries were worth $166.31, and there were 627 items).

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BROADCAST ADVERTISING


Mr. Smith

Rolt J. Smith, vp, account and creative supervisor on Wallace Labs account, Ted Bates & Co., New York, elected senior vp. Mr. Smith joined Bates in 1959 as creative supervisor and was elected vp in October of that year.

C. Duffield Clarke, former vp and general manager of McCann-Erickson's sales communications division in Chicago, joins J. M. Mathes Inc., New York, as vp and marketing director.

Raymond A. Betuel, senior art director, Foote, Cone & Belding, New York, elected vp. **Erwin Fishman,** research manager, promoted to associate director of research.

Curtis E. Long, partner of Long, Haymes & Carr, Winston-Salem, N. C., advertising agency, elected president of Winston-Salem Sales Executive Club for 1962-63.

Harry Kinzie Jr., vp and member of plans board, Needham, Louis & Brorby, joins MacFarland, Aveyard & Co., Chicago, as vp, creative director and member of agency's marketing committee. Previously, Mr. Kinzie was with Tatham-Laird as copy chief and creative committee chairman. **Mary Ann Schatz,** MA traffic manager, promoted to business manager of radio-tv department.

Roy Drushall, former national sales manager of KABC Los Angeles, joins Frank B. Sawdon Inc., New York-based advertising agency, as manager of west coast activities, with headquarters in Hollywood.


Mr. Lambert

Matthew J. Lambert Jr., account supervisor and member of executive committee, Arnold & Co., Boston advertising agency, elected vp.

William J. Curran and **Jack Beauvais,** account supervisors, elected to agency's executive committee.

Robert J. Mohr, director of advertising and sales promotion, Phillips-Van Heusen Corp., named director of advertising, Shulton Inc., New York. He will supervise toiletries firm's over-all advertising program.

Robert L. Cornish, account supervisor, Compton Adv., New York, joins Morse International Inc., that city, as account supervisor for Lavoris, Vicks Formula 44 and Vicks proprietary products.

Chicago's AAAA officers

David G. Watrous, president of Earle Ludgin & Co., elected chairman of Chicago Council of American Assn. of Advertising Agencies for 1962-63. He succeeds **John V. Sandberg,** vp, J. Walter Thompson Co. Other officers elected: **Arthur W. Schultz,** vp, Foote, Cone & Belding, vice chairman; and **Robert Ross,** merchandising director, Leo Burnett Co., secretary - treasurer. New board members: **David Guerrant,** president, MacFarland, Aveyard & Co.; **Robert Shirey,** vp, Kenyon & Eckhardt; and **Hal Thurber,** president, Wade Adv.


Mr. Connor


Mr. Shank

Charles B. Shank, vp and creative director, Foote, Cone & Belding, Los Angeles, and **John W. Connor,** creative director, Knox - Reeves Adv., Minneapolis, elected vps of Needham, Louis & Brorby. Mr. Shank, who will serve as copy supervisor in NL&B's Chicago headquarters, joins agency after 15 years with Foote, Cone & Belding. Mr. Connor, who previously held creative posts with Cunningham & Walsh and McCann-Erickson, will serve as copy director of NL&B's New York office. Before entering agency business, Mr. Connor was copy chief of Shell Oil's advertising department on West Coast.

William D. Morrissey, formerly with Ketchum, MacLeod & Grove, Pittsburgh, joins Lando Adv. Agency, that city, as account manager in consumer advertising division.

Laurence E. Babb Jr., account executive and assistant to president, Reilly, Brown & Tapply, Boston, joins Daniel F. Sullivan Co., that city, as account executive. Previously, Mr. Babb served as advertising manager for Commercial Filters Corp., Melrose, Mass.

Bergen F. Newell joins Louis Benito Adv., Tampa, as account executive.

Hendrik Booraem Jr., vp in charge of broadcasting, Ogilvy, Benson & Mather, joins Lennen & Newell, New York, as tv program supervisor.

Ben Colarossi, executive producer-art director for past five years at Warwick & Legler, joins creative services division of Kenyon & Eckhardt, New York, as tv production supervisor.


Mr. Greer

G. Murray Greer, manager of sales promotion department, Rexall Drug Co., Los Angeles, promoted to advertising director, succeeding **John Hart,** recently elected vp in charge of merchandising. In his new post, Mr. Greer will report to Edwin Ramsey, Rexall vp in charge of marketing and sales, and will be responsible for supervision and execution of company's complete national and local advertising and sales promotion. Mr. Greer joined Rexall in 1957.

Eloise Gibson, formerly with Compton Adv., New York, joins The Wesley Assoc., that city, as copy supervisor.

Marion Harper Jr., board chairman and president of Interpublic Inc., New York, named 1962 Marketing Statesman of the Year by Sales Executive Club of New York. In presentation last Thursday (May 3), Mr. Harper was cited for significant contributions to development of marketing strategy as a science.

Ronald L. David, vp, Bartlett Research Inc., Detroit, joins Zimmer,

League elects new slate

Bill Wagley, vp, John A. Scott Co., elected president of The Dallas Advertising League, succeeding **George J. Watts,** vp and director of pr and advertising, Republic National Bank of Dallas. Other new officers: **John R. McCarty,** vp for advertising, Frito-Lay Inc., first vp; **Neal Hall,** director of publicity and advertising, Lone Star Gas Co., second vp; and **William E. Cunningham Jr.,** assistant advertising manager, Texas Power & Light Co., secretary. **Burke Gilliam,** of DeJernett Adv. Agency, named editor of *OK'd Copy,* league's official weekly news bulletin. New directors: **John J. Coyle,** KVIL; **Calvin L. Gunnell,** Safeway Stores; **George O. Heyl,** Universal Match Corp.; and **James V. Lovell,** *The Dallas Times Herald.*

Keller & Calvert, that city, as associate radio-tv producer. Previously, Mr. David was with WXYZ-TV Detroit for seven years as producer-director.

Jane Dahlgren, media buyer, Beaumont, Hohman & Durstine, San Francisco, joins Honig-Cooper & Harrington, that city, as radio timebuyer.

Bert W. Littmann, president of Unigraphic Inc., elected president of New York Art Directors Club. Other officers elected: **William Duffy,** senior art director in charge of tv, McCann-Erickson, first vp; **John Skidmore,** art director, Union Carbide, second vp; **Joseph Cavallo,** senior art director, The Kleppner Co., secretary, and **Mahlon A. Cline,** principal of Mahlon A. Cline Assoc., treasurer. Elected to executive committee for two-year terms: **Robert O. Bach,** vp, N. W. Ayer & Son; **Walter Grotz,** senior art director, McCann-Marschalk, and **Arnold Roston,** principal of Roston & Co., designers.

Laura McGee named assistant media buyer at Harris & Weinstein Assoc., advertising counselors, Atlanta.

Joseph Kerst, formerly with Campbell-Mithun, and **Robert I. Rizer,** formerly with BBDO, join Erwin Wasey, Ruthrauff & Ryan, St. Paul, Minn., as art director and director of farm marketing operations, respectively.


Mr. Davis

Leonard L. Davis Jr., former vp and managing director, Victor A. Bennett Co., New York, joins Fuller & Smith & Ross, that city, as director of pr. **John R. McCarthy,** vp, appointed account group manager. **Mary Chichester,** formerly with McCann-Marschalk, Cleveland, joins F&S&R as copy writer.

Bill Massnick, art director on Lincoln Continental account at Kenyon & Eckhardt, Detroit, joins Charles Bowes Adv., Los Angeles, as art director.

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Leonard Ruben, former art director at Young & Rubicam, joins Compton Adv., New York, as art supervisor.

Colleen Mattice, formerly with Cole & Weber Inc. and Guild, Bascom & Bonfigli, both Seattle, joins West-Pacific Agency, that city, as media-marketing director.


Mr. McCourt


Mr. Singer

David K. McCourt and **Robert D. Singer** join Foote, Cone & Belding's San Francisco office as account executives on Nalley's group (food products) under Byron Mayo, vp and group supervisor. Mr. McCourt, former advertising manager of Carnation Co.'s fresh milk and ice cream division, Los Angeles, joins FC&B after three years with BBDO, San Francisco, on Foremost Dairies group and Gallo Wines. Prior to BBDO, Mr. McCourt was account executive on Pillsbury account at Campbell-Mithun, Minneapolis. Mr. Singer, who transfers from FC&B's Los Angeles office, joined agency in 1959 after eight years with Erwin Wasey and Doyle, Dane, Bernbach.

H. W. Grathwohl, vp and director of advertising, Noxzema Chemical Co., Baltimore, Md., elected to company's board of directors.

Bryant Miley, controller and office manager, Cunningham & Walsh, San Francisco, joins Johnson & Lewis, that city, as controller.

THE MEDIA

Robert L. Brown, national sales manager, Mullins Broadcasting Co. (KBTV [TV] and KBTR, both Denver), assumes duties as KBTV's general sales manager. Mr. Brown will be responsible for over-all sales of Denver tv outlet while James D. Farris continues as local and regional sales manager. Mr. Brown joined KBTV's sales staff in 1952.

Saul Haas, president of Queen City Broadcasting Co. (KIRO-AM-FM-TV Seattle), elected board chairman of Washington State Broadcasters Assn. **Jim Agostino,** KXLY Spokane, re-elected to board. New members include: **Miller C. Robertson,** KUEN Wenatchee; **B. O. Beckley,** WBRC Mt. Vernon; and **Max Bice,** KTNT-AM-FM Tacoma.

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Mr. Reinheimer


Mr. Chase


Mr. Ayres

Charles Ayres, eastern sales manager, ABC-TV, New York, elected vp and associate sales director. **Peter Reinheimer,** assistant daytime sales manager and network account executive, replaces Mr. Ayres as eastern sales manager. **Stanley Chase,** Broadway and off-Broadway producer, joins ABC-TV as director of program development. He replaces **Robert Rafelson** who has joined Revue Productions.

Michael J. Foster, vp in charge of press information, ABC, New York, elected to board of directors of Kleer-Vu Industries Inc., that city. Mr. Foster has headed ABC's press activities since 1956. Previously, he was press information director for CBS-TV.

Gerard Flesey, account executive, KOL-AM-FM Seattle, joins KOFE Inc. (KOFE Pullman, Wash.), as vp and general manager of station's Moscow, Idaho, studio and office.

Todd R. Gaulocher, formerly with WCBS-TV New York, joins E. S. Sumner Corp., pr firm, that city, as vp in charge of sales. **David Brydson,** formerly with CHCH-TV Hamilton, Ont., joins Sumner as account executive.

Sal Butera, station manager, WCNS, WCNO (FM) Canton, Ohio, named general manager in charge of programming and editorial policies for Dover Broadcasting Co. (WCNS, WCNO [FM] Canton, and WJER Dover-New Philadelphia). Mr. Butera, who will continue as station manager of two Canton radio outlets, assumes duties formerly held by **W. B. Steis,** vp and general manager of Greer Stations, who will assume more direct responsibility with operations of WKJF (FM) Pittsburgh, and WAJR-AM-FM Morgantown, W. Va.

Collins picks fm group

Ben Strouse, WWDC-AM-FM Washington and NAB fm director, named chairman of NAB Fm Radio Committee by President LeRoy Collins. Others named to committee: **H. L. Bentson,** WLOL - FM Minneapolis; **Everett L. Dillard,** WASH (FM) Washington; **Merrill Lindsay,** WSOY-FM Decatur, Ill.; **Fred Rabell,** KITT (FM) San Diego, Calif., also an fm director; **Henry W. Slavick,** WMC-FM Memphis; and **Harold Tanner,** WLDM (FM) Detroit.

Lawrence J. Pollock, director of research and sales development, WABC-TV New York, appointed director of research and advertising services. Before joining WABC-TV in March 1958, Mr. Pollock was manager of research department of ABC Radio.


Mr. Hensel

Len Hensel, regional sales manager, Ziv-United Artists, appointed national sales manager of WSM Nashville. Mr. Hensel joined Ziv - UA in 1954, serving as regional sales manager for past two years.

E. James McEnaney, formerly with WHIM-AM-FM and WJAR-AM-TV, both Providence, R. I., joins WICE-AM-FM, that city, as station manager. **Art Knight,** program director, and **Jack Murphy,** production manager, WARM Scranton, and **Blaine Harvey,** air personality and production assistant, WSBA-AM-FM-TV York, both Pennsylvania, join WICE, in similar capacities. **Jerry Dyer** and **Kerby Scott** appointed news director and production manager, respectively, of WARM. **Paul Roberts,** formerly with WSBA, to WARM as air personality. Susquehanna Broadcasting Stations: WSBA-AM-FM-TV York and WARM Scranton, both Pennsylvania; WICE-AM-FM Providence, R. I., and WHLO Akron, Ohio.

Michael P. Mallardi, assistant to general manager, Radio Press International, New York, named business manager.

Mel Trauner, radio-tv research director, The Bolling Co., New York, appointed director of radio research for Edward Petry & Co., that city. Previously, Mr. Trauner served as research



WGBS's Bill Durney returns 'Marlins' to Miami

Baseball is here again, but to veteran sportscaster, coach and commentator **Bill Durney,** sports director of WGBS-AM-FM Miami, Fla., it's just another season. Mr. Durney (l), who was granted a franchise by the Florida State League to operate a professional baseball team in Miami, is shown discussing strategy with team manager Andy Seminick at the opening game in Miami last week. Mr. Durney, vp and general manager of the new ball club, announced that the team would be called the "Miami Marlins" in tribute to the original city favorites by that name, of which he was assistant general manager, and that have since given up their AAA franchise in Miami to move to Atlanta, Ga., where they are now known as the "Atlanta Crackers."

director for Headley-Reed Co. and as research analyst with Mutual Broadcasting System.


Mr. Guild

Ralph Guild, executive vp, Daren F. McGavren Co., New York, named general manager of McGavren Organization and will direct sales for all of company's offices. **Ed Argow,** manager of Chicago office, transfers to New York as sales manager. **Ralph Conner** remains as assistant sales manager of New York office. **Mike McNally,** St. Louis manager, transfers to Chicago as manager. **Tom Sullivan,** formerly of NBC Spot Sales, replaces Mr. McNally in St. Louis.

Jack Dorr, promotion director, WBNS-TV Columbus, Ohio, named advertising and promotion manager, WRCV-AM-TV Philadelphia. He succeeds **John P. (Jack) Wiley,** recently promoted to sales manager of NBC-owned Philadelphia tv outlet.

James R. Parker, formerly on sales staff of WBBM-TV Chicago, joins Peters, Griffin, Woodward, that city, as tv account executive.

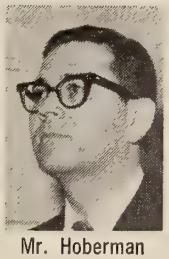
Willard T. Wadelton, advertising representative, *This Week* magazine, joins CBS Radio as account executive.

Merlin Knittel appointed chief engineer of KHIQ (FM) Sacramento, Calif.

Ralph Wilson joins engineering staff of KNX-AM-FM Los Angeles as audio technician. **Roger Gallagher** assumes KNX announcing duties for summer as vacation relief.

Charles Murdock, program director, WQAM Miami, promoted to station operations manager.

Amusement chairman


Mr. Hoberman

Ben Hoberman, vp and general manager, KABC-AM-FM Los Angeles, elected chairman of radio-tv station division of amusement industry section of United Jewish Welfare Fund. Other division heads are: **Jerome H. Stanley,** director of film programming, NBC - TV, West Coast; **Alan Livingston,** Capitol Records; **Albert Dorskind** and **George Stern,** Revue Productions; **Lewis J. Rachmil,** Ziv-UA, and **Walter M. Mirisch,** producer.

Colson Jones, engineering department, WFBG-TV Altoona, Pa., promoted to producer-director, succeeding **Harlen Singer,** who resigned to join WTAE (TV) Pittsburgh in similar capacity. **Gil Fryer,** formerly with WSBA York, Pa., to WFBG announcing staff.

C. Howard McDonald, announcer and traffic manager, KGVO Missoula, Mont., promoted to program director.

Robert Huber, public affairs director, WJW-TV Cleveland, promoted to program director.

James C. McAleer named program manager of WOR-AM-FM New York. Mr. McAleer joined station's traffic department in 1954, subsequently was appointed night production supervisor, and for past six months has served as acting program manager.

James H. Ferguson, program director, WMCT (TV) Memphis, joins Storer Broadcasting Co.'s WAGA-TV Atlanta as program manager, replacing **Horace P. (Buddy) Ray,** who transfers to Storer Programs Inc., New York production subsidiary, as operations manager.

Edward L. Doyle, program manager, WNDU-TV South Bend, Ind., appointed assistant program manager of Westinghouse Broadcasting Co.'s WBZ-TV Boston. He succeeds **Winthrop Baker,** recently named program manager of WBC's WJZ-TV Baltimore.

Doug Pledger, KNBC-AM-FM San Francisco personality who has just signed new three-year contract with station, is also taping morning program for McClatchy Broadcasting Co. Stations: KFBK-AM-FM Sacramento; KMJ-AM-FM Fresno; KBEE-AM-FM Modesto; KERN-AM-FM Bakersfield, all California, and KOH Reno, Nev. It was incorrectly reported in BROADCASTING, April 30, that Mr. Pledger was removing his morning program from KNBC stations.

Mark Wheeler, former program director, WYSE Lakeland, Fla., joins WONN, that city, as program manager.

Paul Murphy, program director, WAVI-AM-FM Dayton, and **Dona Suits,** formerly with KORK-AM-FM Las Vegas, join WTVN-AM-FM Columbus, Ohio, as production director and traffic director, respectively. **Steve Trent** and **Dave Logan** to WTVN as air personalities.

James Krayer, producer-director in public affairs department, WCAU-TV Philadelphia, promoted to production manager.

Paul Buckles and **Rebecca Barrickman** appointed personnel-office manager and assistant office manager, respectively, WSEB Sebring, Fla. **Jim Hart,** former program director, WYAK (FM) Sarasota, joins WSEB as director of news, sports, and special events.

PAPBA elects officers


Mr. Altdoerffer

Sam M. Altdoerffer, general manager, WLAN - AM - FM Lancaster, elected president of Pennsylvania Associated Press Broadcasters Assn., succeeding **Ed K. Smith,** vp and general manager, WCMB Harrisburg, who becomes member of board of directors. Other new officers: **Al Ringler,** news director, WCAU - AM - FM Philadelphia, elected vp, and **Joseph Snyder,** Philadelphia AP bureau chief, was re-elected secretary. Board of directors: **Bill Williams,** WNEP-TV Scranton; **Roy Morgan,** WILK Wilkes-Barre; **Les Rollins,** KDKA-AM-FM Pittsburgh; **Paul Cerula,** WAZL-AM-FM Hazleton; **Pat Stanton,** WJMJ Philadelphia; **Elwood Anderson,** WORK York, and Mr. Smith.


Mr. Denison

Spencer Denison, station and sales manager, WVIP Mt. Kisco, N. Y., joins National Assn. of Broadcasters, effective May 14, as field representative in Colorado, Idaho, Minnesota, Montana, New Mexico, North and South Dakota, Utah and Wyoming. Previously, Mr. Denison served as salesman and sports director of WHLS-AM-TV Port Huron, and sales manager and general manager of WMDN Midland and WBRN Big Rapids, all Michigan.

Barrie Matthews, formerly with WROV Roanoke, Va., joins news department of KALL Salt Lake City, succeeding **Robert Craig,** who was called to active reserve duty.

Bill Hampton, news editor, WMBR-AM-FM Jacksonville, Fla., joins news staff of KEX-AM-FM Portland, Ore.

Bob Vandergriff, former news director, WBIR-AM-FM-TV Knoxville, joins staff of WFGA-TV Jacksonville as news editor.

Martin McNeely joins news staff of WXYZ-TV Detroit.

Bob Lewis, news director, KBST Big

Paul D. P. Spearman dies at 63


Mr. Spearman

Paul D. P. Spearman, 63, first general counsel of the FCC and a leading Washington communications attorney until illness forced his retirement in 1953, died May 2 in Washington. Funeral services and interment were held May 5 in his home town of Hamilton, Miss. He leaves four daughters.

After a notable record as a trial attorney in his native state and service as executive secretary of the Mississippi Railroad Commission and the State Forestry Commission, Mr. Spearman joined the Federal Radio Commission in 1929. He was assistant general counsel of the FRC when he resigned to enter private law practice in 1931 with the late Thomas P. Littlepage. When the FCC was organized he was appointed general counsel and served in that capacity until 1935 when he returned to private practice. Associated with Mr. Spearman in his communications law practice were the late Sen. Hubert D. Stephens of Mississippi, the late E. O. Sykes, former FRC and FCC member and chairman, and the late Frank Roberson, both also of Mississippi. During his private practice, Mr. Spearman represented for many years the Regional Broadcasters Committee in the clear channel case. The Spearman & Roberson law firm is now carried on by Frank U. Fletcher, Robert L. Heald, Russell Rowell, Edward F. Kenehan and Richard Hildreth.

Springs, Tex., joins news department of KPRC-TV Houston.

Jerry Boynton named news director of KFDM Beaumont, Tex.

Allan L. Wester, former sports announcer, WVUE (TV) New Orleans, named sports director of KSTP-AM-TV Minneapolis-St. Paul.

Bruce (Michaels) Micek, former program director - air personality, WNWC (FM) Arlington Heights, Ill., to WKFM (FM) Chicago as air personality.

Ken Dowe and **Gary O'Shea** join KBOX Dallas as air personalities.

Keith Allgood and **Loren (Mike) Lunde** join KYOS Merced, Calif., as air personalities.

Johnny Towne and **Carl Wade** join WTAO Cambridge, Mass., as air personalities.

Garrett D. Blanchfield, assistant sales promotion director and research coordinator, WNAC Boston, joins WEEI-AM-FM, that city, as sales promotion assistant.

John W. Kiermaier, director of pr, CBS News, New York, elected vp. Mr. Kiermaier joined CBS News in August 1959 as assistant director of pr and was promoted to director following year.

Dave Goldman, director of radio-tv, Woodard, Voss & Hevenor, Albany, N. Y., advertising agency, joins WPTR, that city, as sales promotion director.

Mrs. Zoe Niarchos, WPTR sales service director, promoted to office manager.

Victor Love, advertising manager for Denver *TV Guide* magazine for past five years, joins KBTV (TV), that city, as account executive.

S. Donald Urban, publicity and special events director, H & S Pogue Co., Cincinnati, joins WKRC-AM-FM, that city, as director of promotion and pr.

John Hokom, research coordinator, KNX-AM-FM Los Angeles, named research and promotion manager. **Mattie Carlone,** formerly with KNX's sales department, transfers to department of information services as Mr. Hokom's assistant.

Parker Jackson, former promotion manager, KFMB-AM-FM-TV San Diego, joins promotion department of KHJ-TV Los Angeles.

Joe Klaas, sales department, KYA-AM-FM San Francisco, resigns to become campaign manager for John L. Stevenson, democratic candidate for 9th Congressional District of California. Mr. Klaas is succeeded by **Deon Routh** of KGO-AM-FM, that city.

Harlan S. Singer, formerly with directing staff of WFBG-TV Altoona, Pa., joins WTAE (TV) Pittsburgh, in similar capacity.

PROGRAMMING

Richard Brandt, vp, Trans-Lux Corp. and president of production firm's entertainment division, elected president of Trans-Lux Corp. **Aquila Giles,** Trans-Lux vp, elected executive vp. Percival Furber continues as T-L's board chairman and chief executive officer.

Al Ordover, research manager, NBC Spot Sales, named to dual posts of director of research for Metro-Goldwyn-Mayer Inc. and research director of MGM-TV. He succeeds **Herman Keld** who has been named sales coordinator for MGM-TV.

Vernon A. Christian appointed Desilu Sales Inc. representative for southwestern region with headquarters in suite 118, Lone Star Life Bldg., Dallas, Tex.

Mann Scharf, vp, Stars International, and associate of The Jerry Franken Co., production subsidiary and pr arm, respectively, of The Peter Frank Organization, Hollywood and New York, resigns. Mr. Scharf will announce new association after brief vacation.

John Chancellor, host of NBC-TV's *Today* show, resigns, effective in October, to return to network's news department in reportorial capacity. Mr. Chancellor's successor has not as yet been selected. Before joining *Today* program last July, he had been NBC correspondent in Moscow.

Bob Farrar, former vp and creative

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*

1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

☐ 52 weekly issues $7.00 ☐ 104 weekly issues $12.00

☐ 52 issues & Yearbook published next November $12.00

☐ 1961-62 Yearbook $4.00

☐ Payment attached ☐ Please bill

name *title/position**

company name

address

city *zone* *state*

Send to home address—

* Occupation Required

director, Cinema Recording Corp., New York, appointed director of custom production, PAMS Syndicated Productions, Dallas.

Vincent M. Fennelly, Emmy-winning producer, terminates five-year association with Four Star Television to enter independent tv production with his own Malcolm Enterprises. In preparation are hour-long anthology series, *Escape,* and half-hour comedy, *No Man's Land.*

Boris Sagal, stage and film director who directed pilots of current *Dr. Kildare* series and upcoming *Sam Benedict* series, both produced by MGM-TV for NBC-TV, signed to long-term contract at MGM, for tv and theatrical productions.

Lou Derman, creator and head writer of *Mr. Ed* series, resigns to become head writer of new Four Star series, *McKeever and the Colonel,* to be viewed on NBC-TV this fall.

Hy Hollinger, publicist, International Telemeter Co., pay tv subsidiary of Paramount Pictures, promoted to publicity manager of parent company.

Louis Morheim named associate producer of *Combat,* new hour-long series to be filmed at MGM Studios, starting in June, and which will make its debut on ABC-TV October 2.

William Lieb of Bill Burrud Productions, Hollywood, promoted to supervising editor of production company's *True Adventure* series. **Peter Good** joins Burrud staff as film editor on same production.

EQUIPMENT & ENGINEERING


Mr. Praeger

Edward O. Praeger elected vp and general manager of Roberts Electronics Inc., Los Angeles, stereo tape recorder manufacturer. For past five years, Mr. Praeger was associated with Thomas Organ Co., Sepulveda, Calif. As assistant to president, he was responsible for Thomas' national and international sales, product development, sales promotion and marketing research.

Ralph M. Spang, controller, Zenith Radio Corp., Chicago, elected vp and controller. Mr. Spang joined Zenith in March 1959. Previously, he was associated with Hotpoint Inc. in Chicago since 1946 where he held various positions of controller, treasurer and general manager of home laundry department.

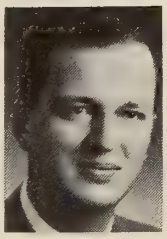
Gordon L. Fullerton, vp and general manager of parts division, Sylvania Electric Products, Warren, appointed vp and general manager of receiving tube operations of Sylvania's electronic tube division, Emporium, both Pennsylvania. **Eugene E. Broker** replaces Mr. Fullerton as general manager of parts division. **Raymond P. Guion** named assistant regional manager, Pacific region, distributor sales for electronic tube division.


Mr. Odom

Charles H. Odom, vp in charge of sales, Television Utilities Corp. of New York, joins Conrac Div., Giannini Controls Corp., Duarte, Calif., as senior project engineer. Mr. Odom, who will be responsible for design and development of Conrac's educational tv monitors and receivers, is former Tv Utilities Corp. vp in charge of engineering.

Richard J. Thorman, advertising and sales promotion manager, Nortronics Div., Northrop Corp., Needham, appointed manager of advertising and sales promotion for Raytheon Co.'s microwave and power tube division, Lexington, both Massachusetts. He succeeds **Alan D. Maier** who has been appointed to similar post at Raytheon's semiconductor division.

INTERNATIONAL


Mr. Ross

John T. Ross, president, Robert Lawrence Productions (Canada) Ltd., Toronto, elected president of Assn. of Motion Picture Producers & Laboratories of Canada, succeeding **Henry Michaud,** vp, Omega Productions Inc., Montreal.

Dorca Ballentine, formerly with CFPL and CKSL London, to hostess of *Homemaker Service* morning program on CHLO St. Thomas, all Ontario.

John Bassett, president, CFTO-TV Toronto, is Progressive-Conservative candidate in Toronto-Spadina riding in June 18 Canadian general election.

DEATHS

Herbert Taylor, 64, vp and general manager of Harte-Hanks Newspaper Group (part owners of KCTV (TV) San Angelo, and of KENS-AM-TV San Antonio, both Texas), died of heart attack April 29 at his home in Dallas. Mr. Taylor became general manager of



Harte-Hanks Group 12 years ago after extended service with *San Angelo Standard-Times* and related enterprises.

Edgar M. Kluge, 60, secretary-treasurer, Krupnick & Assoc., St. Louis advertising agency, died April 27 as result of heart attack suffered last July. Mr. Kluge had been officer and member of agency's board of directors since firm was incorporated in 1947, and had been associated with Krupnick since 1935.

Joseph D. Probst, 63, production manager, Probst & Morr Adv., Chicago, died April 30 of heart ailment at Wesley Memorial Hospital, that city.

Bailey Goss, 49, popular Maryland sports announcer with WBAL-AM-FM-TV Baltimore, died May 1 at Union Memorial Hospital in that city of injuries suffered several hours earlier when his automobile collided with another vehicle as he was returning home from radio-tv-press dinner sponsored by Baltimore Colts. Mr. Goss joined WBAL in 1940, broadcasting games of Baltimore Orioles, Baltimore Colts, Washington Senators and Baltimore Bullets. He was also favored for his coverage of harness and boat racing, bowling, Eastern Open golf tournament, polo matches and wrestling.


Mr. Bonfig

Henry Carl Bonfig, 66, retired president of CBS - Columbia, manufacturing division of Columbia Broadcasting System, died April 29 in Evanston (Ill.) Hospital after short illness. Born in St. Louis, Mr. Bonfig began his career as radio distributor in Kansas City, Mo., in 1922. He served as executive with RCA Victor in Camden, N. J., and in 1944 resigned as commercial vp of RCA to become vp of Zenith Radio Corp. in charge of household radio sales. Mr. Bonfig was an advocate of pay tv in form of subscription tv or Phonevision as developed by Zenith Corp. Mr. Bonfig was elected president of CBS-Columbia in 1955. After retirement in 1961, he returned to Chicago and recently was named director of Wells-Gardner Co., manufacturers of radio and tv sets.

Elizabeth Burns Powell, 46, broadcast buyer with BBDO, New York, died April 29 in New York. Mrs. Powell joined The Biow Agency in 1942 as time buyer and worked in similar capacity at BBDO from April 1946 through January 1950. She then became broadcast media supervisor at Geyer, Morey, Madden & Ballard and rejoined BBDO in January 1961.

Henry J. (Hank) Sanders, 24, commercial sales manager, KFOY-TV Hot Springs, Ark., and formerly with KBLO, that city, in similar capacity, died April 29 in Little Rock, Ark., hospital.

Milton Allan Chambers, 46, consulting radio engineer, died of heart attack April 29 at Circle Terrace Hospital in Alexandria, Va.

Douglas Pepin la Chance, 41, correspondent of Canadian Broadcasting Corp. in Paris, France, since 1952, died April 28 in London, England. Mr. la Chance, who was living in Majorca and had been ill for some months, was credited by CBC with making first broadcasts of revolt in Algeria. He also covered Eichmann trial in Israel.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 25 through May 2, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

ACTION BY FCC

***Yakima, Wash.—Yakima School District No. 7.** Granted uhf ch. 47 (668-674 mc); ERP 22.39 kw vis., 11.22 kw aur. Ant. height above average terrain 861 ft.; above ground 78 ft. Estimated construction cost $67,200; first year operating cost $12,000. P. O. address 104 N. 4th Ave., Yakima. Trans. location 2 mi. SW of Union Gap, Wash. Geographic coordinates 46° 31′ 58″ N. Lat., 120° 30′ 33″ W. Long. Trans. RCA TTU-1B; ant. RCA TFU-24 DM. Legal counsel Mark Fortier, Yakima; consulting engineer M. E. Burrill, Yakima. Action May 2.

ACTIONS BY BROADCAST BUREAU

Honolulu, Hawaii—Hawaiian Paradise Park Corp. Granted vhf ch. 13 (210-216 mc); ERP 30.7 kw vis., 15.4 kw aur. Ant. height below average terrain 90.5 ft., above ground 376 ft. Estimated construction cost $153,239; first year operating cost $195,000; revenue $210,000. P. O. address 2207 Kalakaua Ave., Honolulu 15. Studio and trans. location Honolulu. Geographic coordinates 21° 17′ 06″ N. Lat., 157° 50′ 22″ W. Long. Trans. GE TT-50B ant. RCA TF-6AI. Legal counsel A. Harry Becker, Washington, D. C., consulting engineer Frank Fitch, Honolulu. Principals: **David Watumull** (36%), **Radha Watumull Homay** and **Lila Watumull Sahney** (each 22%), **Ellen Jensen Watumull** (20%). Hawaiian Paradise Park Corp. is real estate development firm and is applicant to buy KOOD Honolulu. Action April 26.

***Newark, Ohio—Newark Public School District of Newark, Ohio.** Granted uhf ch. 28- (554-560 mc); ERP 14.65 kw vis., 8.55 kw aur. Ant. height above average terrain 512 ft., above ground 448 ft. Estimated construction cost $56,000; first year operating cost $22,000. P. O. address 19 North Fifth Street. Newark. Studio and trans. location Newark. Geographic coordinates 40° 05′ 28″ N. Lat., 82° 24′ 26″ W. Long. Trans. GE TT-20-A; ant. GE TY-24-C 4 Bay. Legal counsel Cohn & Marks, Washington, D. C.; consulting engineer W. F. Justus Jr., Columbus, Ohio. Action April 25.

APPLICATION

***Mobile, Ala.—Alabama Educational Tv Commission.** Uhf ch. 42 (638-644 mc); ERP 17.9 kw vis., 8.9 kw aur. Ant. height above average terrain 600 ft., above ground 543 ft. Estimated construction cost $14,257; first year operating cost $25,000. P. O. address 2151 Highland Ave., Suite 206, Birmingham 5, Ala. Trans. location near Spanish Fort, Ala. Geographic coordinates 30° 39′ 33″ N. Lat., 87° 53′ 33″ W. Long. Trans. Federal FTL-20B; ant. Federal FTL-P-42-25. Consulting engineer A.H. Renfro Jr., Birmingham, Ala. Ann. May 2.

Stations deleted

■ Commercial tv authorizations cancelled and call letters deleted: Cp expired and no replacements filed:

KOUL(TV), Harrison M. Fuerst, d/b as Alamosa Telecasting Co., Alamosa, Colo.—Vhf ch. 3 (60-66 mc); ERP 1.41 kw vis., 851 w aur. Ant. height above average terrain

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

160 ft. Ann. May 1.

KHQL-TV, Steuer Bcstg. Co., Sterling, Colo.—Vhf ch. 3 (60-66 mc); ERP 1.41 kw vis., 850 w aur. Ant. height below average terrain 50 ft. Ann. May 1.

New am stations

ACTIONS BY FCC

Riverhead, N. Y.—Patchogue Bcstg. Inc. Granted 1570 kc, 1 kw D, DA. P. O. address box 651, Patchogue, N. Y. Estimated construction cost $22,503; first year operating cost $45,000; revenue $55,000. Principals: **Lee Morrison** (35.9%), **Olga Moskowitz** (33.4%), **Herbert** and **Morton Morrison** (each 13%) and **Harriett Morrison** (4.1%). Applicant owns WPAC-AM-FM Patchogue. Action May 2.

Ashtabula, Ohio—Quests Inc. Granted 1600 kc, 1 kw D. P. O. address 851 Lake St., Mentor-on-the-Lake, Ohio. Estimated construction cost $34,712; first year operating cost $43,000; revenue $60,000. Principals: **Kenneth S. Mapes** (67.5%), **Robert** and **Betty Stotler** (10.5%), **Martin John Rini, Robert David Bixel** (each 6.75%) and others. Mr. Mapes is commercial greenhouse grower; Mr. Stotler is plumber; Mrs. Stotler is housewife; Mr. Rini is electronics technician; Mr. Bixel is chiropractor. Applicants are minority stockholders in applicant for new am station in Willoughby, Ohio. Action April 30.

St. George, S. C.—Clarence Jones. Granted 1300 kc, 500 w D; engineering condition. Assigned call letters WQIZ. P. O. address box 757, St. George. Estimated construction cost $15,835; first year operating cost $26,-115; revenue $58,032. Grant was reported April 30, erroneously listing permittee as Radio St. George, with Mr. Jones, Gus Browning and John Thompson Green III as principals. Messrs. Browning and Green disposed of their interests year ago. Mr. Jones is former partner in WBPD (now WORG) Orangeburg, S. C. Action April 23.

APPLICATIONS

Cocoa, Fla.—Blue Crystal Bcstg. Corp. 1510 kc, 250 w D. P. O. address box 712, Vero Beach, Fla. Estimated construction cost $25,384; first year operating cost $71,-000; revenue $76,000. Principals: **William A. Earman** (60%), **Joseph S. Earman** (30%) and others. William Earman is operations manager for WPDQ Jacksonville, Fla.; Joseph Earman has interest in ice & storage company, oil distributor company, real estate, insurance and investment companies. Ann. May 2.

Atlanta, Ga.—Metropolitan Gadsden Bcstg. Corp. 1240 kc, 250 w unl. P. O. address c/o Samuel J. Simon, box 2622, Arcade Station, Nashville, Tenn. Estimated construction cost $29,499; first year operating cost $35,000; revenue $45,000. Principals: **Samuel J. Simon, Fred Rosemore,** and **Stanley Besner** (each one-third). Dr. Simon is optometrist and 80% stockholder in new am station in Nashville; Dr. Rosemore is optometrist; Mr. Besner is partner in wholesale optical supply firm. Applicants are former partners in WRBS Tuscaloosa, Ala. Ann. April 30.

Mt. Vernon, Ill.—King City Bcstg. Inc. 1480 kc, 500 w D. P. O. address 404 N. 16th St., Mt. Vernon. Estimated construction cost $42,445; first year operating cost $46,032; revenue $66,000. Principals: **Ivan H. Cox** (subscribed 58% of authorized stock) and others. Mr. Cox is Mayor of Mt. Vernon and retired automobile dealer. Ann. April 30.

Tucumcari, N. M.—K-MEX Bcstg. Co. 1330 kc, 1 kw D. P. O. address 114 E. Main St., Tucumcari. Estimated construction cost $21,946; first year operating cost $24,000; revenue $36,000. **Norman W. Hennig,** sole owner, is chief engineer for KSYX Santa Rosa, N. M. and 10% owner of community tv antenna system. Ann. May 1.

Carlisle, Pa.—James B. Holder. 1000 kc, 1 kw D. P. O. address 35 E. Ridge St., Carlisle. Estimated construction cost $18,-133; first year operating cost $36,550; revenue $46,000. Mr. Holder is employe of WHPL Winchester, Va., and applicant for new am station in Winchester. Ann. May 2.

Existing am stations

ACTIONS BY FCC

WTGA Thomaston, Ga.—Waived sec. 1.323 (b) and granted cp to replace expired permit for new station on 1590 kc, 500 w, D. Action May 1.

WITH Baltimore, Md.—Waived sec. 3.188 (d) of rules and granted mod. of cp (1230 kc, 250 w-N, 1 kw-LS) to permit 1 kw daytime operation with roof-top ant.; conditions. Comr. Cross dissented. Action May 2.

KAWA Marlin, Tex.—Granted mod. of cp to change designation of station location to Waco-Marlin. Action May 2.

APPLICATIONS

WDRC Hartford, Conn.—Cp to change from DA-D-N (DA-1) to DA-N only. Ann. May 2.

WVOG Coral Gables, Fla.—Cp to change frequency from 1070 kc to 1080 kc, change hours of operation from D to unl., using power of 500 w, 10 kw-LS, install new trans. for daytime use, install DA-D-N (DA-2), (two main trans.) and delete remote control operation. Ann. April 30.

WHAI Greenfield, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 1.

WJW Cleveland, Ohio—Cp to increase daytime power from 10 kw to 25 kw, install new trans. and make changes in DA system (2 additional towers). (Petition for reconsideration of commission order of March 30, 1962.)

New fm stations

ACTION BY FCC

Trenton, N. J.—Peoples Bcstg. Corp. Granted 94.5 mc, 20 kw. Ant. height above average terrain 238 ft. P. O. address 2309 Brunswick Ave., Trenton 8. Estimated construction cost $42,340; first year operating cost $6,000; revenue none above present am operation. Applicant is wholly owned subsidiary of **Nationwide Mutual Insurance Co.** and is licensee of WGAR-AM-FM Cleveland and WRFD-AM-FM Columbus, Ohio; WMMN Fairmont, W. Va.; WNAX Yankton, S. D.; KVTV(TV) Sioux City, Iowa and WTTM Trenton. Action April 25.

ACTIONS BY BROADCAST BUREAU

Golden Valley, Minn.—Western Bcstg. Corp. Granted 92.5 mc, 2.81 kw. Ant. height above average terrain 230 ft.; conditions. P. O. address 917 N. Lilac Drive, Minneapolis, Minn. Estimated construction cost $14,256; first year operating cost $12,000; revenue $12,000. **James A. McKenna Jr.,** sole owner, is attorney and owner of KEVE Minneapolis, 51% of WMEW Baltimore, 20% of WAWA West Allis, Wis., 80% of WCMB and WDTV(TV) Harrisburg, Pa., and 80% of applicant for new am station in Reading, Pa. Action May 1.

Grifton, N. C.—North Carolina Tv Inc. Granted 98.5 mc, 1.78 kw. Ant. height above average terrain 1313 ft. P. O. address box 468, Washington, N. C. Estimated construction cost $19,993; first year operating cost $15,000; revenue $15,000. Principals: **William S. Page** (24.3%), **W. R. Roberson Jr.** (20.71%), **J. Philmore Roberson** (20.32%), **Hannah R. Bagwell** (18.39%), **William E. Barnes** (8.9%) and others. Applicant is licensee of WITN(TV) Washington. Action May 1.

Kannapolis, N. C.—Foy T. Hinson. Granted 99.7 mc, 3.77 kw. Ant. height above average terrain 157 ft.; remote control permitted. P. O. address 101 W. First St., Kannapolis. Estimated construction cost $12,825; first year operating cost $3,380; revenue $5,250. Mr. Hinson owns WRKB Kannapolis. Action April 27.

Prosser, Wash.—Cormac C. Thompson. Granted 102.3 mc, 440 w. Ant. height below average terrain 393 ft. P. O. address 1124 Fifth St., Prosser. Estimated construction cost $7,290; first year operating cost $5,670; revenue $7,300. Mr. Thompson is registered architect and planner. Action May 1.

APPLICATIONS

***San Jose, Calif.—State of California, San Jose State College.** 90.7 mc, 50 w. Ant. height below average terrain 168.5 ft. Estimated construction cost $5,499; first year operating cost $5,410. Ann. May 2.

Stuart, Fla.—Blue Water Bcstg. Inc. 97.1 mc, 3 kw. Ant. height above average terrain 191.5 ft. Estimated construction cost $10,-700; first year operating cost $2,000; revenue $2,000. Principals: Lester M. Combs (51%), Edith Kane Martin (33%) and Margaret Ann Combs (16%). Applicants own and manage WSTU Stuart. Ann. May 1.

Atlanta, Ga.—WIIN Inc. 105.9 mc, 20 kw. Ant. height above average terrain 357 ft. P.O. address Atlanta Biltmore Hotel, Atlanta 83. Estimated construction cost $24,-

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 2

	ON AIR Lic.	ON AIR Cps.	CPS Not on air	TOTAL APPLICATIONS For new stations
AM	3,649	73	146	659
FM	931	56	197	144
TV	484[1]	77	85	106

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 2

	VHF	UHF	TOTAL TV
Commercial	470	91	561
Non-Comercial	42	14	56

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 30

	AM	FM	TV
Licensed (all on air)	3,644	937	484[1]
Cps on air (new stations)	67	46	75
Cps not on air (new stations)	153	189	83
Total authorized stations	3,864	1,172	653[2]
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	174	20	63
Total applications for new stations	592	119	106
Applications for major changes (not in hearing)	459	92	35
Applications for major changes (in hearing)	49	4	12
Total applications for major changes	508	96	47
Licenses deleted	1	0	0
Cps deleted	0	4	0

[1]There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. [2]Includes one STA.

026; first year operating cost $12,000; revenue $15,000. Principals: **Sylvia Gold Cohen** (63.7%) and **Philip D. Denton** (12.1%). Applicant is licensee of WIIN Atlanta. Ann. April 30.

Tulsa, Okla.—Boston Bcstg. Co. 96.5 mc, 20 kw. Ant. height above average terrain 351 ft. P. O. address 1705 First National Bldg., Tulsa. Estimated construction cost $28,238; first year operating cost $24,000; revenue $48,000. **George Roberts Kravis II**, sole owner, has been employe in production departments of KOKH-FM-TV and KETA-TV, both Oklahoma City and is employe of oil investment firm. Ann. April 26.

College Station, Tex.—Radio Bryan Inc. 103.1 mc, 1.36 kw. Ant. height above average terrain 299 ft. P. O. address box 3008, Bryan, Tex. Estimated construction cost $8,390; first year operating cost $9,000; revenue $10,000. Principals: **John H. Hicks Jr.** and **Edward L. Francis** (each 50%). Messrs. Hicks and Francis each own 50% of KOLE Port Arthur, Tex., and WTAW College Station, and 42.5% of KPEL Lafayette, La. Ann. April 26.

Existing fm stations

APPLICATION

WHFI(FM) Birmingham, Mich.—Cp to change trans. location from 1095 Badder Road, Troy, Mich. to 28 N. Saginaw, Pontiac, Mich.; change studio location from 139 W. Maple Road, Birmingham, to 28 N. Saginaw, Pontiac; and change station location from Birmingham to Pontiac. Ann. May 2.

Ownership changes

ACTIONS BY FCC

KUTY, Palmdale Bcstrs., Palmdale, Calif.—Granted assignment of cp and license from **Harold C. Singleton** to **Sherwood J. Tarlow**; consideration $60,000 including agreement that assignor will not become owner or connected in any capacity (other than independent consulting engineer) of any radio station within 30 miles of KUTY trans. site for 4 years. Mr. Tarlow has interests in WHIL-AM-FM Medford, and WARE Ware, Mass.; WWOK Charlotte, N. C.; WLOB-AM-FM Portland, Me. Comr. Bartley dissented. Action May 2.

KTOB, Lloyd Burlingham, Petaluma, Calif.—Granted assignment of cp and license to **Top of the Bay Inc.** (owned by **William T. Stubblefield** mentioned in previous item); consideration $115,612 and $5,000 for agreement not to compete in radio for five years within 50 miles of Petaluma. Comr. Bartley dissented. Action May 2.

WFOR, Sheridan Inc., Hattiesburg, Miss.—Granted assignment of licenses to **Newforte Inc.** (95.6% owned by **Jerry A. Fortenberry**, who also owns 50% interest in WFFF Columbia); consideration $120,000 and agreement not to compete in radio within 25 miles of Hattiesburg until remaining $90,000 note is paid in full. Action May 2.

WHAM, WHFM(FM), Genesee Bcstg. Corp., Rochester, N. Y.—Granted transfer of control from **Henry I. Christal Inc.**, to **Rust Bcstg. Inc.**; consideration $1,300,000 and agreement not to compete in radio broadcasting within 45 miles of Rochester for five years; conditioned that transfer not be consummated until William F. Rust Jr., transferee president, disposes of one of his am interests. Mr. Rust has interest in WTSN Dover; WBRL Berlin, WKBK Keene, and WKBR-AM-FM Manchester, all New Hampshire, and WNOW-AM-FM-TV York, WAEB-AM-FM Allentown, and WRAW Reading, all Pennsylvania. Comr. Bartley dissenting. Action April 30.

WNOH, North Carolina Electronics Inc., Raleigh, N. C.—Granted relinquishment of negative control by **John P. Gallagher** through sale of 30% interest to **Derwood H. Godwin, Norman J. Suttles** and **Belia S. Bowers**; consideration $5,380; in light of commission's policy relating to consideration which may be received for sale of cp, this grant is subject to condition that remaining stock interest held by John P. Gallagher shall not be transferred, either under option or otherwise, without securing prior approval of commission. Chmn. Minow and Comr. Bartley dissented. Action May 2.

WAGE, WAGE Inc., Leesburg, Va.—Granted transfer of control from **William T. Stubblefield** to **Radio WAGE Inc.** (**James H.** and **Valeria H. Symington, John Gill** and **A. V. Tidmore**); consideration $121,356 and agreement not to compete in radio for five years within radius of 25 miles of Leesburg excluding Washington, D. C., metropolitan area. Mr. Tidmore owns WPPA-AM-FM Pottsville, Pa., and WSBB New Smyrna Beach, Fla., and has interest in WJEJ Hagerstown, Md. Comr. Bartley dissented. Action May 2.

APPLICATIONS

KMTS Santa Barbara, Calif.—Seeks transfer of 81.5% of all outstanding stock in **News-Press Publishing Co.**, 51.2% from **T. M. Storke**, 10% each from **Jean Storke Menzies, Margaret Storke Cox** and **Thomas Storke Jr.**, balance from others, to T. M. Storke, Marion Day Storke and Bert D. Lane, as voting trustees. Ann. May 2.

WDSR Lake City, Fla.—Seeks involuntary transfer of 52% of all stock in **WDSR Bcstg. Inc.** from **James M. Wall**, to **Myrtle B. Wall**, guardian of James M. Wall. Myrtle Wall owns 48% of WDSR. Ann. May 1.

WILZ St. Petersburg Beach, Fla.—Seeks transfer of 58% of all outstanding stock in **Holiday Isles Bcstg. Co.** from **Harriette C. Spence**, administratrix of estate of **E. A. Spence**, deceased, to **Charles W. Mackey** (40.5%) and **Richard L. Marsh** (17.5%); consideration approx. $105,600. Ann. April 30.

Albany, Ga.—New am station seeks assignment of cp from **David E.** and **Madeline O. Fleagle**, d/b as **Lynne-Yvette Bcstg. Co.** to **Lynne-Yvette Bcstg. Inc.**, new corporation made up of same principals. Ann. April 23.

WMES Ashburn, Ga.—Seeks assignment of cp from **W. M. Forshee** and **Emory L. Pope** (each 50%), d/b as **Radio Station WMES** and **Radio Ashburn**, to **W. M. Forshee, Emory L. Pope** and **Donald H. Wingate** (each one-third), d/b as **WMES Inc.**; consideration $12,000. Mr. Wingate has been employe of WAAG Adel, Ga., and is one-third owner of applicant for new am stations in Cuthbert and Donalsonville, Ga. Ann. April 27.

KDLS Perry, Iowa—Seeks transfer of 50% of all stock in **Perry Bcstg. Co.** from **Willard D. Archie**, to **G. E. Whitehead** (present owner of other 50%); consideration $16,500. Ann. April 27.

KANE New Iberia, La.—Seeks assignment of license from **George H. Thomas** (50%), **James J. Davidson Jr.** (30%), **Daniel H. Castille** and **Donald Bonin** (each 10%), d/b as **New Iberia Bcstg. Co.**, to **New Iberia Bcstg. Inc.**, new corporation made up of same principles. Ann. May 2.

WHFI(FM) Birmingham, Mich. — Seeks transfer of 70% of all outstanding stock in **Meadowcroft Bcstg. Inc.** from **Garvin H.** and **Henry G. Meadowcroft**, to **Clark J. Adams, Mahlon A. Benson, James Clarkson, John Q. Waddell** (each 10% of all outstanding stock) and others, all less than 5%; consideration $10,500. Messrs. Garvin and Henry Meadowcroft will retain 20% and 10% respectively. Mr. Adams is Circuit Judge, Oakland County; Mr. Benson is in wholesale lumber business; Mr. Clarkson is president of savings and loan company; Mr. Waddell is realtor.

KODE-AM-TV Joplin, Mo.—Seeks assignment of license from **WSTV Inc.**, owned by James S. Gilmore Jr., to **James S. Gilmore**, d/b as **Gilmore Bcstg. Corp.** Ann. May 1.

KTAT Frederick, Okla.—Seeks assignment of license from **W. C. Moss Jr.** and **David W. Ratliff**, to **Tillman Bcstg. Co.**, partnership made up of same principals. Ann. May 1.

KLBM LaGrande, Ore.—Seeks transfer 50.4% of all outstanding stock in **Inland Radio Inc.** from **Olive B. Cornett**, 17.4% to **Gordon L. Capps** (present owner of 40%) and 33% back to licensee corporation; total consideration $75,600. Ann. April 27.

KSRV Ontario, Ore.—Seeks transfer of control of **Inland Radio Inc.** from **Olive B. Cornett** to **Gordon L. Capps** (see application above). Ann. April 27.

KECK Odessa, Tex.—Seeks involuntary transfer of all stock in **Radio Industries Inc.** from **Ben Nedow**, deceased, to **Betty Nedow**, executrix of estate of Ben Nedow. Ann. May 2.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that March 7 initial decision which looked toward granting application of Quests Inc., for new am station to operate on 1600 kc, 1 kw, D, DA, in Ashtabula, Ohio became effective April 26 pursuant to sec. 1.153 of rules. Action April 30.

■ Commission determined that waiver of interim fm criteria adopted Dec. 6, 1961, is warranted in proceedings where initial decision was issued prior to that date, and that waiver as to six proceedings in this posture will have no appreciable effect upon pending fm rulemaking in doc. 14185. Accordingly, it waived criteria in following cases; (1) by decision, commission granted application of Peoples Bcstg. Corp. for new class B fm station to operate on 94.5 mc; ERP 20 kw; ant. height 238 ft., in Trenton, N. J.; condition. Comr. Craven not participating. (2) by orders, scheduled following proceedings for oral argument on May 25: Herbert Muschel, Independent Bcstg. Co., and New Bcstg. Inc., New York, N. Y.; The Bible Institute of Los Angeles Inc. (KBBI), Los Angeles, Calif., and Benjamin C. Brown, Oceanside, Calif.; also, by separate order, granted motion by Bonnie Brown to be substituted as applicant instead of Benjamin C. Brown, deceased, conditioned upon her filing more detailed current financial showing, Comr. Bartley dissented; G. Stuart Nixon, San Jose, Calif., and Franklin Mieuli (KHIP), San Francisco, Calif.; also, by separate order, granted petition by Mr. Nixon to reopen record to specify his new mailing address, and closed record; Robert E. Podesta and Marcella Podesta, Santa Clara, Calif. Action April 25.

INITIAL DECISION

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Burlington County Bcstg. Co., for new am station to operate on 1460 kc, 5 kw, DA-2, unl., in Mount Holly, N. J., and denying applications of Burlington Bcstg. Co. and Mt. Holly-Burlington Bcstg. Co., seeking same facilities in Burlington and Mount Holly, N. J., respectively. Action May 2.

OTHER ACTIONS

■ By decision, commission denied protest by Interstate Bcstg. Inc. (WQXR), New York, N. Y., and granted application of Patchogue Bcstg. Inc., for new am station (WAPC) to operate on 1570 kc, 1 kw, DA, D, in Riverhead, N. Y.; engineering condition. Chmn. Minow dissented and issued statement in which Comr. Hyde concurred. This is Court of Appeals remand case. Action May 2.

■ By memorandum opinion & order, commission denied petition by LaSalle County Bcstg. Corp. (WLPO), LaSalle, Ill., for reconsideration of that portion of Nov. 8, 1961 Decision in docs. 13102 *et al* which granted applications of Bloomington Bcstg. Corp. (WJBC), Bloomington, Ill., and Radio Moline, Inc. (WQUA), Moline, Ill., for increased daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N. Chmn. Minow not participating. Action May 2.

■ By memorandum opinion & order, commission denied petition by WPET Inc., for reconsideration of Nov. 1, 1961 decision which denied that portion of its application seeking authority to operate WPET Greensboro, N. C., nighttime with 5 kw. Decision granted that portion of application seeking increased daytime power of WPET on 950 kc from 500 w to 5 kw, with DA. Chmn. Minow concurred in result; Comr. Bartley not participating. Action May 2.

■ By memorandum opinion & order commission granted motion by New Mexico Bcstg. Inc., and enlarged issues in Santa Fe, N. M., tv ch. 2 consolidated proceeding to include, in event proof is established that any or all of three applicants would bring actual service to areas and populations not served by either or both of its competitors, determination of number of services, if any, presently available to such areas and populations. Action May 2.

■ By memorandum opinion & order, commission denied for untimely filing petition by Broadcast Bureau to enlarge issues in the am consolidated proceeding in docs. 14288 *et al* but, on own motion, added issue to determine interference which proposal of Storer Bcstg. Co. (WJBK), Detroit, Mich., would cause to proposal of Community Service Broadcasters Inc., Ypsilanti, Mich. Action May 2.

■ By memorandum opinion & order, commission denied petition by intervenor Frontier Bcstg. Co. (KFBC-TV), Cheyenne, Wyo., requesting that any grant of applications of Laramie Community Tv Co., for new tv translator stations in Laramie and Tie Siding, Wyo., be conditioned that Laramie not broadcast programs duplicating those broadcast by Frontier or, alternatively, to enlarge hearing issues in docs. 14552 *et al* to determine whether or not

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such condition should be imposed on grant to Laramie. Laramie Community proposes to rebroadcast programs from sources which would not duplicate programs broadcast by KFBC-TV; should Laramie Community in future file application proposing duplication of KFBC-TV programs, latter may again raise objections. Action May 2.

■ By order, commission directed parties to proceeding on applications of The Riverside Church for new class B fm station in New York, N. Y., and Huntington-Montauk Bcstg. Inc., for like facility in Huntington, N. Y., to file memorandum briefs by May 14 on questions presented by Court of Appeals order of March 9, 1962 remanding case to commission for further proceedings to consider effect on status of Huntington's application of its merger with Fifth Market Bcstg. Inc., and procedures to be followed in connection therewith. Chmn. Minow not participating. (On July 20, 1960, commission granted Riverside application and denied Huntington and, while Huntington's petition for rehearing was pending before commission, Huntington merged with Fifth Market without amending its application; thereafter, Huntington's petition for rehearing was denied, and Court, without deciding jurisdictional question, remanded appeal to commission.) Action May 2.

■ Commission scheduled following proceedings for oral argument on June 8: WDUL Television Corp. (WHYZ-TV), Duluth, Minn.; The Spartan Radiocasting Co. (WSPA-TV), Spartanburg, S. C.; and Palmetto Bcstg. Co. (WDKD), Kingstree, S. C. Action May 2.

Redding-Chico Tv Inc., Northern California Educational Tv Assn. Inc., Redding, Calif.—Designated for consolidated hearing applications for new tv stations to operate on ch. 9. Northern California Educational Tv Assn. would operate noncommercially. Action May 2.

KOEL Oelwein, Iowa—Designated for hearing application to increase daytime power from 1 kw to 5 kw, continued operation on 950 kc, 500 w-N, DA-2; made KRSI St. Louis Park, Minn., and KIOA Des Moines, Iowa, parties to proceeding. Action May 2.

Oakland Radio Station Corp., Oakland, Md.; Dennis A. and Willard D. Sleighter, Everett, Pa.; WCEF, Franklin Bcstg. Inc., Parkersburg, W. Va.—Designated for consolidated hearing applications Oakland and the Messrs. Sleighter for new daytime am stations to operate on 1050 kc in Oakland with 500 w, and Messrs. Sleighter with 250 w, and WCEF to increase power on 1050 kc, D, from 1 kw to 5 kw; made WBUT Butler, Pa.; WZIP Cincinnati, Ohio; and Federal Aviation Agency, parties to proceeding. Action May 2.

Routine roundup

■ On April 18, 1962, United States Ambassador at Mexico, D. F., and Mexican Minister for Foreign Relations exchanged notes constituting agreement which replaces United States-Mexico Vhf Television Agreement of 1951, as amended in 1952 and 1959, concerning allocations and use of vhf tv broadcast channels in area lying within 400 km (248.6 mi.) of common border.

■ By memorandum opinion & order, commission dismissed joint petition by KLGN Radio Inc. (KLGN), and Cache Valley Bcstg. Co. (KVNU) Logan, Utah, for reconsideration of Dec. 27, 1961 grant without hearing application of George Stuart Nixon for new am station (KSTW) to operate on 1300 kc, 1 kw, D, in Logan. Petition did not comply with secs. 1.11 and 1.191 as to form or timeliness. Action May 2.

■ By letter, commission denied petition by Eastside Bcstg. Co. for waiver of secs. 1.310 and 1.351 of rules, and dismissed its tendered application to move trans. of KNBX Kirkland, Wash., 9.5 miles southwest, to Seattle, and change station designation from Kirkland to Seattle, without prejudice to KNBX resubmitting both application and petition accompanied by proper exhibits and affidavits. Action May 2.

■ By letter, commission advised Televents Inc., that, since it has not indicated present intention to construct KLMC-TV (ch. 12) Lamar, Colo., nor shown existence of any reasons not under its control for failure to commence construction, hearing would be necessary on its application for additional time; afforded permittee 30 days within which to request hearing. Failure to request such hearing will result in dismissal of its application and deletion of cp. Action May 2.

■ By further report & order in doc. 14120, commission assigned ch. *18 for noncommercial educational use in Dalton, Ga., and deleted that commercial channel from Fort Valley, Ga., Murfreesboro, Tenn., and Burnsville, N. C., effective June 11. It did this on petition by Georgia State Board of Education for reconsideration of that portion of Feb. 6 report in this docket which switched, without replacement, Dalton's only channel (25) to Huntsville, Ala. Action May 2.

■ By memorandum opinion & order, commission granted petition by City of Camden to extent of designating for hearing its application to increase daytime power of WCAM Camden, N. J., from 250 w to 1 kw, continued operation on 1310 kc, 250 w-N in consolidated proceeding in docs. 14510 *et al.* with applications of Delaware Valley Bcstg. Co. (WAAT) Trenton, N. J., and Asbury Park Press Inc. (WJLK) Asbury Park, N. J. Chmn. Minow abstained from voting. Action May 2.

■ By memorandum opinion & order, commission denied petition by Rockland Bcstrs., applicant for new am station on 910 kc, 1 kw, DA, D, in New City, N. Y., to dismiss application of Capital Cities Bcstg. Corp. to change designation of WPAT from Paterson, N. J., to Jersey City, N. J. Rockland proposal is in no way prejudiced by WPAT application being on file to await consideration in proper turn and, should Rockland be aggrieved as result of interference from WPAT proposal or because of overlap of contours, this can be resolved when WPAT proposal is reached for consideration by designating latter from hearing and making Rockland party respondent. Action May 2.

■ By letter, commission (1) denied request by Radio Cuthbert for reinstatement with former file number BP-14603 its application for new am station on 1510 kc, 1 kw, D, in Cuthbert, Ga., and (2) re-accepted for filing as of April 11 its amended application with file number to be assigned reflecting latter date of acceptance. Action May 2.

■ Commission ordered Martin R. Karig to show cause why cp for WIZR Johnstown, N. Y., should not be revoked, and consolidated this matter with hearing on applications of Spa Bcstrs. Inc. (formerly owned 12½% by Mr. Karig and currently owned 35% by Kenneth H. Freebern, former business associate of Mr. Karig in that licensee), for renewal of license and change of operation of WSPN Saratoga Springs, from 900 kc, 250 w, D, to 1280 kc, 1 kw, D; Radio Station WRSA Inc. (owned 50% by Mr. Karig), for new station on 900 kc, 250 w, D, in Troy, for Genkar Inc. (of which Mr. Karig is vice president and has purchased or agreed to purchase 25.2% stock), for new station on 1230 kc, 250 w, unl., in Gouverneur. Consolidated hearing will be held in Saratoga Springs at time and place to be later specified. Action May 2.

■ By order, commission dismissed March 30 petition by South Florida Tv. Corp. for mod. of requirements pertaining to specification of definite trans. sites in connection with applications for tv station on ch. 10, Miami, Fla. Commission held that petitioner, being only a prospective applicant, has no legal standing and it would be inappropriate for commission to consider petition on its merits. Action April 25.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by WPOW Inc., and extended to May 1 time to reply to "Oppositions" to WPOW's petition to enlarge issues in proceedings on its application for renewal of license of WPOW New York, N. Y., *et al.* Action April 25.

By Chief Hearing Examiner James D. Cunningham

■ On own motion, continued May 2 prehearing conference to May 10 in proceeding on applications of Seven Locks Bcstg. Co. and Tenth District Bcstg. Co., for new am stations in Potomac-Cabin John, Md., and McLean, Va., respectively.

■ Granted petition by Hudson Bcstg. Corp., Reading, Pa., to dismiss, but with prejudice, its am application; application was consolidated in hearing in docs. 14425 *et al.* Action April 25.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau and extended from April 30 to May 14 time for filing proposed findings in proceeding on am applications of Virginia Regional Bcstrs., Chester, Va. Action April 26.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Potomac Bcstg. Corp. (WPIK), Alexandria, Va., for leave to amend its am application to show new DA system; application removed from hearing status and returned to processing line. Action April 25.

By Hearing Examiner Millard F. French

■ Upon request by Broadcast Bureau extended from April 27 to May 14 time to file proposed findings and from May 4 to May 21 for replies in proceeding on am application of Elbert H. Dean and B. L. Golden, Lemoore, Calif. Action April 27.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Higson-Frank Radio Enterprises and extended from April 30 to May 10 for filing proposed findings and from May 11 to May 21 for replies in proceeding on its application for new am station in Houston, Tex. Action April 27.

By Hearing Examiner Annie Neal Huntting

■ Granted request by La Fiesta Bcstg. Co. and continued April 27 hearing to date to be announced as soon as counsel can confer and advise hearing examiner of convenient date in proceeding on its application for new am station in Lubbock, Tex., *et al*; and scheduled further hearing for May 15. Action April 27.

■ Scheduled further hearing for May 23 in proceeding on am applications of Monroeville Bcstg. Co., Monroeville, Pa., *et al.* Action April 27.

By Hearing Examiner H. Gifford Irion

■ Granted request by WPOW Inc. (WPOW), New York, N. Y., and continued April 30 prehearing conference to May 7 in proceeding on its am application, *et al.* Action April 26.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau and extended from April 30 to May 4 time to respond to petition by Simon Geller to amend his application for new am station in Gloucester, Mass., *et al.* Action April 26.

By Hearing Examiner Chester F. Naumowicz, Jr.

■ Formalized by order certain agreements reached at April 30 prehearing conference and scheduled procedural dates in proceeding on am application of Don H. Martin (WSLM), Salem, Ind.; continued May 28 hearing to July 23.

■ Granted request by DeKalb Bcstg. Co. and extended certain procedural dates in proceeding on its application for new am station in Decatur, Ga.; continued May 15 hearing to May 29. Action April 30.

■ Continued May 2 hearing pending further order of examiner, and further ordered that parties shall advise examiner on or before May 4 as to results of their informal attempts to agree upon hearing schedule in proceeding on application of Bill S. Lahm for additional time to construct WRNE Wisconsin Rapids, Wis. Action April 26.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of May 1

KAMS(FM) Mammoth Spring, Ark. — Granted cp to change from class A station on 103.9 mc; ERP 310 w; ant. height 125 ft., to class B station on 95.1 mc; ERP 6.7 kw; ant. height 97 ft.; conditions.

WFIL Philadelphia, Pa.—Granted license covering installation of new trans. as auxiliary trans., and operation by remote control; condition.

WMUU Greenville, S. C.—Granted license covering installation of old main trans. at main trans. site.

WAEL Mayaguez, P. R.—Granted license covering installation of old main trans. as auxiliary trans. and operation by remote control.

WNBH New Bedford, Mass.—Granted license covering installation of old main trans. as auxiliary trans. at present auxiliary site.

WKTY La Crosse, Wis.—Granted license covering change in nighttime DA system and make change in ground system.

KOOK Billings, Mont.—Granted license covering installation of new trans.

WNAV Annapolis, Md.—Granted license covering use of present auxiliary trans. as alternate main trans. night and auxiliary trans. day.

K09AU Sula, Mont.—Granted cp to replace expired permit for vhf tv translator station; specify ERP as 11.85 w; type trans.; change type ant. and changes in ant. system.

KROS Clinton, Iowa—Granted mod. of cp to change type trans. and change trans. line.

WSLS Roanoke, Va.—Granted mod. of cp to make changes in DA pattern.

■ Granted licenses for following am stations: WPYB Benson, N. C.; KBLR Bolivar,

Mo.; WMNZ Montezuma, Ga.

■ Following stations granted mod. of cps to change type trans.: WNRG Grundy, Va., and WHBM(FM) Xenia, Ohio.

■ Following stations granted licenses covering increase in daytime power and installation of new trans.: WMAF Madison, Fla.; WCQS Alma, Ga.; WBHB Fitzgerald, Ga.; KLUK Evanston, Wyo.; WOPI Bristol, Tenn.; KGPC Grafton, N. D.

■ Following stations granted extensions of completion dates as shown: WAIM-TV Anderson, S. C., to Nov. 1; KATR Eugene, Ore., to July 2; KGRB West Covina, Calif., to Sept. 26; WBAL Baltimore, Md., to June 7; WOHI East Liverpool, Ohio, to July 2; KAHU Waipahu, Hawaii, to July 31; KELR El Reno, Okla., to Oct. 3; WJAQ Jackson, Miss., to Nov. 3; KDCE Espanola, N. M., to Aug. 2; WCHI Chillicothe, Ohio, to July 15; WSRW Hillsboro, Ohio, to July 2; WTLK Taylorsville, N. C., to Oct. 1.

Actions of April 30

La Veta Tv Assn. La Veta, Colo.—Granted cps for new vhf tv translator stations on chs. 7 and 9 to translate programs of KKTV (ch. 11) and KRDO-TV (ch. 13), both Colorado Springs, Colo.

■ Granted following stations renewal of license: KBZZ LaJunta, Colo.; KCMK(FM) Kansas City, Mo.; KGCA Rugby, N. D.; KGHF Puebla, Colo.; KGHI, KGHL-TV Billings, Mont.; KGMC Englewood, Colo.; KILO Grand Forks, N. D.; KLTF Little Falls, Minn.; KNOF(FM) St. Paul Minn.; KRIB Mason City, Iowa; KRNW(FM) Boulder, Colo.; *KSHS(FM) Colorado Springs, Colo.; KUDL Kansas City, Mo.; KVOR-AM-FM Colorado Springs, Colo.; KXLF Butte, Mont.; WACA Camden, S. C.; WDGY Minneapolis, Minn.; WGAP Maryville, Tenn.; WIL and auxiliary St. Louis, Mo.; WJOB and auxiliary Hammond, Ind.; WLIB and auxiliary New York, N. Y.; WNDA(FM) Huntsville, Ala.; WSM-TV Nashville, Tenn.; KAGE Winona, Minn.; KBTV(TV) (main and alternate main), Denver, Colo.; KGVO Missoula, Mont.; KPOF and auxiliary Denver, Colo.; KROC Rochester, Minn.; *KTSR(FM) Kansas City, Mo.; KWAD Wadena, Minn.; KWLC Decorah, Iowa; WFOX Milwaukee, Wis.; WIRK West Palm Beach, Fla.; WNOP Newport, Ky.; WPBC Minneapolis, Minn.; WPTH(FM) Fort Wayne, Ind.; WSFT Thomaston, Ga.; KO2XFP, Mid State Radio Supply Inc., Wenatchee, Wash.; KC2XLA, Itek Corp., Cambridge, Mass.

WPUP Southern Bcstg. Co. of Marianna Inc., Gainesville, Fla.—Granted acquisition of positive control by **John A. Dowdy** through purchase of stock from **Denver T. Brannen.**

KWBA Baystore Bcstg. Co., Baytown, Tex.—Granted acquisition of negative control by **David R. Worley** and **Hugh DeWitt Landis** through purchase of stock from **Cloyed O. Kendrick.**

WMUZ(FM), Ruth Marjorie Crawford, executrix of **estate of Percy B. Crawford,** deceased, **Detroit, Mich.**—Granted assignment of license to **William F. Eisemann,** administrator of **estate of Percy B. Crawford.**

KFNV, Miss-Lou Bcstg. Co., Ferriday, La.—Granted assignment of license to **George W. Wilson;** consideration $25,000.

K73AM Boonville and Philo, Calif.—Granted mod. of license to change primary tv station KCRA (ch. 3) Sacramento, Calif., to KRON-TV (ch. 4) San Francisco.

KBMO Benson, Minn.—Granted mod. of license to change studio location and remote control point.

KRNY Kearney, Neb.—Granted mod. of license to change main studio location and remote control point (location of fm and tv studios).

***KOAC, Oregon State College, Corvallis, Ore.**—Granted mod. of license to change name of licensee to **State of Oregon acting by and through the State Board of Higher Education.**

WFLY(FM) Troy, N. Y.—Granted mod. of SCA to change frequency from 32.5 kc to 67.5 kc.

K04CG Dove Creek, Colo.—Granted cp for new vhf tv translator station on ch. 4 to translate programs of KOB-TV (ch. 4). Albuquerque, N. M., via intermediate translator; condition.

WSIX-FM Nashville, Tenn.—Granted cp to install new trans.; condition.

K08DL Westport, Grayland, Copalis, Ocean Shores, Ocean City, and Ocosta, Wash.—Granted mod. of cp to change ERP to 70 w; trans. location to Saddle Hill, Gray Harbor County, Wash.; type trans.; make changes in ant. system; and specify principal community as Westport, Grayland, Ocosta, Ocean Shores and Ocean City, Copalis and Pacific Beach, Wash.

K04BT, K05BR Dunsmuir, Calif.—Granted mod. of cps for vhf tv translator stations to change ERP to 9.85 w; principal community to Dunsmuir, Castella and Mt. Shasta, Calif.; type trans.; and make changes in ant. equipment and system.

K09EK San Luis, Colo.—Granted mod. of cp for vhf tv translator station to change frequency to ch. 9; and type trans.

WYSL Buffalo, N. Y.—Granted mod. of cp to change type trans.

KCEY Turlock, Calif.—Granted mod. of cp to make changes in nighttime DA pattern.

■ Granted cps to replace expired permits for following vhf tv translator stations: K10AN, Heart Butte Tv Club, Heart Butte, Mont.; K11BR, K13BL, Grass Range Tv Club, Grass Range, Mont.; K07BN, K09AY, K12AU, Milestown Tv Club Inc., Miles City, and Yellowstone Valley between Forsyth and Miles City, Mont.; K09AT, Upper Piedra Tv Assn., Piedra Park (rural), Colo.

■ Remote control permitted for following stations: Lynne-Yvette Bcstg. Co., Albany, Ga., and WDBQ Dubuque, Iowa.

■ Following stations were granted extensions of completion dates as shown: WGET-FM Gettysburg, Pa., to Aug. 7; WJTN Jamestown, N. Y., to Aug. 1; KLZ Denver, Colo., to May 30; KNDE Aztec, N. M., to June 26; KFMB San Diego, Calif., to July 30: KFBC Cheyenne, Wyo., to July 26; WGSA Ephrata, Pa., to July 30; WMNI-FM Columbus, Ohio, to June 15; KEBR(FM) Sacramento, Calif., to May 31: WPAC-FM Patchogue, N. Y., to July 2; KFMB (auxiliary trans.). San Diego, Calif., to July 30; KFLY Corvallis, Ore., to Sept. 24; K08CN, K10CX, K12CK, Peoples Tv Assn. Inc., Ephrata, Soap Lake, Moses Lake, Larson Air Force Base, Wash., to Oct. 30; WMRO-FM Aurora, Ill., to Oct. 15, without prejudice to such further action as may be appropriate in light of decision of April 5, 1962, of U. S. Court of Appeals, D. C. Circuit, *In re ABC-Paramount, Inc. v. FCC,* case nos. 16264/16528.

Actions of April 27

WESH-TV Telrad Inc., Daytona Beach, Fla.—Granted acquisition of positive control of **The Pensacola-News Journal** by **John H. Perry Jr.,** individually, through merger of **The Post-Times Co. of Palm Beach** into **The Pensacola-News Journal Co.** and purchase of recapitalized stock of surviving corporation from **Farwell W. Perry** by The Pensacola-News Journal Co. and retired as treasury stock.

KWHW Altus, Okla.—Granted license covering increase in daytime power and installation of new trans.

KFOR Lincoln, Neb.—Granted license covering increase in daytime power and installation of new trans.

WTPA Harrisburg, Pa.—Granted cp to install trans. and maintain ant. as auxiliary facilities at main trans. site.

KMAP(FM) Dallas, Tex.—Granted cp to increase ERP to 20 kw; change ant. height to 120 ft.; install new ant.; redescribe studio and remote control location (same as trans.); remote control permitted.

WSMA Smyrna, Ga.—Granted cp to make changes in ant. system (increase height); condition.

KPRS Kansas City, Mo.—Granted cp to change ant.-trans. location and install new trans.; conditions.

KQRO(FM) Dallas, Tex.—Granted cp to increase ERP to 19.5 kw; change ant. height to 235 ft.; make changes in ant. system; and install new ant.

K09BG Basin, Mont.—Granted cp to replace expired permit for new vhf tv translator station; specify type of trans. and type of ant.; change trans. vis. power output to 1 w.

K07BM Boulder, Mont.—Granted cp to replace expired permit for new vhf tv translator station; specify type of trans. and type of ant.

K77BC Porterville, Calif.—Granted mod. of cp to change ERP to 91.0 w and type of trans. ant. for uhf tv translator station.

WISP Kinston, N. C.—Granted mod. of cp to change ant.-trans. location; change studio location; make changes in ant. system (decrease height) and delete remote control.

WCIN Cincinnati, Ohio—Granted mod. of cp to make changes in ant. system (eliminate one tower).

KSKI Sun Valley, Idaho—Granted extension of authority for period ending July 31 to sign-on at 7:00 a.m. and to sign-off at 7:00 p.m.

KPAS Banning, Calif.—Granted extension of authority for period beginning May 1 and ending Aug. 1 to remain silent.

KVOY Yuma, Ariz.—Granted authority for period ending May 31 to remain silent; condition.

KLYK Spokane, Wash.—Granted authority for period ending July 9 to remain silent; condition.

■ Granted cps to install new trans. to following stations: WPLM-FM Plymouth Rock Bcstg. Inc., Plymouth, Mass.; WCBY Straits Bcstg. Inc., Cheboygan, Mich.; KMNS Siouxland Bcstg. Inc., Sioux City, Iowa.

■ Granted mod. of cps to change type of trans. to following stations: WBTA Batavia Bcstg. Corp., Batavia, N. Y.; WJAQ Radio Mississippi, Jackson, Miss.

Actions of April 26

Sheep Mountain Tv Club, Terry, Rock Springs, and Cohagen, Mont.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of KUMV-TV (ch. 10). Williston, N. D., via intermediate translator.

WIRA-AM-FM, Indian River Bcstg. Co., Fort Pierce, Fla.—Granted renewal of licenses.

WAAY Huntsville, Ala.—Granted cp to install new trans.

WSJM St. Joseph, Mich.—Granted mod. of cp to change type trans.; condition.

Actions of April 25

WDOK-AM-FM, The Civic Bcstrs. Inc., Cleveland, Ohio—Granted transfer of control from **Transcontinent Tv Corp.** to **Northeastern Pennsylvania Bcstg. Inc.**

KWHI, Tom S. Whitehead, Brenham, Tex.—Granted assignment of license to **Tom S. Whitehead Inc.**

WABI-TV Bangor, Me.—Granted mod. of license to change main studio location (main trans. and ant. and auxiliary trans.).

WRVA-TV Richmond, Va.—Granted cp to change location of auxiliary trans. to main building; change in coordinates; no change in description, and delete auxiliary ant.

K02CK Cripple Creek, Colo.—Granted cp to replace expired permit and specify frequency as ch. 2.

K13EK Circleville, Utah—Granted cp to replace expired permit and specify frequency as ch. 13; type of trans.; type of ant. and changes in ant. system.

KONO-TV San Antonio, Tex.—Granted cp to install new auxiliary trans. at old trans. site (auxiliary trans. and ant.).

K03AY Ridgway, Colo.—Granted mod. of cp to change type of trans. and trans. vis. power output to 1 w.

K08CO Julesburg, Colo.—Granted mod. of cp to change ERP to 15.8 w; type of trans. and trans. vis. power output to 1 w.

K10EE, K06CO, K04CF Overton and Moapa, Nev.—Granted mod. of cps to change ERP to 6.75 w; frequency to ch. 10; type of trans.; and make changes in ant. system; to change ERP to 7.05 w; frequency to ch. 6; type of trans.; and make changes in ant. system; to change ERP to 7.1 w; frequency to ch. 4; type of trans. and make changes in ant. system.

WWUP-TV Sault St. Marie, Mich.—Granted mod. of cp to change ERP to 101 kw vis.; 51 kw aur.; ant. height 1210 ft.; make changes in transmission line and equipment.

K08AW, K10BF, K12BD Kooskia, Idaho—Waived sec. 1.323(b) of rules and granted cps to replace expired permit for new vhf tv translator stations.

K07BS Rogue River, Ore.—Granted cp to replace expired permit for new vhf tv translator station and specify type of trans.

K09AS Isabel, S. Dak.—Granted cp to replace expired permit for new vhf tv translator station and specify type of trans.

WAPA-TV, Ponce de Leon Bcstg. Inc. of P. R., San Juan, P. R.—Granted assignment of licenses to **WAPA-TV Bcstg. Corp.**

Keyes Tv Assn., Keyes, Sturgis area, and U. S. Bureau of Mines Helium Plant, Okla.—Granted cp for new vhf tv translator station on ch. 2 to translate programs of KFDA-TV (ch. 80) Amarillo, Tex., via intermediate translator.

■ WLOA-AM-FM Braddock, Pa.—Remote control permitted.

■ Granted cps to replace expired permits for new vhf translator stations: K13BC, Circle Tv Booster Club Inc., Circle, Mont.; K11BG, Beaverhead Community Tv Inc., Dillon, Mont.; K05AG, Star Valley Tv System Inc., Thayne, Wyo.

■ Granted change of remote control authority to following stations: WABI Bangor, Me., while using non-DA; condition; KLLA Leesville, La.; WZZZ Boynton Beach, Fla.

■ Following stations were granted extensions of completion dates as shown: K09CN, K09CO, K11CU, K11CV, K13CS, K13CT, Apple Valley Tv Assn. Inc., rural Monitor area, and rural Baker Flat, Wash., to Oct. 25; KTXT-TV, Texas Technological College, Lubbock, Tex., to Nov. 15.

Continued on page 109

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Salesman, with ideas, ready to take over management new East Coast single station market. $125 weekly base plus attractive commission. Box 702K, BROADCASTING.

General manager: General manager for midwest full time station. Perhaps you are a successful sales manager now looking for the next step. Multiple ownership with real opportunities. Box 749K, BROADCASTING.

Radio station WOLF, a top rated station in Syracuse, New York has opening for Assistant Manager. Young, and strong on sales. Call Manager, Harrison 2-7211. Fine opportunity for the right person.

Executive salesman, management experience, proven sales and promotion background. Full-time travel, protected localized territory. Residence in territory required; preference given residents of four available territories: Georgia-Florida-Alabama; New England; Texas-New Mexico; Illinois-Iowa-Missouri. Openings immediate. Personal interviews required. Extensive field training provided. Salary, commission—incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, pix; Community Club Awards, Westport, Connecticut.

Sales

Your best dollar potential is in booming Atlanta . . . Excellent facility . . . Great potential . . . Interested? Write Box 722K, BROADCASTING.

BALTIMORE—Good salary plus . . . For good salesman (Management ability) with growing multiple chain . . . complete resume to Box 805K, BROADCASTING.

Radio time salesman or salesman-announcer wanted. $100.00 weekly guarantee. Send complete details with references. Box 906K, BROADCASTING.

Florida, West Palm Beach. Excellent salary plus 15% commission and car allowance. Absolute minimum two years fulltime selling radio. Don't put your family through another miserable cold winter. Send complete resume to Box 910K, BROADCASTING.

W-WOW, Conneaut, Ohio. Salesman—unlimited possibilities. Commission plus . . . send resume, 1st letter. Experienced go-getter only.

Las Vegas, Nevada top station opening for aggressive salesman. Opportunity unlimited. Contact KLAS Radio, R. Fleming.

Experienced radio salesman wanted—WBIC, 540 kc, Long Island, N. Y. Salary plus commission—Call or write for appointment. PE 5-0540, 1 E. Main St., Bayshore, N. Y.

Salesman-Announcer with at least 2 years experience. Salary plus commission on all sales. Established Michigan daytimer with revolutionary new equipment to help increase sales income. Permanent position. Growing group operation. Contact J. F. Butler, Manager, WKLZ, Kalamazoo, Michigan.

$12,000.00 year guarantee, top salesman with radio promotional ideas, other benefits, contact . . . Walton Radio Chain, Box 1721, Monroe, Louisiana.

Choice positions, radio or TV sales and management, midwest and national. Better yourself—write Walker Employment 83 So. 7th St. Minneapolis 2, Minnesota. Free registration, professional service.

Help Wanted—(Cont'd)

Announcers

Announcer: DJ for fast moving modern radio. Experience important for strong midwest market station. Multiple owner operations with many opportunities. Box 750K, BROADCASTING.

Adult 5000 watter near New York City has opening for reliable and experienced announcer with potential. Advancement possibilities for creative man. Send tape, resume, picture and salary requirements to Box 775K, BROADCASTING.

Announcer. Pennsylvania station. Small market. Versatile, all around worker. Production experience helpful. Full resume, salary requirements first letter. Box 808K, BROADCASTING.

Top Chain continually on lookout for Top Airmen with format experience. Believable personality and Creativity important qualifications. To be considered send tape and resume to Box 834K, BROADCASTING.

Opening for Bright Morning-DJ at upstate New York 1,000 watter. $90 per week. Rush photo, tape and resume! Box 849K, BROADCASTING.

Now! Now! Bright, imaginative morning man wanted at number one modern New York state operation. Hurry—pic, tape and resume! $120 per week to start. Box 851K, BROADCASTING.

Creative c&w dj wanted for Northeast metropolitan market. Send tape, resume. Box 871K, BROADCASTING.

Growing Eastern major market modern radio group has immediate openings for experienced personalities and/or personality newsman. Modern radio experience is a must. As we grow you will have the opportunity to grow and advance with us. Send tape and complete resume to Box 886K, BROADCASTING.

Opening for two quality announcers. Top salaries on quality medium market station. Send air check tape—detailed information. Box 905K, BROADCASTING.

Wanted: 1st phone announcer. No maintenance. Send tape and resume to Glen A. Halbe, KCRB, Chanute, Kansas. Beginners considered.

Announcer-Salesman: To handle branch studio operation. Must have successful sales background and good air ability. Pays $500 to $700 or more monthly depending on ambition and ability. Wallace Stangland, Manager, KIWA, Sheldon, Iowa.

Adult announcer-salesman for the newest format in radio. Send tape, resume, photo to KVCW, Price Tower Studios, Bartlesville, Oklahoma.

Have immediate opening for first phone combo. Experience necessary. Send photo, tape and resume. WCTW-AM-FM, New Castle, Indiana.

Immediate opening for morning man, capable on news, sports and announcing. Send tape and resume to WDDY, Gloucester, Va.

WEOK, Poughkeepsie, N. Y., needs 1st ticket announcer. Heavy announcing, no maintenance. 75 miles from New York City. GRover 1-1500.

First phone-announcer for new daytimer just opened in Eastern Pennsylvania. Mail tape and resume to P. O. Box 115, Palmerton, Pennsylvania.

Bright sounding dj for 1000 watter between Rochester and Syracuse, New York. Rush tapes to Jerry Sherwin, WGVA, Geneva, New York.

Help Wanted—(Cont'd)

Announcers

We need a combination disc jockey-newsman for a small single station market. Ray Blomquist, WMAB, Munising, Michigan.

Need first phone announcer now! WMHI, Route 5, Frederick, Md. Good station . . . Good music . . . Limited commercials . . . surveyed #1. No maintenance . . . Salary open to experience. Rush tape, resume to above address now!

Good music community-minded station needs experienced mature voice. Above average salary. Personal interview necessary. WPVL, Painesville, Ohio.

Announcer . . . 1st phone . . . Immediate opening for expanding operation. Send tape and resume. WSWW, Platteville, Wisconsin.

Immediate opening for announcer with good music station. Possible tv exposure. Send air check tape and resume to WTAP, Parkersburg, West Virginia.

W-WOW, Conneaut, Ohio—experienced dj for vibrant progressive station. Tape, resume, photo, first letter.

Expanding staff—Dallas station, not top 40, has opening for top notch announcer with bright mature delivery. Some production experience desired. Send tape, picture, complete resume, and personal references. Box 919K, BROADCASTING.

Personality dj for middle of road pop and standard music format. Fast, tight production. Send tape, resume, photo. Tapes returned. WRIG, 529 Third Street, Wausau, Wisconsin.

Announcers and combo-men, get a better radio or TV job. 650 stations in midwest and nation. Free registration. Write today for application. Walker Employment, 83 So. 7th St. Minneapolis 2, Minnesota.

Technical

Sell and service broadcast equipment. Need engineers for local territories. Use spare time. Excellent commission arrangement. Quality product line. Box 781K, BROADCASTING.

Northern New Jersey station needs chief engineer, with AM-FM experience and fulltime announcer. Fully-paid pension plan—Hospitalization. For interview contact Box 826K, BROADCASTING.

Broadcast technician—Baltimore radio and tv station. 1st class preferred. Excellent opportunity. Box 888K, BROADCASTING.

Western Black Hills quality network affiliate has immediate opening for chief engineer who can do construction, some announcing and perhaps sell. He must be married, sober and like to work. This multiple ownership operation offers pleasant location, satisfaction, security and good pay. Salary open. Write, wire or phone manager, KASL, Newcastle, Wyoming. 746-2721.

Our Chief Engineer going in the Marines. Need a first phone combo man to take over in mid-May. Want a young energetic comer. Lots of new equipment to maintain. Write KYVA, Gallup, New Mexico, at once.

Help Wanted—(Cont'd)

Technical

Part time television engineer wishing to earn master's degree in communication arts. Tuition plus stipend. Boston University closed circuit operation. Write: Dean, School of Public Relations and Communications, 640 Commonwealth Avenue, Boston 15, Massachusetts.

There must be someone with a 1st class ticket and announcing experience who wants a good permanent job at a smooth-sound, daytime only station. Masculine or feminine applicants acceptable; must be able to read news intelligently. Send resume, tape and salary required to WCNL, Newport, New Hampshire.

Engineer-Announcer: 1st class license, to take full charge transmitter maintenance, few hours weekly light announcing. J. B. Dolzell, Manager, WGTN, Georgetown, South Carolina. No collect phone.

Wanted. First class engineer for chief and limited air work. Write WJWL, Georgetown, Delaware.

Good engineers and combo-men needed now in radio and TV. Write for Free application. Over 650 stations contacted. Walker Employment, 83 So. 7th St. Minneapolis, 2, Minnesota.

Production—Programming, Others

Program manager: Top station with both Nielsen and Pulse seeking program manager due to promotion. Must have background of rating success. Multiple ownership operation in midwest. Box 748K, BROADCASTING.

Production man—Need immediately! Outstanding "idea" man who can create, write, produce and announce selling commercials. Unusual opportunity to grow with outstanding Midwest Network affiliate—Rush resume, picture and tape samples to Box 831K, BROADCASTING.

Immediate position for: Energetic! Probing! Knowledgeable! Newscaster-Writer! at number one modern operation in upstate New York! Rush photo, tape and resume! Box 850K, BROADCASTING.

RADIO

Situations Wanted—Management

Manager, not flunky. 35, family, 15 years experience—$10,000.00. Box 727K, BROADCASTING.

Management team (husband and wife), currently owners of successful radio properties with local managers, are available to manage and invest in an additional property (New England—Mid-Atlantic States). Highest financial and business references are available. Box 752K, BROADCASTING.

Ex-Manager metro market, 10 years sales, programming, administrative experience, prefers southeast. Opportunity foremost, salary secondary. Box 853K, BROADCASTING.

Manager—strong personal sales. Twelve years management. Highest character and owner references. Responsible, qualified. Area $10,000. Box 854K, BROADCASTING.

Currently General Manager of regional station. Seeking association with growth minded owner. Outstanding record of National, Regional and local sales. Top references. Box 856K, BROADCASTING.

Radio-tv executive. One of nation's best. Outstanding 18 year record in station-sales management. Can produce top dollar in any market but prefer medium or small. Creative ideas to attract local and national clients. Top administrator. Extremely cost-conscious. 41, family. Excellent industry and personal references. Box 868K, BROADCASTING.

Top quality highly experienced manager—former owner and general manager top 60 market. Sales leader, heavy on promotion, character and ability stands full investigation. Could invest—married 38, excellent organizer prefer new operation. Box 877K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

I don't believe in rock and roll—I do believe in solid radio programming. If you have a radio property in the Eastern United States that needs a firm hand plus imagination and 20 years of radio background please contact me. Sales experience totals 7 years. Interested in progressive medium—large market. References exchanged. Box 882K, BROADCASTING.

Are you looking for a pro? With a top dj show? Have pd and md experience—production and first phone. A family man 32, what have you? Let's talk it over—call Springfield, Illinois, 217-529-2271, George Walton.

Put your radio station in hands of educated and experienced broadcaster who can provide you with a Modern-Adult station with Popularity and Prestige, built around a solid, substantial news department. Well versed in Programming, News and Commentary, Sales, Advertising, Administration, Finance, Engineering and FCC. 20 years experience—12 in management. Age 41, married, family and no skeletons to hide. Presently part owner and manager in city of 14,000. Want larger, fulltime market or present market size if interest is available. Presently in midwest but will consider all locations. Available this summer. Box 885K, BROADCASTING.

Manager—First phone, sales-programming. Seeking position in small or medium market. Experience, top references. Sales my business. Replies confidential. Box 887K, BROADCASTING.

Relocate by June 1. Seven years experience radio-tv. Five years manager, KAGE, Winona, Minnesota. College grad, family. Desire management, sales manager. Prefer chance to own percentage. Can make small investment. Frank Haas; Gilmore Valley Road, Winona, Minn. Phone 6133.

Late on top pop records? Does your competition have you beat on latest top 40 releases? Then be first, really first on your market. All labels? All artists. Mailings 3 times weekly. 10 day trial, no obligation. Write: T. R. Productions, 830 Market, San Francisco, California.

Sales

Steady salesman interested future community minded outlet building basic business. Box 790K, BROADCASTING.

Announcers

Disc jockey—newscaster, young experienced, seeking swinging sound, immediate availability. Box 703K, BROADCASTING.

Announcer—available May 21st thru September 9th. Three years experience and first phone. Box 742K, BROADCASTING.

DJ; tight board, experienced, resonate voice; veteran; willing to relocate. Box 744K, BROADCASTING.

Summer Replacement; Top market only. Can fill any need; 15 years experience: Personality dj, announcer, interviewer, station manager, pd and production head—Top markets. Previously #1 in million market. Demand good salary. Want out of NYC for a few months. Box 765K, BROADCASTING.

Top 40, personality dj; eight years experience. Family man. Looking for major market location. Box 776K, BROADCASTING.

Conservative announcer and/or program director. Strong on newscasting. Knows music, production. Excellent background. Prompt reply Box 785K, BROADCASTING.

Want rhythm and blues. Can hold both colored and white audience. Good R&B references. Box 829K, BROADCASTING.

Temporary top 40 Baltimore market. Want permanent top 40 any market. Box 830K, BROADCASTING.

Good announcer. Experienced . . . versatile, desires position where ability plus ambition determines future. Family man. Box 833K, BROADCASTING.

Announcer-DJ—Steady, dependable mature sound. Experience, married—Negro. Box 835K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Top 40 disc jockey. Good with production ideas. Wants a challenge. Three years experience. Has built strong listening audience. Excellent success with teens and young adults. Do you have a challenge? Box 836K, BROADCASTING.

Disc Jockey, Production, continuity, promotion. Experienced, polished professional, family man, excellent references. Box 838K, BROADCASTING.

Negro announcer will offer experience, personality, versatility, for solidarity anywhere. Box 843K, BROADCASTING.

1st class ticket man seeks technical position in radio or tv. Little experience—willing to learn. Can travel anywhere. Resume on request. Box 845K, BROADCASTING.

Experienced announcer-dj, great adult voice, 21, single. Country and western or good music. Want security—dependable. Prefer Southwest. References. Box 852K, BROADCASTING.

Attention Midwest top 40 outlets—personality dj desires permanent position with midwest top 40 station. Graduate of top broadcasting school, eight months experience. Tight board, good voice, authoritative news, dependable performance. Box 855K, BROADCASTING.

Want opportunity as sportscaster with play-by-play of any/all sports. Married, 32, MA degree, good voice, some newspaper experience. Player, coach, official in many sports for 16 years. Willing to do anything for opportunity in this field. Box 859K, BROADCASTING.

Experienced 1st phone versatile. Maintenance. Will consider summer relief spot. Box 865K, BROADCASTING.

Young top 40—dj looking for permanent position in medium market. Tight board, tape and resume on request. Available June 1st. Box 875K, BROADCASTING.

$$$$$$$$$$$$$$$$$$$$. Box 880K, BROADCASTING.

Negro announcer, dj, experienced good sound, authoritative news. Wants to settle. Married, college. Box 884K, BROADCASTING.

Five years experience — draft exempt — single—27 years old. Know music—can write copy—strong on news—looking for progressive station desiring permanent, sober announcer. Box 901K, BROADCASTING.

First phone—young, married, veteran 1½ years experience. Prefer top 40. Pops. Want permanence. Good references. Will relocate. Box 907K, BROADCASTING.

Mature, versatile, experienced. Network announcer. Family man. Distinct delivery. Adult music. Strong sales experience. Presently employed suburban New York. Air check available. Box 908K, BROADCASTING.

Summer only. Experienced 1st phone. Strong news, commercials, interviews. Transmitter watch ok. Box 909K, BROADCASTING.

Announcer, dj, experienced, tight board, bright happy sound. Authoritative news. Not a floater. Veteran, married. Box 883K, BROADCASTING.

Does your station need morning pick-me-up? Happy-go-lucky jock has good, clean fun, makes audience laugh. Not too happy-go-lucky to forget money. $175.00 minimum. Nine years overall experience radio and tube. 4 years top-rated morning show presently. Box 912K, BROADCASTING.

Disc jockey, announcer experienced, bright sound, married, not floater. Good tight board. Box 918K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Would like to put my 8 years AM, TV experience to good use. Deep voice, mature, quality work—classics, too. No formats. Sincere, straight forward, stable. $135 minimum. Box 921K, BROADCASTING.

Bright personality—Program, sales, copy versatility—seasoned entertainer—Announcing School graduate, wants suitable location. No FCC 1st license. Will learn! Box 922K, BROADCASTING.

Sounds just right through the night the sparkling way feminine dj. Box 924K, BROADCASTING.

Announcer — versatile, industrious and young. Can do dj shows and authoritative on news. Well trained. Robin Burns, 3090 N. Haussen Ct., Chicago 18, Illinois. MU 5-0287.

Available now—first phone—experienced married—family—for combo—or transmitter. Contact—Bill Cordell, 319 Bayview Drive, Georgetown, South Carolina. Phone 2168.

Attention Florida, California, Southwest. Announce—Program—Assistant Manager. 8 years announcing including sports and writing. Family—permanent. Bob Hott, WBLJ, Dalton, Georgia. BR 8-3300.

College student 21 and single. Soon to graduate. Major: Radio-Television. Experience in play-by-play sports and dj work. Desire steady position. Will present tape on request. Dave Lane, Baylor University, 328 Martin—Waco, Texas.

Announcer-newscaster, 42, stable, professional. College graduate. 15 years experience . . . some tv. Max Wadsworth, 734 E. 2nd St., Reno, Nevada.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

Technical

Engineer, 1st class, 2 years training, 6 months experience. Chief engineer, 5 kw daytimer. Prefer South Southeast. Box 847K, BROADCASTING.

First phone, 4 years experience AM transmitters, family man, desire permanent position in broadcasting. Box 848K, BROADCASTING.

Engineer-twelve years staff and chief—wants to relocate in San Bernardino, California vicinity. If you have an opening now, or in future, contact Box 861K, BROADCASTING.

Experienced radio & television chief desires to relocate. Prefer Midwest or Northwest. Box 862K, BROADCASTING.

Former field engineer for a well known consultant. Experienced in all phases of studio and transmitter engineering. Seeking a position as field engineer, working chief, or in construction and maintenance. Box 874K, BROADCASTING.

First phone and telegraph—11 years field service engineer (Radar, Radio and Industrial) 4 years marine radio officer. Some electronic sales. Age 33—Seeking good paying job. Box 889K, BROADCASTING.

Dependable, light experienced 1st phone with emphasis on engineering duties. Box 902K, BROADCASTING.

Chief Engineer, experience construction, maintenance, directionals and proofs, AM, FM. Box 911K, BROADCASTING.

Production—Programming, Others

Newsman — experienced reporter-writer-newscaster. 9 years radio, newspaper news, covering police, courts, education, politics, government. College. Interested radio and/or TV. Prefer east. Box 640K, BROADCASTING.

Newsman—13 years experience. Broadcasting, reporting, network newswriting. State Peabody award winner. Journalism degree. Married. Box 652K, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Top flight music director and first class air personality with wide knowledge of classical and finest pop music, presently employed, desires position as music or program director with progressive fine music station preferably in the west. 10 years in radio as announcer, continuity writer and producer, music librarian plus experience writing commercials and publicity and editing program guide. Finest references. Box 754K, BROADCASTING.

Top rated Chicago air personality seeks PD position. Eight years experience in all phases of Top 40 and "middle of the road" formats. Sharp—aggressive—married—college. Formerly Ass't PD million market. Highly recommended for PD spot. Personal interview. Box 800K, BROADCASTING.

Program Director-Announcer. Age 28. Married. 8 years in radio. Experienced in all phases of good music operation, including FM stereo. Box 818K, BROADCASTING.

Creative program director—announcer for adult music. Twenty years experience. Box 840K, BROADCASTING.

"Working Program Director—After 9 years as "Indian" near and in major northeast markets, am now ready to become "chief" in smaller city. Thorough knowledge all music formats, sweet to top 40, news preparation and presentation, sports, public service, production and promotion. 35, family, vet. 5 years present position in 8 station market. No tape speculators, only those interested in personal interview need contact. Available May 15." Box 858K, BROADCASTING.

Available immediately . . . Radio or tv continuity writer. Will travel. Complete details on request. Box 863K, BROADCASTING.

Major network football announcer. Metropolitan area only. Resume, air check first letter. Box 873K, BROADCASTING.

Radio Newswriter: Six years experience. Strong on local news. University grad, 34 and married. Write Gordon Gottlieb, 2956 N. 76th St., Milwaukee, Wisconsin, or phone Greenfield 6-9795.

TELEVISION

Help Wanted—Sales

Salesmen . . . If you're good at selling TV and are interested in moving up to a local sales manager's position I have such a job open if you can prove quickly that you're the man for it. Send full particulars and performance record first letter John Begue, Station Manager, WICD, Danville, Illinois.

New Fresno area independent television has immediate openings for three aggressive, creative salesmen. Air work optional. Extremely rewarding commissions and growth potential. Send photos and references to Harold Gann, Box 1321, Hanford, California.

Announcers

North Florida VHF television station looking for experienced, versatile staff announcer. Average base plus talent. Fine opportunity for the right man. Box 745K, BROADCASTING.

Newsman for tv and radio stations in midwest. Ability to gather, write, and present news is essential. Excellent opportunity to expand in news field with multiple ownership operation. Box 747K, BROADCASTING.

Need a good announcer for television. Experience in television not an absolute must. Will involve on camera and booth work. Send complete information, including picture, resume of experience, salary requirements and audition tape to . . . Box 738K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted—tv newscaster who can write, who can dig for news when necessary, who can do a newscast with authority, and who wants to make a place for himself in the area. We are adding, not replacing. Send complete information, picture, salary requirements, kine if possible, audio tape if no kine available to Box 739K, BROADCASTING.

Wanted: On-camera newsman with experience as a reporter-writer and able to use 16mm camera. Will be part of two city newscasting team. Please submit resume including salary requirements, recent photo and audio tape. Richard O'Neill, WICD, Danville, Illinois.

Immediate opening for experienced on camera announcer strong on news, weather and commercial presentation. Send photo, background information, references and audio tape to: Harry C. Barfield, WLEX-TV, Lexington, Kentucky.

Work both Radio-Tv. Require bright sound, good production, neat appearance. Good opportunity and fringe benefits. Interview required. Contact KAUS-KMMT-TV, Austin, Minnesota.

Technical

Wanted: Ass't Chief Engineer with switching and board experience to help with maintenance. NBC affiliate northwest. Box 913K, BROADCASTING.

Need TV Chief Engineer familiar with all phases construction and operation. Southeastern VHF. Send full details first letter. All replies confidential. Box 914K, BROADCASTING.

Channel 21, new indie has immediate opening for experienced maintenance technician. G. E. 1kw transmitter and 10w microwave. Above average salary for a competent, ambitious person. Send references and resume to Harold Gann, Box 321, Hanford, California.

Engineer with 1st phone to work all phases of engineering in tv station in Central South Dakota. Contact John Gort, C. E. KDLO-TV, Garden City, South Dakota.

Need transmitter operator, must have 1st phone license, no experience necessary. Also need one experienced transmitter engineer to work shift and do maintenance work on RCA TT-25-BL transmitter. Send picture and salary with first letter to Jerry E. Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

Immediate opening for Television engineers experienced in studio maintenance & operation. VTR experience desired. Permanent position with automatic salary increases. Send resume to Director of Engineering, WGVH-TV, Ch. 2, 25 Granby Street, Boston 17, Mass.

Immediate opening for tv technician experienced in studio maintenance and operation. Ampex VTR maintenance experience desired. Must be ambitious, dependable and have first phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Chief Engineer, WLAC-TV, Nashville, Tennessee.

Production-Programming, Others

Theater-television post: young man to teach tv courses, plus acting and directing courses, direct one play a year and help develop educational tv programs; good university background required; at middlewest men's university beginning September. Box 484K, BROADCASTING.

Wanted for future expansion. Video transmitter engineers, announcers, cameramen and projectionists. Box 632K, BROADCASTING.

Top VHF in northeast has opening for news director. Individual must have organizational and administrative ability particularly in regard to a tv operation. On-camera experience preferable, but not a prerequisite. Box 633K, BROADCASTING.

Television station in major Southwest market has opening for strong newscaster. Will consider solid second man ready to move up to major news slot. Send resume, sof or VTR audition to: Box 817K, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Two good jobs expanding Southwestern NBC-VHF in thriving 3-station medium market seeks (1) News Director for top air work and supervision of department and (2) Production Manager to oversee local operations including tape. Must be experienced, ready for this market, and not expecting an immediate fortune. Box 917K, BROADCASTING.

TELEVISION

Situations Wanted—Management

Don't confuse the forest for the trees. Hire an expert salesmanager. Box 806K, BROADCASTING.

Experienced station manager small or medium market available September 1st. Twenty years successful management radio and tv. Can work all phases except engineering. College graduate, family man. Wants permanent location with opportunity. $10,000 minimum. Box 869K, BROADCASTING.

Commercial Manager-Sales Manager—excellent television background. High production records of local and regional business. Will consider UHF or VHF. Box 878K, BROADCASTING.

Station Manager's assistant or business manager, 14 years experience, responsible family man, highest references, available immediately. Box 920K, BROADCASTING.

Sales

Experienced, successful research executive has the creative flair and instinct for good promotion that makes facts sing. Former newspaper columnist and big-agency copywriter—trained in the tough disciplines of serving blue ribbon clients. Hep in marketing—creative persuasive presentations have delivered billing totaling millions. Currently serving well-known research service. Formulates own plans, designs questionnaires for pretest, writes and delivers the final reports. Excellent boardroom and platform personality. Sense of humor, a hard worker, no ulcers. No tedious shotgun "resumes" at this point please—but full documentation and references upon meeting. New York area only. Box 210K, BROADCASTING.

I'm not just another salesman: I'm ambitious and have 12 solid years experience in television as production manager, agency, film sales. Presently employed but want move to local sales manager or salesman in metropolitan market, in mid-west or east. Box 916K, BROADCASTING.

AGENCY-ADVERTISER

Creative account executive 10 years experience: ad mgr & AE with major 4A agcy. Imaginative, versatile, good administrator —strong on merchandising & presentations. Know print, TV, films. Experience includes packaging, associations, appliances, outboard motors, juv. apparel—also drugs & cigarettes. Works well with people & budgets. Resume on request. NYC preferred. Box 837K, BROADCASTING.

Announcers

Thoroughly experienced TV and Radio announcer. Wants job with emphasis on TV and Radio news and commercials. Also interested in production and direction. Box 758K, BROADCASTING.

Experienced announcer wants to relocate in medium to major market. Have extensive radio-tv background which includes sports, news; Excellent on camera commercial delivery. Some directing. University graduate, married, late twenties. For information—write Box 828K, BROADCASTING.

Mature sports announcer. Excellent on camera presentation. Experienced play by play. College degree. Box 872K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

7 years radio, tv. 31. Reliable, white; working Oklahoma; dissatisfied. Box 876K, BROADCASTING.

$$$$$$$$$$$$$$$$$$$$$. Box 879K, BROADCASTING.

Technical

15 years experience all phases of radio and TV studio operation, programming, production. Prefer combination engineering and programming in medium Southeastern market but will consider other areas. FCC first class license. Box 786K, BROADCASTING.

Engineer, first class, experienced VHF-UHF-Radio maintenance and installation. Box 821K, BROADCASTING.

Chief Engineer or good Xmtr position. 12 years TV-AM experience, 6 as chief. Know RCA, Dumont, some GE. Available immediately. Box 825K, BROADCASTING.

Experienced 1st phone all around studio/xmtr. technician & booth announcer. Will consider summer relief spot. Box 864K, BROADCASTING.

Television transmitter engineer. Supervisory or operator. Ten years experience. West Coast preferred will consider other locations. Sound reason for changing positions. Technical education. Box 152, El Dorado, California.

Production-Programming, Others

Radio-TV newsman, 6 years. Experienced in reporting, writing, broadcasting. Box 801K, BROADCASTING.

Director-producer, 38, wants challenging job with progressive station. Can offer abundance of creative ideas—11 years experience with major station in large Midwest market. Box 832K, BROADCASTING.

Sports Director, former News Director, desires change, either television or radio. Family. Box 842K, BROADCASTING.

TV director—5 years of live remote network commercial and VTR experience. Available in 30 days. Will travel. Personal interview, resume and photo upon request. Box 857K, BROADCASTING.

TV Artist—B.F.A. Degree, Advertising design. Eleven years experience visual communications, creative design, etc. Good understanding black and white, design, graphic arts, photography. Dalton Moore, 221 Fairfield St., St. Albans, W. Virginia. Phone 727-1105.

FOR SALE

Equipment

Western Electric 503 B-2 FM 1kw transmitter. Best offer takes. Box 741K, BROADCASTING.

1000/250 watt AM transmitter. Used only three months. First cash offer over $3300.00 takes. Box 782K, BROADCASTING.

Jerrold 704 calibrated field strength meter and Heath Kit Laboratory Signal generator; best offer above $175.00 takes both. Disc-cutting machine with Audax inside out lathe for best offer or trade for broadcast quality 3 speed turntable; you pay freight. KATI, Casper, Wyoming.

RCA Model 66-A Modulation monitor $200.00 RCA 311-AB Frequency monitor on 1340KC $450.00. Both for $625.00. In good operating condition with tubes and manuals. Crating and freight F.O.B. KATL, Miles City, Montana.

Ampex 600 Tape Recorder. Perfect condition. Rack mount or with portable case . . . $300.00 —WCRA, Box 568, Effingham, Illinois.

Model 66 RCA modulation monitor. Good condition; FCC approved—$175.00. KFRO, Longview, Texas.

For Sale—(Cont'd)

Equipment

Presto A-93 recording amplifier, Rek-O-Kut B16H turntable, Rek-O-Kut M-5 lathe with Audax head. Wayne Owens, KSOK, Arkansas City, Kansas.

Sale! All equipment to put 250-Watt AM station in operation! Everything from tower to mop and pail! All nearly new. Take $20,000 quick sale or consider any reasonable offer. Inventory available. Rex Koury, Station KVNI, Coeur d'Alene, Idaho. MOhawk 4-2196.

Gates BC-250GY 250 watt transmitter in excellent shape complete with one set of spare tubes and wired for remote control. KWLC, Decorah, Iowa.

Now available—tremendous savings. 25 kw notch diplexer Alford Model 1052. Used one year. Ch. 11. RCA vestigial sideband filter RCA MI19085AH Ch. 11. 50 kw diplexer RCA MI19394. 1200′ Teflon 3-1/8″ coax complete with hangers and connectors. 4 6-1/8″ spring line hangers. TS-10A RCA video switcher. 2 RCA high voltage transformers for RCA 25 kw transmitter. WLUK-TV, Green Bay, Wisc.

For Sale. W.E. 504B2 FM 3 k.w. transmitter. W.E. 5A FM monitor. 37M4 Collins 4-bay antenna 280 ft. 1⅝″ Andrews Coax, elbows, hangers and miscellaneous fittings. All tuned ready to operate on 102.7 m.c. Contact Henry Fones, C. E., WDIA, Memphis, Tenn.

ERCO type 500-T FM exciter 15 watts at carrier or ½ carrier frequency. Includes 1 67 k.c. sub carrier, second can be added, 3 years old. Cost, $4700; excellent condition. Will consider reasonable offers—WGLI, Babylon, N. Y.

New & Used towers—3 self-supporting 300 ft. FM-TV-AM. Ace High Tower Erector Co. Greenville, North Carolina.

250 watt AM transmitter—RCA 250L. Good condition $595.00. Bauer Electronics Corporation, San Carlos, California.

Tapes. 1200′ 99¢; 1800′ $1.29. Free catalog. Box 3095, Philadelphia 50.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 31, Temple, Texas.

Thermometer, remote electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-9258.

For Sale: Berlant Concertone automatic receiver, BAX 1. Needs syncrhonous drive motor. Tape portable recorder. Needs drive wheels. Best offer takes. WCHB, Inkster, Michigan.

16mm Reversal Film Processor—Aiglonne, Model America—Automatic daylight Film processing up to 1400 feet per hour, threads itself automatically, high speed solution recirculation, replenishing system, temperature controls, impingement, drying, etc.—new condition. $2500 plus freight. WHO-TV Des Moines, Iowa.

Unused transmission equipment 1 5/8″ Andrews, 51.5 OHM Teflon Line, $40.00 for 20′ length; ⅞″ ditto, 90¢ foot; 6 feet. **Dishes with hardware, $150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices.** Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

For Sale—(Cont'd)

Equipment

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

Wanted for cash—used water cooled tubes. Types: 892, 6333, 5606, etc. In good condition or surplus new tubes. Advise type, quantity, condition, make and price. Electronic Laboratories Supply Co., 7208 Germantown Ave., Philadelphia 19, Pennsylvania. Phone Chestnut Hill 8-2700.

Wanted—G.R. Monitor, RCA Filterplexer, Antenna for UHF Channel 36. Have monitor and filterplexer for Channel 19. WMVS, Milwaukee, Wisconsin.

WANTED TO BUY

Stations

Management team (husband and wife), currently owners of successful radio properties with local managers, are available to manage and invest in an additional property (New England-Mid-Atlantic States). Highest financial and business references available. Box 753K, BROADCASTING.

Experienced program, news, play-by-play sports director desires interest in full time operation. Box 846K, BROADCASTING.

Fla. Only! Small station preferred. 1 station market, but not essential. Terms desirable. Please give full particulars. No brokers! Box 867K, BROADCASTING.

Wanted—small market station or controlling interest in medium market. $15,000 to invest and 22 years experience in broadcasting. Box 870K, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics. 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

Instructions—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting May 9, July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be a Disc Jockey. Learn announcing & engineering—FCC 1st class license. Nation's leading D.J.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio, Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

We Guarantee increased ratings with fantastic Lange (one)—Liners! Demonstration record free! Lange, 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

BUSINESS OPPORTUNITY

Investors—Capital wanted for new Miami Beach, Florida maximum power full-time radio station. Contact Box 762K, BROADCASTING.

RADIO

Help Wanted—Sales

BROADCAST
SALES ENGINEERS
WANTED

Immediate opportunity for sales engineers to manage broadcast equipment sales in the following territories:

Midwest States

Middle Atlantic States

The main requirement is a broad background in radio, combined with some sales experience. Also, must be aggressive, responsible, and with a deep desire to sell equipment. Excellent starting salary with an attractive incentive program and all travel expenses paid. Become part of the dynamic expanding sales organization of a nationally known Midwest broadcast equipment manufacturer. Send resume immediately to Box 881K, BROADCASTING.

Announcers

MAJOR EASTERN METRO MARKET

Opportunity for creative, mature personality (with accent on personality) for Wake Up show on station with "middle of road" format. Send tape, complete resume, minimum salary requirements, immediately. Replies confidential.

Box 860K, BROADCASTING

Help Wanted—(Cont'd)

Technical

OVERSEAS OPPORTUNITIES
EUROPEAN AREA

RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given. Submit experience and earnings to

Box 841K, BROADCASTING

RADIO

Situations Wanted—Management

GENERAL MANAGER

At present operating combined TV and radio property. Want to devote full efforts to either TV or radio management. Extensive experience. Prefer dry climate but will consider all areas. Box 866K, BROADCASTING.

SELLING GENERAL MGR.
AVAILABLE

15 years successful background in Broadcasting with accent on *sales* after career as Program Director and air personality. Currently head man of small group with stations in major and minor markets. Available for general managership of strong major facility or can make small investment of money and large investment of time to operate and live with your absentee owned station.

Interviews at your convenience in NYC, Dallas or San Francisco. If interested please reply:

Box 923K, BROADCASTING

Production—Programming, Others

ROD RODDY Ex Storz—ABC—Westinghouse personality available for short term major market vacation engagements starting May 1 after closing in Chicago. This summer hire a name, the cost is the same, contact ROD RODDY "RADIOS PORTABLE PROFESSIONAL."

Box 890K, BROADCASTING

NEWSMAN

Young, experienced, newsman with college degree in radio & TV available for staff of top-notch news dept. in major market.

Box 915K, BROADCASTING

MISCELLANEOUS

MOVING?
SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, worksaving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

Colorful
RADIO MARKET SHEETS
and **COVERAGE MAPS**
Address Radio Dept. on your letterhead for FREE information and samples.
EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

INSTRUCTIONS

FIRST PHONE IN 6 WEEKS
Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned classrooms. American Academy of Electronics. 303 St. Francis St., Mobile, Alabama.

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Detroit School of Announcing and Speech are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right person for your staff. There is no charge for this service. Write

DETROIT SCHOOL OF ANNOUNCING AND SPEECH
138 Duffield, Detroit 1, Mich.

FOR SALE

Stations

TEXAS SOUTH PLAINS
Top daytimer, single station market, ideal for owner-operator. Billing $60,000; priced at $77,500. Terms. Excellent facilities, growing market. Good earning record.
Box 839K, BROADCASTING

For Sale—(Cont'd)

Stations

NEVADA

Top fulltimer in a top Nevada market. $150,000 plus potential. No money down to buyer who will loan corporation $50,000. Attractive price and terms.

Box 904K, BROADCASTING

Ala	single	daytimer	$ 85M	terms
Ky	single	daytimer	75M	$29M
Fla	medium	fulltime	275M	$110M
Ga	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHMENT 1946
Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

Tex. metro regional, absentee owned, 1961 cash flow $60,000. $250,000 with $50,000 down—Tex. major FM. $75,000 with 10% down—Tex. regional single $70,000—Tex. f.t. single $70,000—Tex. medium f.t. $160,000—Ark. medium regional $150,000—Ark. regional single $78,750—Ark. major f.t. regional $180,000—La. regional single $45,000—Colo. regional single $50,000—Okla. single, making money $95,000—Tenn. major power, billed over ¼ million yrly past several yrs. $350,000 23% down—Ga. regional single $50,000—Ga. regional single f.t. $75,000 with $15,000 down—Fla. f.t. single $45,000 with $10,000 down—Fla. medium regional $95,000—Fla. medium f.t. power $175,000—Fla. medium regional $145,000—Miss. single $45,000—Tex. major regional $200,000, just $25,000, bal. 10 yrs. no interest! Contact:
PATT McDONALD CO.
Box 9266—GL 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

CALIFORNIA. Full time. Medium market. $18,000 down.
ROCKY MOUNTAIN. Daytime. Absentee owned. Gross $100,000 in 1961. Asking $150,000. 29% down.
ROCKY MOUNTAIN. Full time. Absentee owned. Gross $42,000. Asking $55,000. Terms.
SOUTHEAST. Absentee owned. $5,000 down. Asking price $70,000.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Continued from page 103

Actions of April 24

KOAP-FM Portland, Ore.—Waived sec. 3.261 of rules and granted authority to operate Monday through Friday only, remaining silent on Saturday and Sunday, for period ending July 31.

KBCO(FM) San Francisco, Calif.—Granted extension of completion date to July 10.

■ Granted cps for following new vhf tv translator stations: Town of Grand Lake on chs. 11 and 13, Grand Lake, Colo., to translate programs of KTVR (ch. 2) and KOA-TV (ch. 4) both Denver, Colo.; Spray Community Tv Inc. on chs. 3, 7 and 10, Richmond, Spray, and Twickenham, Ore., to translate programs of KOIN-TV (chs. 3 and 6), ch. 3 via intermediate translators, Portland, Ore.; conditions on all; McArtor & Sutton Tv on ch. 3, Chappell, Neb., to translate programs of KSTF (ch. 10) Scottsbluff, Neb.

License renewals

WKVM, American Colonial Bcstg. Corp., San Juan, P. R.—Granted renewal of license. Chmn. Minow dissented. Action May 2.

Rulemakings

■ Commission invited comments by June 11 to proposal to amend its rules (part 4, subpart E) to permit simultaneous operation of two trans. on single studio-trans. link channel for transmitting stereophonic programs from studio to trans. of fm station. Transmission of "stereo" requires two aural signals. Where wire lines are employed, this poses no problem. In cases where fm station relies upon radio circuit to link its studio and trans. some difficulties have been encountered. Rules prohibit use of more than one channel for STL operation. However, method of operating two separate STL trans. on single STL channel seems practicable. Action May 20.

■ Following application is mutually exclusive with application of WHDF Houghton, Mich. for renewal of license. Thus, in order to expedite action on these applications, commission on its own motion waived sec. 1.354(c) of its rules in order that WMPL application may be placed at top of processing line.

BP-15410: WMPL Hancock, Mich., Copper County Bcstg. Co. Has: 920 kc, 1 kw, D. Req: 1400 kc, 250 w, 1 kw-LS, unl.

■ By commission action March 16, 1962, license of KLFT Golden Meadow, La. (1600 kc, 1 kw, D) was revoked effective April 16, 1962. On April 13, 1962, commission by board action stayed effective date of revocation until June 15, 1962. Since this station was only local broadcast station serving Golden Meadow, commission has waived sec. 1.354(c) of its rules to permit early consideration of following application.

BP-15478: NEW Golden Meadow, La., John A. Egle. Req: 1600kc, 1kw, D.

Accordingly, notice is hereby given that on June 4, 1962, preceding applications will be considered as ready and available for processing, and that pursuant to sec. 1.106(b) (1) and sec. 1.361(c) of commission rules, application, in order to be considered with these applications or with any other application on file by close of business on June 1, 1962, which involves conflict necessitating hearing with these applications, must be substantially complete and tendered for filing at offices of commission in Washington, D. C., by whichever date is earlier: (a) close of business on June 1, 1962 or (b) earlier effective cut-off date which these applications or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to sec. 1.359(i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Adopted April 25.

PETITION FILED

Sec. 3.606: Antilles Bcstg. Corp., San Juan, P. R. (4-24-61)—Requests amendment of rules so as to add following assignments for communities located in Puerto Rico:

	Present	Proposed
Mayaquez, P. R.	3+, 5—	3+, 5—, 16
San Juan, P. R.	2+, 4—, *6+	2+, 4—, *6+, 19
Ponce, P. R.	7+, 9—	7+, 9—, 22

a new American Ace

When the sky was first used for war, the job of aerial interception could be handled by daredevil youths with 30 caliber machine guns and canvas-covered biplanes. Today, interception is a job that has to be handled by a different kind of Ace, a machine that is half electronic brain and half bomb—the Nike-Zeus. It's a supersonic Ace that can intercept an airplane or a missile traveling at thousands of miles an hour. To build it, American missile men needed a light but exceptionally strong metal for the motor case. United States Steel research scientists provided the material—an alloy steel rolled into wider, longer, *thinner* sheets than any ever rolled. In a new process called "sandwich rolling" the alloy steel is placed between two heavier plates of carbon steel, heated, then rolled into the strong, lightweight sheets needed for a missile's skin. This is one example of why steel is the most vital material in our growing missile program. *America grows with steel.*



USS TRADEMARK **United States Steel**

OUR RESPECTS to Joseph Stamler, vp, general manager, WABC-TV New York

Contribution to the community is the first consideration

A five-year plan may be old hat in world economics. But in television, a business of sudden change, it's worth watching. This is true especially when the market involved is Greater New York, the world's largest.

The author of this particular plan is Joseph Stamler, vice president of ABC and general manager of the network's WABC-TV New York. The objectives were laid down about three years ago (August 1959) in the office of a top AB-PT executive. Mr. Stamler, then newly appointed as general manager of WABC-TV and elected to a vice presidency, told the ranking officer of the company that the objective was threefold:

To make ch. 7 New York (WABC-TV) No. 1 in (1) contribution to the community (*i.e.*, in station image); (2) ratings, and (3) company earnings.

This would be a tall order for most men. But Joseph Stamler, a New Yorker raised on the East Side, is a competitor—in business as well as on the athletic field. He was a middleweight boxer in college, and he still works out at the nearby YMCA once each week.

Mr. Stamler was born Sept. 2, 1923, and had completed two years at the City College of New York, when World War II interrupted. He flew A-26 attack bombers, as well as B-24s and B-25s in the Pacific Theater. He later took a tour of duty as a personnel officer, spending four years in all in the Air Corps.

At Sampson College in Geneva, N.Y., Mr. Stamler majored in advertising, and in February 1949 he graduated from Syracuse U. (to which he had transferred in August 1947) with a bachelor's degree.

It Rained Dollars ▪ While at Syracuse, Joe Stamler and two other students were partners in their own agency. Campus Information & Services dealt in promotion, research and advertising for clients in the area. He recalls selling radio announcements at Christmas time for 25 cents each (10-word greetings) that were placed on the air four or five days a week. They worked on a commission basis.

Then there were the chemical warfare covers—two gross of them from war surplus—which they planned to sell to football spectators to protect them from the rain. The only trouble was that Syracuse football that year had a dry season and the three were "piled up" with covers. But then came the big Colgate game and also—to the partners—a blessing in the form of heavy rain. The covers they had purchased for about 12½ cents each sold for about 50 cents per person.

Mr. Stamler dryly calls this a lesson in "supply and demand," and he adds: "I learned about the importance, too, of pre-testing and market research." The window-faces of the covers would cloud up from breath and viewing was hopeless until someone discovered how to punch a hole through the window and everyone followed suit. That pre-testing failure but commercial success made the newspapers.

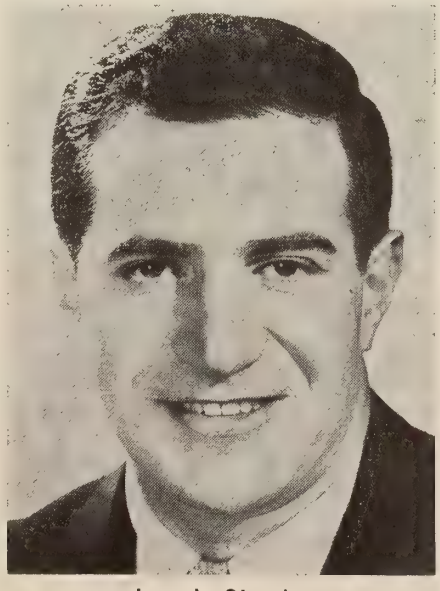
After college, Mr. Stamler stayed on with WNDR Syracuse, for which he had sold some time, as a regular local salesman. A year and a half later (1951) he became sales manager at the ripe-old age of 26. In August 1951, he joined WMGM (now WHN) New York as a salesman. In the meantime he had married: the former Ruth Greene of Jersey City, and also a Syracuse student, became Mrs. Stamler in December 1950.

The Stamlers, who live in Port Washington, Long Island, have two sons, ages 10 and 8, and a daughter, 4.

After two years of selling at WMGM, Joe Stamler, a man of imagination, created a double-threat in the air: he sold sky-writing and radio time in combination.

He sold radio spot and in the package deal, via Skywriting Corp. of America, the advertiser could get both radio exposure and sky-writing at the cost of radio alone. Canada Dry bought in and some local accounts signed, but the plan never got too far off the ground. The reason: "Undercapitalized."

Joins WABC-TV ▪ In May of 1953, Mr. Stamler joined the sales staff of WABC-TV. He was its sales manager by 1955, and on Dec. 8, 1958, he assumed his present position.



Joseph Stamler
An able competitor

In Mr. Stamler's opinion, there's a cumulative effect in heads-up broadcasting. He speaks, for example, of the station's "youth project" as a highpoint of the years he's been manager of WABC-TV.

The purpose of the project, he says, is to "improve the mental, moral and physical climate" for the youth on whom the future of the nation depends.

This effort has included *Expedition! New York* essay contests in connection with that program, high school sports events, jobs for high school youngsters and script competitions.

But, he says, it's not just what you do—it's how you do it. He is careful to stress the importance of scheduling of such programming properly, carrying it when it should be carried, even though less salable or commercial than other matter. In fact, he says, WABC-TV carried a total of $2.7 million in free air time in 1961—a record for the station.

The Plan Takes Shape ▪ Add to this the 19-week, Mon.-Fri. coverage of the Eichmann trial which cost some $35,000 in advertising and promotion beyond the out-of-pocket and above time costs, and aside from pre-emptions, and you have that image-building which is Part 1 of Mr. Stamler's five-year plan.

Here's how the other two parts are shaping up: 1961 was WABC-TV's highest earning year and sales and earnings continue to climb. As for ratings, Mr. Stamler can cite them in detail.

As a man who takes pride in growth and stature in such community projects, he's just announced still another expansion: a newly created plans board that will provide liaison among sales, programming, business affairs, research and advertising services.

Overnight camping trips with his two boys, community service, able service in industry-advertising trade groups and ability to talk c-p-m as well as public service, almost complete the picture of Joseph Stamler.

But not quite. A year ago during a railroad strike, Mr. Stamler commissioned a speedboat captain, who'd often taken him fishing or water-skiing, to carry him from Port Washington through Hell's Gate and up the East River to 23d St. The trip took 35 minutes, "moving quickly despite debris and strong waves"—or six minutes better than by railroad, Mr. Stamler says.

Paper bullets

IF you thought that newspapers played rough before, wait till you see what they're up to now. Their sales arm, the Bureau of Advertising of the American Newspaper Publishers Assn., is seeking a 29% increase in its dues revenues (BROADCASTING, April 30), and you have one guess as to how they plan to spend the money.

The bureau has named a few of its targets, notably Procter & Gamble, television's biggest customer. By coincidence, elsewhere in this issue we can offer a virtually complete target list. These are spot television's top 100 advertisers. Add to them the few leading network spenders who are not also in spot's top 100 and you have the primary accounts that the newspapers are gunning for.

The Bureau of Advertising already is spending almost twice as much ($2.2 million a year) as either the Television Bureau of Advertising ($1.1 million) or the Radio Advertising Bureau ($1.2 million), or almost as much as TvB and RAB together. It is inconceivable that with $630,000 more in their war chest the newspapers will fail to win some defections from the broadcast media, at least until experience has shown that radio-tv do better jobs. And although their first targets may be television, it is inevitable that radio will come under the gun, too.

Television and radio have one advantage which makes it understandable that newspapers have to spend more to make sales: radio and tv are much more efficient advertising media. But when the newspapers' sales outlay more than matches radio's and television's combined, a real scramble for the advertising dollar is certain. Broadcasters had better shore up the ramparts and get ready for the biggest donnybrook they've faced.

Fatal five-year plan

AT its annual meeting the American Assn. of Advertising Agencies was given a piece of intelligence that confirmed what a lot of advertising men have suspected but have been reluctant to say for fear of being branded extreme reactionaries. The AAAA was told that a high official of the government had predicted that advertising would be the "most regulated industry in the U. S. in five years."

The deliverer of the intelligence was Marion Harper Jr., chairman of the AAAA and president of Interpublic Inc. Mr. Harper was quoting a remark made by J. Kenneth Galbraith, U. S. ambassador to India, during a private conversation with Mr. Harper (AT DEADLINE, April 30).

Because of the background and present status of the man who made it, Mr. Galbraith's remark takes on alarming significance. As a Harvard professor, Mr. Galbraith often criticized advertising as a wasteful drain on the economy. Now on leave from his Harvard job, Mr. Galbraith is a trusted member of the Kennedy inner circle. His appointment to the sensitive post of emissary to India was a mark of the esteem in which he is held. If the prediction he made to Mr. Harper were not a statement of government policy, it was the next thing to it. At the very least it must reflect an attitude with which the policy-making centers of the administration are in sympathy.

Analyzed in context with actions that have been taken since the Kennedy administration came to power, the Galbraith remark is not at all surprising. From all the executive departments and administrative agencies that have any regulatory power over advertising or advertising media, the industry has been subjected to mounting pressures.

To readers of this magazine the FCC's intensifying program of harrassment of radio and television is familiar.

Coincidentally, but not by coincidence, the Federal Trade Commission has extended its surveillance and tightened its controls over advertising, advertisers, advertising agencies and advertising media.

The Post Office Dept. is trying its best to get Congress to raise the mailing rates for magazines, newspapers and some kinds of direct mail advertising. Publishers and direct mail advertising companies have submitted projections showing that the mailing cost increases would be fatal to some operations and damaging to almost all.

The Internal Revenue Service has already ruled out some kinds of institutional advertising as deductible business expense. The tax bill that the administration is now urging on the Congress would add to the restrictions on advertising by formalizing, in law, some of the IRS rulings that have stretched the present law at least to the limits of its elasticity.

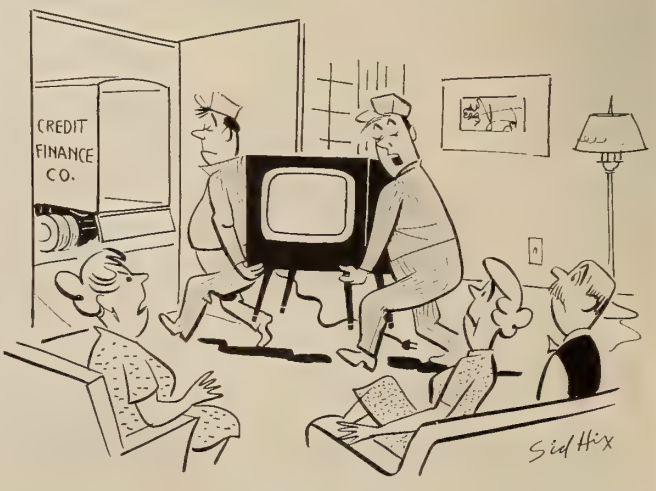
The evidence of action proves that the administration is operating from a basic belief in Mr. Galbraith's theories of advertising wastefulness. When Mr. Galbraith made his remark to the chairman of the association that includes most of the country's biggest advertising agencies, he wasn't really passing on a confidence. The only real news in his statement was that the administration had set a deadline of five years in which to achieve its goal.

Etv's federal windfall

THE $32 million federal aid bill that President Kennedy signed last week ought to provide the push for a tremendous expansion of educational television facilities. It is all to the good that the non-commercial, educational system now has so promising a future.

This ought to provide a network of educational outlets covering all the population centers of the country. The question that will then confront the educators is where to get the substantial money that will be needed to program so extensive a physical system. By that time we must hope that sources of continuing revenue will be developed among state and local school systems and private foundations.

There is apt, however, to be a financial pinch for operating funds. And if that develops, the natural inclination will be to search for means of obtaining revenue through some form of commercial operation. Commercial broadcasters must then be ready to protect themselves on the utterly reasonable grounds that the educators have been given special privilege that does not entitle them to compete with commercial stations, except for audience.



Drawn for BROADCASTING by Sid Hix
"You've temporarily lost your picture!"

PERSONALITY AT WORK!



"Hey Charlie, Lend A Hand . . ." *Charlie Harville, WFMY-TV sports director, is a next neighbor to the folks in some 466,640 TV households. Next neighbor to the Little Leaguer in Winston-Salem, to the elderly teacher in High Point (". . . he's a High Point boy, you know"), to the factory worker in Danville. Next neighbor to folks of all ages in over 100 cities and towns in the prosperous Piedmont.* ¶ *Charlie's persuasiveness comes in part from his participation in community affairs throughout the nation's 44th television market. A guest appearance at the Rotary dinner in Asheboro, a beauty contest in Reidsville, the high school boosters' club in Thomasville. The Charlie Harville habit is such a part of Piedmont living, even small town papers spell his name right . . . and often.*

CHANNEL 2 CBS

wfmy-tv

GREENSBORO, N. C.

"Now In Our 13th Year Of Service"

Represented by Harrington, Righter & Parsons, Inc.

SEAL OF GOOD PRACTICE

S E R V I N G T H E P R O S P E R O U S P I E D M O N T

THERE'S NO BUSINESS LIKE NEW BUSINESS

...and RCI brought over $3½ million to local radio last year

RCI's proven Concept-selling

RCI's creativity came up with "Rock of Gibraltar" selling ideas that opened **over a thousand** hard to crack accounts last year, for a total of over $3½ million time sales. And time after time these initial sales led to **renewals and bigger schedules.**

Ask any broadcaster from Vancouver to Miami whose men have worked hand in hand with RCI's long-experienced "new business builders." We'll gladly furnish their names!

And now, Total Scope Features

. . . the door-opener that turns hold-outs into "sold-on-your radio-station" accounts. **Total scope** is totally new, tailored to sell fashion shops, travel, automotive, home-improvement, dept. stores, super markets and more.

RCI's rep sells with your salesman. You get built-in station promotion all over town, for each sale includes high-impact visual tie-ins.

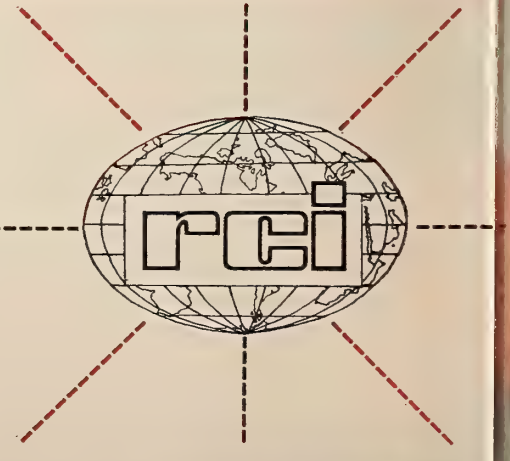
Most important, **Total scope's** unique sound wins vast chunks of whopping **buy-power** audience.

Call, wire or write

RADIO CONCEPTS INTERNATIONAL

236 West 55th Street, New York 19, N. Y. • PLaza 7-5300

A DIVISION OF FRANKLIN BROADCASTING



35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 14, 1962

Government-planned parenthood for radio? it's now a reality 27

The boom began in those lusty days of 1922 —a nostalgic look at radio's 40 years 75

FCC proposals to duplicate clears, restrict daytimers face Hill roadblock 50

How tv is being used to woo new customers for the 'Herald-Tribune' 30

COMPLETE INDEX PAGE 7

COLTS

MAJOR LEAGUE BASEBALL

HAS COME TO HOUSTON!

AND ALL GAMES ARE BROADCAST ON KPRC!

HOUSTON'S MAJOR LEAGUE RADIO STATION

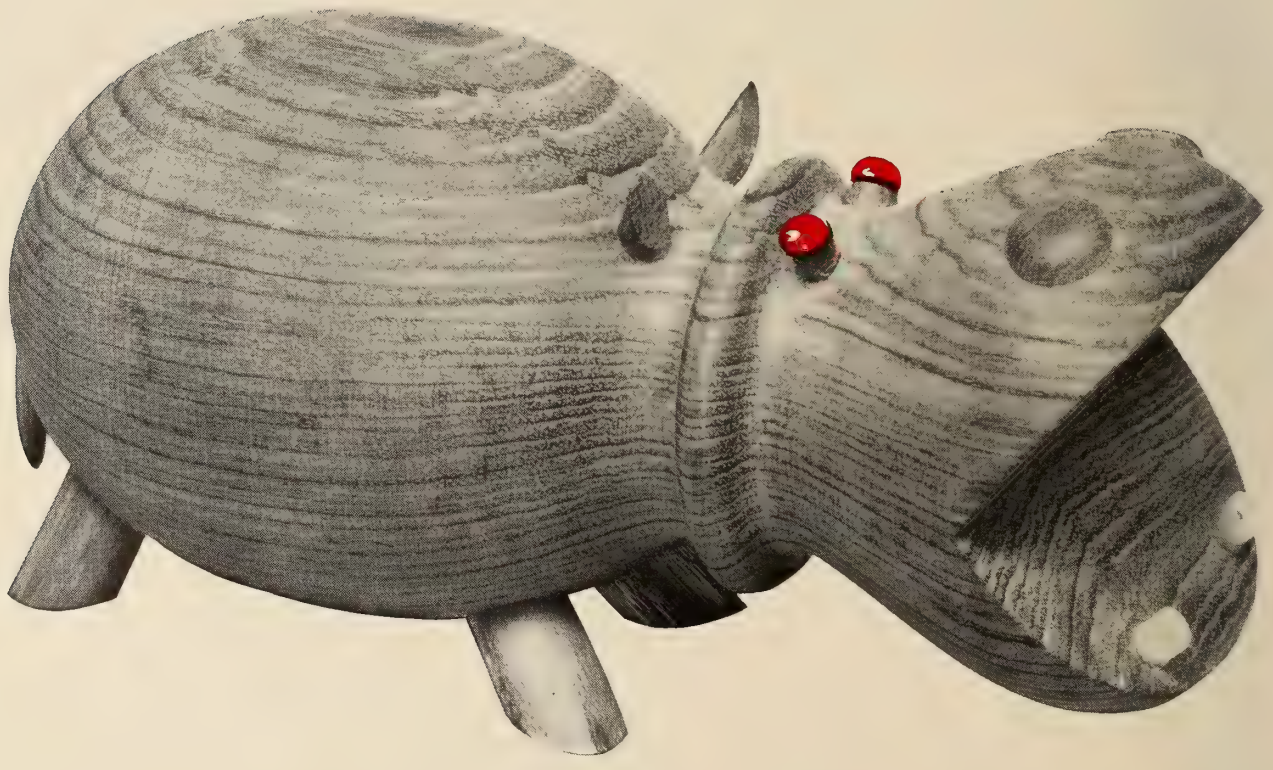
Represented nationally by EDWARD PETRY and COMPANY

WTReffigies Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

TV SPONSOR

(BIG DADDY)



#14 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA • Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

(RED EYED SET? Write for your frameable WTReffigies, our ad-world close-up series!)

wtrf NB tv

316,000 watts NB **network color** CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

VITAL

to Houston . . . Some of the best transportation facilities in the world provide a vital link and outlet to the spectacular Houston economy. Outstanding facilities by land, air, or from the sea through the great Port of Houston, third largest in the nation, makes Texas' largest city one of the most accessible cities in the world. A vital link also in the lives of the dynamic people of Houston is KTRK-TV with news, public service, and popular family entertainment. **KTRK-TV**

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.





product potential

To exploit your product's highest possible sales potential in the Dallas-Fort Worth market, expose it to the 648,230 TV-Homes reached each week* by KRLD-TV, Channel 4.

See your Advertising Time Sales representative. He'll plan a schedule sure to be right for the product — and the budget.

*NCS 61

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W, Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT®

Protection fading

Product protection looms as spot tv's next battleground: Some agencies and several stations already skirmishing over stations' contention that customary 15-minute protection against competing products must be shortened, if not virtually eliminated. Stations argue that protection, increasingly difficult in recent years, has been rendered totally unmanageable on old standards by ever-growing variety of products dotting network time as result of rise of network "spot-carrier" (participation) programs, including weekend movies on NBC-TV and ABC-TV most recently. Agencies naturally want all protection they can get, and at least one is known to be canvassing stations.

Atlass back in radio?

Negotiations reported near completion, but no contract signed, for sale of WAIT Chicago by Robert Miller family for $1 million-plus to Leslie Atlass Jr., son of late H. Leslie Atlass, founder of WBBM there and long prominent on Chicago broadcast scene. Miller family bought majority interest in WAIT in 1954 for $271,000 from Gene T. and Evelyn M. Dyer. WAIT is assigned 5 kw day on 820 kc.

It looks like Cross

Still no word from White House on reappointment of or successor to John S. Cross as member of FCC whose term expires June 30. But one possible successor was eliminated last week with announcement of appointment of Seymour M. Peyser, 47-year old New York attorney, as Asst. Administrator for Development Finance and Private Enterprise of Agency for International Development. Mr. Peyser, vice president and general counsel of United Artists Corp., it's understood, was "prominent New Yorker" and Kennedy supporter who had been under consideration for FCC post.

Meanwhile, Mr. Cross is only open and avowed candidate to succeed himself for another seven-year term, with full backing of Arkansas Congressional delegation. Passive candidate is Kenneth A. Cox, Seattle attorney and chief of FCC's important Broadcast Bureau. Best bet: Reappointment of Mr. Cross with Mr. Cox in line to succeed Commissioner T. A. M. Craven, who automatically retires June 30, 1963, because of age.

KEX to Autry

Negotiations were in progress last week for sale by Westinghouse Broadcasting Co. of KEX Portland, 50,000 watter, to Golden West Broadcasters (Autry-Reynolds-Sigmon ownership) for $900,000. Golden West, it's understood, had sought outlet to give it four-station West Coast ownership stretching from Los Angeles to Seattle (KMPC Los Angeles, KSFO San Francisco, KVI Seattle-Tacoma). In addition, Gene Autry, major stockholder in Golden West, also is controlling stockholder in KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson.

Transaction is not sequel to WBC's $10-million purchase of WINS New York, now awaiting FCC approval. Donald H. McGannon, WBC president, and Loyd Sigmon, executive vice president of Golden West, have had conversations regarding Portland acquisition for sometime, it's learned. WBC intends to surrender license of WBZA Springfield upon approval of WINS transfer (BROADCASTING, *May 7*). *KEX, on 1190 kc, was established in 1926 and acquired by Westinghouse in 1944.*

Is am freeze legal?

Washington lawyers expressed sharply divergent opinions late last week over legality of FCC freeze on acceptance of future am applications (see story, page 27). Some were outspoken in denouncing FCC action without first accepting prior comments (as advocated by Commissioner Rosel Hyde) while others felt, under law, FCC has to accept applications meeting legal and technical requirements. Another oft-expressed view was that FCC was within its rights and pointed to past freezes. Applicants have privileges which do not accrue to prospective applicants, they said.

All-channel quality

FCC last week suggested to Senate Commerce Committee that all-channel receiver bill (HR-8031) as passed by House should be tightened up to thwart manufacture of sets that would not provide acceptable uhf quality but, at same time, meet token requirements. Letter to Subcommittee Chairman Pastore (D-R. I.), suggested language to give FCC authority to require noise level of receivers to meet minimum criteria without projecting government unnecessarily into regulation of manufactured products. Senate Commerce Committee is expected to report legislation favorably this week.

Last fall slot filled

Last open slot in prime-time program schedule for fall on any of the three networks is being filled this week as ABC-TV will announce decision to put Roy Rogers hour-long musical in 7:30-8:30 Saturday spot. Hour was left vacant when network pulled *Circus by the Sea*, low-priced MGM package, after *Circus* failed to attract advertiser interest. Rogers and company will compete for audience with *Jackie Gleason Show* on CBS-TV and *Sam Benedict* on NBC-TV.

Staff studies BAH report

FCC staff evaluation of Booz, Allen & Hamilton report (CLOSED CIRCUIT, May 7) has been given top priority in all bureaus and offices with agency's own evaluation due at Budget Bureau June 1. Budget commissioned and paid for study and FCC will tell Budget which recommendations of BAH it favors, which it rejects. Strongest opposition on both commission and staff level still is expressed against broad powers for chairman and proposed executive director. New rules establishing three member employe review board are progressing and will be ready for adoption by June 1.

FC&B realigns

Foote, Cone & Belding has completed revamp of its broadcast and media departments to bring media experts into more buying decisions even on network level. Changes follow pattern set by several other major broadcast buying agencies. New York FC&B office is most affected, though Chicago also will be involved. Agency says overhaul is designed to cope with broadcast media, which it feels have become increasingly complex.

Specific changes at FC&B include: Tv commercial production unit moved out of broadcast to become department responsible to Judson H. Irish, agency's creative director in New York; Jack B. Simpson, national director of broadcast, continues as chief network negotiator and agency's spokesman on broadcast matters. Both procedures and personnel realigned to bring in more media oriented people to coordinate broadcast plans of clients. As a part of shift: in New York, Peter Bardach, associate media director, will work closer with Mr. Simpson on network negotiations with title of Associate Media Director for Broadcast.

Published every Monday, 53rd issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



THEN:

Via wicker-chaired parlor on Long Island, WHN was born March 18, 1922. 250 watts. On the air fifty-seven hours a week.

The rest is history. What a history. Remember these names:

Judy Garland got her start on radio's first amateur hour. The one m.c.'d by WHN general manager Major Edward Bowes.

Eddie Cantor, Gus Van, Bob Burns, Baby Rose Marie and Morey Amsterdam all were there on WHN. So was a singer named Gene McNulty, who became Dennis Day.

And for the sportsman: Harry Richman, Ted Husing, Don Dunphy, Red Barber, Clem McCarthy. They're on.

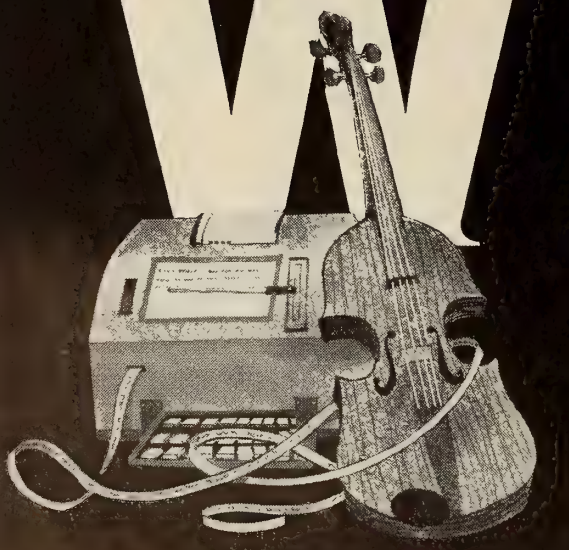
REMEMBER

AGAIN

...now WHN is back. And with it today's great Sound of Music/Total Information News.

When Storer Broadcasting Company purchased WMGM early this year, they did more than set a financial record in radio transactions. They returned the pioneering call letters WHN to the air.

WHN



Storer Broadcasting Co., adds to WHN's great tradition the experience of 34 years of responsible broadcasting...answers the hopes and expectations of millions of listeners throughout Greater New York, New Jersey, Upper New York State, New England, reached by the powerful WHN 50,000 watt signal.

If radio's first forty years sounded exciting, just look ahead at the WHN showcase featuring the world's greatest artists playing the world's greatest compositions.

And REMEMBER WHN.

The new sound of Storer Radio in New York.

REPRESENTED NATIONALLY BY THE KATZ AGENCY

50,000 WATTS
WHN
1050



S ANGELES *KGBS*	PHILADELPHIA *WIBG*	CLEVELAND *WJW*	MIAMI *WGBS*	TOLEDO *WSPD*	DETROIT *WJBK*
NEW YORK *WHN*	MILWAUKEE *WITI-TV*	CLEVELAND *WJW-TV*	ATLANTA *WAGA-TV*	TOLEDO *WSPD-TV*	DETROIT *WJBK-TV*

STORER
BROADCASTING COMPANY

WEEK IN BRIEF

The deepfreeze has come back. Last week the FCC stopped radio's overpopulation trend by imposing partial freeze on applications for am outlets and starts development of new pattern for fm. See lead story . . .

ICE AGE BEGINS FOR AM . . . 27

Meantime the FCC has injected itself into the heart of the economic injury dispute. Last week it ordered a hearing on two Wyoming radio applications to find if the market can support another outlet. See . . .

FCC IN ECONOMIC DISPUTE . . . 52

The House Communications Subcommittee made clear to the FCC last week that it's still boss by voting bills to block clear-channel breakup for a year and to give daytimer radio stations more air hours. See . . .

CHECKMATING THE FCC . . . 50

As far as Rep. Rogers is concerned the communications industry lacks the guts to stand up and fight its battles. The FCC, programmers and NAB come in for some of his caustic comments about radio-tv. See . . .

ROGERS' RALLYING CRY . . . 60

In the tough, competitive New York market the "Herald Tribune" is going after circulation by means of a hard-sell campaign dominated by tv. Latest development in this media battle is renewal of tv. See . . .

HOW 'TRIB' SELLS BY TV . . . 30

A fast-growing New York agency, Papert, Koenig, Lois, has set a Madison Avenue precedent by issuing stocks to the public. Now it's speculated other agencies may be considering similar stock offerings. See . . .

AD AGENCY STOCK ISSUE . . . 46

SPECIAL FEATURE: RADIO AT 40

That wonderful year, 1922, marked radio's emergence as a truly national medium. An intimate look backward at the trials and hazards of 141 stations that went on the air that year and are still there. See . . .

RADIO ENTERS CRITICAL ERA . . . 75

And what of radio's future? It's looking good at this point. Spot business, slow in 1961, is better; networks edging upward; local business, the mainstay, seems to be moving toward even higher levels. See . . .

CONFIDENCE IN FUTURE . . . 77

It began with about 30 stations, that burgeoning year, 1922, and ended with more than 500 on the air. A lively look at the early experimenters and the fantastic evolution of a new form of communication. See . . .

FIRST GREAT YEAR . . . 82

Out of electric shops, colleges and specialty stores came the original transmitting gadgetry of the early 1920s. And then Western Electric and others started to turn out new and standardized types of equipment. See . . .

HAND-MADE HARDWARE . . . 138

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $12.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.



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KMTV - THREE - OMAHA

Tv networks deny stressing sex, violence

AUBREY, SCOTT, MOORE JUSTIFY PROGRAMS TO SENATORS

That networks injected sex and violence into tv programs to hypo ratings and boost audiences was denied completely by three television network executives testifying before Senate Subcommittee on Juvenile Delinquency Friday.

But Sen. Thomas J. Dodd (D-Conn.), chairman of subcommittee, implied that there is pattern of such moves by tv networks.

Windup of year-long investigation and hearings is expected today (May 14) when network presidents testify (see page 53).

Session Friday began with allegations that CBS-TV President James T. Aubrey ordered injection of "prurient sex" into *Route 66*. Mr. Aubrey flatly denied so ordering for *Route 66* or any CBS show.

Charge that network ordered such programming was made by Sen. Dodd who submitted sheaf of subpoenaed documents purporting to substantiate charge.

Misinterpreted ▪ Mr. Aubrey said documents had been misinterpreted, and that CBS strives to keep smut, vulgarity and "salacious sex" from its shows.

Questioning of Mr. Aubrey dealt entirely with network's *Route 66* series, supplied by Screen Gems and produced by Lancer Productions. Sen. Dodd said show from beginning was "violent" one. Mr. Aubrey testified after subcommittee ordered screening of scenes from four episodes of series.

Sen. Dodd said "most shocking revelation" of documents—subpoenaed from network, supplier and producer—is "clear attempt" by CBS "to inject prurient sex into *Route 66* to bolster its ratings."

In one memorandum, William Dozier, Screen Gems vice president, allegedly told Herbert B. Leonard, head of Lancer, that CBS feels "there is not enough sex in the programs." Memo also said "Jim Aubrey made concrete suggestion" that two heroes "get involved with a locale, the people in it, and some girls on a more than cursory basis."

True to Life ▪ Mr. Aubrey said "sex and violence exist in life and are part of the drama portraying that life." He also that "sex" is "very broad and encompassing word . . . I've heard it used by show-business people in every possible connotation, from mother-and-child relationships to the way an actress walks."

Another memorandum referred to "Mr. Aubrey's dictum of broads, bosoms and fun" for *Route 66*. Document was review of four episodes, by Howard Barnes, CBS West Coast official, for Guy della-Cioppa, his superior. Both have since resigned.

Mr. Aubrey denied ever using term in connection with CBS program, and said he objected to language when it came to his attention. He said he shouldn't be blamed for words attributed to him.

Mr. Aubrey said CBS's problem was holding down amount of sex and violence. He noted memos written by production people immediately after meetings with him and other CBS officials made no mention of sex "because our people never used that word with them."

Sen. Kenneth Keating (R-N.Y.) asked if FCC Chairman Newton N. Minow's speeches of criticism had any effect on CBS programming decisions.

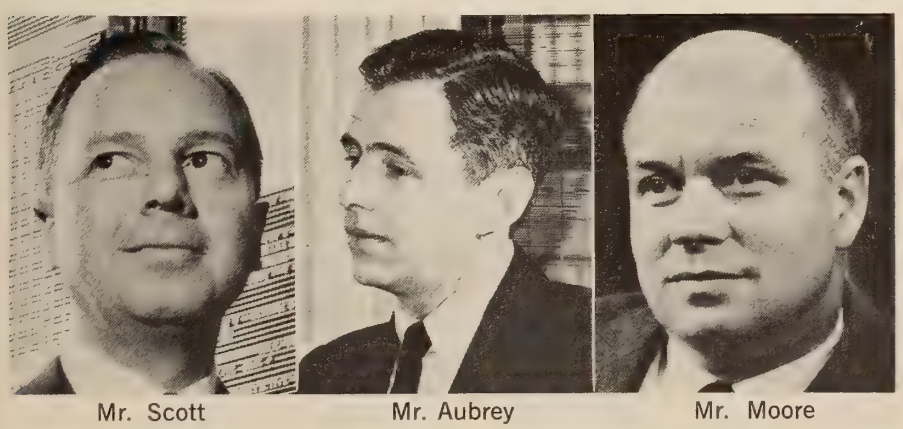
Taking Notice ▪ Mr. Aubrey said network programs are being brought into "better balance" as among action-adventure, variety and other formats. He said he doesn't attribute any programming judgment directly to Mr. Minow's activities. "But we do pay a great deal of attention to his remarks."

Reference in network memoranda about more sex in *Man and the Challenge* did not mean salaciousness, Walter D. Scott, executive vice president of network, told the subcommittee. Sex in this context, he explained, meant "love interest" or "romantic appeal." Mr. Scott emphasized that program was never criticized for being unwholesome. Writer's description of elements to go into series are "rather lurid and fanciful," Mr. Scott said. "If he thought that was what we wanted, he was completely mistaken."

Reference in research report to sex innuendo in *Whispering Smith* segment was never given much credence, Mr. Scott said, because research technique was considered invalid. Report was submitted by outside firm and remained in NBC's research department. *Whispering Smith* was summer replacement, Mr. Scott said, and was not considered for regular programming.

Gangsters Without Guns ▪ Thomas W. Moore, ABC-TV president, emphasized that *The Untouchables* was considered adult entertainment right from start and that picturization of Prohibition Era required historic credibility. He denied recommending more violence for violence's sake, but acknowledged he had called for continuance of "action."

Mr. Moore also defended ABC-TV's showing of first episode of *The New Breed,* concerning psychotic kidnaper of young girl. As show was finally telecast, he noted, it did not violate NAB or ABC codes.



Mr. Scott Mr. Aubrey Mr. Moore

Salem ch. 3 seeker charges 'harassment'

W. Gordon Allen, president of applicant for ch. 3 Salem, Ore., has charged FCC Broadcast Bureau with "harassment" in announcing he'll withdraw his application. Petition to dismiss Willamette-Land Tv Inc. ch. 3 application (only remaining one), had not been received by FCC Friday (May 11).

Mr. Allen made charges after brief hearing last week in Salem at which bureau announced it will question Willamette-Land's financial qualifications. After initial decision recommending

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Hopkins

David J. Hopkins, vp and general manager, McCann-Erickson, Los Angeles, named managing director of Hansen Rubensohn-McCann-Erickson, Australian affiliate of McCann-Erickson International. Mr. Hopkins will make his headquarters in Sydney. **John Bristow,** present managing director of HR-M-E, will leave that position toward end of 1962 but will continue as deputy chairman of agency. Mr. Hopkins has served as manager of motion picture division of Coordinator of Inter-American Affairs; executive assistant to president of Enterprise Productions; western sales manager of Emerson Radio & Phonograph Corp. and president of Emerson West Coast Corp.; director of sales for CBS Columbia and director of sales and advertising of Emerson Radio before joining McCann-Erickson in New York.


Mr. Halverstadt

Albert N. Halverstadt, general advertising manager, and **J. Spencer Janney,** general sales manager, Procter & Gamble, Cincinnati, elected vps in charge of advertising and sales, respectively. Both posts had been vacant for last few years. Mr. Halverstadt, who joined Procter & Gamble in 1930, has been company's general advertising manager since August 1960. He will be responsible for coordinating all advertising policies and personnel. Mr. Janney, who joined P&G in 1931 as salesman, has served as general sales manager since February 1961.


Mr. Hobler

Atherton W. Hobler elected founder chairman of Benton & Bowles, New York. Agency was incorporated in 1932 with Mr. Hobler, William Benton and Chester Bowles as equal partners. Mr. Benton left agency in 1935, Mr. Bowles in 1941. Neither now hold any stock in B&B. Mr. Hobler has been president of Benton & Bowles for 11 years, chief executive officer for 25 years and for last 11 years he has been chairman of executive committee. As founder chairman he will continue his "active role in the agency where he will bring to bear his broad experience in basic planning" for B&B clients, according to Robert E. Lusk, chairman of board of directors.

For other personnel changes of the week see FATES & FORTUNES

grant to Willamette-Land, record was reopened to determine if Mr. Allen made misrepresentations to FCC in his sale of KBAM Longview, Wash. (BROADCASTING, Feb. 26).

KSLM-TV Salem formerly held grant for ch. 3 but permit was relinquished and four new parties filed. All have since been dismissed except Willamette-Land. In accusing FCC of harassment, Mr. Allen said his financial position already had been considered and passed on by examiner.

Ch. 6 dropout plan gets Bureau approval

FCC's Broadcast Bureau has recommended approval of pay-off, drop-out agreement between two remaining applicants for ch. 6 South Miami-Perrine, Fla. (AT DEADLINE, May 7).

Both amount Coral Tv Corp. plans to reimburse South Florida Amusement Co. ($65,000) and basis for agreement (swifter implementation of service to area) seem reasonable, bureau said. But bureau would condition agreement on prohibition of South Florida principal, Sherwin Grossman, from buying into Coral without prior FCC approval. Mr. Grossman's character qualifications have been challenged by FCC.

Bureau asked FCC to approve agreement and terminate proceeding, which would leave Coral as qualified sole applicant.

CBS Films reorganizes distribution operation

CBS Films is reorganizing its distribution operation to serve its clients in U. S. and abroad, Fred J. Mahlstedt, managing director of operations, domestic and international, announced last Friday (May 11).

Under new plan, Stanley Moldow, formerly manager of international sales service, becomes manager of sales service with responsibility for all domestic and foreign schedules, contracts and billing. Ed Cooper, formerly manager of domestic sales services, becomes manager of film service with supervision over all international and domestic print orders, technical procedures, film inspection, dubbing, and shipping and receiving.

Pepsodent, Hope reunite

Pepsodent Division, Lever Bros., New York, has ordered one-half sponsorship in four of Bob Hope's six one-hour specials planned for next season on NBC-TV. Pepsodent buy marks reunion with Mr. Hope after 15-year separation. Agency: Foote, Cone & Belding. New York.

Grand Rapids agreement

Three Grand Rapids, Mich., applicants for ch. 13 there signed agreement Friday setting up corporation for interim operation (see earlier story, page 52). Two other applicants abstained, but can join group within 30 days. Signing: Western Michigan Telecasters Inc., MKO Broadcasting Corp., and Peninsular Broadcasting Co.

KGB-AM-FM sold: $71,500

Application for sale of KGB-AM-FM San Diego was filed for FCC approval Friday. Marion R. Harris seeks sale of outlets to Willet H. Brown for $71,500. Mr. Brown was president of Don Lee division of RKO General from 1950-1958 and is 19.75% owner of KTVU (TV) Oakland-San Francisco.

KGB is on 1360 kc with 5 kw D, 1 kw N. KGB-FM operates on 101.5 mc with 80 kw.



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The console is a one-piece fiberglass unit. The legs are detachable and the unit has convenient handles for carrying. Base of console is flat when legs are in storage position, permitting ease of transportation.

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50,000 Watts - 680 KC

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Gus Youngsteadt, Sales Manager

HENRY I. CHRISTAL CO. National Rep.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

MAY

May 13-15—Southwest Assn. of Program Directors for Television, annual meeting. Skirvin Hotel, Oklahoma City.

*May 14—**Hollywood Ad Club**, luncheon meeting at Hollywood Roosevelt, 12 noon —"Wine Day." Philo Biane, president, Assumption Abbey Winery, will discuss the advertising of fine wines.

May 14—**Chicago Area Agricultural Advertising Assn.**, annual marketing seminar. 8:30 a.m.-4:30 p.m., Pick-Congress Hotel, Chicago.

May 14—**Georgia Assn. of Broadcasters and Atlanta Advertising Club** sponsor Georgia Radio Day. Speaker will be RAB President Kevin B. Sweeney. Atlanta Athletic Club.

*May 15—**American Women in Radio & Television**, May meeting of Philadelphia Chapter. Arnold Maxin, president of MGM Records, will speak on "The Contribution of Phonograph Records to the Culture of the World." Sheraton Hotel.

May 15—Joint meeting of **Hollywood and Los Angeles Advertising Clubs and Southern California Broadcasters Assn.**, luncheon, noon, at Los Angeles Statler-Hilton. Leonard Reinsch, executive director, James M. Cox stations, and chairman of the U. S. Advisory Commission on Information, will discuss broadcasting during the 1960 political campaign.

May 15-16—**Council on Medical Television**, fourth annual meeting. Speakers include Rep. John E. Fogarty, (D-R. I.) and FCC Commissioner Robert E. Lee. Clinical Center, National Institute of Health, Bethesda, Md.

May 15-18—**Variety Clubs International**, 35th annual convention. Dublin, Ireland.

***May 16—Los Angeles Club of Kiwanis International** "Radio Day" luncheon meeting at Biltmore Hotel. Speakers are Robert M. Light, president, Southern California Broadcasters Assn., and Harfield Weeding, program director of KNX Los Angeles.

*May 16—**Radio & Television Executives Society** annual meeting and broadcasting "Follies." Grand Ballroom, Hotel Roosevelt, New York, 12:30 p.m. luncheon.

May 16 — Deadline for comments on **FCC** proposal to charge fees for applications for new stations, renewal applications, transfers of control or major facilities changes, and other non-broadcast licenses.

May 16—**Composers & Lyricists Guild of America** awards dinner at Sportsman's Lodge, Van Nuys, Calif. CLGA will honor the year's best original dramatic score, original comedy score, original song and original "specialized material" in both theatrical films and television and radio and tv commercials for original score and original song.

May 16-17—**Kentucky Broadcasters Assn.**, spring meeting. Featured speakers will be Vincent Wasilewski, NAB executive vice president; Kenneth Cox, FCC Broadcast Bureau Chief, and Chuck Tower, administrative vice presidhent, Corinthian Broadcasting Corp. Sheraton Hotel, Louisville.

May 16-17—Annual Medical-Dental Tv Workshop, sponsored by the **National Naval Medical Center**. National Naval Medical Center, Bethesda, Md.

May 17—**Advertising Writers Club of St. Louis**, first annual awards dinner. Men's Grill, Stix, Baer & Fuller, St. Louis.

*May 17—**New Jersey Broadcasters Assn.**, spring meeting. Rutgers U., New Brunswick. Speakers include: Daniel Kops, WAVZ New Haven, Conn. ("Editorializing on Political Candidates Revisited"), and Benito Gaguine, Fly, Shuebruk, Blume & Gaguine, Washington ("The Broadcasting Climate in Washington").

May 17—**Writers Guild of America**, West, annual membership meeting, 8:15 p.m., Beverly Hilton, Beverly Hills, Calif. Election of directors of screen and radio-tv branches and presentation of awards to writers of winning tv and radio scripts of the 1960-61 season.

May 17—**Southern California Broadcasters Assn.**, luncheon meeting, 12 noon, at

June 11-12 — **North Carolina Assn. of** Michael's Restaurant. Bernard Weinberg, president, Milton Weinberg Adv. Co., will be guest speaker.

May 17—**Assn. of Broadcasting Executives of Texas**, fourth annual "Betty" award banquet. Sheraton Dallas, Hotel, Dallas.

*May 19-20—**Arkansas Broadcasters Assn.** board meeting. Mt. Petit Jean.

May 20-22—**Assn. of National Advertisers**, spring meeting. Hotel Commodore, New York.

May 21—**Southern California Broadcasters Assn.** annual Wingding, golf and dinner, at Lakeside Golf Club, Burbank.

May 21-24—**25th anniversary Electronic Parts and Distributors Show and Conference.** Conrad Hilton Hotel, Chicago.

May 22—**National Academy of Television Arts & Sciences, 14th annual Emmy Awards** presentation. Originating in New York, Hollywood, and Washington, D. C.

May 23-25—**Electronic Industries Assn.**, 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.

*May 24—**Radio-Television-Recording & Advertising Charities**: annual luncheon meeting at Michale's Restaurant, Hollywood, 12 noon.

May 24-25—**Iowa Broadcasters Assn.**, annual meeting. Hotel Fort Des Moines, Des Moines.

May 24-26—**Institute of Radio Engineers** seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.

May 25-26—**South Dakota Broadcasters Assn.** meeting, Watertown.

JUNE

June 1—**UPI Broadcasters of Michigan**, spring meeting. Normandy N-C Room, Sheraton-Cadillac Hotel, Detroit.

June 2-3—**Oklahoma AP Radio-Tv Assn.** Tulsa.

June 10-16—**American Women in Radio & Television** "Century 21" seminar, on communications and broadcasting with a view

TVB sales clinics

May 15—Sheraton-Dallas, Dallas
May 15—Sheraton-Dallas, Dallas
May 17—Roosevelt, New Orleans
May 17—Sheraton-Gibson, Cincinnati
May 29—Hillsboro, Tampa
May 31—Dinkler Plaza, Atlanta
June 5—Statler Hilton, Buffalo
June 5—Sheraton-Belvedere, Baltimore
June 7—Sheraton-Cleveland, Cleveland
June 7—John Marshall, Richmond
June 19—Tropicana Motel, Fresno
June 21—Benson, Portland, Ore.
June 22—Vancouver, Vancouver
June 26—Writers' Manor, Denver
June 28—Sheraton-Fontenelle, Omaha



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JOSEPH A LENN, Exec. Vice Pres., Sales

Represented by Gill-Perna

toward space age living. Registration deadline May 15; registration fee $150. World's Fair, Seattle.

June 11-12 — North Carolina Assn. of Broadcasters annual convention, Heart of Charlotte Motel, Charlotte.

June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.

June 11-15—American Federation of Musicians 65th annual convention. Public Auditorium and Hotel Penn-Sheraton, Chicago.

June 13-16—Florida Assn. of Broadcasters annual convention. International Inn, Tampa.

June 14-15 — Western Assn. of Broadcasters, convention. Jasper Park Lodge, Alta.

June 14-16—Floride AP Broadcasters Assn. meeting, Tampa.

June 15-16—Wyoming Assn. of Broadcasters, annual meeting. Jackson Lake Lodge, Jackson.

June 16—Florida UPI Broadcasters Assn. annual meeting. International Inn, Tampa.

June 16—New deadline for reply comments on FCC proposal to charge fees for applications for new stations, license renewals, transfers of control or major facilities changes, and for other non-broadcast licenses.

June 16 — Georgia Assn. of Broadcasters annual Golf Day, Athens.

June 17-22—Annual convention of the National Community Television Assn. Shoreham Hotel, Washington, D. C.

June 18-19—Institute of Radio Engineers, Chicago spring conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 19—Georgia Assn. of Broadcasters first annual Tv Day. Atlanta.

June 20-22—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.

June 20-22—American Marketing Assn., 45th annual conference. Netherland Hilton Hotel, Cincinnati.

June 21-23—Mutual Advertising Agency Network national meeting. Palmer House, Chicago.

June 22—Deadline for reply comments on FCC proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets.

*June 22-23—Colorado Broadcasters Assn. annual convention. Harvest House, Boulder.

*June 23-27—American Academy of Advertising, fourth national convention. Denver-Hilton Hotel, Denver.

June 23-28—Advertising Federation of America, 58th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Roundup." Denver-Hilton Hotel, Denver.

June 23—Advertising Federation of America, ninth district meeting. Denver.

June 25-29—Workshop on television writing, sponsored by Christian Theological Seminary. Featured guest will be tv writer John Bloch. Christian Theological Seminary, Indianapolis.

June 25-Aug. 18—Stanford U. 20th annual radio-tv-film institute. Stanford U., Stanford, Calif.

June 27-July 2 — National Advertising Agency Network national meeting. Dorado Beach Hotel, San Juan, P. R.

June 29-30—Texas AP Broadcasters Assn., 15th annual meeting. Hotel Texas, Fort Worth.

JULY

July 15-27 — Advertising Federation of America, Harvard Management seminar for advertising and marketing executives. Harvard U., Cambridge, Mass. Deadline for candidates' applications May 15.

July 25-29—First International Sound Fair, Cobo Hall, Detroit. Trade exposition and simultaneous business congress for dealers, distributors of records, phonographs and components, and radio programmers.

*July 31 — Radio & Television Executives Society's fourth annual Fun Day. Wykagil Country Club, New Rochelle, N. Y.

*July 30-Aug. 4—Cornell U.'s fourth annual Public Relations Institute. Speakers will include Dr. Carl A. Menninger, chairman of the Board of Trustees and chief of staff of the Menninger Foundation, Topeka, Kan.; Clarence Randall, retired president and board chairman of Inland Steel Co. and former special assistant to President Eisenhower, and Edward Bursk, editor of *Harvard Business Review*. Ithaca, N. Y.

AUGUST

Aug. 5-7—Georgia Assn. of Broadcasters, annual convention. Holiday Inn, Jekyl Island, Ga.

*Aug. 21-24—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena. Papers, abstracts and summaries due April 15.

*Aug. 31-Sept. 9—1962 World's Fair of Music & Sound. An international exposition devoted to every area of the music and sound industries. McCormick Place, Chicago. Paper titles and abstracts due March 15.

SEPTEMBER

Sept. 11-13—Electronic Industries Assn., committee, section division and board meeting. Biltmore Hotel, New York.

*Sept. 12-13—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, New York.

Sept. 12-14—Michigan Assn. of Broadcasters, fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 14—Advertising Federation of America, first district meeting, Cape Cod area.

Sept. 14—Georgia Assn. of Broadcasters, 2nd annual South-East Radio-Tv Seminar. Atlanta.

Sept. 14—Advertising Federation of America, first district meeting, Cape Cod area. La.

Sept. 28-29—Institute of Radio Engineers, 12 annual broadcast symposium. Willard Hotel, Washington, D. C.

OCTOBER

Oct. 14-17—CCBA Managing and Engineering convention. Royal York Hotel, Toronto, Ont.

*Oct. 15-19—Audio Engineering Society, 14th annual fall convention. Leading topics of papers to be presented will be fm stereo broadcasting and modern telephony. Deadline for abstracts is June 8. Barbizon-Plaza Hotel, New York.

Oct. 16—Public hearings by the Canadian Board of Broadcast Governors. Ottawa.

Oct. 21-25—National Assn. of Educational Broadcasters, 1962 annual convention. Hotel Benjamin Franklin, Philadelphia.

NOVEMBER

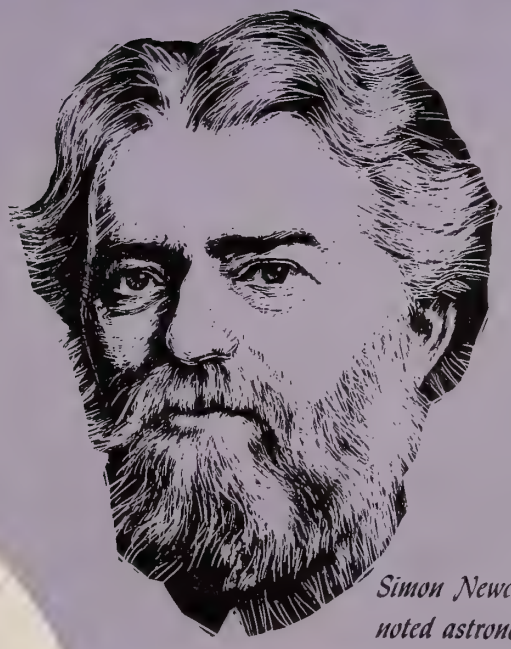
Nov. 10-25—World Economic Progress Assembly and Exposition under international auspices. Special sectors devoted to radio and tv. McCormick Place, Chicago.

*Nov. 14-16—Television Bureau of Advertising Inc. annual meeting. Waldorf-Astoria, New York.

Nov. 27-29—Electronic Industries Assn., committee, section, division and board meeting. Jack Tar Hotel, San Francisco.

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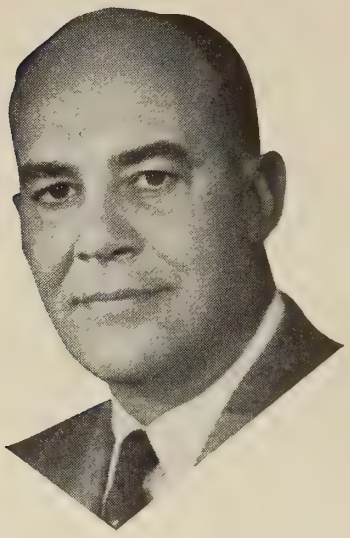


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Ratings vary from survey to survey; the true yardstick is SALES! Dollar for dollar by any survey, your best Tampa - St. Petersburg buy

WSUN-TV

Tampa - St. Petersburg

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

BOOK NOTES

"Fundamentals of Semiconductor and Tube Electronics," by H. Alex Romanowitz; John Wiley & Sons, Inc., 440 Park Ave., S., N.Y.; 620 pp. $8.25.

This book is offered as an introduction to electronics which requires only a knowledge of elementary algebra and simple trigonometry. The author is a professor and head of the electrical engineering department at the University of Kentucky. The work includes 19 chapters on subjects covering the basics of electronics and each chapter includes problems and answers. Illustrated with photographs and diagrams. Appendix and index.

"The Communications Challenges In the Decade of the 60's." Study by Bozell & Jacobs Inc. 114 pages.

This study projects the economic and social conditions of the United States to 1970, presenting a generally optimistic picture, and outlines the challenges the mass media will face in a country with more people, more money and continually expanding opportunities.

The B&J findings differ sharply from those of such economists as John Maynard Keynes and Alvin Hansen, who believe that the free-enterprise economy of the U. S. is incapable of putting to effective use the savings it engenders. But the study relies on the character of the people in part as well as on technical factors.

Government regulation of tv will continue and will probably intensify, the study predicts. Consequently tv will undergo the widest changes among the mass media. "The novelty is gone and audiences do not grow automatically," the study warns. Among changes that might take place, it suggests, is the "magazine concept" of rotating spot announcements and unsponsored programs, and flexible network rates based on the varying size of the audience for different programs. Deintermixture, emergence of uhf and more stations in most markets are also foreseen.

The B&J study expects radio to prosper, with emphasis on the continuing development of fm.

"Communications in Space," by Orrin E. Dunlap Jr.; Harper & Bros., New York. 170 pp. plus index; $4.95.

The glamor of space research and its heavy use of electronics for communications as well as for tracking and telemetry has impelled Orrin Dunlap to put together another of his volumes on "wireless." His books have become landmarks in the popular literature of the electronic arts and the latest volume continues this tradition.

Beginning with the theoretical computations of James Clerk Maxwell through the experiments of Heinrich Rudolph Hertz and Sir Oliver Heaviside and culminating with Marconi's successful practical use of wireless for transatlantic communication, Mr. Dunlap relates the origins of radio communications to the uses of radio in space today. Of great interest is his discussion of radio observatories to "see" the stars through radio. He also discusses various possibilities in broadcasting—fm, pay tv and color tv.

Mr. Dunlap was the first radio editor of the *New York Times.* Until he retired last year, he was vice president in charge of advertising and press relations for RCA.

OPEN MIKE®

Sound suggestion

EDITOR: In advance of the 1963 NAB convention I suggest that a committee of capable engineers be appointed to supervise and insure a public address system and service consistent with the engineering capabilities of good broadcasting.

This is an outgrowth of the worst display of poor sound quality, pick-up and distribution my poor ears have ever heard in dozens of NAB conventions as culminating in the atrocious sound of the annual banquet. . . . The equipment and its operation must have been in the hands of gorillas with boxing gloves on all paws and tin ears covered with extra heavy fur. . . .

. . . Several broadcasters with engineering background tried to get the situation corrected through the headwaiter or other floor captains, only to be told by the overalled, plier-wielding IBEW "unsound" technicians that "de sound is okeh . . . why don't you keep your nose outa our business. . . ."—*S. A. Cisler, president, WLVL Louisville.*

Local radio value

EDITOR: . . . I receive weekly "news releases" from insurance companies and public service utilities which advertise daily or weekly in newspapers. These companies realize the value of local radio advertising, yet are not inclined to use local radio for paid advertising. . . .

. . . Local radio has an audience that is loyal to the station, community and products advertised on the station; and though it outstrips newspapers by far for public service and advertising results, yet local radio is ignored by these same advertisers, who think nothing of



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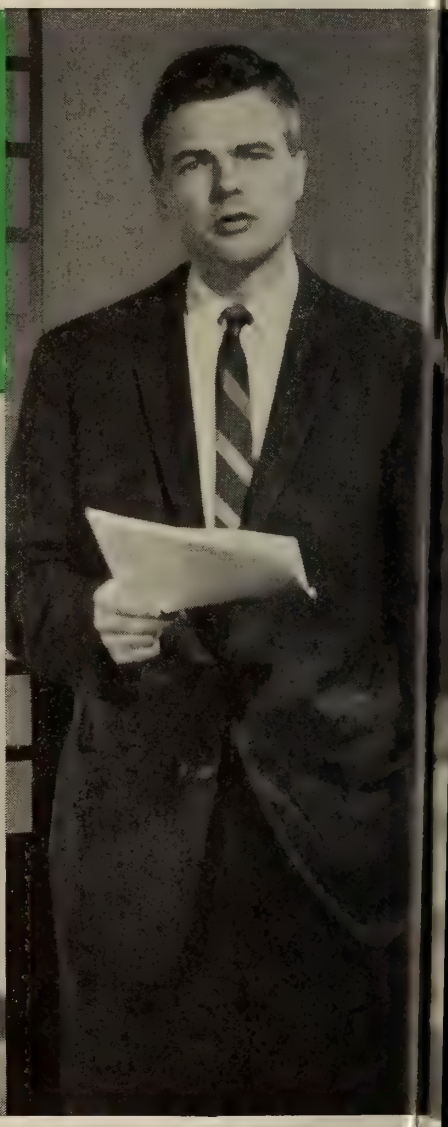
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WDBJ-TV

Ch. 7 CBS

ROANOKE, VIRGINIA

mass publication of ads, but demand proof of radio advertising power with each one or two campaigns a year. . . . *—Jay Bagwell, station manager, KBJT Fordyce, Ark.*

Tooting a horn

EDITOR: Re your editorial, "Chance to toot a horn" [EDITORIALS, April 23], this is to suggest that the million dollar drive to build a music center near Washington, D. C., be implemented with an organized promotion program.

Perhaps some advertising agency would volunteer to put together a series of musical symphony spots with voice-over to be used on radio and with tv slides to get the message to the people.

A prepared package to be given in hand direct to station managers in each city would pave the way to get the fund-raising campaign moving quickly. This also would help trigger stations to create some spots and programs of their own. *—Mark Finley, promotion, Boston.*

Career guide

EDITOR: I want . . . to express my appreciation for such a comprehensive and educational trade magazine. As a young man in the broadcasting industry, I find BROADCASTING of great importance to my continued education, and a reliable source of fresh ideas and up-to-date information, thus helping to foster my career. . . . *—Larry Faler, Amarillo, Tex.*

Am-fm set law?

EDITOR: It was good news hearing that [the House] has passed a bill to require all tv set manufacturers to produce sets capable of receiving both uhf and vhf.

Now how about starting the ball rolling on a bill to require all radio set manufacturers to produce sets capable of receiving both fm and am?*—George R. Kravis, president, Boston Broadcasting Co., Tulsa, Okla. (applicant for new fm in Tulsa).*

'Doctor's House Call'

EDITOR: In the July 3, 1961, issue [PROGRAMMING, July 3, 1961] you were very kind to print a news story about our five-minute radio show, *Doctor's House Call,* featuring Dr. James Rogers Fox.

To date we have over one hundred radio stations broadcasting this series, including Hong Kong, Australia, Alaska, New Zealand and 11 markets in Canada.

Your news article . . . helped a great deal in bringing this show to the attention of numerous radio stations.*—John R. Lucas, associate to Dr. James R. Fox, Prestige Produtcions Co., Minneapolis.*

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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decision

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on May 1, 1962

6

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MONDAY MEMO

from MALCOLM A. McINTYRE, president, Eastern Air Lines, New York

How Eastern keeps its seats occupied and its phone unoccupied

Last month, in cooperation with 10 radio stations, I made available 1,000 small radios on loan from Eastern Air Lines to the persons responsible for booking transportation in many of our country's leading corporations, with a note urging them to tune in to the station in their city every hour on the hour. Just a few months ago, if anyone had suggested that I—as the president of an airline—would be committing an act of this type, I might have suggested that *he* be committed! For nothing could have been farther afield from the everyday problems I was encountering.

One of these everyday problems actually led to our loaning the radio sets. I think you might be interested in knowing more about it.

At peak times the Eastern Air Lines' switchboards may become clogged with calls from thousands of passengers and would-be passengers, all telephoning at the same time for information on departing and arriving Eastern Air Lines' flights.

Although out switchboards have been expanded again and again, it is impossible for all of these callers to get through to Eastern at once. And nothing is more frustrating than to be told, "one moment please . . ." and then have to sit by with a dead telephone receiver in your hand for what seems like forever.

Most people literally give up in despair. A friend is let down . . . a passenger is inconvenienced . . . a sale is lost.

A Solution ▪ In thinking about this virtually unsolvable problem, it occurred to me that perhaps a solution is to broadcast the information that many of these telephone callers are seeking. The load on the switchboard could then be lightened—and the passengers enlightened at the same time. At this point, I asked our agency, Fletcher Richards, Calkins & Holden, to investigate the practicability of broadcasting flight information on a regular basis.

They looked into both radio and television, first considering the possibility of five- or ten-minute nightly forecasts for the following day's flight schedules. This seemed, however, to be impractical because constantly changing weather, equipment and other variables required greater frequency.

What evolved from this investigation was Eastern Air Lines' *Flite-Facts*—announcements of approximately one minute once each hour, seven days a week, from 6 a.m., and continuing 19 times throughout the day until midnight, on a key radio station in each of four cities. This has since been expanded to 10 cities. [Eastern's flight-information campaign started March 1 on WHN New York, WNAC Boston, WMAL Washington and WCKR Miami. The list was expanded April 1 to add WSB Atlanta, WBT Charlotte, WLS Chicago, KTRH Houston, WDSU New Orleans and WFLA Tampa. (BROADCASTING, April 2)].

How It Works ▪ A 10-second taped opening is supplied to each of the 10 radio stations. This tape retains the same identification for *Flite-Facts* in each of the 10 cities where they are currently being broadcast. It begins with the sound of a teletype machine and the announcement, "Here are the latest *Flite-Facts* brought to you by Eastern Air Lines—first in on-time dependability." The teletype sound effect is continued under the station's announcer reading his *Flite-Facts* report, which can be 40- 30- or 20-seconds in length, depending on how much flight information needs to be transmitted at that particular time. The announcer's *Flite-Facts* information has been telephoned directly to the station's news desk approximately 30 minutes before airtime, and contains the latest report on all Eastern Air Lines flight and weather conditions in that area.

A typical announcement in New York might say: "At 8 a.m. all Eastern flights are operating normally and on schedule with the exception of Air Shuttle to Boston which is being delayed at destination due to local Boston weather conditions. The Boston weather problem should be cleared up by early afternoon. In the meantime, if you are flying Eastern's Air Shuttle to Boston this morning, you may be landing 20 to 30 minutes late."

When weather is good and all flights are on time, the major part of the minute is filled with either a commercial message or general flight facts information of interest to air travelers. If weather or other complications require more explanation, the general or commercial message is omitted.

Announcements end with something like the following: "Eastern—and only Eastern—brings you *Flite-Facts* every hour on the hour as a special convenience to save you the time and trouble of telephoning for latest information. Next broadcast at 9 a.m."

The Reaction ▪ In each of the 10 cities where *Flite-Facts* has been broadcast for the past few months, we have had enthusiastic reactions from businessmen, radio stations and many others interested in air travel. Naturally, it is difficult to evaluate results this quickly, but more and more people are beginning to hear these announcements on a regular basis and to count on them for accurate and up-to-date flight information. In all of our newspaper ads in these cities, we mention that *Flite-Facts* is broadcast every hour on-the-hour from 6 a.m. to midnight and we list the station's call letters and frequency. We remind our passengers of Eastern's *Flite-Facts* service in our time-tables, on our ticket envelopes and on counter and window displays. And all 10 radio stations have cooperated in publicizing these broadcasts in their own areas.

What at first seemed like an impossible task has been tackled, made workable and seems to be succeeding despite the problems that are faced in any pioneering effort.

As far as Eastern Air Lines is concerned, I am hopeful that eventually every single person who telephones us for information, or for flight reservations, will get through immediately because of the job *Flite-Facts* is doing.



Malcolm A. McIntyre joined Eastern Air Lines as president and chief executive officer on Oct. 1, 1959, after serving for two years as Under Secretary of the Air Force. An outstanding innovation he brought to the airline industry is Eastern's Air Shuttle service between New York, Washington and Boston. He is a Phi Beta Kappa graduate of Yale (1929), a Rhodes Scholar at Oxford, a former practicing attorney and a former officer in the U. S. Army Air Corps. He lives in Scarsdale, N. Y.



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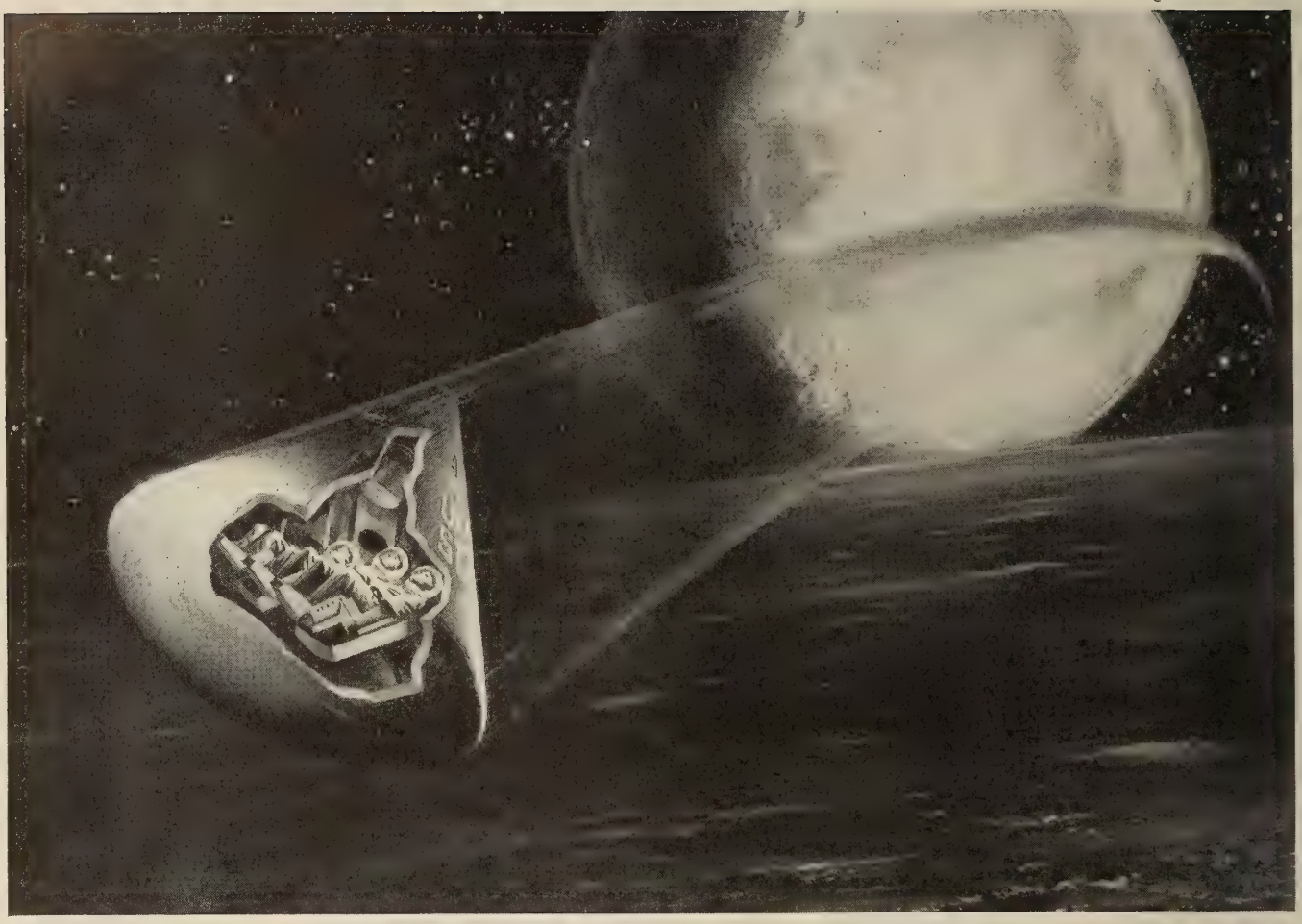
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CBS

WVEC-TV
CHANNEL 13
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NBC

Are You Making This $200 Million Error? Norfolk-Newport News has been called America's most underestimated market; for example, a hidden plus of $200 million in effective buying income lies in the fact that our huge armed forces payroll is largely available for discretionary spending. So add at least $200 million to the EBI for this market. Still other millions omitted from statistics on this market: Retail sales by the many commissaries, PX, shops, clubs, etc., operated here by Army, Navy, and Air Force (largest military concentration in the world).



It was a great trip.

"60 HOURS TO THE MOON... a fascinating, imagination-igniting hour."
N.Y. Daily News

"Chalk up one for Jim Hagerty's ABC News shop."
Variety

"First-rate documentary."
Newsweek

"Well worth the attention of viewers of any age."
Time

We are obviously gratified at the critical response to 60 Hours to the Moon.

It was television's full-scale report to the public on an exceedingly complex subject: our country's plans for future steps into Space.

It faced scientifically and realistically the many problems involved; indicated the inestimable new knowledge to be gained; stressed the opportunities for our youth in the national space program.

Guided by ABC's Science Editor Jules Bergman and Astronaut John Glenn, the report ranged the country for on-the-scene views at the work in progress. In all, some 20 N.A.S.A. scientists outlined their parts in the effort.

To take this wealth of technical material and make it exciting, as well as informative, television represented a big challenge. ABC News is prepared for such challenges.

It should also be noted that Olin, in sponsoring this program, likewise met a challenge in its acceptance and fulfillment of corporate responsibility to the public interest. **ABC Television**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 14, 1962, Vol. 62, No. 20

ICE AGE BEGINS FOR AM APPLICANTS

■ FCC freeze preceeds rulemaking on new or changed facilities

■ Fm standards amended to include nationwide table of allocations

■ Commission suggests am applicants might like fm station instead

The FCC last week called a halt to the population explosion in am radio stations. At the same time it set out to devise an orderly system of fm development.

The commission imposed a partial freeze on applications for new am's or for major changes in existing stations. The freeze will be in effect while the FCC undertakes a sweeping re-examination of its criteria for making am grants.

Act on Fm ▪ On the same day, May 10, the FCC instructed its staff to design a nationwide table of fm assignments. This was a new development in an fm rulemaking procedure that was already under way. Among the three broadcast services, only television now is organized in a system of channel distribution to specific localities. Am and fm radio facilities have been granted wherever applicants have been able to show they could be fitted in.

The commission did not say so in so many words, but the implication was clear that it expected to reach a final decision on its fm national allocations plan before it resolved a new am policy. In its announcement of the am freeze, the commission suggested that applicants who had been eyeing am might want to think of shifting to fm instead.

There was no official estimate of the duration of the am freeze.

Fm has, in effect, been frozen since last December.

Television was frozen in September 1948, and it was not until three years and seven months later that the FCC agreed on a new allocations plan and began to accept applications for new stations.

Doesn't Apply If ▪ Under the am freeze, the commission announced that it will not accept—as of last Thursday—applications for new or changed facilities unless they are (1) for Class II stations (with a minimum of 10 kw) on one of the 13 recently broken down clear channels; (2) an increase in power for existing Class IV stations up to 1 kw; (3) new stations (except 100 w Class IV's) which would bring a first primary service to at least 25% of the proposed coverage area and which would not cause objectionable interference to an existing station.

Applications pending at the present time, the commission said, will be "processed and acted upon in normal course . . ." There was a kicker: The applications will be carefully considered "to avoid unnecessary aggravation" of the am problems which caused the impending study. That is, grants reportedly will not be made of pending applications which could conflict with any new technical am rules the FCC might adopt.

Commissioner Rosel H. Hyde issued a one-sentence dissent to the freeze on future applications. "I think this is essentially a substantive policy decision and ought to be the subject of a public notice before decision," he said.

Not so, said the six-man FCC majority. Since the interim freeze relates to matters of practice and procedure, prior notice under the provisions of the Administrative Procedure Act is not required, the majority decreed. They cited as authority Sections 4 (i) and 303 (r) of the Communications Act.

The Present Problems ▪ Am rules in existence today are virtually unchanged from those adopted two decades ago, yet the number of standard radio stations has grown from 955 in 1945 to 3,871 at the present time, the commission said. "We believe that the time has come to restudy the standards under which we consider new and changed assignments and, as a first step toward this end, we find it necessary to bring a temporary, partial halt to our acceptance of applications for new and changed facilities," the FCC stated.

Rulemaking will be announced at a later date and the freeze is expected to continue until such new rules are adopted. Among questions to be posed for coverage in the rules: Whether technical portions of the rules are useful

For radio, birth control begins at 40



The freeze that the FCC invoked on am radio station applications last week came in the 40th year of steady growth in station population. It was in 1922 that the first great spurt in station numbers occurred. Ever since, except for a brief interlude during World War II, stations have been proliferating. In a series of special articles in this issue BROADCASTING presents a comprehensive history of the early days of radio and a forecast of the future as seen by broadcasters and their advertising customers. These articles treat the prospects of radio in the dangerous age of 40-plus, the first big year of growth, the pioneer stations that are still in business, the days of hand-made broadcast hardware and the early advertisers who took a chance on a new medium.

Special radio report begins on page 75

under present conditions? Whether many of the rules have been impaired by built-in exceptions? Whether the effectiveness of the rules have been eroded through the practice of granting almost automatic waivers of certain sections?

Also to be considered will be: The extent to which revision of the rules would be appropriate? Present limits employed to define the normally protected contour of the various classes of stations? What constitutes a "community" for the purposes of allocating local services? Whether station assignment principles should provide at all for a weighing of engineering standards against subjective non-engineering factors?

Deficiencies ▪ The commission said pre-war radio service suffered from three principal deficiencies: Lack of a first local outlet in many cities of substantial size; absence of competing local stations, and substantial "white" areas in many sections of the country.

"The standard broadcast service has grown so as to fulfill the commission's first two objectives to an unexpected degree," the FCC said. "Lack of competition . . . can no longer be regarded as a serious problem. At the same time, this tremendous proliferation of stations has occurred without significant reduction of white areas."

Outlying areas which lacked primary service in 1946 have been reduced "only a minute degree by the continual flow of new assignments," the agency said. "More than this, concentration upon the creation of multi-station markets has led to a derogation of engineering standards . . . and the available channels for the establishment of new stations in growing underserved areas have been continually reduced in number."

Core of the Problem ▪ In the face of this mounting problem, the commissioners said it has become necessary to ask "ourselves whether the present rules . . . and the substantial body of precedent which has become interwined with many of the rules frustrate implementation of a more efficient pattern of station assignment." This question forms the "core" of the thorough reappraisal of am rules which "must become" the subject of rulemaking, the FCC said.

Two major areas of concern to the FCC are a certainty that technical rules have lost their practical validity and, of greater importance, many of the most crucial standards have been impaired by built-in exceptions and waivers. The result has been a developing system of assignments that may be justified in terms of each individual case, but which, on the whole, bears little relation to the rational assignment system represented by the protected contour concept in undiluted form, the commission said.

"We feel that the first step necessary to permit an undertaking of the magnitude here involved is a partial halt in our acceptance of standard broadcast applications," the FCC said in explaining the freeze. This is essential, the agency continued, so that a continual flow of new assignments based upon existing, possibly inadequate, standards will not compound present difficulties.

Having already determined that duplication of 13 of the 25 Class I-A clear channels is in the public interest, the FCC said that it will accept and process those applications (BROADCASTING, Sept. 18, 1961). Also last year, the commission authorized a power increase up to 1 kw for Class IV outlets and the agency said it will continue to accept such applications since some 500 already have been granted.

Economics, Overpopulation ▪ In its order, the FCC made only the one mention of the economics of am broadcasting in stating that lack of competition no longer is a problem. Continuing complaints have been received on economic injury grounds but a commission spokesman said last week that the overpopulation problem will not be attacked on financial grounds.

Rather, strict engineering and technical standards will be adopted and ad-

Overpopulation radio's biggest problem, Collins believes

An NAB depth study of the radio overpopulation problem and the issues created by the FCC's partial freeze announced May 10 will get under way in the near future.

Gov. LeRoy Collins, president, is ready to announce composition of a nine-member committee to direct the association's consideration of overpopulation and to cooperate with the FCC in its review of the crowded radio spectrum.

NAB had no official comment Thursday on the FCC's freeze action. It was made clear, however, that NAB had no part in the freeze. A three-man NAB Radio Board committee and Gov. Collins had met with FCC Chairman Newton N. Minow April 25 for an informal discussion of overpopulation (BROADCASTING, April 30). Chairman Minow had advocated a cooperative FCC-NAB study during his convention address in Chicago (BROADCASTING, April 9).

Overpopulated ▪ Gov. Collins discussed the effect of overpopulation in his May 5 address to the Kansas Assn. of Radio Broadcasters (see KARB story, page 64). Calling it the biggest problem confronting radio in some markets, he said FCC's extreme generosity in granting licenses with the industry in many areas "too populated for its own good, or that of the public."

Asserting he is not arguing for "a monopoly in radio," Gov. Collins explained, "Radio should always be fully competitive. But in each community there is a limit to the number of radio stations which that community can with reason sustain.

"And when that number is exceeded—and the number will vary with each community, or market—radio stations are forced to cut costs and reduce rates below the point where they are able to maintain a reasonable balance between commercial and noncommercial programming. Further, in this situation there is simply not an adequate economic base to provide a suitable level of program quality or of public service.

Economic Squeeze ▪ "As Chairman Minow emphasized at our recent NAB convention, the FCC now recognizes the dangers to both the industry and the public in such an economic squeeze. The NAB and the commission are now working together to develop joint studies and conferences to find answers we do not now have to this overpopulation problem, and I am confident that great progress will come from these efforts.

"The motives of the industry and the FCC are the same—to find ways and means for radio to improve the quality of its service within the environment of freedom fostered by our American system."

Gov. Collins said the station manager "often finds himself in an economic box because the FCC has au-

hered to for future grants and in existing overpopulated areas, the FCC will take steps to encourage mergers and consolidations. Last week's order was the first official commission action looking toward solving the am overpopulation dilemma. Several FCC officials have spoken about the problem individually.

One day ahead of its meeting which marked the am freeze approval, the FCC decided that it would take up the subject of economics in a Riverton, Wyo., am case and a Nebraska translator case. In Riverton, the commission ordered a hearing to determine if that city can support economically more than one am station but the next day (May 10) decided (privately) to reconsider the hearing order this week (see story, page 52).

Commissioner Robert E. Lee drew an ovation at the 1961 NAB convention when he said there are too many am stations and suggested a freeze on future grants. Since then, individual commissioners, Broadcast Bureau Chief Kenneth Cox and other FCC staff members have advocated a broad study of am rules because of the proliferation of the present standards.

Things began to jell at the NAB convention in Chicago last month when both NAB President LeRoy Collins and FCC Chairman Newton N. Minow called for a joint industry-government conference on am overpopulation and rules (BROADCASTING, April 9). The idea was immediately accepted and the NAB is ready to name its participants (see story below).

And, Fm Too ▪ In its am order, the FCC noted that its revision of rules governing allocations in the fm band is nearing completion. These new fm rules are expected to be in force months before the am freeze is lifted and, with this in mind, the FCC offered the following advice:

"The commission suggests that potential applicants for facilities in the crowded standard broadcast band give serious consideration to the greater coverage possibilities, both day and night, in the fm band."

Over a year ago, the FCC became alarmed over the trend in fm grants which many felt was rapidly leading to the same situation which exists in am and last summer issued rulemaking drastically revising its fm rules (BROADCASTING, July 3, 1961). A partial freeze, still in existence, was placed on fm grants last December which might conflict with the proposed new rules (BROADCASTING, Dec. 11, 1961).

Generally, comments in the fm docket were violently opposed to the FCC's plans (BROADCASTING, Nov. 13, 1961) and, as a consequence, the commission has undertaken a major revision of its former proposal.

The fm table will assure secondary cities within 50-75 miles of major metropolitan centers will have fm frequencies. The commission plans a nationwide table of allocations similar to that adopted for television.

Top priority has been given to the fm table with the staff ordered to expidite its drafting for comments.

New horizons for FCC

The FCC will be getting into novel regulatory fields when Congress passes the space communications bill, Max D. Paglin, FCC general counsel, told the Second National Conference on the Peaceful Uses of Space in Seattle May 9. The bill already has passed the House and is under consideration by the Senate. Among the new areas to be overseen by the FCC: competition in procurement bidding; communications link with foreign countries; technical and operational coordination and integration of satellite users with existing cable and landlines.



Mr. Paglin

thorized more stations to operate in his market than the market can possibly support on any reasonable basis." He explained that in five of the 30 largest cities the 39 radio stations had a combined profit of $1.7 million before taxes in 1948 but in 1960 the number of stations in these cities had grown from 39 to 65 with their combined operations producing a deficit of $742,000.

Howard H. Bell, NAB vice president for industry relations, said May 11 that the radio allocation "is at the root of the overpopulation debate." In an address to the Ohio Assn. of Broadcasters, meeting in Cleveland, he reminded that NAB-FCC cooperation "proved highly effective with respect to the new program forms and logging requirements, which should be released by the commission shortly."

Birth-Control Problems ▪ The hazards of birth-control methods for radio overpopulation were pointed out May 5 at the Kansas Assn. of Radio Broadcasters convention, held in Hays, Kan., by Thad M. Sandstrom, general manager of WIBW-AM-TV Topeka. He is retiring KARB president.



Gov. Collins

While birth control sounds "like a fine suggestion," Mr. Sandstrom said, "in a free enterprise economy I find a difficult struggle in conforming to the proposal that the FCC encourage station mergers and that the commission stop licensing stations on economic grounds.

"The commission has within the framework of its own rules the necessary tools through rigid enforcement of the commission's own engineering requirements. This, to me, is the only sensible approach to the so-called overpopulation of radio. None of us wants a government-sponsored monopoly, for if we have one, we're inviting regulations which would make today's rules seem like the by-laws of a civic club."

Gov. Collins KARB address was broadcast over a statewide radio network. The association adopted a resolution endorsing the NAB-FCC conference but added that it "does not feel economics in a given market should enter into the decision as to whether a license is granted, and that additional broadcasting licenses shall be granted purely on the basis of public interest and good engineering practices. KARB voted to poll its membership on the question.

The 'Trib' uses tv to reverse a trend

NEWSPAPER RENEWS TV CAMPAIGN AS FINANCES END TEN-YEAR SLIDE

The *New York Herald Tribune* plans to continue its $1.2 million-per-year tv campaign. The newspaper has been using tv in New York since early fall in an all-out attempt to increase circulation and advertising revenue in its fight for survival in a market dominated by other, higher-circulation morning newspapers: the *Times, Daily News* and *Mirror.*

Most important to the tv story being composed by the *Herald Tribune* is the campaign's renewal (effective July 1), indicating continued faith in the job tv advertising can do for a newspaper.

The *Trib's* tv advertising is hard sell and devised to attract new readers to its brand new makeup and news treatment, which have radically changed the paper's image in the past several months.

For years, the *Herald Tribune* has bucked a trend of lost circulation and failure to dent the solid readership and substantial advertising revenue of the competing *New York Times.* Of all the morning papers the *Times* is the most logical competitor, since the others are mass circulation tabloids (the *News* is the more successful of the two tabloids).

The *Herald Tribune* is allocating 70% of its advertising budget to television and is using the electronic medium's excitement and visual impact to increase interest and help the paper survive in what's regarded generally as one of the toughest newspaper markets in the U. S.

Editing Difference ▪ Some of the H-T's effort goes against the rules. The paper's makeup is daring and exciting, its writing crisp and its pictures are dramatically displayed. For the advertising job, the *Trib* in July, 1961, chose Papert, Koenig, Lois, New York, an agency that's relatively new (organized in January 1960), and is known for its unusual and stimulating approach to advertising.

The newspaper, through PKL, is on the 11 p.m. newscast on WCBS-TV New York, with an investment of about $670,000. For that expenditure on the station, the advertiser has two "major" and two "minor" spots in a four-day period—the major spot two nights each week, and the minor spot the other two nights. In addition, the H-T has run spot announcements on other New York tv stations.

All commercials emphasize the theme: "Who says a good newspaper has to be dull?" and relies on immediacy by taping the messages to coincide with what will be in the newspaper the next morning. The theme is repeated and put on posters displayed in metropolitan New York.

PKL also is pushing its advertising theme, which might be paraphrased as: "Who says a good advertising campaign has to be dull?" The commercials on the news program present visual movement as well as a close-up of the next

How Vallee, tv sell 'a paper' without really seeming to try

A good-humored dig at "that other morning paper" (the *New York Times,* the *Herald-Tribune's* major competitor) is a key device employed by the *Trib'* in its tv.

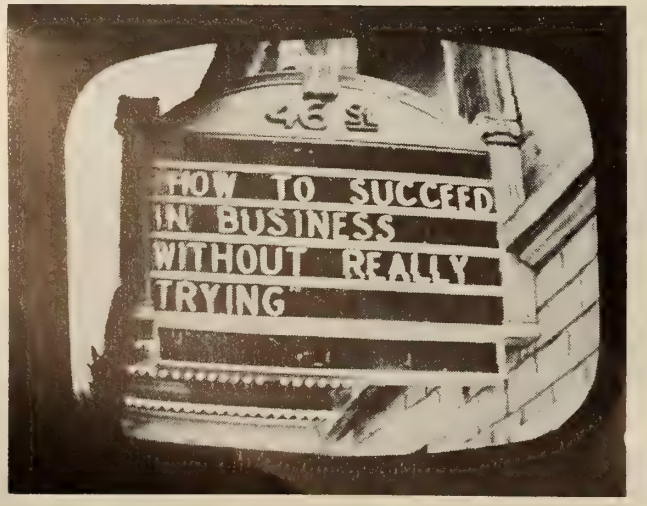
Rudy Vallee (below), a star of the Broadway musical "How to Succeed in Business Without Really Trying," tells the New York tv audience why he likes the *'Trib'* (after the advertiser respectfully focuses the camera on the theatre's marquee):

"For years I struggled through another morning paper, trying to make sense out of those grey columns of unevaluated news. Very difficult. Very unrewarding." Mr. Vallee goes on to say the *Tribune* organizes the news so the reader can see how events fit together. He continues:

"And then there's the inside of the *Tribune.* There's really good writing there." After saying a few words about the newspaper's columnists, he quotes a phrase from the *Tribune* theatre critic Walter Kerr's review of "How to Succeed":

"Why, listen to this sentence: 'Rudy Vallee is very funny.' Now *there's* great writing! Who says a good newspaper has to be dull? Why don't you give the *Tribune* a try tomorrow. A nickel."

The 60-second tape commercial was prepared by the H-T's agency, Papert, Koenig, Lois Inc., New York.





WHICH IS THE IOWA FARMER'S WIFE?



Slightly more than half of all Iowa's income derives from manufacturing and services—slightly less than half from agriculture.

But the average farmer in Iowa makes an annual income of $14,700—and you can't distinguish his wife from "city wives" in any well-dressed gathering.

The point is that you can sell so-called "city products" as well in Iowa as in New York or San Francisco. If your Iowa sales don't prove it, maybe you aren't giving this market the proper cultivation. Why not get the figures, and *see?*

And *that* will be the time to remember that WHO-TV is a daily and nightly friend, entertainer and advisor to almost every woman in Central Iowa!

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC and WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

NBC Affiliate



Peters, Griffin, Woodward, Inc.
National Representatives

Some parents spare the rod, others the tv

Statement: the behavior of the nation's children should be a major concern of television advertisers.

Fact: 38% of the nation's parents punish their children by taking away their tv privileges (59% use old-fashioned spanking, putting tv-less days in second place as a method of punishment).

Conclusion: tv advertisers on children's shows would do well to encourage good behavior among their viewers and so encourage the purchases by parents of the advertised products.

Source: R. H. Bruskin Assoc., New Brunswick, N. J., market research concern, questioned 1,400 parents on how they punish their children.

morning's front page. The camera singles out a news story or feature treatment judged to be of standout interest.

To achieve this immediacy, Ron Holland, the commercial script writer, sits in on the *Herald-Tribune* editorial conference each afternoon.

The ad campaign is aimed at the *Times* but the attack is chiding and often humorous. This carries through in all commercials, including the endorsement IDs (see story, page 30). The "has to be dull" theme was coined by Julian Koenig, president of PKL, and first used on tv last Nov. 8, election night.

Tv Effectiveness ▪ Paul Keye, account executive at the agency, puts it bluntly: "Too many newspapers are still edited on the assumption that people do not own tv or radio sets, or, if they do, they rarely look or listen." This philosophy reflects in part that of John Denson, editor of the *New York Herald Tribune*, who has motivated the changes over the months.

Editor & Publisher reports that the *Herald Tribune* daily circulation is running around 381,000, or 12,000 higher than a year ago. (The latest ABC circulation figure for the H-T is 373,509.) The agency places the increase at 10,000 to 15,000 each day (compared to the comparable day a year ago).

If sifting through the numbers, it's explained, it's necessary to chart in terms of "trends" since so much in circulation depends also on the significance of news at the time the circulation count is made.

Tv is being used particularly to catch the so-called new reader and the person who does not rely solely on the newspaper for his information. At the same time, it is noted, in advertising terminology the "switch brand" concept is more difficult to use. "It's like changing wives," Mr. Keye says. "People do not casually change reading habits."

But, he reports, both agency and client know that "something is happening." Advertising revenue, for example, is moving upward and holding.

Radio, Too ▪ The *Trib* has used some radio: spots on its four owned stations: WVIP Mt. Kisco, WVOX-AM-FM New Rochelle, WGHQ Saugerties and WFYI Mineola, all New York.

But the newspaper today (May 14) begins a five-week test campaign on WNEW New York. The test calls for one spot announcement daily, to be ad libbed by station personality William B. Williams, between 10-11:30 a.m.

The radio test is aimed at the housewife who not only would be interested in the columns of the H-T's women's page, but also those of the editorial and front pages—"the thinking broad is what we like to call her," Mr. Keye explains.

Ad Objective ▪ The advertising planners, conscious of the need to make the newspaper a "conversation" piece, are well aware that this approach also catches the attention of potential advertisers.

The current rate of tv usage is expected to dip this summer and some additional effort will be put in to posters, but the full force will be back in the fall. The summer dip is sought to maintain flexibility, too, or as Mr. Keye expresses it, to keep a "cookie jar fund."

Right now, the H-T has moved cautiously in advertising its Sunday edition (reported at 486,000) because editorially the management is still "working on the Sunday paper," but the circulation drop has "bottomed out," ending a decline of about a decade.

Ad efficiency subject of ANA spring meeting

The need for more efficiency in advertising—and ways to achieve it—will be the theme of the spring meeting of the Assn. of National Advertisers, to be held in New York next Monday and Tuesday (May 21-22).

Among the areas to be covered: Development of more highly trained professional manpower, the relationship of advertising to principal areas of management, measurement of advertising results, the growth of international advertising, the essential value of advertising in the cold war, and government and public views of advertising.

Speakers will include McGeorge Bundy, special assistant to President Kennedy for national security; Harrison F. Dunning, Scott Paper; J. H. Jewell, Westinghouse Electric; Bernard Shull, Federal Reserve Bank (Philadelphia); Ernest P. Zobian, Vick Chemical; John M. Elliott, the Richardson Foundation; Andrew Karnig, Bristol-Myers International; Gilbert H. Weil, ANA general counsel; C. H. Sandage, U. of Illinois; Arthur Tatham, Tatham-Laird; Lyndon O. Brown, Dancer-Fitzgerald-Sample.

The sessions will be held at the Hotel Commodore starting at 9:15 a.m. Monday.

'Roadar' ad service offered for turnpikes

A new radio advertising service, "Roadar," soon will become the companion of toll road automobile drivers and passengers. Undertaken by a midwest group, its target is the millions who travel the turnpikes daily.

Robert J. Campbell, until last November manager of WTMT Louisville, and since 1936 in management and talent in midwest radio, announced the first franchise for turnpike radio. The 10-year franchise with the Indiana Toll Road Commission includes an option to continue for a second decade. Mr. Campbell is president of Communications Development Co., with headquarters at New Albany, Ind.

Construction of the 160-mile Indiana toll road link, with about 80 repeaters, will cost an estimated $250,000 and will be begun soon, according to Mr. Campbell.

Negotiations are under way for a second franchise with the Ohio Turnpike Commission, Mr. Campbell acknowledged. He said preliminary discussions have been held with other eastern states that have toll roads.

The first Roadar network, extending from Philadelphia to Chicago, will be programmed from Berea, Ohio, site of the Ohio toll road communications center. Each state will have a sub-office permitting it to cut in on the network for special instructions to drivers.

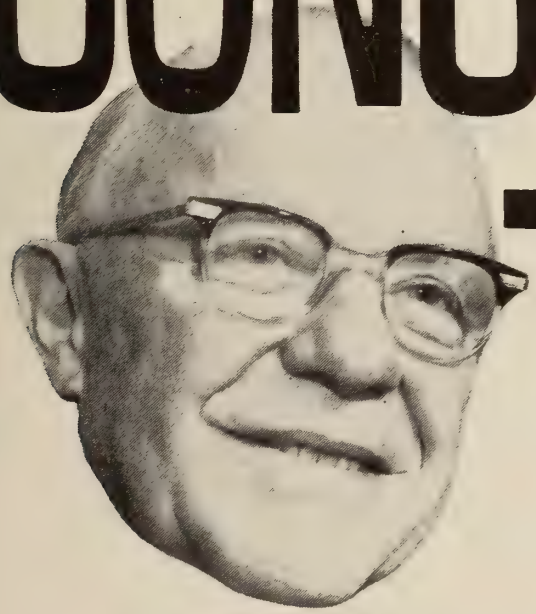
The programs will consist mainly of music, news, sports and special broadcasts to the auto driver on road conditions, traffic reports and other items of importance to toll road drivers.

CDC plans to carry eight commercials each hour. The company is negotiating with Avery-Knodel to act as sales representative for the new service.

The broadcasts will be on 540 kc, radiating from a wire line laid on the median strip of the throughways. No FCC licenses will be required, it was indicated, since the radiation will not be more than the permissible limit.

Fulton Lewis Jr., radio commentator, holds a minority interest in CDC. John H. Battison, Washington consulting engineer, is director of engineering for the company.

LOOK WHO'S EDITORIAL CONSULTANT TO WSB



Atlanta's Mayor Emeritus William B. Hartsfield has been named to the post. When he stepped out of office in 1962, Hartsfield had served as mayor of "our town" for 23 years. Probably no one among Atlanta's million people is as aware of this city's needs and dreams as he is. Working directly with WSB's management, and Dick Mendenhall, editorial director, Hartsfield's community insight and advice add new breadth and strength to the editorial policies of these stations.

WSB radio-tv ATLANTA

Represented by Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC WSOC-TV, Charlotte; WHIO WHIO-TV, Dayton.

P&G No. 1 tv advertiser in '61—TvB

LEVER, AMERICAN HOME PRODUCTS NEXT, BOTH OVER $40 MILLION

Procter & Gamble is the No. 1 national advertiser in television, responsible for a total of $108,632,187 in 1961, more than half of it in spot (over $56.7 million). Lever Bros. and American Home Products, each with more than $40 million, respectively, ranked after P&G.

A list of the 100 leading national tv advertisers, which includes their gross billings in spot and network last year, was released May 11 (Thursday) by Television Bureau of Advertising.

TvB reported that nine advertisers appeared in the combined list for the first time since the bureau began its compilation in 1958. They are Mead Johnson & Co.; Purex Corp.; Goodyear Tire & Rubber Co.; Lehn & Fink Products Corp.; Union Carbide Corp.; Charles Pfizer & Co.; Ex Lax Inc.; Pharmacraft Labs, and Socony Mobil Oil Co.

Others in Top 10 ▪ General Foods Corp. and Colgate-Palmolive Co., both with over $35 million in gross billing, ranked Nos. 4 and 5, respectively. The other five leading national advertisers in television grossed more than $20 million. They ranked in this order: General Motors Corp., Bristol-Myers Co., R. J. Reynolds Tobacco, General Mills, and P. Lorillard & Co.

Of the top 10 national advertisers in tv, P&G was the only advertiser spending more in spot than in network. Other than P&G, General Foods came nearest to achieving an outlay equally divided between network ($20 million) and spot (nearly $18 million). P&G's spot and network came close to an even split (almost $52 million in network). The television billing listings follow:

TOP 100 ADVERTISERS—1961

Rank		TOTAL TV	SPOT TV	NETWORK TV
1.	Procter & Gamble	$108,632,187	$56,704,290	$51,927,897
2.	Lever Bros.	47,738,418	18,976,870	28,761,548
3.	American Home Products	42,624,300	8,713,090	33,911,210
4.	General Foods	37,877,683	17,856,170	20,021,513
5.	Colgate-Palmolive	36,503,110	14,989,170	21,513,940
6.	General Motors	25,167,390	1,355,560	23,811,830
7.	Bristol-Myers	24,719,622	9,586,450	15,133,172
8.	R. J. Reynolds Tobacco	24,040,662	2,299,740	21,740,922
9.	General Mills	23,289,821	4,272,080	19,017,741
10.	P. Lorillard	21,609,920	8,003,050	13,606,870
11.	Miles Labs.	19,580,969	7,636,790	11,944,179
12.	Gillette	19,276,324	5,062,430	14,213,894
13.	Brown & Williamson	17,597,611	3,464,840	14,132,771
14.	Philip Morris	16,148,631	6,374,160	9,774,471
15.	Sterling Drug	16,081,946	3,008,580	13,073,366
16.	Kellogg	15,000,228	5,978,780	9,021,448
17.	Alberto-Culver	13,961,454	5,150,090	8,811,365
18.	Liggett & Myers	13,904,761	2,845,350	11,059,411
19.	American Tobacco	13,639,986	4,237,670	9,402,316
20.	S. C. Johnson & Son	13,581,030	1,060,500	12,520,530
21.	National Biscuit	12,891,872	1,529,570	11,362,302
22.	Coca-Cola (bottlers)	12,723,615	10,745,140	1,978,475
23.	Corn Products	12,710,389	6,126,570	6,583,819
24.	Warner-Lambert Pharma.	11,721,228	4,183,090	7,538,138
25.	Ford Motor	11,503,224	421,670	11,081,554
26.	William Wrigley Jr.	11,117,550	10,098,750	1,018,800
27.	Campbell Soup	10,700,933	3,366,570	7,334,363
28.	Texaco	10,386,264	267,140	10,119,124
29.	National Dairy Products	10,312,916	1,406,960	8,905,956
30.	J. B. Williams	9,905,537	537,810	9,367,727
31.	Pillsbury	9,721,012	2,049,150	7,671,862
32.	Standard Brands	9,284,680	8,752,320	532,360
33.	Continental Baking	9,049,453	8,535,930	513,523
34.	Beech-Nut Life Savers	8,628,470	1,572,580	7,055,890
35.	Carter Products	8,166,838	3,872,170	4,294,668
36.	Ralston-Purina	8,113,120	1,959,940	6,153,180
37.	Nestle	7,984,417	4,718,820	3,265,597
38.	Scott Paper	7,951,947	1,971,020	5,980,927
39.	Quaker Oats	7,832,446	2,754,440	5,078,006
40.	Block Drug	7,828,627	951,910	6,876,717
41.	General Electric	7,584,072	1,503,080	6,080,992
42.	E.I. du Pont de Nemours	7,444,698	363,030	7,081,668
43.	American Chicle	7,082,260	2,549,530	4,532,730
44.	Simoniz	6,843,921	2,846,360	3,997,561
45.	Johnson & Johnson	6,331,369	565,370	5,765,999
46.	Carnation	6,287,190	2,979,480	3,307,710
47.	Armour	6,217,130	725,570	5,491,560
48.	Mead Johnson	6,139,326	236,950	5,902,376
49.	Andrew Jergens	5,688,431	2,540,400	3,148,031
50.	Pepsi Cola (bottlers)	5,570,626	4,336,350	1,234,276
51.	Kaiser Aluminum & Coal	5,465,538	22,630	5,442,908
52.	Richardson Merrill	5,431,439	2,594,400	2,837,039
53.	Joseph E. Schlitz	5,409,558	3,353,160	2,056,398
54.	Eastman Kodak	5,389,755	631,590	4,758,165
55.	International Latex	5,323,280	5,323,280	.....
56.	Chrysler	5,263,537	1,112,370	4,151,167
57.	Anheuser-Busch	5,228,468	4,535,130	693,338
58.	Chesebrough-Ponds	5,117,306	1,353,090	3,764,216
59.	Consolidated Cigar	4,863,600	1,484,540	3,379,060
60.	U.S. Borax & Chemical	4,855,041	2,603,750	2,251,291
61.	J. A. Folger	4,735,150	4,735,150	.....
62.	Lestoil Products	4,662,670	4,662,670	.....
63.	Food Manufacturers	4,610,690	3,682,270	928,420
64.	Avon Products	4,540,460	4,540,460	.....
65.	Kimberly-Clark	4,322,955	512,200	3,810,755
66.	Hunt Foods & Industries	4,166,380	4,166,380	.....
67.	R. T. French	4,108,034	697,430	3,410,604
68.	Prudential Insurance	4,093,756	.....	4,093,756
69.	Gulf Oil	4,017,711	780,770	3,236,941
70.	Reynolds Metals	3,966,147	33,640	3,932,507
71.	Falstaff Brewing	3,948,868	2,555,760	1,393,108
72.	Revlon	3,919,105	229,680	3,689,425
73.	Sears, Roebuck	3,872,139	1,237,650	2,634,489
74.	Beecham Products	3,845,830	189,930	3,655,900
75.	Helene Curtis Industries	3,828,207	1,763,010	2,065,197
76.	Pabst Brewing	3,815,916	3,508,490	307,426
77.	Purex Ltd.	3,774,355	282,940	3,491,415
78.	Welsh Grape Juice	3,754,650	2,930,970	823,680
79.	Mennen	3,724,746	25,880	3,698,866
80.	Humble Oil & Refining	3,660,332	2,884,190	776,142
81.	Westinghouse Electric	3,650,938	171,360	3,479,578
82.	Drackett	3,632,129	73,830	3,558,299
83.	Armstrong Cork	3,602,925	55,240	3,547,685
84.	U. S. Steel	3,351,436	.....	3,351,436
85.	Canadian Breweries	3,350,379	3,216,180	134,199
86.	Ford Motor (dealers)	3,329,700	3,329,700	.....
87.	Noxzema Chemical	3,261,831	773,390	2,488,441
88.	Goodyear Tire & Rubber	3,237,706	213,660	3,024,046
89.	Lehn & Fink Products	3,218,773	1,287,070	1,931,703
90.	Polaroid	3,216,222	.....	3,216,222
91.	Union Carbide	3,182,002	227,950	2,954,052
92.	General Motors (dealers)	3,165,920	3,165,920	.....
93.	H. J. Heinz	3,150,233	28,690	3,121,543
94.	Aluminum Co. of America	3,060,650	114,800	2,945,850
95.	Hills Bros. Coffee	3,004,010	2,543,510	460,500
96.	Norwich Pharmacal	2,977,900	2,001,210	976,690
97.	Chas. Pfizer	2,798,569	124,050	2,674,519
98.	Ex Lax	2,773,761	1,310,020	1,463,741
99.	Pharmacraft Labs	2,767,730	2,767,730	.....
100.	Socony Mobil Oil	2,748,437	782,820	1,965,617

Sources: spot, TvB-Rorabaugh; network, TvB/LNA-BAR

MUSIC NOTED...

Boston Symphony Orchestra in a series of 13 one-hour TV Concert Specials has already been sold in these markets:

WNEW-TV,	New York, N. Y.	WTVN,	Columbus, O.
WJBK-TV,	Detroit, Mich.	WTRF-TV,	Wheeling, W. Va.
WHDH-TV,	Boston, Mass.	WICU-TV,	Erie, Pa.
WTTG,	Washington, D. C.	WABI-TV,	Bangor, Me.
WMAR-TV,	Baltimore, Md.	KFSA-TV,	Ft. Smith, Ark.
WGR-TV,	Buffalo, N. Y.	KOLO-TV,	Reno, Nev.

The concerts, featuring the world renowned 104-piece orchestra to be conducted by Charles Munch and Erich Leinsdorf, will include the works of Beethoven, Haydn, Honegger, Schumann, Franck, Milhaud, Piston, Mozart, Bach, Copland, Handel, Diamond, Purcell, Wagner, Mendelssohn, Sibelius and Brahms.

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2858
L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276



A THREAT TO AGENCIES?

WSAAA official conference theme: 'New Directions'

Prevailing topic: getting advertising 'off spot'

The threat of advertisers and media bypassing agencies to deal directly is no phantom but a real and present danger, Robert E. Lovett of Boylhart, Lovett & Dean, Los Angeles, told the Western States Advertising Agencies Assn. Thursday (May 10) at the opening session of the WSAAA 12th annual conference. The three-day meeting was held at the Oasis Hotel in Palm Springs, Calif.

Reporting as chairman of the WSAAA Media Relations Committee, Mr. Lovett told the agency executives that a survey of advertiser, agency and media attitudes made in March reveals a general feeling that business management is not fully convinced of the value of advertising. A similar survey made in 1961 showed advertisers split nearly evenly on this point, with 51% feeling that management did appreciate the importance and value of advertising, but this year 75% of the advertiser respondents said they did not believe management feels that way. Agency and media responses indicated a similar negative view but to a lesser degree, with no significant change from their 1961 response.

The increase among the advertisers who feel they are not convinced of advertising's importance and value in the past year is a warning that no one in advertising can ignore, Mr. Lovett declared. Advertising in most instances is used to increase sales and an advertiser who has lost faith in advertising's ability to do this can easily decide to divert part or all of his advertising budget into price reductions or increased compensation for salesmen as more efficient means of getting more business.

Agencies On the Spot ▪ "We agencies are in the middle," the survey chairman declared. "We've been suckered into the position of claiming that advertising is responsible for sales, so when sales fall off we can't duck the conclusion that advertising is responsible here too. And since the agency is generally responsible for the advertising, the agency gets the blame when the ads don't produce the desired results."

Mr. Lovett pointed out that in answer to a question on media merchandising and promotion, 90% of the advertiser respondents expressed the belief that these services are not being adequately used in their sales programs. This attitude, he noted, was stronger than the 70% of agencies and even the 75% of media men who agreed with the advertisers. In all three groups, the feeling that media merchandising and promotion is not being properly used has risen in the past year.

The three groups differ radically in their feelings about agency compensation. The 15% commission system was voted the one that best serves our interest by 80% of the advertisers and 50% of the media respondents, but only by 10% of the agency men, 75% of whom favored a fee-plus-commission operation. Only 5% of the advertiser and 20% of the media responses agreed with the agencies on this point. All groups feel that the fee-plus commission plan will show the most growth in the year ahead, but the agencies, perhaps through wishful thinking, are much more positive, with 70% anticipating this change, to 40% of media and 45% of advertisers who do so. None of the groups believe that the next year will bring a change in agency commission to a figure higher than the present 15%.

No Licensing ▪ Advertisers, agencies and media agreed in opposing licensing

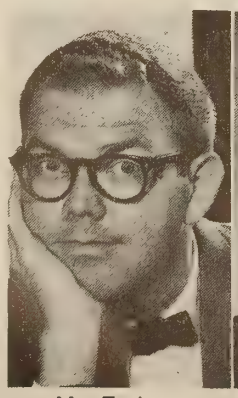
Freberg's humor earns RAB top radio award

Stan Freberg of Stan Freberg Ltd. was selected last week as the top winner of Radio Advertising Bureau's nationwide competition for "creative excellence in commercials first heard on radio during 1961." Mr. Freberg will be given $1,000 by RAB for a series of humorous commercials for Meadow Gold dairy products, whose agency is Hill, Rogers, Mason & Scott Inc., Chicago.

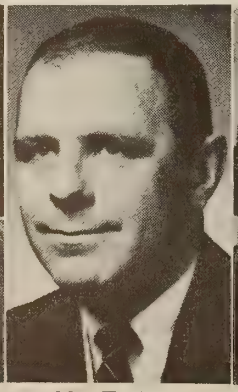
The second prize of $500 will be shared by Edward A. Trahan, vice president for radio-tv for W. B. Doner & Co. Baltimore, and Ralph W. Cummings, Cummings Productions Inc. for their Gibbs pork and beans jingle. Third prize will be shared by four BBDO New York executives — Tom Anderson, Jim Jordan, Joe Hornsby and Ted German—for a marching song commercial for the F & M Schaefer Brewing Co.

The selections were made by Kevin B. Sweeney, president of RAB; Miles David, RAB vice president for administration and the bureau's board of directors. More than 300 commercials were submitted by agencies, advertisers and producers.

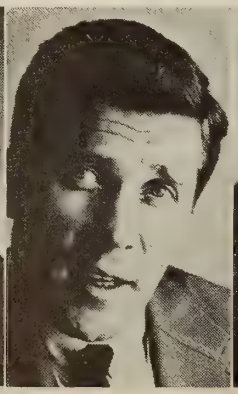
The Meadow Gold commercial was a spoof of "My Fair Lady," called "My Fair Dairy," The jingle for Gibbs pork and beans, carried on stations in the South, was said to combine "bright lyrics and a bouncy, catchy tune." The Schaefer beer commercial was a "rousing, masculine march," aimed at men who consume the highest percentage of beer ("Schaefer is the one beer to have/ When you're having more than one . . .").



Mr. Freberg



Mr. Trahan



Mr. Cummings



Messrs. German, Anderson, Jordan, Hornsby

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON-TV
Has been FIRST
51 consecutive months
ARB, through March, 1962

· S.F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE

of agencies and that licensing of agencies would be of no benefit. The negative attitude toward governmental licensing has increased during the past year, Mr. Lovett said, but the write-in comments indicate a feeling that some sort of industry standardization would be a good idea.

The fact that advertisers are losing faith in advertising is a matter of serious concern, according to Allen R. McGinnis, vice president and creative director of BBDO, Los Angeles. But the agencies have only themselves to blame. "It is we, the very people who earn our living at it, who most distrust and are the least convinced of the value and importance of advertising," he asserted. "Moreover, I submit that we have unwittingly perhaps but nonetheless successfully communicated it to our clients."

To Restore Faith ▪ Mr. McGinnis urged his fellow agency executives, if they really believe in advertising, to join in "a simple crusade: First, let's stop the creating, the selling, and the judging of advertising as an end in itself. Let's start concentrating on getting it acted upon rather than talked about.

"Second, let us remember that the only true improvement in advertising must always begin with, and rest upon, a better pinpointing of its objectives—with all the time, thought and sweat which that implies.

"And finally, let us remember that the only real proof of advertising effectiveness must lie in the constant testing and measurement of it against those objectives."

Don't Attack, Answer ▪ Advertising must adopt a realistic attitude when dealing with its critics, Marvin Cantz, president of Tilbs & Cantz, Los Angeles, said at the Friday afternoon conference session. Urging an approach of "enlightening our critics, not condeming them," he said that "too often our industry's spokesmen have been quick to identify opponents of advertising as subversives . . . very few, I have found, truly deserve to be called "fuzzy" thinkers or communist inspired on the basis of their criticism.

"Besides," Mr. Cantz continued, "this kind of rebuttal serves no real purpose. . . . It merely antagonizes a a lot of honest skeptics. I believe there is far more to be gained through informative and rational debate in the arena of public opinion. There is no need to attack the motives of scholars, authors, political spokesmen or any honest critic. This will never clarify the role of advertising in a free society. It will never satisfy the public's need to understand it better. Let's not forget, we are competing against ideas, not people."

Overdue Obligation ▪ Referring to the conference theme, "New Directions, Advertising West," Elton H. Rule, vice president and general manager of KABC-TV Los Angeles, expresssed the hope that "the new direction in television will be adoption of a sound editorial policy as well as a sound programming policy."

Mr. Rule recalled that when the Elmo Roper research firm asked the public how they felt about tv being a wasteland, "only three out of ten agreed with that charge, while the other seven felt that television in fact offers a balanced schedule. Broadcasters in the past year have been 'nudged' to provide more public interest programs," he said, but "as one looks at the ARB or Nielsen ratings you seldom see an educational program or a classical musical offering or a documentary in the top 20 or 30 or 40. . . . So one would have to think that such programs are not in the public interest if the majority of people doesn't watch them. The public's thinking here would seem to be, these programs are great and we've got to have them, for somebody else to look at."

The tv executive referred to another Roper finding that "more people will accept the authenticity of an issue reported on television" and declared, "If it is true that the public places greater reliability on tv news as compared to the printed word, then we have an obligation which is overdue . . . we now must take a stand on key issues we feel to be improvements in bettering our community and present the merits of these issues over broadcasting facilities.

"As advertisers and advertising agencies, it will become your duty to respect those stands taken by the broadcaster. For the most part we no doubt will be in accord. But should there be differences of opinion, it will still be your responsibility to respect our basic rights of freedom of expression. The people have a right to know where a major medium stands and now more than ever before it is expected of us to let that stand be known. As you are well aware, it takes a long time to create an image. We have worked hard to create a favorable image and will do nothing to injure that image. In my opinion, editorializing will enhance it."

An Offer ▪ Any service of Southern California Broadcasting Assn. that "applies to the sales of radio broadcasting as an advertising medium is availible to the advertising industry, literally upon request and always at no cost," SCBA president Robert M. Light told the WSAAA conference Friday. "Whether the demand is for a full-size presentation on the medium and the market, or a presentation encompassing the almost unlimited possibilities in creative commercial radio, or a discussion of radio for any purpose whatsoever, SCBA is delighted to help."

SCBA, Mr. Light stated, can conduct meetings of salesmen or dealers or brokers or store managers or others who need convincing that radio can do a job for their companies and make their own jobs easier. He cited cases, like Robert Hall and Westinghouse, where SCBA meetings were instrumental in restoring the company's use of radio. "SCBA and our members," he said, "do know the medium. What knowledge we have, we would like to pass along to you, when and if you need it."

'TIMEBUYER OF THE YEAR' AWARDS

D&C's Black, Bates' Kearns, NL&B's Monahan honored by SRA

Elizabeth Black of Donahue & Coe., New York, was named No. 1 Timebuyer in the country last week, winning the Silver Nail Timebuyer of the Year award.

Williams H. Kearns, vice chairman of the board and chairman of the executive committee, Ted Bates, New York, was honored with the Gold Key award.

Marianne Monahan of Needham, Louis & Brorby was selected for the Chicago timebuyer of the year award.

Presentations were made in New York on May 10 by the Station Representatives Assn. at its fifth annual awards luncheon. Other than awards for timebuying, the Gold Key award is presented for outstanding leadership in advertising.

Rep. Walter B. Rogers (D-Tex.), a member of the House Interstate & Foreign Commerce Committee, spoke critically at the luncheon of threatened government intervention in television programming (see story, page 60).

The SRA awards luncheon started in 1958 when BBDO honored its retiring timebuying executive, Frank Silvernail. It then became an annual affair as SRA picked up sponsorship the next year. Actually, the Chicago award giving is held concident with the New York SRA awards presentation.

Miss Black is known for her account work on Grove's Four-Way cold tablets. As a timebuyer, her career started in 1934 at Ruthrauff & Ryan on the Lever Bros. account, then a heavy spot-radio user. Later at Joseph Katz she supervised the media department for 14 years, and in 1954 became the top media buyer at Harry B. Cohen (later Cohen & Aleshire) and continued with the Grove's account as well as other activity when Cohen & Aleshire on

THE REBEL

starring Nick Adams



NOW LOCAL

For Fall '62 release: 76 high rated 1/2 hours for syndication! The eminently successful REBEL enjoyed top Sunday night audiences on ABC's Television Network for 2 solid years. A 32.9% average share-of-audience* put THE REBEL into 9,729,000 homes each week during the 1960-'61 season. Already bought and programmed by the NBC Network** THE REBEL faces no hiatus this summer. This invaluable exposure of your property will cover 12 weeks this summer on the network: A springboard for your local programming this fall. So rally 'round THE REBEL, boys! Write for full details today; or call . . .

ABC FILMS, INC. 1501 Broadway New York 36 LA. 4-5050

*NATIONAL NIELSEN, JAN.-MAY, 1961 **WED. 8:30-9 P.M. STARTING JUNE 27. (REPLACING JOEY BISHOP)



WGAL-TV

Your advertising dollar spent on this multi-city station is doubly rewarding. First, because of its wide market coverage, including several metropolitan areas, and many other cities and towns. Second, because of the vast size and loyalty of its audience. WGAL-TV is far and away the favorite of viewers in hundreds of communities.

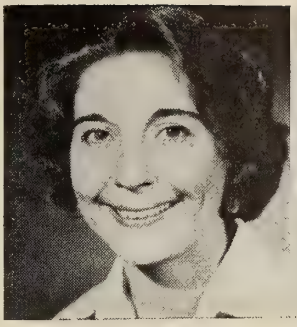
WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

Aug. 1, 1961, merged with Donahue & Coe.

Mr. Kearns served with the Buchanan-Thomas agency in Omaha, joined Blackett-Sample-Hummert, Chicago, in 1936 and later H. W. Kastor & Sons, and in 1942 moved to New York to assume the vice presidency of the then newly organized agency, Ted Bates & Co. He was elected president of Ted Bates in 1955 and vice chairman and head of the executive committee in 1959. He also serves as a board member of Spitzer, Mills & Bates Ltd.

Miss Monahan has more than 11 years of agency buying experience. She joined the radio-tv department of Henri, Hurst & McDonald in 1951, and two years later went to NL&B, becoming assistant timebuyer in 1954 and timebuyer in 1958.



Miss Monahan



Miss Black



Mr. Kearns

ABC-TV in 7 weeks: $46 million in sales

As the tv networks last week reported more sales for the fall season, ABC-TV pointed out that since late March (when Thomas W. Moore became vice president in charge), $46 million in time billings had been consumated.

CBS-TV, already close to a sellout, has not changed significantly in new sales in recent weeks (status of all three networks reported in April 23 issue). The new sales at ABC-TV and NBC-TV:

ABC-TV—R. J. Reynolds Tobacco (Esty): half-sponsorship of *McHale's Men;* participation in *Premiere.* Armour (FC&B): participation in *Premiere.* Block Drug (Grey): participation in *Hawaiian Eye, Hollywood Special* and *Wagon Train.* Lincoln-Mercury (K&E): *Hawaiian Eye, Wagon Train, Gallant Men, Sunset Strip, Ben Casey, Cheyenne, Hollywood Special* and *Stoney Burke* in addition to American Football League games this fall. Mobil Oil (Bates): *Untouchables, Premiere.* Schick Electric (NC&K): *Stoney Burke* and *Sunset Strip.* Polaroid (DDB): *Premiere.*

NBC-TV — Bristol-Myers, through Young & Rubicam, bought a weekly segment in *The Virginian* (90-minute program, Wednesday, 7:30 p.m.), making that series 94% sold. Dow Chemical, through MacManus, John & Adams, purchased an alternate-week in *Sam Benedict.*

Breck makes purchase for fall on ABC-TV

John H. Breck Inc. (hair preparations) Springfield, Mass., has released details of previously unconfirmed reports (BROADCASTING, April 23) it plans sponsorship in ABC-TV's new fall series *Going My Way* (Wed. 8:30-9:30 p.m.). The order for alternate-week half-hours will be for 50 weeks starting Oct. 3.

The advertiser says the buy, via N. W. Ayer & Son, Philadelphia, is evidence of the company's growth, and represents its largest investment in network tv as well as a change from sponsoring tv specials.

New 'Fast Rating' cities

A. C. Nielsen Co. announced last week that it's adding six important markets to its "Fast Tv Ratings" report in the fall season. The report has covered 24 markets, but now will have 30 in total. The additional markets are Los Angeles, San Francisco-Oakland, Portland, Ore., Buffalo, Milwaukee and New Orleans.

Young quits Young Assoc.

John Orr Young has resigned as board chairman of the Executive Selection Division of John Orr Young & Assoc. Inc., New York, to devote his time to other activities. The name of the organization, an executive recruitment firm, will be changed to Smith, Dingwall Assoc. Inc. on July 1. Mr. Young, who has been chairman of the company since 1959, will continue his association with the firm as consultant. He continues as president of John Orr Young & Assoc., New York, advertising consultants.

NIELSEN

Second Report for April, 1962
(Based on two weeks ending April 15, 1962)

NIELSEN TOTAL AUDIENCE (†)

Rank		Rating % U.S. TV Homes	No. Homes (000)
1	**Academy Awards**	47.9	23,471
2	**Wagon Train**	37.7	18,473
3	**Ed Sullivan Show**	33.5	16,415
4	**Hazel**	32.0	15,680
5	**Ed Sullivan Show** (8:30)	32.0	15,680
6	**Dr. Kildare**	31.8	15,582
7	**Bonanza**	31.7	15,533
8	**Andy Griffith Show**	31.4	15,386
9	**Perry Mason Show**	31.2	15,288
10	**Ben Casey**	30.7	15,043

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Academy Awards (ABC-219); Procter & Gamble (Grey), Mon. April 9, 10:30 p.m. to conclusion.

Ben Casey (ABC-197); participating, Mon. 10-11 p.m.

Bonanza (NBC-178); Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.

Dr. Kildare (NBC-160); Sterling Drug (D-F-S), L&M (D-F-S), Colgate (Bates), Singer (Y&R), Warner-Lambert (L&F), Thur. 8:30-9:30 p.m.

Andy Griffith (CBS-181); General Foods (B&B), Mon. 9:30-10 p.m.

NIELSEN AVERAGE AUDIENCE (‡)

		Rating % U.S. TV Homes	No. Homes (000)
1	**Academy Awards**	37.1	18,179
2	**Wagon Train**	31.7	15,533
3	**Hazel**	29.6	14,504
4	**Ed Sullivan Show** (8:30)	28.9	14,161
5	**Andy Griffith Show**	28.6	14,014
6	**Red Skelton Show**	28.0	13,720
7	**Bonanza**	27.8	13,622
8	**Dr. Kildare**	27.3	13,377
8	**Gunsmoke** (10:30)	27.3	13,377
10	**Danny Thomas**	27.1	13,279

Copyright 1962 by A. C. Nielsen Co.

Gunsmoke (CBS-199); Liggett & Myers (D-F-S), S. C. Johnson (FC&B), Remington Rand (Y&R), General Foods (B&B), Sat. 10-11 pm.

Hazel (NBC-144); Ford (JWT), Thur. 9:30-10 p.m.

Perry Mason (CBS-185); Colgate (Bates), Drackett (Y&R), Philip Morris (Burnett), Sterling Drug (D-F-S), Quaker Oats (JWT), Sat. 7:30-8:30 p.m.

Red Skelton (CBS-195); S. C. Johnson (FC&B), Corn Products (GB&B), Tues. 9-9:30 p.m.

Ed Sullivan (CBS-186); Colgate-Palmolive (Bates), P. Lorillard (L&N), Revlon (Grey), Sun. 8-9 p.m.

Danny Thomas (CBS-179); General Foods B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-186); R. J. Reynolds (Esty), National Biscuit (M-S), Wed. 7:30-8:30 p.m.

(†) Homes reached by all or any part of the program, execpt for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

Gas & oil firms like tv public affairs

NETWORK-SPOT TV GROSS $40.6 MILLION IN 1961, UP $600,000

The major part of petroleum companies' tv advertising expenditures during 1961 was spent in sponsoring news, weather, sports and documentaries, according to a Television Bureau of Advertising summary of the industry's advertising last year.

Tv gross time billings, in behalf of gasoline and lubricants, totaled $40.6 million in network and national spot, compared with $40 million in 1960. Of the total, $21,746,000 went to spot tv, and $18,860,956 to network. In 1960, spot billings were $24,338,000, network $15,699,000.

TvB reports today (May 14) that of the $40.6 million total, an estimated $26 million was spent in sponsoring news, weather, sports and documentaries. Among the leaders in these program areas: Standard Oil of New Jersey, Socony-Mobil Oil, Gulf Oil, Texaco, Standard Oil of Indiana, Phillips Petroleum, Sinclair Oil, Sun Oil and Atlantic Refining.

TvB said that although 10 of the top 15 increased tv spending last year, only seven raised their newspaper expenditures. Excluding Shell, which increased newspaper spending by nearly $8 million, all others as a group decreased newspaper billings—$19,745,596, in 1960, compared with $19,275,807, in 1961.

A large part of Shell Oil's tv expenditures last year were for the Leonard Bernstein symphonic concerts on CBS-TV. In early 1962, Shell returned to heavy use of tv spot and sponsorship of golf broadcasts on network tv.

TOP 20 TV ADVERTISERS—TV GROSS TIME BILLINGS*

Company	Spot	Network	Total
Texaco Inc.	$ 269,050	$9,681,109	$9,950,159
Gulf Oil Corp.	725,970	3,034,734	3,760,704
Standard Oil (New Jersey)	2,575,460	710,251	3,285,711
Socony Mobil Oil Co.	964,020	1,965,617	2,929,637
Phillips Petroleum Co.	2,025,750	322,289	2,348,039
Sun Oil Co.	1,651,650	672,564	2,324,214
Sinclair Refining Co.	1,033,040	1,085,143	2,118,183
Standard Oil (Indiana)	1,503,280	465,788	1,969,068
Atlantic Refining Co.	1,712,290	—	1,712,290
Standard Oil (California)	1,362,220	—	1,362,220
Cities Service Co.	788,570	176,175	964,745
Standard Oil of Ohio	954,570	6,084	960,654
Pure Oil Co.	808,880	—	808,880
Shell Oil Co.	450,260	328,557	778,817
Continental Oil Co.	574,600	—	574,600
D-X Sunray Oil Co.	534,050	—	534,050
Bardahl Oil Co.	474,710	—	474,710
Richfield Oil Corp.	471,130	—	471,130
Tidewater Oil Co.	369,740	—	369,740
Wynn Oil Co.	6,550	308.917	315,467

* includes only gasoline and lubricants billings
Sources Spot: TvB-Rorabaugh Network: TvB/LNA-BAR

Seven lined up for RTP, says Sweeney

RAB HEAD TELLS OHIOANS ABOUT LOCAL-REGIONAL PLAN

RAB President Kevin Sweeney told the Ohio Assn. of Broadcasters in Cleveland last week that 7 national advertisers have reached or passed the contract drawing stage in RAB's new Radio Test Plan project, and that 11 others are one step behind, at the point where test markets and test products are being selected for RTP participation.

In a speech prepared for delivery at OAB's Friday session (May 11), Mr. Sweeney also revealed a plan under which, he said, Ohio would become "the first state to have a combined regional-local selling operation managed by RAB."

This plan calls for the state's chief regional advertiser prospects and 20 key local prospects in each of five Ohio cities to be the subjects of specific radio presentations by RAB during the next year, RAB to be partly compensated for its services under a research-development commission arrangement similar to the fee system in RTP.

In RTP, participating stations agree to pay RAB 10% of the gross billings placed with them through RTP, this fee to help pay RAB's costs in researching the test campaigns to prove radio's effectiveness.

Mr. Sweeney said advertiser interest in RTP is running twice as high as expected. RAB originally thought it would need to make presentations to 300 major advertisers to find 60 willing and able to undertake extensive RTP tests (in which RAB hopes to convince at least 30 that they should spend $1 million or more in radio each year). "At the end of 10 weeks of selling," Mr. Sweeney said, "it appears that it will take less than 200 presentations to produce the 60 tests."

"We are completely sure that the only obstacle to securing the 60 tests will be the availability of funds to finance the tests," he said. "Our stopgap solution to this problem will be to choose advertisers whose results are very easily researched. This will necessarily eliminate some of the larger targets of the RTP drive but that can't be helped."

Non-members Disappoint ▪ He said that "although our membership response from small and medium-market stations has been at an all-time high," response to the RTP idea by non-member stations in major markets has been "disappointing."

Neither the advertisers currently negotiating for RTP nor the Ohio stations nor the Ohio cities involved in the new regional-local sales project were disclosed. The cities, it is understood, will be chosen according to the interest displayed by local stations.

William Sansing, vice president and general manager of McCann-Marschalk in Cleveland, based his talk on what six key people associated with the agency would have said to the Ohio broadcasters. Mr. Sansing contacted the agency's president, a senior account supervisor, the research director, a timebuyer, a client and the creative director, asking each what he thought is the most important issue on radio-tv.

Summarized: the president spoke of the agency's image; the senior account supervisor brought up such problems as rising rates and other costs, local-regional advertising, the need to find a way to get radio-tv out of the traditional pattern and the search for ways to use radio for retail categories never before



It isn't easy being top dog in Denver! Keeping your muzzle to the grindstone day after day is hard work, but the results are worth it! We wouldn't be telling tales to say that KLZ-TV is the number one station in audience preference in the March ARB "Broad Day-Parts — 9:00 a.m. to midnight" seven days a week. KLZ-TV has 6 of the top 10 shows, and 23 of the top 50 shows in Denver. Take a look at those Blue Ribbons and you'll see why KLZ-TV is the best television buy in Denver!

CBS DENVER

KLZ TELEVISION 7

TIME-LIFE BROADCAST INC.

THE KATZ AGENCY, INC. National Representatives

How to reach 20 consumer groups on tv

RKO General Inc. National Sales Division, New York, is releasing a study today (May 14) that is intended to show the actual effectiveness of various program types in reaching 20 consumer "targets" with advertising messages. The study provides a general guide not only to network programs but also to syndicated programs of the same type and spot adjacencies to programs of these types.

Titled "Target . . . the Consumer," the study is based on the Marketing Survey of Network Television Programs conducted by The Pulse Inc. in the fall and winter of 1961. It is limited to evening programs that reach a minimum of 6 million viewing homes per telecast, with the exception of news-documentary programs where a 5-million-homes minimum was used to broaden the analysis. Program types studied were (1) situation comedies, (2) mystery-adventures, (3) dramas, (4) westerns, (5) variety shows and (6) news-documentaries.

For each consumer target grouping, the study presents an indication of each program type's effectiveness in reaching the target in relation to that of the "average" evening program.

Listed below are the 20 target groups, and the programs which, at least generally, reach a greater number of the target group per viewing home than the average run of evening programs.

(1) Children (11 years and under): situation comedies, westerns and drama.

(2) Young adult men (18-39 years): mystery adventures, westerns, news and documentaries.

(3) Older men (40 and over): westerns, variety shows, news and documentaries.

(4) Young adult women (18-39): mystery adventures and dramas.

(5) Older women (40 and over): variety shows, dramas, news and documentaries.

(6) Male cigarette smokers (18 and over): mystery adventures, westerns, news and documentaries.

(7) Female cigarette smokers (18 and over): mystery adventures and dramas.

(8) Heavy coffee drinkers (18 and over, three or more cups at home each day): mystery adventures, westerns, news and documentaries.

(9) Heavy tea drinkers (18 and over, three or more cups per day): westerns, dramas, variety shows, news and documentaries.

(10) Women buyers of hair sprays (12 and over): mystery adventures, variety shows, dramas, news and documentaries.

(11) Women buyers of color rinse (12 and over): situation comedies, mystery adventures, variety shows, dramas, news and documentaries.

(12) Women purchasers of home permanents (12 and over): situations comedies, mystery adventures, westerns, variety shows and dramas.

(13) Heavy auto-using families (10,000 miles or more annually): situation comedies, mystery adventures, dramas, news and documentaries.

(14) Families who are heavy users of soaps and detergents ($1 or more a week): mystery adventures, westerns, and dramas.

(15) Families who are heavy purchasers of scouring powder (3 or more cans monthly): mystery adventures, dramas, news and documentaries.

(16) Families who spend $30 or more weekly on food and groceries: mystery adventures, dramas, news and documentaries.

(17) Families in which head of household has some college education, at least: situation comedies, variety shows, dramas, news and documentaries.

(18) Female viewing heads of households with children under two years of age: situation comedies, mystery adventures, variety shows and dramas.

(19) Families with total annual income $7,500 or more: variety shows, dramas, news and documentaries.

(20) Families with five or more members: situation comedies, mystery adventures, westerns and dramas.

in the medium; the research director spoke of tv county coverage analyses (in non-rated counties).

Timebuyer Inquiry ▪ The timebuyer emphasized that agencies need to know more of the mechanics of rate increases, noting stations are late in relaying the information and asserting that pressure has increased from clients, who demand that each dollar in budgets be justified.

The client said he feels the industry does not audit commercial performances as strictly as the client deserves, based on the money he spends in broadcasting. He noted that a single discrepancy could cost him a full day's sales.

Focus on FCC ▪ Dr. Hyman H. Goldin, chief of the FCC's Research & Education Div., said the FCC hearing on local tv programming in Chicago was the culmination of theories incubated by the commission over a long period and that these ideas will affect many future FCC actions.

Dr. Goldin said the FCC almost held a local hearing some years ago to determine how well local radio served its community (Atlanta). Such subsequent events as the quiz-rigging and payola scandals and policy emphasis by the FCC on local autonomy and licensee responsibility made the Chicago hearing "almost inevitable," he said.

Howard H. Bell, NAB vice president for industry affairs, told the OAB that the FCC should act to prevent "letters of inquiry" from its staff to broadcasters on petty matters or frivolous complaints. Noting that such letters are being received "with considerable frequency," Mr. Bell suggested the FCC should establish guidlines "to avoid the possibility of abuses or harassment of licensees by members of the staff." He said allocation is at the root of the overpopulation debate.

Antitrust judgment finalized

Judge Richard H. Levet, in U. S. District Court, Southern District of New York, last Monday (May 7) signed the final judgment in A. P. Management Corp.'s $16 million antitrust suit against Young & Rubicam and 15 station representative firms. As reported earlier, settlement terms involved no transfer of money; called for a permanent injunction against Y&R and nine of the rep firms, and dismissed the case against six companies not parties to the preliminary injunction (BROADCASTING, May 7).

Petker reopens shop after N. Y. litigation

Al Petker, who operates Personality Scope program service for radio stations in Bervely Hills, Calif., has reopened his office after involvement in litigation in New York. The final judgment in his suit, A. P. Management Corp. against Young & Rubicam and others, was signed May 7 (see story this page).

In a letter to stations Mr. Petker said the office was closed for the first time since 1957, but "I see no other questions that could possibly arise to stop your service now."

An agreement offered stations is de-

Number one of a series of paid testimonials.



*PATRICIA ANNE STERLING, MARY ELIZABETH STERLING, CATHARINE JEAN STERLING, SUSAN ADELE STERLING, NANCY EDNA STERLING

"We never miss him 'cause...We like the funny things he says...and, the music makes us want to dance around the breakfast table...and, the news about whether school is open or not. Now can we have our allowance, Daddy?" ■ Join the Sterling girls (and most of New York) in enjoying the Jack Sterling Show, Monday–Saturday, 6 to 10 AM on

WCBS RADIO 880
101.1FM
A CBS OWNED RADIO STATION

scribed as a no-cash-cost radio station management service providing "entertainment and public service programming, promotion and sales aids, and custom-imprinted gifts and merchandising premiums."

Part I of the service includes the *Celebrity Fives Series,* 44 five-minute programs each month, including Eddie Cantor, Jaques Bergerac and George Raft. The second series is *Hollywood Profiles,* 22 five-minute shows each month presenting interviews with motion-picture stars.

Part II, the agreement states, offers 60 or more public service miniatures each month, station premiums with call letters imprinted, and a publication, "Radio Grapevine," which carries promotional and sales ideas. The agreement specifies that the station, under each of the two parts, "will air for advertising clients supporting the Al Petker cooperative plan six one-minute commercial spots per day, Monday through Friday."

A bonus clause specifies that stations will also receive custom station identification announcements by movie stars and custom trailers for theatre publicity.

Winius-Brandon, Lane merge

Winius-Brandon, St. Louis and Kansas City advertising agency, has merged with Richard Lane & Co., Kansas City, according to an announcement by William H. Sanborn, president of the combined agency, which will continue under the name of Winius-Brandon.



Mr. Sanborn

All Lane clients and personnel will be incorporated in the merger. This will give the agency annual billings of more than $9 million.

Key Lane personnel making the shift include Richard Lane, vice president and account supervisor; Frank Rickey, account executive, and Art Law, art director.

Six name Avery-Knodel

Avery-Knodel Inc., New York, has been appointed national representative for six Philadelphia area radio stations that are offering their facilities to national spot advertisers on a single buy basis. Stations in the newly-formed Philadelphia Urban Area Group are: WAMS Wilmington, Del.; WBCB Levittown, WEEZ Chester and WNAR Norristown, all Pennsylvania, and WBUD Trenton and WKDN Camden, both New Jersey.

AD AGENCY STOCK ISSUE

Papert, Koenig, Lois becomes first to offer shares to public; financial sheet shows its rapid growth

One of New York's fastest growing advertising agencies has decided to become the first to issue stock to the public.

Papert, Koenig, Lois Inc., which was formed in 1957 and started achieving its present growth in 1960, filed with the Securities & Exchange Commission last week to register 100,000 shares of its Class A capital stock. An additional 12,000 purchase warrants were registered with a like amount of stock to cover exercise of those warrants.

Of the 100,000 shares 7,500 will be offered to PKL employes, the rest to the public. The stock is being sold by principals of the agency; the company will not share in the proceeds. The underwriting group is headed by Andresen & Co. and Oppenheimer & Co.

PKL's billings are primarily in tv (42%) and magazine (48%) advertising; the rest is in newspaper advertising. Among the agency's clients: Dutch Masters cigars, Exquisite Form women's underwear, Jack Frost and Quaker sugar, Ronson electric appliances, Xerox Corp., Joseph E. Seagram & Sons (liquors) and its subsidiary, Pharmacraft Labs (Allertest, Coldene, Fresh and Ting). The last two accaunts provide over a third of the firm's billings.

The young agency's fortunes are reflected in its financial statements:

Year ended Nov. 30	1959	1960	1961
Gross billings	$256,065	$1,172,863	$5,888,861
Commission & service fee income	75,506	212,079	955,716
Net income (loss)	(12,237)	21,070	114,458

Still rising ▪ The agency pointed out that in the three-month period ended Feb. 28, 1962, gross billings increased approximately 150% over the comparable 1961 period but net income after taxes increased only 8%. PKL said this was due to a sudden increase in personnel to handle new accounts and the agency's move to larger quarters and acquisition of new equipment and facilities.

Agency principals are Frederic Papert, board chairman; Julian Koenig, president and chief executive officer, and George Lois, first vice president and secretary. Each owns 25.66% of the company's Class A capital stock and a like amount of the Class B. When the stock offering becomes effective their Class A holdings will be reduced to 20.65% each. Norman Grulich, executive vice president and treasurer, owns 14.70% of each class of stock; the offering will reduce his Class A holdings to 11.83%. Four other stockholders own about 2% each.

There are 262,444 shares of Class A stock outstanding of 750,534 shares authorized. Class B stock authorized and outstanding amounts to 249,466 shares. Book value of each share prior to the offering was about 40 cents. PKL said it has formulated no policy on dividends. Holders of Class B stock have waived dividends but that stock is convertible to Class A, the type being offered the public. PKL said it will review its dividend policy periodically.

No officer of PKL received salary over $30,000 during fiscal 1961. Officers and directors as a group got $148,419; next year the company contemplates paying this group a total of approximately $240,000.

Each of PKL's four top executives has agreed to continue in the agency's employ until at least Aug. 31, 1964, and for one year after termination of contract not to engage in certain types of competition.

PKL is the first agency to go public in recent times. Speculation has been aroused about several large agencies reportedly considering this method of financing, notably Interpublic Inc. (McCann-Erickson) and Ted Bates & Co. In 1929 Albert Frank-Guenther Law Inc. sold some stock to the public, but officers of the agency retain almost all the stock.

Avery-Knodel to be widely revamped

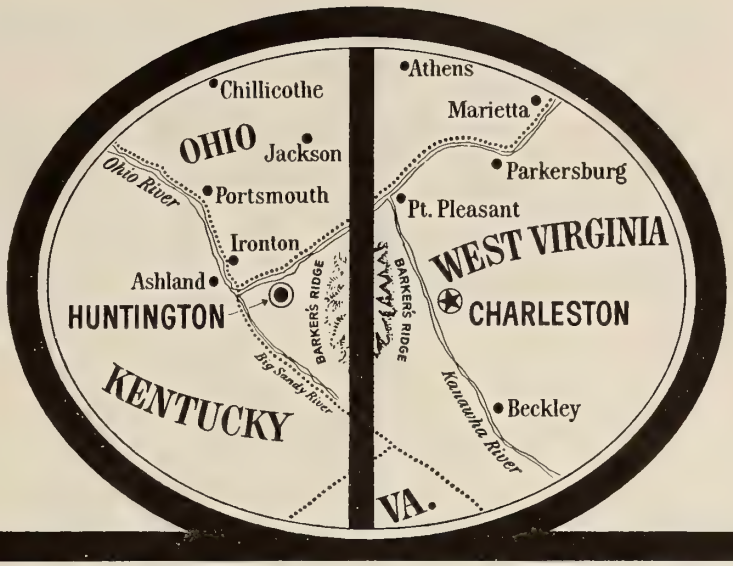
Avery-Knodel Inc., New York, is trimming its sales promotion activity and will concentrate more on research and sales. This is one major effect of a recent management study conducted for the rep firm by Stevenson, Jordan & Harrison, New York.

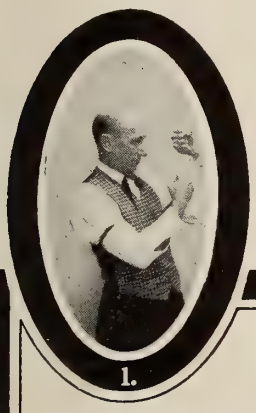
Another is the revamp of top executive posts. Among them—as announced by Lewis Avery, president of Avery-Knodel—are the following:

Thomas J. White Jr., formerly vice president, tv sales, becomes senior vice president and will be in complete administrative charge of the New York office for both radio and tv. He also has been made a member of the executive committee. Roger H. O'Sullivan, formerly vice president, radio sales, in the Chicago office, also becomes a senior vice president.

Edward W. Lier, previously assistant

THE GREAT CHARLESTON-HUNTINGTON DEBATE




1.


2.

4 STATES SPLIT ASUNDER AS TOM GARTEN[1.] & JOHN SINCLAIR[2.] DO BATTLE ON BARKER'S RIDGE!!

TOM: Media men, sales managers and time-buying influences of all kinds: Greetings! And welcome to another *Grand Harangue* over a question so often – and so *needlessly*–asked of us at WSAZ-TV: "Which West Virginia market shall we buy with our budget? Hearty Huntington or Cheery Charleston?" My friends, *both* of these treasure troves lie within easy audio-video reach of Barker's Ridge–site of our Towering Tower! Thus, no choice is necessary!

JOHN: Mr. Garten, to what you have so grandiloquently put, permit me to add this one infuriating thought. *Were* an outright choice the advertiser's only option, I would reply "Charleston!" without hesitation! For this fair city is not only *Mixer of the Nation's Chemicals*, but, indeed the very pulse and purse of the entire 72-county 4-state *Supermarket* area served by our single–and single-priced–signal!

TOM: *En garde*, sir! Once again, your local loyalty has set highly paid brother against highly paid brother, split handsome TV homes in half, divided 2 million consumers right down the middle, and torn a 4-billion-dollar payroll in twain (see map)! Your rashness, sir, will be rewarded by the rumble of one of the world's finest gun collections – housed in the magnificent Huntington Art Gallery. *Charleston* the pulse and purse of *Supermarket*? You reckon without the spirit of an *All-American City*, and without the economic strength of its many allies!

JOHN: Economic strength? Be advised, sir, that a defense contract recently awarded the FMC Corporation will give employment to 1,250 persons in South Charleston! The product? *Armored* cars, my friend!

TOM: Transport, is it? The trains of a really great rail center will turn your flanks! And down the center we shall fire such balls of steel, glass, nickel, alloys and zinc as will set you sandbagging your capitol and wishing for far less heavy industry in the Huntington Tri-State Complex!

JOHN: Sandbags, sir, we have in abundance–as well as brinebags, coalbags and gravelbags. Sufficient to last out any siege, and even lend *you* some. And speaking of *flanks*, Mr. Garten, you forget your vulnerability to diesel-operated barge attack! We have but to come down the Kanawha, rendezvous with our Parkersburg and Marietta forces at Point Pleasant . . .

TOM: Stop right there, Mr. Sinclair! The pleasure boats of Huntington will be lying in ambush round the bend–for the Ohio River is ours! Besides, our timekeeper beckons.

JOHN: And I ahead on points! Let us once again declare the advertiser winner. For it is he who, by simply calling his Katz Agency man, can have *all* of Supermarket! This is *WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: The Goodwill Stations, Inc.*

1. *Vice President and General Manager,* WSAZ-TV

2. *Manager, Charleston Operation,* WSAZ-TV

3
WSAZ-TV

director of sales development, was named director of sales development. Robert J. Kizer, associated with the company for six years, becomes director of tv sales in New York. Donald F. McCarthy, who recently was appointed assistant sales manager, radio, now is director of radio sales, New York. He will be working under Mr. O'Sullivan, although the latter is located in Chicago. John J. Tormey, vice president, radio sales, New York, is leaving the firm.

The abandonment of its sales promotion servicing affects five people including the department's director, John Owen. It's said the move will point the company toward more aggressive



Mr. White



Mr. O'Sullivan

selling. Sales promotion functions now will be handled by an outside firm, thus freeing the company to give full attention to sales. The research department will be expanded.

In announcing the executive changes, Mr. Avery said the facilities for the analysis, preparation and dissemination of rate cards and other rate information will be expanded, as will the preparation of program profiles and other information for the various stations represented by Avery-Knodel.

Business briefly...

Purex Corp., South Gate, Calif., has bought 13 special programs to be telecast on NBC-TV this spring and summer (Fridays, 9:30-10:30 p.m. EDT). Series consists of two new programs now in production, nine re-runs from Purex' series shown the past season, and two other programs. Agency: Edward H. Weiss & Co., Los Angeles.

Chock Full O' Nuts Corp., New York, has bought a radio-tv campaign in the New York area for its frozen doughnuts. The campaign includes 231 radio spots and 62 tv spots weekly on nine radio and four tv stations. Agency: Peerless Adv., New York.

Riviera Mfg. Co., Los Angeles (convertible sofa beds), has signed contracts for a full year's sponsorship of sign-on and sign-off spots on three Los Angeles tv stations: KHJ-TV, KTLA (TV) and KTTV (TV). Commercials, taped at KTTV, are chiefly "good morning" and "good night" greetings, backed up with appropriate music such as reveille in the morning and lullabies at night, with an off-camera voice delivering such messages as "have a happy day today . . . and live on the Riviera—convertible sofa, that is." Commercials are produced by Marjorie Banks, broadcast director of Winston Adv., Los Angeles, Riviera's agency.

Purex Corp., South Gate, Calif., has bought NBC-TV's *Germany: Fathers and Sons,* a special program examining the difference between the Germans who lived under Hitler and the younger generation, to be telecast Friday, June 15 (9:30-10:30 p.m. EDT). Agency: Edward H. Weiss & Co., Los Angeles.

Shulton Inc., New York, has bought a daily and weekend spot radio campaign in 51 markets for nine days prior to Father's Day. Agency: The Wesley Assoc., New York.

Also in advertising...

Sixth season ▪ Union Oil Co. of California, through Young & Rubicam, Los Angeles, for sixth consecutive season will sponsor *Saturday Feature Races* from Hollywood Park on CBS Television Pacific Network special hook-up of 20 stations. Broadcasts will cover 11 Saturday races, starting May 12, 5:15-5:45 p.m.

Series ordered ▪ Ohio Oil Co., through N. W. Ayer & Son, Philadelphia, has ordered series of tape spots starring Ben Blue from BLH Productions, Hollywood, new tv and industrial commercial production firm.

New home ▪ Tracy-Locke Co., Dallas, has announced plans to construct a new multi-story headquarters building in that city, according to President Morris L. Hite. The new structure, which is being specially built to meet the company's particular needs, has a tentative completion date of mid-1963, Tracy-Locke's 50th year in business.

Harvard seminar ▪ Advertisers, agencies and media representatives have been invited to attend Advertising Federation of America's fourth annual Harvard Seminar for Advanced Management in Advertising and Marketing, July 15-27 at the Harvard Graduate School of Business.

Pet produces radio show for Negro listeners

Pet Milk Co., St. Louis, for Pet Evaporated Milk, has created *Showcase,* a three-day-a-week, 15-minute radio program to be aimed at the Negro market.

Showcase, being produced for Pet by Gardner Adv. in cooperation with Johnson Publications (*Ebony* and *Jet* magazines), is scheduled to begin June 4 in major U.S. markets.

The show has been described as a "potpourri of elements attractive to the Negro, presented with taste and quality." Nat King Cole, Negro entertainer, will be the first guest. The show also will feature other outstanding Negro personalities in various walks of life.

HARVARD AD SURVEY

Business regards advertising fairly well, study shows

The businessman has been tapped by the *Harvard Business Review* for his opinion on advertising, a marketing service he uses and pays for. The results of the massive poll (questionnaires were completed by more than 2,400 businessmen, 30% of those polled) are published in the current (May-June) issue.

To sum up (the summary took more than 40 columns, the size of columns in this magazine): Businessmen are aware of and respect the key role of advertising but quibble a bit with what they feel are specific excesses. And they have some ideas on what can be done about them.

As to what's spent on advertising: They believe business spends just about the right amount of money for advertising. But for the most part they don't know what the total advertising outlay is in the U. S.

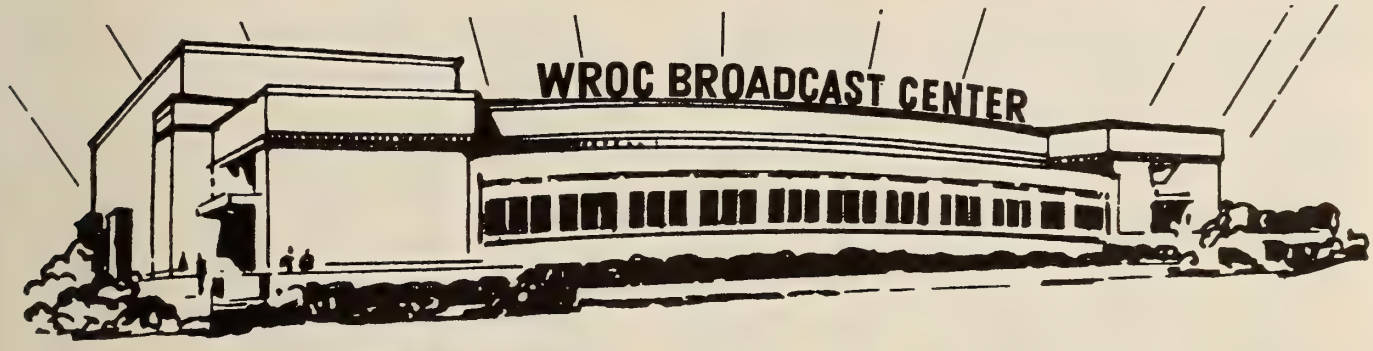
They are also troubled by advertising deficiencies (such as irritating ads and ones which "insult the intelligence") and feel advertising needs to adopt "stronger and more stringently enforced ethical codes than their own industries require." In general, businessmen have little knowledge of any self-regulation by the advertising industry. They recommend self-improvement in advertising, "more truth," better taste and greater self regulation.

Television Views ▪ Television advertising came off quite well—and not so well—in the study: it scored highest as the medium with the most effective advertising (38% for tv, 22% for consumer magazines) and the greatest percentage of respondents (57%) voted tv commercials as the most "objectionable."

The *Harvard Business Review* editor writing the article (Stephen A. Greyser) pointed up large number (24%) of businessmen who feel advertisers have most control over tv content. But he attributed this high level to public discussion over the extent to which advertisers influence television program content. Direct mail was No. 1 among media most controlled (38% of respondents); newspapers scored low—4%.

MONTH AFTER MONTH AFTER MONTH

WROC-TV Channel 5



IS ROCHESTER NEW YORK'S No. 1 Station

No. 1 in COVERAGE — No. 1 in POPULARITY

FOR THE SECOND CONSECUTIVE TIME
WROC-TV Carries 9 out of 10 of the Shows You Like Best

	SHOW	RATING	
No. 1	Hazel	52.5	Channel 5
No. 2	Dr. Kildare	51.5	Channel 5
No. 3	Bonanza	48.5	Channel 5
No. 4	Saturday Night at the Movies	44.8	Channel 5
No. 5	Sing Along with Mitch	44.75	Channel 5
No. 6	Flintstones	42.5	Channel 5
No. 7	Dick Powell	42.25	Channel 5
No. 8	Walt Disney's World	40.5	Channel 5
	Perry Mason	40.5	Station B
No. 10	87th Precinct	39.75	Channel 5

March, 1962 ARB

Buy the Station more people watch

WROC ROCHESTER, N.Y.

TV CHANNEL **5** BASIC NBC



Represented by Edward Petry & Co., Inc.

House group would checkmate FCC

SUBCOMMITTEE MOVES TO DELAY CLEARS PLAN, EXTEND DAYTIMERS

The House Communications Subcommittee last week took two steps into an area the FCC regards as its private preserve—the technical regulations under which radio stations operate. In separate actions, the subcommittee referred to the parent Commerce Committee bills that would:

1. Block for one year FCC plans to duplicate 13 of the 25 clear channel radio stations (BROADCASTING, Sept. 18, 1961), and expressly authorize the commission to permit all clear-channel stations to operate with more than 50 kw of power.

2. Extend the hours for operation by daytime broadcasters. This bill (HR 4749) requires a virtual redrafting, but the subcommittee's aim reportedly is to permit pre-sunrise operation by some daytimers under "certain conditions," which remain to be defined. It would reportedly also permit all daytimers to operate from 6 a.m.

Both bills are a long way from enactment, and the daytimer proposal especially may encounter heavy opposition in the full committee. But their referral to the committee represents in part at least the subcommittee's determination to do more than provide the commission with "broad policy statements" concerning regulatory matters.

Dingell Bill ▪ The clear-channel bill is an amended version of a bill (HR 8210) introduced by Rep. John D. Dingell (D-Mich.). As introduced, it would have prevented the commission for an indefinite period from duplicating any of the clears. It also would authorize the higher power.

Although the amended bill bans duplication of all clears for only one year, Rep. Dingell considers its approval by the subcommittee a victory.

As he sees it, the bill, if enacted, would give the clears a year of grace to apply for—and be authorized to operate on—higher power. At the end of the year, he said, there should be no objection to duplicating the clears, provided their primary and secondary service areas were adequately protected.

The bill, he said, "gives the FCC a clear mandate as to what we want done"—to reconsider its rulemaking on the clears and grant all clears higher power to enable them to provide better nighttime service to rural areas.

Another Proposal Dropped ▪ Rep. Dingell, who is a member of the full Commerce committee but not its communications subcommittee, reportedly fought hard for the bill in the latter group's executive session Thursday. It is understood another proposal considered would have said nothing about the stations proposed for duplication but would have preserved the remaining 12 clears. This idea was dropped, but it could be revived in the full committee.

The commission now has authority to grant power in excess of 50 kw, but has refrained from doing so, at least in part because of a 1938 Senate resolution requesting the commission to maintain that limit.

In referring the daytime-broadcasting bill (HR 4749) to the full committee, the subcommittee handed over more of an idea than a bill. In fact, some subcommittee members expressed differing views as to what was agreed on in their executive session on the proposal.

But Rep. Oren Harris (D-Ark), chairman of the full committee and a subcommittee member, said the group had referred a bill permitting pre-sunrise operations by some stations "under certain conditions."

Sunset Shutdown ▪ As introduced by Rep. Morgan Moulder (D-Mo.), subcommittee chairman, the bill would permit daytimers to operate at least from 6 a.m. to 6 p.m. Rep. Harris said the subcommittee feels the present requirement that daytimers close down at sunset should be retained.

Other subcommittee representatives said the bill probably would permit all daytimers to start operation at 6 a.m. Any now permitted by FCC regulations to operate before sunrise would be authorized to begin broadcasting at 4 a.m. if it is the only station in a community and doesn't cause "substantial" interference to a fulltime station.

This last provision resulted from the commission's proposal to restrict pre-sunrise operation. This proposal has been shelved, and the commission is reconsidering it in accordance with a promise made to the Commerce Committee (BROADCASTING, April 30).

The "conditions" under which the daytimers would be permitted to operate outside daylight hours will be worked out by the committee staff and the FCC.

Some subcommittee members, how-



New USIA officials in first meeting

The U. S. Information Advisory Commission last week held its first meeting since the Senate confirmed the nominations of its two new members, Morris Novik, radio-tv consultant (second from l), and Clark Mollenhoff, Washington newspaperman (second from r). Seated between them is J. Leonard Reinsch, executive director of the Cox stations and White House radio-tv advisor, the commission's new chairman. Other commission members are Josephus Daniels, editor of the *Raleigh* (N. C.) *News* and *Observer* (far left) and Sigurd S. Larmon, board chairman of Young & Rubicam, New York advertising agency.

sell STRAIGHT

to 6 of America's Top 10 Markets

Go straight to the big-buy, big-wallet audiences with RKO General . . . largest, most powerful independent radio and TV chain. RKO General stations beam your message to 6 of the top 10 markets plus one of the South's richest.

Over RKO General your product is straightaway identified with the integrity of adult programming . . . gets the coverage that unlocks tremendous purchasing power.

Whether you use radio, television or the double exposure of both, you'll sell the largest markets more efficiently over RKO General stations . . . markets where 67 million consumers live, work and buy. Contact your nearest RKO General station or your RKO General National Sales Division office for details on the chain that's basic to any national advertising buy.

RKO GENERAL

A GENERAL TIRE ENTERPRISE

NATIONAL SALES DIVISION OFFICES
New York: Time & Life Bldg., LOngacre 4-8000
Chicago: The Tribune Tower 644-2470
Hollywood: 5515 Melrose, HOllywood 2-2133
San Francisco: 415 Bush St., YUkon 2-9200

NEW YORK WOR-AM/FM/TV **LOS ANGELES** KHJ-AM/FM/TV
DETROIT CKLW-AM/FM/TV **BOSTON** WNAC-AM/FM/TV THE YANKEE NETWORK **MEMPHIS** WHBQ-AM/TV
SAN FRANCISCO KFRC-AM/FM **WASHINGTON, D. C.** WGMS-AM/FM

FCC members at odds over economic injury issue

An intramural squabble about whether the FCC should get into the economics of broadcasting has broken out among commission members —and it's all concerned with whether Riverton, Wyo., (pop. 10,000) can support more than one radio station.

Last Wednesday the FCC ordered a hearing on two applications for new daytime stations in Riverton— one by William L. Ross for 1370 kc and the other by Hugh Jordan Stock for 740 kc, both with 1 kw. The applications were opposed by KVOW Riverton on economic grounds. The FCC announcement said the issues would include the "determination whether there are adequate revenues available to support two or more stations without loss or degradation of am service in Riverton."

Commissioner John S. Cross dissented to the economic injury hearing and submitted his written objections to the commissioners at the special meeting Thursday on am-fm rules (see story, page 27). Commissioner Rosel H. Hyde did not participate but aligned with Commissioner Cross' dissent at the Thursday session.

Commissioner T. A. M. Craven then moved for reconsideration of the Riverton order and, unofficially, the FCC decided to take the matter up again this week. The staff was told not to release the text of the hearing order although no move was made to correct the brief announcement that was made publicly.

Cross Influences ▪ Important in the decision to reconsider was a warning by Commissioner Cross that the FCC is taking the first step toward a public utility concept for broadcasting.

Mr. Cross, after noting that the commission has consistently emphasized its inability to forecast the competitive and economic factors in a community, predicted that the FCC would have to estimate potential advertising revenue, the efficiency of each station to tap this potential, ascertain what a fair return should be for the existing broadcaster, prescribe a uniform system of accounting, review the existing broadcaster's income and operating expenses.

KVOW Opposition ▪ In its opposition to the two applications, KVOW submitted an economic study by Richard M. Allerton, former NAB research director, which recommended that where there is a questionable economic base for additional stations the FCC should require applicants for new stations to show they have sufficient financial resources to carry out a full year's operation (BROADCASTING, Feb. 26).

Under existing "rule of thumb" policies, Mr. Allerton said, an applicant must show only that he can carry on for three months without income.

KVOW also disagreed with the estimate that there is $140,000 worth of yearly advertising revenue potential in Riverton. This is twice the actual revenues available, KVOW stated.

It was also in Riverton that the FCC denied the grant of a microwave to service catv systems there on the grounds KWRB-TV Riverton would suffer economically by the outside tv signals (BROADCASTING, Feb. 19). Commissioner Cross termed that decision a "bad law" in dissenting. This is believed to be the first time the FCC has denied a grant of any kind on grounds an existing station will be forced off the air.

The economics of broadcasting also played a part in another hearing designated by the FCC last week. This was on an application by the Goodland (Kan.) Chamber of Commerce for a vhf translator operating on ch. 13 in that city to rebroadcast programs of ch. 6 KHPL-TV Hayes Center, Neb., a satellite of KHOL-TV Kearney-Holdredge, Neb. The application is opposed by ch. 10 KWHT-TV Goodland. Goodland, the commission noted, also receives services from ch. 8 KOMC-TV McCook, Neb. Commissioner Cross concurred in part in this action.

ever, are understood to oppose extending daytimer hours by statue, fearing it would lead to interference with other stations on their channels. Rep. John E. Moss (D-Calif.) said Congress "can't legislate physical laws. We should leave this matter to the FCC, but lay down guidelines.'

He and Rep. J. Arthur Younger (R-Calif.), who shares this view, are said to be drafting amendments to the bill.

The commission had opposed legislation in both the clear-channel and daytime broadcaster fields. It contends these matters are too complex for statutory action, and are better left to the agency created to handle them.

HEW starts planning to implement etv law

Government officials last week began putting together machinery to administer the educational television bill enacted earlier this month (BROADCASTING, May 7). But the Dept. of Health Education and Welfare, which will administer the act, indicated it will be weeks before it can begin processing applications for any of the $32 million in assistance authorized.

Ivan Nestingen, undersecretary of HEW, said that department will request a supplemental appropriation to pay for the additional staff needed. He said work has started on forms, procedures and regulations to implement the new law (PL 87-447).

Earlier, HEW Secretary Abraham A. Ribicoff announced the appointment of John W. Bystrom as assistant for educational television in the office of the secretary, and Dean W. Costin, as deputy assistant.

Dr. Bystrom, a consultant to the Office of Education since October 1961, is a former director of education and public service for KMSP-TV Minneapolis-St. Paul. Mr. Costin has been assistant to the department's assistant secretary for legislation since July 1961. Previously, he had served as operating supervisor of Michigan U.'s broadcasting service.

The department seeks 16-19 new staff members. Two or three will be in the office of the HEW secretary, charged with responsibility for the etv program, and 14 to 16 in the Office of Education, which will carry the main administrative burden.

The FCC's role in assisting HEW is still to be determined. The FCC's Office of Research and Education has already given the department some preliminary assistance, and it is assumed that the office's chief, Hyman Goldin, will serve as liaison with HEW.

The new law authorizes matching-funds distribution, of federal assistance to state or private, non-profit educational institutions to establish educational television stations.

Agreement in Rochester; snag in Grand Rapids

Nine of ten applicants for commercial operation on ch. 13 Rochester, N. Y., have reached an "agreement to agree" on an interim operation but a similar deal on ch. 13 Grand Rapids, Mich., hit a snag last week when three of six applicants turned down the plan

nearing consummation there (BROADCASTING, May 7).

An interim operation agreement already has been approved by the FCC in the third city where a third vhf was added last summer—ch. 9 Syracuse, N. Y. (BROADCASTING, April 16).

Washington attorneys submitted a draft interim agreement to their Rochester clients which all but one (the 11th applicant seeks educational operation and has not participated in the interim talks) have agreed in principle with only minor changes. Nothing has been signed, however, and no articles of incorporation have been drafted, it was reported last week.

The Rochester plan calls for a $1 million plan to construct and finance the interim station, all participating parties to share equally. A meeting was held on the interim plan last Wednesday and ABC has agreed to affiliate with the temporary station—as the network has done in both Syracuse and Grand Rapids. One party said after last week's meeting that the "chances are excellent" that a final agreement will be reached soon.

In Grand Rapids, Atlas Broadcasting Co. (WMAX-AM-FM there) voted last week not to participate at this time in any interim operation because there are "too many unknowns involved." Another applicant, Grand Broadcasting Co., has never been a party to the plan although it has participated in preliminary meetings.

The other four applicants—MKO Broadcasting Corp., Major Tv Co., West Michigan Telecasters Inc. and Peninsular Broadcasting Co.—signed an interim agreement earlier last week but one of the four reportedly rescinded its plans to participate Thursday.

Network heads face Dodd hearing today

The Senate Juvenile Delinquency Subcommittee, which resumed hearings Friday on television crime and violence, was scheduled to hear testimony today (Monday) from the operating heads of three networks.

Sen. Thomas J. Dodd (D-Conn.), subcommittee chairman, said the witnesses will be Dr. Frank Stanton, president, CBS; Robert E. Kintner, president, NBC; and Leonard Goldenson, president, American Broadcasting-Paramount Theatres.

Sen. Dodd announced the hearings on Thursday (May 10), a day before the subcommittee was scheduled to take testimony from three other high television network executives—James T. Aubrey, president CBS-TV; Walter D. Scott, executive vice president, NBC-TV; and Thomas Moore, vice president, ABC-TV (see AT DEADLINE).

CLARIFY 'COUNTERFEIT' BILL—NAB

Anello says bill might hit legitimate record copying

An NAB spokesman warned Congress last week that pending legislation aimed at those who counterfeit or pirate phonograph records may also hit broadcasters guilty of nothing more than dubbing records onto automatic tape systems. Douglas A. Anello, NAB general counsel, asked that the bill (HR 6354) be clarified to prevent this from happening.

The House Judiciary Committee's Subcommittee on Patents, Copyrights & Trademarks held a one-day hearing on the bill that would provide stiff criminal penalties for interstate trafficking in such illicit records and additional civil remedies for infringement of reproduction rights in copyrighted music.



Mr. Anello

Counterfeiting refers to reproduction of records and their labels, and "palming them off" as the product of the legitimate record maker. Piracy is the practice of reproducing records and selling them under the "pirate's" label. The bill provides for a maximum penalty of $10,000 fine and 10 years' imprisonment for these offenses.

Witnesses representing record makers and music publishers urged adoption of the bill, introduced by Rep. Emanuel Celler (D-N. Y.), Judiciary Committee chairman. They contended existing federal and state statutes are inadequate to protect legitimate manufacturers, artists and publishers. Art Talmadge, president of the American Record Manufacturers & Distributors Assn. and United Artists Records, said counterfeiting has cost the record industry $20 million.

Favors Counterfeiting Ban ▪ Mr. Anello said NAB has no objection to the section banning counterfeiting. But he said the provision aimed at piracy needs to be drafted with greater precision to prevent its being applied to broadcasters who often transcribe records onto tape for broadcast.

Record makers, he said, give records to stations to obtain the widest possible exposure for them. "We do not believe that the owners of the master recording have any desire to proscribe" broadcasters from playing their records, he added.

Mr. Anello also objected to the section amending the Copyright Act to provide additional civil remedies for anyone injured by infringement of reproduction rights in copyrighted music. He said this provision would "equate the penalty for an unauthorized duplication of a recording with the unauthorized performance of that recording for profit."

And this, he said, would make the civil damages collectable in all cases of duplication, innocent or wilful, regardless of whether a profit motive is involved. The damages provided by the Copyright Act range from $250 to $5,000.

He suggested that this section be dropped in view of a study now being made by the Register of Copyrights of a general revision of the Copyright Law. He said piecemeal changes in the law are not advisable in view of the complexity and technical nature of the matters involved. Mr. Anello is a member of a special committee working on the revision.

Abraham A. Kaminstein, the Register of Copyrights, took a similar position. He said he favored additional civil remedies in cases involving infringement of records. But, he said, "piecemeal legislation on a matter of such importance, in advance of a general revision, is . . . to be avoided unless absolutely necessary."

Rust answers charge of trafficking

Charges of trafficking made against multiple-station owner William F. Rust Jr. by WMOU-AM-FM Berlin, N. H., are irresponsible and are based on an erroneous conception of what constitutes trafficking, Mr. Rust told the FCC last week (BROADCASTING, May 7). He asked the commission to ignore WMOU's "reckless" allegations and approve his sale of WBRL Berlin.

In the first place, WMOU has no standing to protest a sale in Berlin—it could object to the advent of a new service but not the sale of an existing one, Mr. Rust claimed.

Mr. Rust emphasized that he is making no profit on the sale of the WBRL construction permit. His acquisition of WHAM - WHFM (FM) Rochester, N. Y., was approved by the FCC May 2 on condition he dispose of one of his am stations. He said he has had interests in 11 stations since 1946 and retains majority control of five of them. He said further he had kept most of his stations for at least three years and had not been juggling them for quick profits.

Mr. Rust, in association with Ralph Gottlieb, owns WBRL; WHAM-

WHFM (FM); WKBR-AM-FM Manchester; WTSN Dover, WKBK Keene, all New Hampshire; WNOW-AM-FM-TV York; WRAW Reading and WAEB Allentown, all Pennsylvania.

C-P seeks reversal of 'sandpaper' order

Colgate-Palmolive has asked the U.S. Court of Appeals to review the Federal Trade Commission's benchmark decision ordering the company to discontinue "unfair and deceptive" sandpaper-test tv commercials for C-P's Rapid Shave (BROADCASTING, Jan. 8).

The company and its agency, Ted Bates & Co., asked the Boston appeals court to consider the case. The American Assn. of Advertising Agencies asked to file an *amicus curiae* (friend of the court) brief but was turned down.

Colgate and Bates are understandably anxious to get the FTC decision reversed: the commission language is so broad that future commercials adjudged by the FTC to be deceptive could make the company and agency liable to fines for contempt.

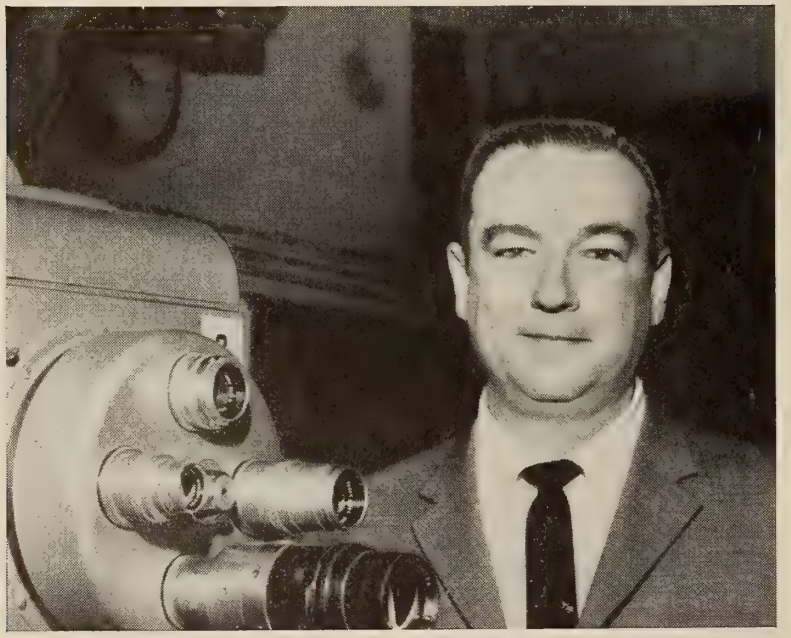
The far-reaching implications of the Rapid Shave decision were shown in the recent ruling on Carter Products' Rise commercials (AT DEADLINE, May 7). As in the Rapid Shave case, the FTC unanimously ruled: "The demonstration did not prove what it purported to prove and was, therefore, false and deceptive." In the Rapid Shave case, a plexiglass mockup was represented as sandpaper and was shown being shaved; Rise represented a chemical substance, known to be quick-drying, as a competing product.

The decision against Rise, written by Commissioner Sigurd Anderson, underlined the FTC's policy on demonstrations in tv commercials.

In defense, Carter had contended the commercial disparaged only "ordinary —that is, inferior" competing shaving creams, but the FTC ruled: "We find it exceedingly difficult to believe that respondents would compare Rise, a product claimed to be 'unique' and 'superior,' with only the lowest quality shaving creams."

That Carter discontinued the challenged Rise commercials cut no ice with the FTC. Rarely does abandonment form grounds for dismissing a complaint if the discontinuance does not come until the commission acts, the FTC decided. "Moreover, respondents' assurance of discontinuance relates only to the specific commercials and not to the practices at which the complaint is directed."

Carter had claimed the hearing examiner's recommendations for stopping the Rise commercials were too broad; the FTC agreed in only one instance—a prohibition against Carters' misrepresenting or "otherwise disparaging competitors' products." The FTC said, "We know of no rule of law which prevents a seller from honestly informing the public of the advantages of its products as opposed to those of competing products."



WLW-T COLOR TV RATINGS AND SALES CLIMB IN COLOR-FULL CINCINNATI

John T. Murphy, WLW-T General Manager: "A WLW-T survey shows that Color programs have *double* the ratings of the same programs in black-and-white, and Color commercials have *triple* the impression of their black-and-white counterparts. Result: WLW Television sales have increased 34% since we installed Color TV equipment." Color TV can pay off for you, too. Find out how today from: J. K. Sauter, RCA, 600 North Sherman Drive, Indianapolis 1, Indiana, Telephone: ME 6-5311.

FCC asks $1.5 million for electronic brain

President Kennedy asked Congress last week for $1.5 million more for the fiscal year beginning July 1 to buy an electronic brain to speed up FCC application processing.

The FCC's fiscal 1963 budget is $13.1 million. The requested $1.5 million is to buy a Remington-Rand Univac III computer and more monitoring equipment and to establish a space communications working group within the Common Carrier Bureau.

The computer, the FCC claims. will save about $200,000 a year by speeding up routine engineering computations in all areas, including broadcasting and safety and special services. If Congress approves the additional appropriation, FCC officials believe the automated technique will be in operation in about a year.

The agency testified before a House Appropriations subcommittee about two months ago. The committee has not yet issued its report.

FTC orders Vademecum to drop challenged ad

Allegedly false advertising claims made for Vademecum toothpaste in radio commercials and in other media have been ordered discontinued by the Federal Trade Commission.

FTC adopted an initial decision recommended by a hearing examiner January. Golden Valley National Sales & Distribution Co., Palo Alto, Calif., failed to answer the FTC's complaint against advertising. The company has said use of radio has increased sales 290% (BROADCASTING, May 7).



TRAFFIC JAMS BUILD UP A BIG AUDIENCE FOR WMAL RADIO 63

"WMAL trafficopter reports ease traffic delays"

says Congressman Joel T. Broyhill
Member of Congress from Virginia



JOEL T. BROYHILL
10TH DISTRICT, VIRGINIA

CITIES: ALEXANDRIA, FAIRFAX CITY, FALLS CHURCH
COUNTIES: ARLINGTON, FAIRFAX

COMMITTEES: POST OFFICE AND CIVIL SERVICE, DISTRICT OF COLUMBIA

HOMER LITZ KROUT, ADMINISTRATIVE ASSISTANT
JOHN T. WHITE, II, LEGISLATIVE ASSISTANT

Congress of the United States
House of Representatives
Washington, D. C.

Mr. John W. Thompson, Jr.
President
WMAL
4461 Connecticut Avenue, N. W.
Washington, D. C.

Dear Mr. Thompson:

I would like to congratulate your fine organization and the Metropolitan Police Department on the splendid public service that they are performing through the traffic reports that are broadcast from an observer in a helicopter to the rush hour commuter below.

These radioed observations giving detailed information on congestion and traffic tie-ups along specific routes have proven most helpful to me in commuting from my home in Arlington to the Capitol. I know thousands of other motorists have been able to avoid long delays at accident blocked streets or bridges. I am sure that these reports have helped to ease traffic delays throughout the entire metropolitan area.

[redacted] of WMAL can be justly proud of the service that they are performing to help alleviate on of the National Capital Area's problems.

With best wishes, and appreciation for a job well done, I am

Sincerely,

Joel T. Broyhill, M. C.

JTB/emn

NATIONAL REPS:
H-R REPRESENTATIVES, INC.

WMAL RADIO 63
The Evening Star Broadcasting Co., Washington, D. C.

FCC denies Biscayne reconsideration plea

Biscayne Tv Corp. lost another round with the government last week in its efforts to retain WCKT (TV) (ch. 7) Miami when the FCC denied a petition for reconsideration of a 1961 decision revoking the ch. 7 grant to Biscayne (BROADCASTING, July 31, 1961).

The commission reaffirmed its earlier order which disqualified Biscayne and two other applicants and gave the grant to a fourth party, Sunbeam Tv Corp. The original grant was made in 1956 but, following a rehearing, the FCC disqualified Biscayne, East Coast Tv Corp. and South Florida Tv Corp. for making *ex parte* contacts while the original case was pending.

Sunbeam was the only one of the four applicants found not guilty of off-the-record attempts to influence the commission. In its decision last week, the FCC also accepted amendments to Sunbeam's application to reflect corporate changes and a change in the proposed transmitter site.

Last week's action came on the same 4-1 vote by which the Biscayne grant was revoked, with Commissioner Robert E. Lee again dissenting. Commissioners Rosel Hyde and T. A. M. Craven did not participate.

Opponents say tax bill endangers free speech

Legislation that would disallow tax deductions for advertising aimed at influencing legislation is being attacked on Capitol Hill as an infringement of the right of free speech.

The omnibus tax bill (HR 10650), already approved by the House, is now before the Senate Finance Committee, headed by Sen. Harry F. Byrd (D-Va.).

The bill would include in one of its sections a 1959 ruling of the Internal Revenue Service. But it liberalizes that ruling to the extent of permitting direct attempts to influence legislators as a deductible expense.

Advertisers and media representatives have made a strong plea for elimination of the section from the bill. NAB has been following the measure, but has not testified on it.

Free Speech Cited ▪ The major argument against the provision is that it affects the right of free speech of taxpayers who want to influence legislation by appeals through television, radio and the press. They say this is particularly harmful in cases where the success or failure of an individual's business may be affected by legislation.

John F. Ryan, counsel for the Advertising Federation of America, told the committee that "only through paid advertising and publicity, employing the most far reaching media, can the citizens rights be expounded adequately."

Robert W. Coyne, president of the Distilled Spirits Institute Inc., has warned that the provision could even be interpreted to include editorial matter carried by broadcasters or print media.

If a newspaper or broadcaster editorialized in an effort to affect legislation, he said, the costs could be considered as non-deductible, even though they were "truly ordinary and necessary" business expenses.

Mr. Coyne said he doesn't believe the administration would use "this potent weapon" to regiment or coerce. "But we do emphasize," he added, "that a power of harrassment and punishment has been created which . . . poses a clear and present danger to . . . freedom of speech."

Broadcast Bureau asks denial of KRLA plea

KRLA Los Angeles failed to give any valid reasons why the FCC should reconsider its refusal to renew the station's license, the Broadcast Bureau has told the commission (BROADCASTING, April 23).

The KRLA pleading did not deal with the actual elements of the FCC's decision but set up a "straw man" and destroyed it, the bureau said. Furthermore the commission's reasons for not renewing the license were based on evidence adduced at the hearing and on the issues enunciated in the hearing order.

The bureau rejected KRLA's claim that the FCC employs a "double standard" for licenses because it only fined WNOE New Orleans for fraudulent contests and renewed the licenses of Westinghouse Broadcasting Co. on the strength of its programming showing; these cases are not comparable to that of KRLA, the bureau maintained. The KRLA contests caused the public to waste time and effort searching for prizes which were virtually impossible to find, the bureau said. Westinghouse's licenses were renewed because of exceptional public service programming; KRLA's programming was often not in the public interest, the bureau claimed.

Petitions from Los Angeles churches and locals of broadcast unions urging renewal of KRLA's license are improper and should be ignored, the bureau said.

Ch. 8 applicants reply to drop-in petitioners

All applicants for ch. 8 Greensboro-High Point, N. C., took issue last week with a joint petition by the state and federal officials of South Carolina and two Columbia, S. C., tv stations, which asked the FCC to assign ch. 8 to Columbia at substandard spacing (BROADCASTING, May 7), and to impose restrictions on the Greensboro grant.

The applicants asked the FCC to strike the Columbia petition, claiming it was untimely filed (the Greensboro hearing was instituted in 1957) and that the Columbia stations have no standing to interfere in the conditions to be imposed on the Greensboro-High Point ch. 8 grant. Furthermore, the FCC has refused in the past to authorize a drop-in at Columbia and in September the agency announced it was not contemplating further drop-ins at substandard spacing, they said.

For the FCC to add a vhf channel in Columbia, it would have to break its pledge to Congress not to deintermix markets, the Greensboro applicants said. WIS-TV (ch. 10) and WNOK-TV (ch. 19) requested the drop-in; if adopted it would surely cause the demise of ch. 25 WCCA-TV, the Greensboro applicants argued, because a uhf could not possibly compete with two vhf stations. Thereby a third tv service

Tv's bad—and good—effects on children

Government and broadcasting representatives planning a conference to discuss television's effect on children, have agreed it won't be mainly concerned with juvenile delinquency. But they haven't agreed on a date or on who will participate (BROADCASTING, April 30).

Bernard Russell, a special assistant to Secretary Abraham A. Ribicoff of the Dept. of Health, Education and Welfare which will sponsor the conference, said he thinks it will be "a few weeks" before an announcement can be made. But he said HEW is "very encouraged" that agreement can be reached.

Attending the meeting last week at Boston University were Donald McGannon, president of Westinghouse Broadcasting Co.; Melvin Goldberg, WBC's director of research; John Perry, assistant to NAB President LeRoy Collins; and Dr. Ralph Gary of Boston U., special consultant to the Senate Juvenile Delinquency Subcommittee, which asked HEW to sponsor the conference. Another meeting is tentatively scheduled for this week in Washington.

Mr. Russell said there is general agreement that the conference goal should be a research project to throw additional light on television's effect on children—"the positive factors as well as the negative."



YOU MAY NEVER CUT STONE GIANTS*—

BUT... WKZO Radio Can Help You Carve Out Larger Sales In Greater Western Michigan!

Morning, afternoon, and night, WKZO commercials reach more people in the Kalamazoo-Battle Creek and Greater Western Michigan market than any other radio station. Pulse Reports show WKZO outrating *all* competitors in *all 360* quarter-hours surveyed (6 a.m.-Mid., Mon.-Fri.).

And the WKZO Radio coverage area is one of America's *fastest-growing* markets, too. Kalamazoo alone is expected to outgrow all other U.S. cities in personal income and retail sales between 1960 and 1965. *Source: Sales Management Survey, June 10, 1960.*

For *all* the amazing facts about the top station in the big, fast-growing Greater Western Michigan market, see your Avery-Knodel man!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — SEPTEMBER, 1961

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	18	7
12 NOON - 6 P.M.	24	16	9
6 P.M. - 12 MIDNIGHT	34	13	13

**At the Mount Rushmore National Memorial in South Dakota, the busts are proportionate to men 465 feet tall.*

AM-TV-FM

The Fetzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/ CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV/ LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

AMA spokesman out

Dr. Edward Annis, spokesman for the American Medical Assn., has withdrawn from ABC News' *Issues and Answers* program scheduled May 27 (ABC-TV, 4-4:30 p.m., EDT). Dr. Annis said he does not want to be "associated on any program with the Javits or Bow bills." He referred to Sen.



Sen. Javits Rep. Bow

Jacob K. Javits (R-N. Y.) and Rep. Frank T. Bow (R-Ohio), authors of medical care plans whose appearance with Dr. Annis had been announced April 27. Sen. John Tower (R-Tex.) has agreed to appear on the program in opposition to the administration's bill to provide health and medical care for the aged through social security.

in Columbia would be precluded.

High Point Tv Co., Southern Broadcasters Inc. and TriCities Broadcasting Co. petitioned jointly asking the FCC to ignore the Columbia request. Jefferson Standard Broadcasting Co. filed separately.

Etv reservation asked for ch. 20 in Chicago

WTTW (TV), Chicago's educational station, asked the FCC last week to reserve ch. 20 there for noncommercial etv use. The station indicated it would file such a request in testimony before Commissioner Robert E. Lee during the Chicago local programming hearing (BROADCASTING, April 9).

There is a greater need for educational programming in Chicago than WTTW can provide on ch. 11, the station claimed. Special courses for college-level students, deaf children, policemen and firemen could be provided on the uhf channel, WTTW said.

Ch. 20 is assigned to Chicago but has not been applied for; if the FCC authorizes it for etv, WTTW will apply to operate it, the community educational group said.

In another etv petition last week, National Educational Radio & Tv Center asked the FCC to modify its rules to permit interchangeable use of educational broadcast microwave facilities (including STL circuits) for closed circuit educational broadcasts. NETRC said this would permit economy in the assignment of microwave frequencies and provide more efficient spectrum utilization.

No station sale exempt from check—Juntilla

Broadcasters were warned last week that the FCC's three-year rule on station transfers does not preclude a review of every station sale to determine whether or not a buyer or seller is trafficking in licenses.

The yellow light on station transfers was flashed by James O. Juntilla, assistant chief of the commission's Broadcast Bureau, in a talk prepared for delivery May 11 to the Illinois Broadcasters Assn.

After discussing the three-year rule and the exceptions which permit transfers to be approved without a hearing (BROADCASTING, March 19), Mr. Juntilla cited the FCC report which specifically states that the commission will examine all transfer applications for possible trafficking problems even where the stations to be sold have been held for three years or longer.

The bulk of Mr. Juntilla's address was concerned with last week's commission order instituting a freeze on new am applications (see page 27).

Senate group critical of regulatory backlogs

Lag in handling administrative cases by government's regulatory agencies, including FCC, is approaching "national scandal" which affects both individuals and "vast industries," a Senate subcommittee has reported.

The report of the Subcommittee on Administrative Practice & Procedure didn't deal specifically with FCC's case backlog. But a staff member said the subcommittee had the commission in mind when it warned of delay by some agencies in handling growing caseloads.

The subcommittee, headed by Sen. John A. Carroll (D-Colo.), praised streamlining operations of some agencies, and said the FCC-reorganization measure enacted last year should help the commission handle cases more efficiently.

The FCC last week...

- Denied petitions for reconsideration of grants to WEAT-TV (ch. 12) and WPTV (TV) (ch. 5), both West Palm Beach, Fla., to move transmitters toward Miami, increase antenna heights and power. WTVJ (TV) Miami (ch. 4) had protested the planned moves by the West Palm Beach stations.

- Added ch. 18 with an educational reservation to Dalton, Ga., and deleted commercial ch. 18 allocations from Fort Valley, Ga., Murfreesboro, Tenn., and Burnsville, N. C., effective June 11. The action was taken on a petition by the Georgia State Board of Education seeking reconsideration of a Feb. 6 order which shifted ch. 25 from Dalton to Huntsville, Ala.

- Invited comments by June 11 on rulemaking to permit the simultaneous operation of two transmitters on a single studio-transmitter link for fm stereophonic programs. The transmission of stereo requires two aural signals and present rules prohibit the use of more than one channel for STL operation.

- Granted a new educational tv station on ch. 47 in Yakima, Wash., to the Yakima School District No. 7. The station was authorized a power of 22.4 kw and an 860 ft. antenna.

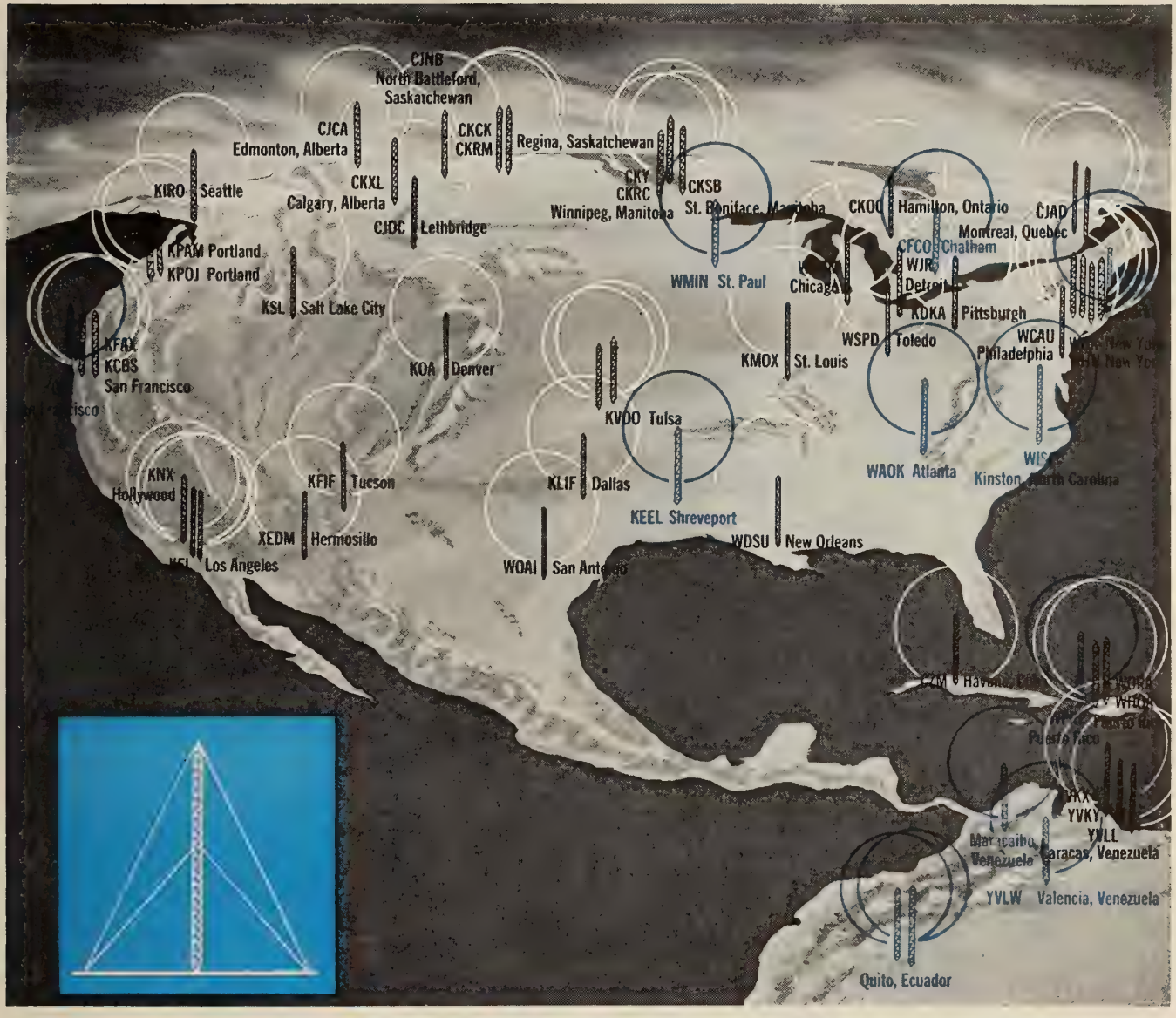
Keep pre-sunrise plan, fulltimers urge FCC

Nine fulltime radio stations last week urged the FCC not to abandon its proposal to restrict pre-sunrise operation by daytime stations.

If the am broadcasting industry is to become "economically viable" and in a position to live up to the standards the FCC expects of it, the commission must recognize that a tightening of engineering standards is necessary, the group said. The stations asked the FCC to approve rules to require daytimers to notify the FCC of their hours of pre-sunrise operation; permit fulltime stations to compute interference by daytimers instead of proving it by frequency-measurement tests; and prohibit new daytimers from pre-sunrise operation. The list of stations operating pre-sunrise

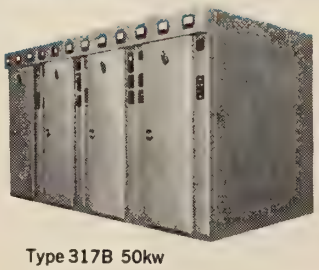
Quiz grand jury dies

The long life of a New York grand jury formed in July 1960 to investigate charges of tv quiz show rigging is officially ended. It was discharged May 2 by Judge Charles Marx, more than three months after the last of 18 program contestants pleaded guilty to lying to an earlier grand jury (BROADCASTING, Jan. 22). All the defendants, including such big-money winners as Charles Van Doren and Elfrida von Nardroff, were given suspended sentences in special sessions court.

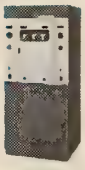


These NEW AM Radio Transmitters Speak with Continental Authority!

Here are preferential new installations made by discriminating major broadcasters. They indicate the proven quality, reliability and acceptance of Continental Electronics Transmitters.



Type 317B 50kw
AM transmitter



Type 314D 1kw
AM transmitter



Type 315B/316B 5/10kw
AM transmitter

Continental Electronics
MANUFACTURING COMPANY

Mailing Address: Box 17040, Dallas 17, Texas, 4212 S. Buckner Blvd., EV 1-7161 LTV Subsidiary of Ling-Temco-Vought, Inc.

Designers and Builders of the World's Most Powerful Radio Transmitters

new... exciting... wonderful...

RAHALL RADIO

1st...in Community Life
1st...in Overall Ratings
1st...in Sell
1st...in Adult Listening

WKAP
RADIO 132
Allentown - Bethlehem - Easton

5000 WATTS. No. 1 latest Hooper and Pulse. Lowest cost per thousand-audience in vast Lehigh Valley growth market. First with Blue Chip advertisers.

WLCY
RADIO 138
Tampa - St. Petersburg, Fla.

5000 WATTS. No. 1 January-February 1962 Hooper . . . double of all other area stations. Lowest cost per thousand audience . . . in fast growing Tampa-St. Petersburg market.

WWNR
RADIO 62
Beckley - W. Virginia..

1000 WATTS. No. 1 Hooper and Pulse surveys, serving 9 big counties in heart of West Virginia. Lowest cost per thousand audience . . . featuring great personalities.

WNAR
RADIO 111
Philadelphia Area

500 WATTS. No. 1 latest Hooper survey report, covering large Philadelphia and Norristown market . . . where bulk of consumers live and buy. Lowest cost per thousand audience.

WQTY
RADIO 122
Jacksonville - Florida

1000 WATTS. Rahall Radio's newest baby, with new eye-catching radio format. Climbing daily in ratings. Get the facts on low-cost coverage in greater Jacksonville market.

RAHALL RADIO GROUP
N. Joe Rahall, President
Represented nationally by:
ADAM YOUNG, New York
Philadelphia Representative:
Paul O'Brien,
1713 Spruce St., Phila., Pa.

should be made public by the FCC, the stations urged.

The request was signed by KFMB San Diego, KWMT Fort Dodge, Iowa, WANE Fort Wayne, Ind., WDAF Kansas City, WDOK Cleveland, WEBC Duluth, Minn., WGR Buffalo, WISH Indianapolis and WMT Cedar Rapids, Iowa.

FCC clears Florida station

WEBY Milton, Fla., won a three-year renewal from the FCC last week as the agency dismissed charges that licensee Clayton W. Maypoles used the station unfairly in a 1959 election.

The commission said it had made its own investigation of charges made by Clifford Wilson, former county commissioner, and other local politicians, that WEBY used newscasts for the insertion of editorial comments not so labeled.

In renewing WEBY's license unanimously, the commission found that the station had not been used improperly against the complainants and that WEBY had been operated in the public interest. Mr. Mapoles told the FCC that the charges were untruths and exaggerations (BROADCASTING, Jan. 23, 1961).

Plains Radio forfeits permits for five fm's

Plains Radio Broadcasting Co. lost its authorization for five fm stations last week. The FCC announced their construction permits had been forfeited and call letters deleted. The stations were KRKY Denver, KFMV Minneapolis, WFFM Cincinnati, KFMC Portland (Ore.), and KPRN Boise.

Trafficking and lack of diligence in construction were charged against Plains Radio last month (BROADCASTING, April 9), when the commission denied the company additional time to build the stations. An application to assign the permits to United Communications Inc. also was denied on the grounds that United had made no survey of the programming needs of the communities.

Plains Radio, owned by Globe-News Publishing Inc., of Amarillo, is licensee of KGNC-AM-FM-TV Amarillo, and KFYO Lubbock, both Texas.

THE MEDIA

ROGERS' RALLYING CRY

Congress will shield licensees from retribution if they insist on their rights, says congressman

Rep. Walter B. Rogers (D-Tex.), a key communications figure in the House, took the broadcasting business to task last week for "lack of courage, lack of willingness to fight for the things in which you believe and to fight for them effectively."

This was the appraisal he said he would offer—"constructively, you understand"— if asked to criticize the radio-tv industry.

He did not spare other targets, including the FCC, programmers generally, the NAB proposal to have network programming pre-screened by its code authority, and the Television Information Office.

Rep. Rogers was principal speaker at the Station Representatives Assn.'s annual awards luncheon in New York (see story, page 38). He is a member of the House Communications Subcommittee and a likely prospect for succeeding Rep. Morgan Moulder (D-Mo.), as chairman next year. Rep. Moulder, who has been redistricted out of his House Seat, is not running for re-election, and Rep. Rogers is next ranking Democrat on the subcommittee.

Rep Rogers said he understands that many broadcasters "hesitate to do certain things "because they fear FCC or the networks, but "it is my feeling that you should stand up for your rights, expound your ideas about ways to improve programs and to improve your service; that you should fight more vigorously to carry your point."


Rep. Rogers

Sympathy ▪ He assured his audience that "I feel very deeply that the members of the Congress will always lend a sympathetic ear to even the remotest possibility of an injustice."

"Too long," he said, "the voice of the individual broadcaster has been the lost voice of the industry."

The legislator criticized censorship as "abhorrent in any form," but said that it may be imposed from many sources:

"I do not want any member of the FCC or its staff dictating programming tastes to me, even though their taste and mine may coincide. I don't want other members of Congress dictating to me, and I certainly would not subscribe to



"And there I was, big as life, on TV"

(and in one of the top-40 markets, too!)

Flint-Saginaw-Bay City, of course . . . where Helen Luther sandwiches *March of Dimes* and *Salvation Army* work in with her daily duties as housewife and mother of three. And where this Civil Defense Director gave area residents the lowdown on near receiver warning systems and sandbag shelters on WJRT's well-attended "In Our Opinion" discussion show.

You see, like most communities, industrial Flint-Saginaw-Bay City has an abiding interest in defense and post-attack survival. But these are just a few of the many interests which abound here—ranging from scuba diving to Little League and coin collecting.

Splendid opportunity, we think, for WJRT's "programming from within" concept. And, in fact, in the past 30 months over 25,000 area people have appeared before Channel 12 cameras to talk about these and half a thousand other interests.

Splendid opportunity for you, too, if you advertise on TV. Because households here (75,000 of them watch WJRT on the average night) have an extra $9 of weekly income*. Or nearly $500 more each year than the national average household to spend for cars, boats, houses or whatever *you* sell.

Let Harrington, Righter and Parsons carry it from there. Call them in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles or San Francisco.

WJRT

**Sales Management's "1960 Survey of Buying Power"*

FLINT-SAGINAW-BAY CITY/ABC PRIMARY/DIVISION: THE GOODWILL STATIONS, INC.

the board of NAB doing it.

"However . . . I am not sure that I take comfort in the fact that perhaps on occasion a similar selection of program content and program choice is exercised by the top executives of television networks, advertising agencies, and even the sponsor of the show who is paying for it.

"It would be well to keep in mind that the evils of censorship are not confined to government activities. They can be equally exercised by economic interests and can be just as damaging and just as dangerous as government interference."

Definitions ▪ He challenged the notion that any unsponsored program is a "public service" program and said it should be made clear that stations are not required "to handle a series of dull programs to curry favor with the FCC at license-renewal time." Public service can and should be rendered through good entertainment programs, he said, adding that in his view "the definition of public service could be measurably broadened from its present narrow concept without undue imposition on the time of the station owner."

Regulatory agencies must give "a proper response" to the will of Congress to serve the will of the people, he said, and noted the FCC has been in conflict with Congress on three occasions this year (on the deintermixture bill, the communications satellite bill, and the daytime broadcasting situation).

Obviously alluding to the special Peabody award presented to FCC Chairman Newton Minow, he continued:

"For instance, after three years of [tv's] image-improving, it struck me as rather odd that one of the Peabody awards went to a federal official who is a relative newcomer to this business and who, although not billed as an entertainer, has put on some interesting performances before congressional committees."

Rep. Rogers listed five areas where radio-tv may expect Washington activity:

▪ "The No. 1 broad objective will be the determination of programming responsibility and possible censorship." He said Congress is interested in the roles played by producer, sponsor, talent agency, advertising agency, motion picture industry, networks and network-owned programs, "pressure groups" and "last but not least, the FCC."

▪ Pay television, "a matter of increasing interest not only to the industry but to the public."

▪ Federal Trade Commission's cease-and-desist proposals: undoubtedly due for "exhaustive examination and study."

▪ Rating systems: "The smoke screen that has surrounded these practices will probably be lifted. It would seem to me that all elements of the industry would want to get together to find out as much as possible about the viewing public, what they would like to see as well as what they are watching."

▪ "The continuing controversy of network regulations:" "Needless to say, there is quite a bit of feeling in Congress to license and regulate networks. What form this will take it would be difficult to predict, but it can be said whatever burden of responsibility, if any, has been escaped by the networks and absorbed by the separate stations will be thoroughly examined, as well as the influence of the networks on the individual licensees."



Transcontinent buy of WDOK made final

Transcontinent Television Corp. consummated its purchase of WDOK-AM-FM Cleveland April 30, giving TTC its fourth radio property (it has five tv stations). Shown here handing over the $1.4 million check to Frederick C. Wolf (l), president of the sellers, Civic Broadcasters Inc., is David C. Moore (r), president of Transcontinent. Other Transcontinent stations are WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, KFMB-AM-FM-TV San Diego, KERO-TV Bakersfield and WNEP-TV Scranton-Wilkes-Barre.

Missouri stations plan major pr push

Missouri broadcasters are working on a plan to inform community leaders in the state about "the positive contributions of broadcasting to civic life." The project was voted at the May 2 meeting of Missouri Broadcasters Assn., held in connection with Journalism Week at U. of Missouri, Columbia.

MBA's plan calls for a series of clinics throughout the state to give broadcasters a chance to inform opinion leaders about service programming and to plan future programming of interest to communities.

Another MBA resolution called for elimination of Sec. 315, the equal-time provision of the Communications Act.

Blair Clark, general manager and vice president of CBS News, told the Missouri session no reporter is allowed within 1,000 miles of current atomic tests. He ascribed the ban to "high politics" as well as military security.

Matthew Culligan, general corporate executive with Interpublic Inc., pointed to the need for "a new approach to communication that will help fight the factors that could bring about total destruction—misery, poverty, ignorance and disease—the basic factors breeding communism.

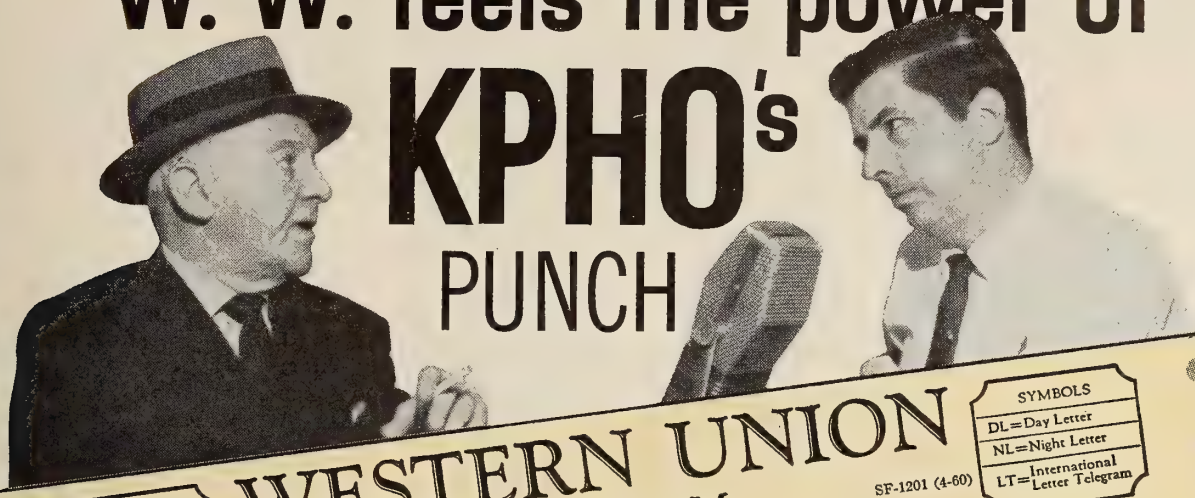
The School of Journalism citations included an award to Pauline Frederick, NBC UN correspondent.

NAB reconstitutes radio code group

NAB has reconstituted its Radio Code Review Board as part of the association's expanded operation under Robert D. Swezey, code authority administering both radio and tv codes. Charles M. Stone is code authority manager for radio.

Cliff Gill, KEZY Anaheim, Calif., was reappointed for a two-year term as radio code chairman. Robert B. Jones Jr., WFBR Baltimore, also was reappointed as a member. Others named for two-year terms were Richard M. Fairbanks, WIBC Indianapolis; Lee Fondren, KLZ Denver, and Richard

W. W.* feels the power of KPHO's PUNCH



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TELEGRAM
W. P. MARSHALL, PRESIDENT
SF-1201 (4-60)

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=International Letter Telegram

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

LC463
L PFB308 NPR PD=WUX PHOENIX ARIZ APR 27 505P MST=
1962 APR 27 PM 6 17
TOM SHERLOCK=
STATION KPHO PHOENIX ARIZ=
APPARENTLY KPHO RADIO-TV NEEDS NO NEILSEN. TRENDEX OR ARBITRON
TO TAKE THE PULSE OF PHOENIX-SCOTTSDALE LISTENERS-VIEWERS.
FOLLOWING OUR INTERVIEW LOCALS WHO RECOGNIZE ME IN STORES AND
ON STREETS (AND A FEW MOTORISTS AT TRAFFIC STOP LIGHTS) SAID
"HEARD YOUR TALK WITH SHERLOCK. LIKED WHAT YOU SAID ABOUT
ALL OUR NEWSPAPERS" OR "SAW YOU ON FIVE" AND ALL PUNCTUATED
THEIR GOOD WILL WITH SMILES. MADE ME FEEL GOOD.
WALTER WINCHELL/ARIZONA JOURNAL.

Following an appearance with
KPHO Radio-TV news director, Tom Sherlock,
* Winchell came face to face with KPHO's potent audience reaction
. . . live evidence of KPHO's viewer-listener penetration in this new major market.
Why not make these stations a part of your marketing power play?

KPHO RADIO 910 KC TV CHANNEL 5 PHOENIX

represented by the KATZ AGENCY, INC. / AFFILIATED WITH BETTER HOMES & GARDENS MAGAZINE

H. Mason, WPTF Raleigh, N. C.

Continuing for the second year of their terms are Richard O. Dunning, KHQ Spokane, Wash.; Elmo Ellis, WSB Atlanta; Herbert L. Krueger, WTAG Worcester, and Robert L. Pratt, KGGF Coffeyville, Kan. Appointments were made by NAB President LeRoy Collins.

Program intrusion opposed by Kansans

Intrusion of the government into programming was opposed May 5 by the Kansas Assn. of Radio Broadcasters, which resolved that "broadcasters' problems can best be solved by broadcasters themselves." The association, meeting at Hays, endorsed self-regulation under the NAB code.

NAB's and FCC's joint efforts to solve the problem of radio station overpopulation was discussed at length (see page 28). The group opposed proposals to schedule FCC fees for broadcast licenses on the ground such a policy "does not conform with other federal regulatory agencies."

Ralph Beaudin, WLS Chicago, told the Kansans there would be chaos in broadcasting business practices were it not for the guideline help of ratings. He urged stations to stop selling against one another and to join in selling radio itself as a medium.

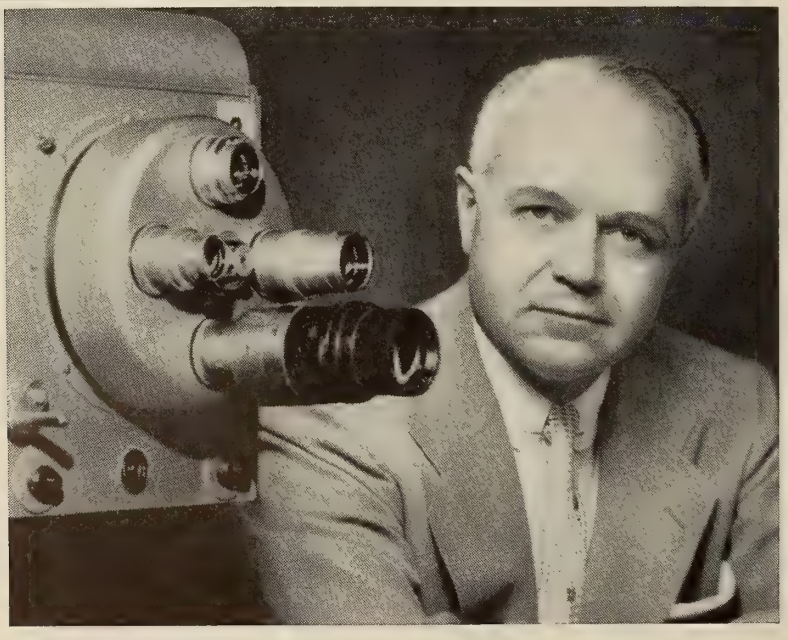
Thad M. Sandstrom, WIB-AM-TV Topeka, said in his address as retiring president that a permanent radio display has been started at Kansas State Historical Society in Topeka. He warned of increasing demands for more government controls and of descriptions of radio as "publicly franchised jukeboxes."

Mr. Sandstrom praised the stand taken by NAB and its president, Gov. LeRoy Collins, against harassment of Chicago tv stations through hearings and talked on proposals to solve the radio overpopulation problem. He said Kansas leads the nation in radio code adherence, 69% of stations, "more than double the national average," subscribing.

KAYS Hays was host station and Bob Schmidt, general manager, was in charge of arrangements.

KOFO Ottawa was presented the association's award for community service. KMAN Manhattan received the editorial award. "Advertiser of the Year" awards went to Hunter Construction Co., Hays; Davis Lumber & Building Center, Hutchinson; Marling Stores, Topeka; and J. S. Dillon & Sons Stores. Winners were announced for the group's scholarships at Kansas State U. and U. of Kansas.

The 1963 convention will be held May 10-11 in Lawrence and KWLN will be host station.



COLOR PIONEERING PAYS OFF 3 WAYS FOR WFIL-TV PHILADELPHIA

Roger W. Clipp, WFIL-TV General Manager: "Color is definitely the most exciting aspect of Television's present and future. Color TV means increased circulation and revenue. It also has gained a great deal of prestige for WFIL-TV, a pioneer in Color TV in the Philadelphia area." Color TV can increase your profits and prestige, too. It will pay you to find out how today from: J. K. Sauter, RCA, 600 North Sherman Drive, Indianapolis 1, Indiana, Telephone: ME 6-5311.

Ratings short-changing radio, says Hurleigh

Radio "has been and is being shortchanged" by confusion stemming from a "multiplicity of ratings" that "has so segmented radio that its price is now out of all proportion to its true dynamic value," Mutual President Robert F. Hurleigh asserted last week.

In the network's newsletter to MBS affiliates, Mr. Hurleigh said: "A tv minute on prime network time now costs anywhere from 50 to 10 times as much as that same minute on network radio. Certainly, it can't produce 70 times the audience. Nor can anyone convince us that it's 70 times as effective."

He said he agreed with Robert Pauley, vice president in charge of ABC Radio, in Mr. Pauley's reported contention that A. C. Nielsen Co.'s radio measurement services sometimes have shown sharply conflicting audience data, to the detriment of network radio (BROADCASTING, April 16). "As a matter of record," Mr. Hurleigh said, "we 'agreed' with him roughly three years before his present thoughts were ever reported—in speeches and editorials to everyone who would listen. We'd be happy to furnish him with added information of our own anytime he so desires."

MBS profit picture good, 3M stockholders told

MBS showed a profit during the first quarter of 1962 and is expected to show a profit for the entire year, Herbert Buetow, president of Minnesota Mining & Mfg. Co., told the company's annual stockholders meeting in St. Paul last Tuesday (May 8). Mr. Buetow reported that Mutual, which was bought by 3M two years ago, has made progress in all areas of broadcasting, particularly in its presentation of public-service programs. He noted that both *The Big Lie* and *The World Today* shows had won various awards.

MM&M's first quarter sales and earnings were 15% above the same period in

1961, Mr. Buetow reported. Net income in the period rose to $18,974,652, or 37 cents a share, from $16,541,010, or 32 cents a share, in the first quarter of 1961. Revenues increased to $161,685,673 from $140,959,527.

Etv audience profile released by NETRC

Regular viewers of educational tv stations watch an average of four programs a week, according to the preliminary results of an etv viewing study released last week by National Educational Television & Radio Center, New York.

Defining regular viewers as those who watch at least one program a week and who can support the claim by answering questions about the program, the organization reports that an educational vhf station "can expect to have from 10-25% of the adults in its viewing area watching its programs four times a week."

NETRC said the survey, which included 30,000 phone interviews and 2,000 home interviews, was held in late spring of 1961 by Dr. Wilbur Schramm of the Institute for Communication Research of Stanford U. The study was supported by a $40,000 grant from the U. S. Office of Education. Complete results will be published soon.

The average etv viewer, according to the survey's audience composition findings, is better educated than the average non-viewer of etv. He reads more books, is more likely a participant in civic organizations, attends cultural events and earns a higher income.

Etv group reveals plans for Los Angeles station

Plans for bringing an educational tv station to Los Angeles were announced today (May 14) by Dr. L. A. DuBridge, president of the California Institute of Technology and chairman of the board of Community Television of Southern California. CTSC is at 2600 Wilshire Blvd., Los Angeles.

CTSC, a non-profit corporation, is the outgrowth of a year-old committee for educational television, which was launched when, on March 29, 1961, the FCC invited comments on methods by which one of Los Angeles' seven commercial tv channels could be made available for etv. The work of this committee resulted in more than 5,000 letters being forwarded to the FCC. Last November, Abraham Ribicoff, Secretary of Health, Education & Welfare, spoke to a group of college and university presidents on the desirability of providing etv facilities for the city. In January, Dr. DuBridge accepted the



1 in cincinnati

wsai

robert e. eastman

JUPITER BROADCASTING

Every radio station has something to offer
. . . but only one can bring the largest
audience in Cincinnati* . . . and that's WS

*HOOPER		*PULSE	
WSAI	30.9	WSAI	30
B	23.6	B	20
C	14.4	C	17
D	13.2	D	14

Hooper: *Feb.-Marc
Pulse: *Jan.-Feb.,
. . . Cincinnati I
area, total rated
period!



chairmanship of the Educational Advisory Council for the proposed station. In that position he is a member of the board of CTSC and is currently serving as chairman of that board.

Other members of the CTSC board are: James Loper, director of television, Los Angeles State College, vice president; Dr. Frank Baxter, professor of English emeritus, U. of Southern California; Winter D. Horton, Benton & Bowles, secretary-treasurer; Saul Cohen, attorney. Rose Blyth, former head of television at Cal Tech, is executive secretary.

Large radio audience is on wheels, survey shows

The extensive-plus audience produced by auto radios is described in a new survey report being released today (Monday) by WGN Chicago. Conducted by Research Guild, an independent survey firm, under commission by WGN, the study shows more than 1.1 million Chicago families, more than half of the total, take over two auto trips daily; and more than 68% of these involve listening to auto radio.

This adds an average 23% auto audience to the in-home audience, according to Charles E. Gates, WGN manager, resulting in lengthening of "the acceptable peak radio advertising hours." He predicted Chicago radio billings could be increased 15% as a result of the study's findings.

The study shows that the peak auto audience periods are 7 a.m., 5 p.m. and 7 p.m. weekdays, and 9 a.m., 4 p.m. and 7:30 p.m. on Saturdays. In the 6-9 p.m. period weekdays, 41% of all trips are for recreation and 22% are for shopping, the report says. More than 1,000 Chicago residents over 16 were personally interviewed in the study.

Award to WHDH-TV

WHDH-TV Boston received an award last week from the U. S. committee for UNICEF (United Nations children's fund group) for "distinguished accomplishment in assisting UNICEF to develop more adequate services for the health and well-being of the citizens of tomorrow." The award, a special citation, was the first to a U. S. broadcast station from UNICEF. William B. McGrath, vice president and general manager of WHDH-TV, accepted the award at UN headquarters in New York.



Mr. McGrath

Metromedia seeks seat on N.Y. Stock Exchange

Metromedia Inc. stockholders were advised last week that the company plans to apply for listing on the New York Stock Exchange. Metromedia stock now is traded over the counter.

John W. Kluge, Metromedia chairman-president, told the company's annual meeting in New York that he expects the listing on the NYSE to be forthcoming in approximately three months.

A financial report on the first 13 weeks of 1962, ended April 1, revealed that gross revenues totaled $12,270,314, compared with $11,059,589 for the corresponding period of 1961. Net income for the first 13 weeks of the current fiscal year was said to be $138,732, or 8 cents a share, as against a net income of $12,334, or one cent a share, in the 1961 period.

Operating divisions of Metromedia are Metropolitan Broadcasting, which owns six tv and four radio stations; Worldwide Broadcasting, an advertiser-supported commercial short-wave station; and Foster & Kleiser Outdoor Adv.

Changing hands

APPROVED ▪ *The following transfer of station interest was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 155).

▪ KRZY Grand Prairie, Tex.: Sold by Robert W. Rounsaville to G. E. Miller & Co. for $440,000 and agreement not to compete. The Miller company is headed by Giles E. Miller, insurance and real estate executive, who also owns or controls KOKE Austin, KBUY Amarillo and KINT El Paso, all Texas. Mr. Rounsaville still owns WLOU Louisville, Ky.; WFUN Miami and WTMP Tampa, both Florida; WCIN Cincinnati, Ohio, WVOL Nashville, Tenn. and WYLD New Orleans, La. He also holds permits for WATL-TV Atlanta, Ga., and WTAM-TV Louisville, Ky. Commissioner Robert T. Bartley dissented to the KRZY transfer.

WPIX donates to WNDT

WPIX (TV) New York announced last week it will contribute $250,000 to the cost of operating WNDT (TV) New York, educational station which goes on the air next September. A $50,-

Outstanding Values in Broadcast Properties

Good fulltime facility in a major market. Adequate cash flow. The balance can be paid over 8 years.

CALIFORNIA
$950,000

This profitable FM station is located in an under-radioed university city. Ideal living conditions. Good future. Requires $20,000 cash down.

MIDWEST
$75,000

Absentee owner must sell this AM-FM station, so the cash is only $15,000, balance on good terms. Has excellent physical assets and exceptional real estate.

SOUTHWEST
$80,000

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9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

000 payment will be made June 1 and four additional $50,000 payments on June 1 of each year that WNDT (TV) continues operation as the educational channel in New York, according to Fred M. Thrower, executive vice president and general manager of WPIX.

Earlier contributions were made by ABC, NBC and CBS. A total of $750,000 was provided by the networks when the station was purchased from National Telefilm Assoc. last December (AT DEADLINE, Dec. 25, 1961).

Nine stations combine in special Iowa network

Nine radio stations in Iowa, Minnesota, South Dakota and Nebraska have formed a network to broadcast *Sixty Plus,* a series designed for people of retirement age, originating on WOI Ames, Iowa, Iowa State U. station.

The program, broadcast every Tuesday at 3:30 p.m., features news, entertainment, special interviews and productions designed to provide information on the many areas of particular interest to retired listeners.

Martha Duncan of the WOI staff is hostess of *Sixty Plus,* which also features R. K. Bliss, 81-year-old agriculture reporter, with a regular commentary.

Stations carrying the show: KWOA Worthington, Minn.; WNAX Yankton, S. D.; KMEO Omaha, Neb.; KCHE Cherokee, KWMT Fort Dodge, KBUR Burlington, KDLS Perry, KXGI Fort Madison, KDVR-FM Sioux City, all Iowa.

Court supports WCHA in contract with d. j.

The effectiveness of contracts that forbid station employes, particularly air personalities, to work for competitors within specified periods of time has often concerned broadcasters.

Last week WCHA Chambersburg, Pa., obtained a preliminary injunction in Franklin County court to prevent Ted Foman, a former WCHA disc jockey, from broadcasting on a competing station. WCHA asked immediate relief and for enforcement of a contractual clause prohibiting Mr. Forman from working within 25 miles of the WCHA transmitter site for three years.

The court granted the temporary relief and agreed to consider whether to enforce a permanent injunction.

KRAK joins ABC Radio

KRAK Sacramento, Calif., has signed as an affiliate of ABC Radio, effective May 27, reports Robert R. Pauley, the network president. KRAK, currently a Mutual affiliate, is a 50-kw station on 1140 kc.

CBS plans campaign against 'Rayburn rule'

A two-part effort to upset the so-called "Rayburn rule" barring radio and tv coverage of house hearings is planned by CBS.

One part will be a 27-minute documentary editorial examining the advantages and disadvantages of the rule, named for the late Speaker Sam Rayburn, and concluding with an appeal by CBS President Frank Stanton for its repeal. The film, due to be completed in about two months, will be shown by CBS to civic organizations and other groups, and copies will be made available to CBS-TV affiliates for similar use locally.

Part 2 will be an on-air editorial by Dr. Stanton calling for repeal of the rule. This is being slated for broadcast by CBS-TV just before the opening of the next session of Congress. By that time CBS hopes to have whipped up the support of community leaders throughout the country through showings of its documentary.

The plans were reported by Richard S. Salant, president of CBS News, in a talk at a closed session of the CBS-TV Affiliates Convention 10 days ago (BROADCASTING, May 7). Participants said last week that Mr. Salant expressed hope that the affiliates would use the documentary film as extensively as possible in connection with their own appearances before local clubs and organizations.

The senate has no counterpart of the House's "Rayburn rule." Senate hearings may be covered by radio and tv at the discretion of the committee chairmen in charge.

Public, FCC apathetic to radio woes—Straus

Radio's struggle to re-mold itself to the television era has been carried out "in a complete vacuum" of public apathy and FCC indifference, according to R. Peter Straus, president of WMCA New York. Mr. Straus so said as he accepted an award as a "pioneer and staunch advocate of radio's right to editorialize" from WYBC-FM New Haven, Conn.

WMCA began broadcasting regularly scheduled editorials in 1954 and in 1960 was reportedly the first radio station to endorse a presidential candidate.

Radio's growth is "inevitable" but it would be better assured, Mr. Straus said, if government, press and private groups subjected it both to "criticism and encouragement through more con-

ANOTHER H & L EXCLUSIVE

WEST — Full time radio station in fast-growing, major western market. Excellent ratings have resulted in this property grossing close to $30,000.00 monthly. Present healthy cash flow could immediately be increased by tightening of expenses without affecting station performance. Priced at $550,000.00 on the basis of 29% down and the balance out over eight years.

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Warren J. Boorom	DElaware 7-2754	Joe A. Oswald	EXbrook 2-5671
New York		New Orleans	

sistent attention . . . to radio's vast daily performance."

WYBC-FM's licensee is a commercial non-profit corporation owned by Yale University students and ownership is passed to new chairman of student board each year.

Henderson to keep tabs on WHCT toll-tv test

John J. Henderson & Assoc., New York, will design and direct the continuing research program for the country's first over-the-air subscription tv project, scheduled to begin in June on RKO General's uhf station WHCT (TV) Hartford, Conn.

The announcement was made May 2 by John H. Pinto, vice president of RKO General Phonevision Co., which is carrying out the project on ch. 18 in association with Zenith Radio Corp. The Henderson company's functions will include consumer attitude studies, collection and evaluation of program and rating information and survey statistics on other aspects of the experiment which will operate under a three-year license from the FCC.

Mr. Pinto said WHCT will carry a varied schedule of dramatic and musical programs, current motion pictures, outstanding sports events and other programs not available on commercial tv.

WMCA airs legislature apportionment report

WMCA New York made public for the first time last Thursday (May 10) an official report which asserts that the apportionment of the New York State Legislature discriminates against city voters.

The station, which has been campaigning for several years to end what it calls "discrimination" against city voters in the apportionment of seats in the legislature, broadcast the two-year old report on Thursday, starting at 6:15 p.m. The report was submitted to the temporary New York Commission on the State Constitution by Prof. Ruth Silva of Pennsylvania State U. in April 1960, but, according to WMCA officials, its findings never before had been disclosed.

R. Peter Straus, president of WMCA, held a news conference in connection with the report and revealed he had sent a telegram to New York Gov. Nelson Rockefeller requesting him to call a special session of the legislature immediately to begin revision of the state constitution. He declined to say how the station had obtained the report, which, he said, had been "suppressed" for two years. He stressed that it was not obtained from Prof. Silva.

The apportionment provisions of the New York State Constitution currently are being challenged before the U. S. Supreme Court in a suit initiated by WMCA.

WROC's new studios opened

Veterans Broadcasting Co., Syracuse, N. Y., has re-opened its Broadcast Center, remodeled at a cost of $450,000.

More than 300 customers, agency representatives and NBC visitors attended the festivities at the headquarters for WROC-AM-FM-TV. Among them were New York, Chicago and Detroit personnel of Edward Petry & Co., WROC's national representative, and NBC personalities Frank McGee (NBC News), Bruce Yarnell (*The Outlaws*) and Art James (*Say When*).

CBS-TV used plane to monitor Cuban tv

The Cuban government won't allow export of news film. So CBS-TV and CBS News have a scheme to overcome the ban.

Through use of an airborne listening post over the Carribean, any event aired over Cuban tv can be seen the same day by the U. S. audience. First use of the technique was seen May 1 on *CBS News With Walter Cronkite*. Viewers saw Havana's May Day celebration, complete with parade and a speech by Fidel Castro.

A tv recording of CMQ-TV Havana programs is made from a DC-3 flying 65-75 miles off the Cuban coast at elevations of 9,000-12,000 feet. Previously, CBS News monitored CMQ-TV at Key West, Fla., but reception was unsatisfactory.

WNDT, N.Y. etv, buys mid-Manhattan studios

WNDT (TV) New York, which begins operation as educational station on ch. 13 in September, has purchased main studio facilities in midtown Manhattan, Dr. Samuel Gould, president of Educational Broadcasting Corp., has announced. Studio formerly housed Town Theatre.

Station's operating staff will move to permanent offices at 1657 Broadway about June 1. Dr. Gould and his executive staff will have offices in the Carnegie Endowment Building at 345 E. 46th St.

talk about efficiency!

Nielsen says that there are some (not many) stations in the country that reach as many different homes monthly as WCKY. Every single one of them has a spot minute rate over $60.00 . . . some as high as $175.00. Check SRDS or H-R and you'll find that no station in the country delivers as many homes every month, every week for as few dollars as WCKY.

wcky•radio

50,000 WATTS • CINCINNATI

LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida

KTVH IS KANSAS TV

WHERE KANSANS VIEW OVER 142 LOCAL PROGRAMS EVERY WEEK

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Kansans love KTVH because it is local programmed for Kansans . . . Children, teenagers, farmers, sportsmen, housewives—**EVERYONE** has their special show on action-packed, on-the-go **KTVH**! More than 50 news programs every week hold the interest of over 290,000 TV families in the vast KTVH coverage area. To Sell Kansas—Wichita, Hutchinson, plus 13 other important Central Kansas communities—Buy **KTVH**, exclusive CBS for Central Kansas!

KTVH is **POWER SELLING** in Central Kansas

KTVH

THE WICHITA-HUTCHINSON STATION

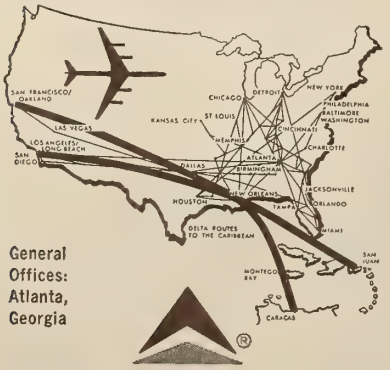
BLAIR TELEVISION ASSOCIATES
National Representatives

KANSAS

DELTA
moves the
CARIBBEAN
next door to
CALIFORNIA



Vacationers or businessmen find California and the Caribbean next door to each other by swift Delta 880 Jets. Fastest service, shortest route! Deluxe or Jetourist — stop-overs in New Orleans if you wish at no extra fare.



General Offices: Atlanta, Georgia

DELTA
the air line with the BIG JETS

Teleglobe-KTVR pact on pay tv revealed

Terms of an agreement between Teleglobe Pay-Tv System Inc. and KTVR (TV) Denver were revealed last week.

In exchange for the use of KTVR's facilities to transmit pay tv programs, Teleglobe offered J. Elroy McCaw, owner of the station, an option to acquire 25,000 shares of Teleglobe common capital stock within five years of the first pay program broadcast at 50% of the price it is offered to the public, or $2 per share, whichever is higher.

The agreement is based on Teleglobe's present authorized capitalization —3 million shares—of which 987,500 shares are outstanding. Any changes in the stock structure will be pro-rated on the same basis as if Mr. McCaw had exercised his option.

Mr. McCaw has the right to assign the Teleglobe option to Colorado Radio & Tv Inc., which has applied to buy KTVR for $2 million (BROADCASTING, Feb. 5). Bill Daniels, owner of KFML-AM-FM Denver and several catv systems, is Colorado's principal owner.

The option offer expires if the FCC has not acted on Teleglobe's pay tv application by Jan. 1, 1963.

H&B, KEYT join in catv

H&B American Corp., Beverly Hills, Calif., has joined with KEYT (TV) Santa Barbara, Calif., for joint development of community antenna systems in Santa Barbara and San Luis Obispo counties.

Cities to be serviced include San Luis Obispo, Atascadero, Paso Robles, Grover City, Morro Bay, Arroya Grande, Shell Beach, Pimo Beach, Cayucos, Mission Hills and Vandenberg Village. H&B American owns catv systems in 12 states and Canada and serves 68,000 subscribers. It is currently building a catv system to serve Vandenberg Air Force Base, Calif.

CBA's employment service

The California Broadcasters Assn. has established an employment service within the organization to act as clearing house for job information and to bring prospective employers and employes together.

Ken DeVaney, managing director of the CBA, is in charge of the service, with headquarters at 3023 Arden Way, Sacramento, Calif.

Individuals interested should send a resume to Mr. DeVaney and employers should write in detail their requirements. Other information is available by calling Ivanhoe 3-9081.

Full coverage

A continuous 15-hour live broadcast of a Michigan State Senate session was presented by WXYZ Detroit earlier this month, during an all-night debate over use of state income tax. Permission to install remote equipment in the senate chamber was granted by Lieut. Gov. T. John Lisinski.

WXYZ Vice President John O. Gilbert pre-empted regular programming to provide the coverage to the city, which was without newspapers because of a strike. Before the session adjourned, a motion was carried commending WXYZ for its public service in conducting the broadcast.

Mass. Democrats block tv from convention

The Massachusetts Democratic State Convention, which will attract nationwide attention, will not be televised. The Democratic state committee has vetoed such coverage, according to WWLP (TV) Springfield.

The highlight of the convention, scheduled June 7-June 9, will be the contest between the President's brother, Edward M. (Ted) Kennedy, and Attorney Gen. Edward J. McCormack Jr., House Speaker John McCormack's nephew, for the Senate nomination.

A WWLP official said the station wanted to cover the convention and that NBC had requested a network feed. But, he added, Democratic State Chairman Patrick Lynch banned tv coverage, saying the delegates didn't want it.

Media reports...

Eisenhower library ▪ KTVH (TV) Wichita, Kan., telecast two special programs dealing with the dedication of the Eisenhower Presidential Library in Abilene, Kan. The station video taped the ceremonies attended by former President Eisenhower, Vice President Lyndon B. Johnson, Kansas Governor John Anderson and other state and national officials.

Looking up ▪ A quarterly dividend of 10 cents per share was declared last week by Taft Broadcasting Co. The dividend will be paid June 14 to stockholders of record May 15.

New award ▪ The UPI Broadcasters Assn. of New Hampshire has established the "Charles Ross Trophy," to be awarded annually to an outstanding state broadcaster for public service contributions. The trophy was established

1 KW OF FM STEREO

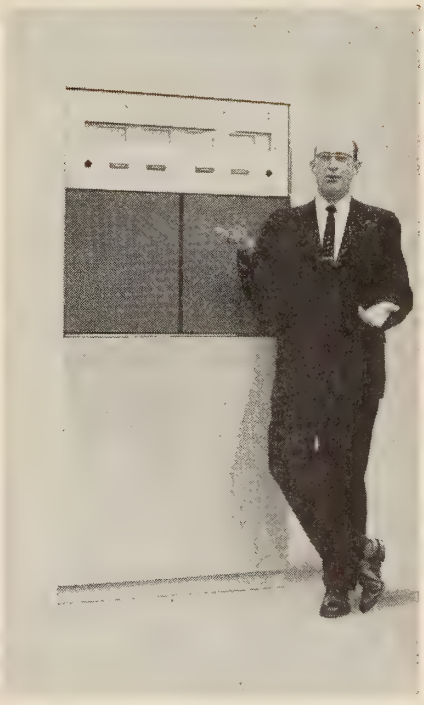
as simple as A, B, C!



A. Take the brand-new Collins 786M-1 FM Stereo Generator. *Features:* both stereo channels produced as a composite signal . . . stereo separation greatly exceeding FCC requirements . . . no on-the-air adjusting or readjusting.



B. Match the generator with the Collins 830A-2 Exciter. *Features:* accepts FM stereo directly so that no auxiliary modulators are necessary . . . eliminates undesirable multiplication of oscillator drift . . . provides monophonic and SCA audio inputs from 30 cps to 75 kc directly.



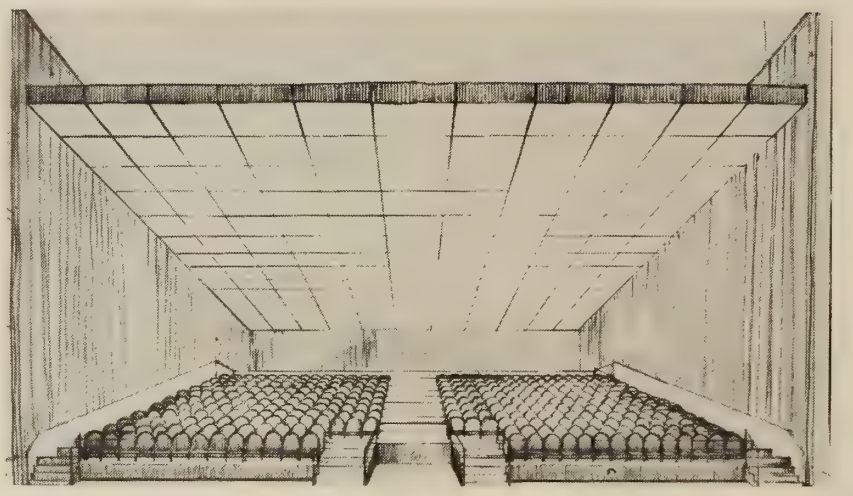
C. Mount the generator and exciter into the Collins 830D-1A FM Transmitter. *Features:* equipment designed specifically for both stereo and monaural transmission . . . simplicity and ease of operation . . . low distortion and high signal-to-noise ratio.

Result: a full kw of the finest FM stereo transmitting equipment on the market!

For more information,
contact your Collins Broadcast Sales Engineer
or write direct.

COLLINS

Collins Radio Company • Cedar Rapids • Dallas • Los Angeles • New York



NBC to equip studio for color, rename it

NBC studio 8-H, Rockefeller Center, New York, has been renamed Peacock Theatre and is being renovated and equipped for color broadcasts.

The studio, to be the sixth NBC-TV studio equipped for color shows, will have an enlarged control room, two new lobbies and a prop-storage room when completed in September.

Theatrical seating will be installed and when not in use, the collapsible seats will be taken to a storage area.

in honor of Charles Ross, program director of WMOU Berlin, a founder of the N. H. UPI Broadcasters Assn., who died last month. The first award was given to Ed Lecius of WSMN Nashua for a series of local editorials.

Sales, earnings up ▪ Crowell-Collier Publishing Co., New York, reports gains by all operating divisions in the January-March quarter. Total first quarter sales of $16,989,671 were 41% over the total of $12,070,868 in the like period last year. Net earnings of $226,869, or 7 cents per share, were up from $163,875, or 5 cents per share in the first quarter of 1961. Crowell-Collier Publishing Stations are: KFWB Los Angeles; KEWB San Francisco-Oakland, and KDWB St. Paul, Minn.

Lowe scholarship ▪ E. W. Scripps II, chairman of the Sigma Delta Chi Foundation of Washington, last week announced the establishment of a $500 journalism scholarship in memory of Herman A. Lowe, former Washington correspondent. The annual scholarship will be awarded next month, Mr. Scripps said, for the 1962-63 academic year to a sophomore or junior student at American, Catholic, Georgetown, George Washington, Howard or Maryland Universities, who plans to make a career of journalism.

Mass media for health ▪ Broadcasters' roles in transmitting health information are related in a new book, "Better Communications for Better Health," edited by Helen Neal and published by The National Health Council (Columbia U. Press, 240 pp., $5). Part IV of the book analyzes tv, radio and films as well as publications for their respective contributions. There are suggestions from station managers, criteria for network programs, the pitfalls in medical programs, examples of successes and failures and other aids for improving dissemination of health information.

Joins Mutual Radio ▪ KFJZ Fort Worth, Tex., has joined Mutual Radio, according to Charles W. Godwin, vice president in charge of station relations for the network. The 5 kw facility, which operates on 1270 kc, is owned by Tarrant Broadcasting Co.

CBS affiliate ▪ WAFC Staunton, Va., joined CBS Radio April 30. The station, which operates with 1 kw on 900 kc, is owned and operated by the American Home Broadcasting Corp. Lloyd Gochenour is vice president and general manager.

On the air ▪ WKDE Altavista, Va., went on the air April 29. A daytimer, the station operates on 1280 kc with 500 w. It is owned by Altavista Broadcasting Co., Ted Gray, president.

Gets Redskins ▪ WWDC Washington has acquired the rights to broadcast the pro football games of the Washington Redskins of the National Football League. WWDC also will serve as the key station for the Redskins' radio network which numbers more than 150 stations.

Honored ▪ ABC News has received the Achievement Award of the American Assn. for Jewish Education for its weekly ABC-TV show, "Eichmann on Trial," which ran for 20 Sunday afternoons during the court proceedings last year.

Ober book ▪ *Bungalow Nine,* a novel by Norman Ober, director of program writing for CBS Radio, has been published by Walker & Co., New York. The humorous novel, Mr. Ober's first, concerns a family's effort to find surcease from big-city living in amateur theatricals, Saturday-night dances, poker, mah-jong and status-climbing in the mountains.

Annual report ▪ WSJS-AM-TV Winston-Salem, N. C., has published an annual report which it is distributing to agencies and advertisers. The report describes the station's role in the community and some of the purposes it serves.

Latin American opinion ▪ "Listen Amigos," a study dealing with the feelings of Latin American highschool students toward the United States, is being made available to radio stations by Daniel W. Kops, president of WAVZ New Haven, Conn., and WRTY Troy, N. Y. Mr. Kops made the tapes in conjunction with the recent NAB-Inter-American Broadcasters tour of Latin America.

Michigan AP group honors WSOO, others

WSOO Sault Ste. Marie received national and state awards as the Michigan Associated Press Radio Member of the Year for 1961 at the annual spring meeting, March 27-28, of the Michigan Associated Press Broadcasters in Lansing. The association honored 16 radio and television stations.

Receiving awards for general excellence were WJR Detroit and WJRT (TV) Flint. WKBZ Muskegon, WIBM Jackson, WHFB Benton Harbor, WHLS Port Huron, WJBK Detroit, WKAR East Lansing, WUOM Ann Arbor and WXYZ Detroit won radio awards. Television awards went to WXYZ-TV Detroit and WJBK-TV Detroit. Special mention awards went to WMIC St. Helen, WKMH Dearborn and WTVS (TV) Detroit.

The association also elected Elmer Knopf, general manager of WFDF Flint, president, succeeding Hal Waddell, WKBZ Muskegon.

Kintner, Goodman tour

Robert Kintner, NBC president, and Julian Goodman, vice president-news, left May 12 for a 10-day inspection of NBC news bureaus in Europe. On agenda are London, Paris, Berlin, Rome and Moscow.

CBS sales, income set quarterly record

CBS Inc. last week reported a record first quarter this year. The totals: net sales of $128,550,576, a $2.5 million increase over the like period a year ago; consolidated income of $7,764,855, an increase of 28%.

Current earnings are equivalent to 87 cents per share compared with 68 cents last year. The CBS board on May 9 also declared a cash dividend of 35 cents per share on common stock, payable on June 8 to stockholders of record on May 25.

CBS Board Chairman William S. Paley had anticipated the increase in first-quarter earnings during the annual stockholders meeting in Los Angeles last month (BROADCASTING, April 23). He estimated them to be 20% greater.

Candidates picked for AP group's board

A nominating committee of the Associated Press Radio-Tv Assn. has announced the names of eight candidates to fill four vacancies on the board of directors. The election will be conducted by mail ballots, which must be postmarked before midnight July 27.

Nominations by district:

Eastern district (one director from over 10 kw stations): Tom Eaton, vice president in charge of news, WTIC Hartford, Conn. (incumbent); George Brown, news director, WOR New York.

Southern district (one director representing tv stations): Dwight Martin, board chairman, WAFB-TV Baton Rouge; (incumbent); Ralph Nimmons, station manager, WFGA-TV Jacksonville, Fla.

Central district (one director representing radio stations under 1 kw): Bob Schmidt, general manager, KAYS Hayes, Kan. (incumbent); J. M. O'Hara, general manager, WMAN Mansfield, Ohio.

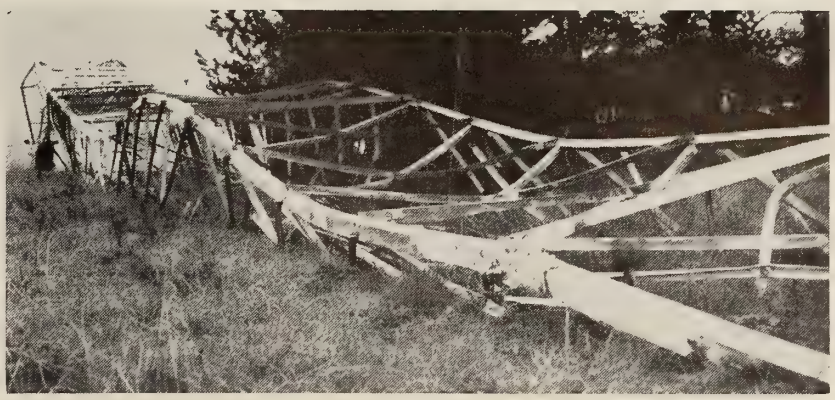
Western district (one director representing stations from 1 to 10 kw): Richard O. Lewis, president and general manager, KTAR Phoenix, Ariz. (incumbent); Tom Bostic, general manager, KIMA Yakima, Wash.

Forgiven?

Fred W. Friendly, executive producer of *CBS Reports* has been honored in Boston, a city where his name was an unfriendly one to some people only a few months ago. On May 1 Mr. Friendly accepted the Boston Press Club's Headliner's Award for his efforts as producer of the CBS documentary show.

Five months ago Mr. Friendly was chastised by several officials and citizens of Boston for his controversial expose, "Biography of a Bookie Joint," filmed in that city and carried on CBS-TV.

In accepting the award, Mr. Friendly said the bookie episode "could have been done in a dozen other cities but Boston was chosen because it best illustrated the bookmaking situation."



WKZO tower downed by tornado

A tornado which struck southwestern Michigan on April 30 left this calling card (see above) for WKZO Kalamazoo—a toppled 330-foot self-supporting tower in the station's directional array. However, the 70-mile-per-hour winds knocked the tower away from the station's transmitting facilities and programming continued uninterrupted. WKZO is licensed to Fetzer Broadcasting Company.

Tv is morally neutral, says TvB's Cash

Television is neither moral nor immoral—it is simply a mirror, according to Norman E. Cash, president of Television Bureau of Advertising.

Speaking before a luncheon of the Catholic Apostolate of Radio, Tv & Advertising in New York, Mr. Cash said: "If your children watch violent programs on television, look first not at television, but at yourself. For what are you using television? Is it a replacement for you?"

Television can lead and improve, he said. "And you as a viewer, as advertiser, as agency, as consumer have the right and I believe the moral obligation to present and endorse the programming and the commercials which provide this degree of leadership."

Negro news network

WWRL New York has become the New York outlet for the new Negro News Network, whereby news information will be fed to the station on a regularly scheduled basis from WAOK Atlanta, WDAS Philadelphia, and WAMO Pittsburgh. In turn, Negro-interest news in the New York area will be fed by WWRL to these three stations.

A cooperative venture, the four stations form the nucleus of what it is hoped will become a national Negro News Network.

169 stations carried 'Benefactor' episode

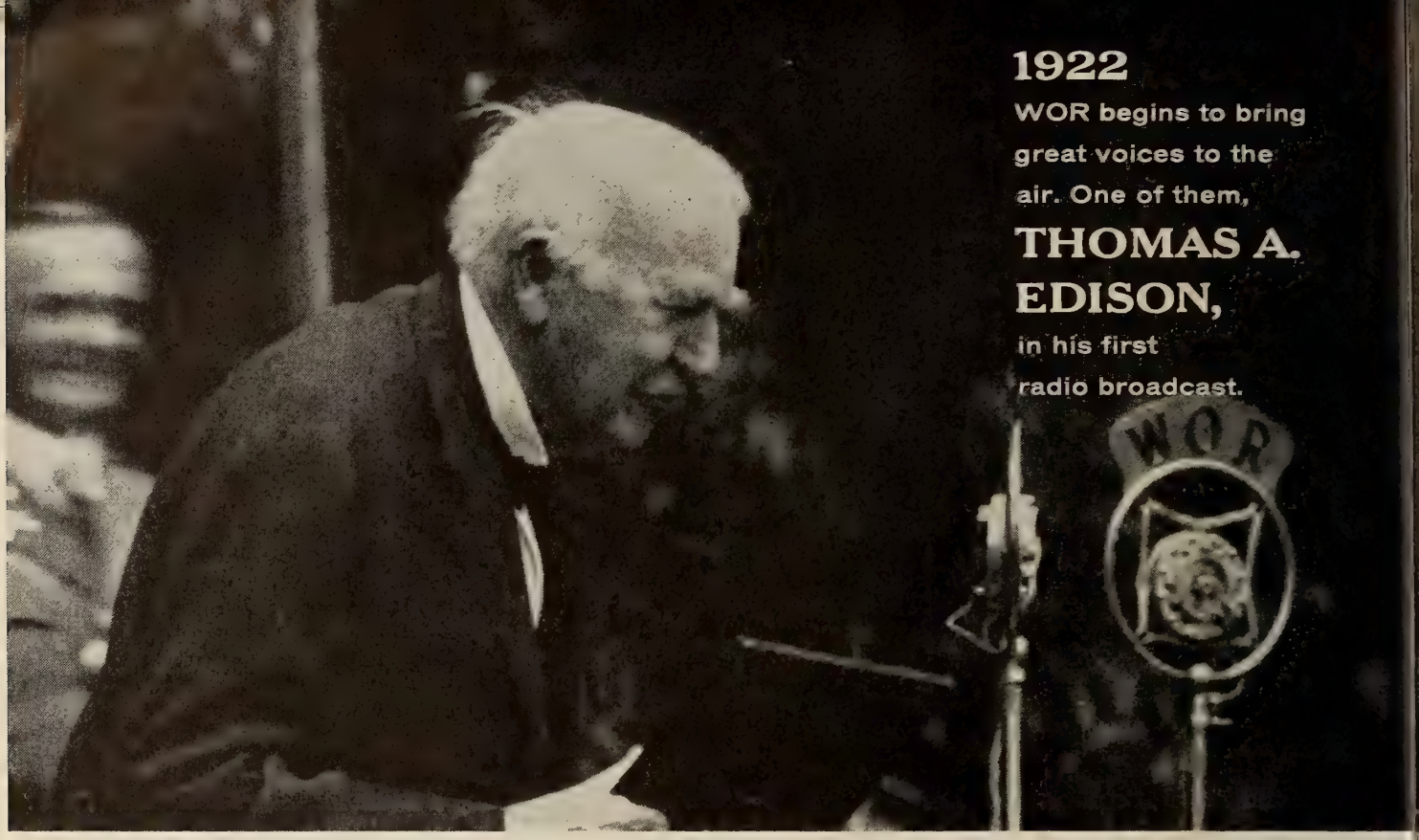
The final count of CBS-TV stations carrying the "Benefactor" episode of *The Defenders* on Saturday, April 28, found 169 of the 180 stations ordered for the show carrying it (BROADCASTING, April 30). In addition, WMAR-TV Baltimore reported last week that it carried the episode at 11:15 p.m. rather than at 8:30 p.m. when the number of children viewers would have been larger.

American Research Bureau announced that Arbitron ratings for the program showed only a slight increase in viewers for the controversial "abortion" episode. *The Defenders* registered 28.4 in New York for the April 28 telecast compared to 26.0, 21.2 and 26.0 in the preceding three weeks.

CBS-TV reported that favorable response was running five times the volume of the unfavorable audience reaction.

Ford Fund grant to WGBH(TV)

Ford Foundation, New York, has granted $225,000 to WGBH (TV) Boston, educational tv station, to establish audio-video links between that station and WNDT (TV) New York, educational tv station of Educational Television for the Metropolitan Area Inc. WNDT is scheduled to begin broadcasting in the early fall. The links will enable the two stations to exchange live programs simultaneously.



1922
WOR begins to bring great voices to the air. One of them,
THOMAS A. EDISON,
in his first radio broadcast.

WE PAUSE FOR STATION IDENTIFICATION...
WOR AM·FM New York... An RKO General Station

FIRST IN NEWS, FIRST IN TALK, FIRST IN AUDIENCE



1962
WOR's tradition of "talk" radio continues with *today's* great voices. Here,
JACQUELINE KENNEDY,
the First Lady's first visit to New York.



Radio at 40 enters its critical years

STATION GROWTH THAT STARTED IN 1922 NOW BECOMES A PROBLEM

American radio broadcasting, now in its 40th year as a national phenomenon, has reached the dangerous age. The wonders of its youth have been experienced; the mistakes of adolescence have been survived. At the beginning of its forties, radio has arrived at a state of vigorous maturity, but it is also showing signs of worry about middle-aged spread. The question claiming more and more attention recently is this: Has radio grown too big for its own good? That was not a question that anyone took time to ask in 1922—the year of radio's first station population explosion.

At the beginning of 1922 about 30 stations were in operation. By the end of the year at least 500 others had gone on the air. Coincidentally came the stirring of a new equipment industry. In 1922 some 100,000 radio sets, having a total market value of $5 million, were manufactured. It is anybody's guess how many other sets were built at home out of oatmeal boxes and coils of wire.

The dimensions of radio have been growing ever since, except for a brief interruption during World War II when radio equipment production was diverted to military purposes. There are now more than 3,700 am stations on the air and nearly 1,000 fms (a type of broadcasting that was not invented until the 1930s and not authorized by the FCC until 1941). Some 126,900,000 home radios and portables are now in use and some 46,900,000 autos are equipped with radios. Judged by those measurements, radio broadcasting would seem never to have been healthier. But some broadcasters think that the measurements of station population ought to be trimmed down.

A drive has been started to get the FCC to reduce the number of am stations. It is justified by its participants on the grounds that radio revenue is divided among so many stations that the scramble for bare survival has depressed advertising rates and with them program standards. The record of revenue distribution lends some support to the cause of population reduction. In 1960, latest year for which figures are available, total radio revenue was $597.7 million, the highest in radio history. But in the same year 33% of all stations lost money.

A phenomenon that is not explained by those who argue for a cutback in stations is the continually rising prices that radio stations command when sold. Within the past six months new records in station prices were set by Storer's $10.95 million purchase of WHN New York and Westinghouse's $10 million purchase of WINS New York.

For all the concern about worsening competition, the general future of radio looks bright. Some station men may feel the pinch, but some of radio's biggest advertising buyers are bullish. SPECIAL REPORT tells this story.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SPECIAL REPORT

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Pioneers still in business
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Days of hand-made hardware
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Accounts that took a chance
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New York's first station

ON THE AIR

since October 1, 1921

WABC
RADIO 77

Owned and operated by American Broadcasting-Paramount Theaters, Inc.

BLAIR GROUP PLAN MEMBER

Radio feels confidence in its future

GRADUAL RESURGENCE CONTINUES AS MEDIUM FINDS ITS RIGHTFUL PLACE

Broadcasters, salesmen and buyers who have helped lead radio through many of its first 40 years look to its future with a blend of confidence and realism that may be summarized in this way:

The first 40 years may have been the best—but they were also the worst.

Nobody expects radio to become again the center of family activity that it was in the 1930s and '40s. But neither does anyone think it's apt to go soft again as it did in the early post-television 1950s, or that it'll fail to continue the gradual resurgence it has made since then.

There is easy agreement about radio's immediate future among leading agencies, station representatives and network officials: It looks good.

- Spot business, which hit an unaccountable sluggishness last year, is running much stronger now and generally is expected to hold or quicken the pace.
- Network business, which once looked as if it would never stop sliding, has leveled off and is edging upward again.
- Local business, where radio's advertising pay-out is most directly evident to its users, appears headed for still higher records.

The long-range future is harder to assess—except that virtually everybody expects the radio business to be far better 10, 20 or 40 years from now than it is today. Most also think it'll be a far different medium, but everybody has his own ideas about how.

One feature, however, sticks out more than any other in the long-range forecasts. That's the growing role of the portable radio, especially the transistorized set, and there's a fairly clear consensus about what this will mean.

If the consensus is right, radio in the future will be a far more "personal" medium than it is already, stations will have more distinct personalities, and advertisers will be better able to pinpoint their audiences by choosing the types of station that cater to the types of audience they want—and they will spend far more money in radio as a result.

Here are some of the long-range developments foreseen by respondents in BROADCASTING's survey, though by no means by a majority in most cases:

- In many markets, radio will be sold in combination with other media, so that with one order an agency or advertiser will be able to buy, for example, a mixture of am and fm radio and vhf and uhf television.
- Advertising agencies specializing exclusively or primarily in radio will be operating extensively in local and regional advertising, and there will be more departmental specialization in radio in agencies placing national business.
- Quantitative research will be done primarily by electronics, and qualitative research will play at least as important a role in the buying decision as "the numbers" do.
- Automation will be widespread both in station operation and in reaching buying decisions based on the new masses of qualitative as well as quantitative data that will be available. By whatever means, buying will be done more selectively.
- There will be fewer radio stations, whether as a result of natural causes or by artificial or other means stemming from the forthcoming "shirtsleeves conference" under FCC and NAB auspices. This conference, currently being set up, was proposed by FCC Chairman Newton Minow and endorsed by NAB last month to consider what might be done about the "overpopulation" of radio stations and other problems confronting radio broadcasters (BROADCASTING, April 9, et seq).
- Radio rates will be higher—and with good reason.
- Radio's total billings, currently about $657 million a year, will reach $1 billion in 1966-67—and go on from there.

The future sound of radio will be highly individual, judging from most forecasts. Kevin B. Sweeney, who as president of RAB has worked with probably more stations, advertisers and agencies than any other man in the last 10 years, suggests that radio will look—and sound—something like this 10 to 15 years from now:

". . . Highly diversified programming with clearly defined and different formats on each station. No two stations in a market with identical music or news or talk.

". . . Much stronger emphasis on news and information. Perhaps, in the largest markets, where there are 15 to 20 facilities, there will be four or five information-type stations whose principal programming is fact rather than music.

". . . At least as many networks [as now] will be in operation, with their fare basically information, news type—even more so than now. The only other commodity they will dispense will be personalities. No entertainment (1940 type) programming at all. Networks getting 30% of their programming from overseas: News pickups.

". . . National advertisers using radio for its high selectivity. Much more scientific approach to selection of stations—almost totally qualitative buying.

". . . Radio's biggest supporter, however, will be the big retailer. There will be $500,000 retail spenders in many, many markets and it will be common for a big retailer to spend 20-30% of his advertising dollars on radio as compared to 2-3% currently.

". . . Retail advertising will grow at about twice the rate of national advertising on radio, making up partially for the 1925-55 period when it did not get its full development.

". . . Radio stations will be highly automated in all sizes of markets.

". . . Radio operators will be allowed



Major Edward Bowes, general manager of WHN New York, broadcasts from the lobby of the Capitol Theatre with Jeannette MacDonald (c) and Colleen Moore in 1934. Major Bowes Amateur Hour, which originated on the station, was first sponsored by Carlsbad Salts. It was on this program that Judy Garland made her debut as a singer.

to own twelve or even more stations. Many radio-only companies will be publicly held and securities will enjoy a healthy demand.

". . . Radio will have solved, electronically, the problem of measuring its great unmeasured audience for *quantity*. All personal interviewing of radio's audience will be for qualitative reasons."

The need for more complete audience measurement was stressed by several respondents—and, indeed, there were signs last week that one may be announced shortly.

New Measurement ▪ President A. C. Nielsen Jr., of the A. C. Nielsen Co., whose radio audience measurements currently consist of basic in-home counts supplemented by an "Auto-Plus" car-radio measurement as an optional extra, indicated that his company is studying feasibility of measuring listening to transistor radio sets.

Mr. Nielsen declined to give details. He said plans would depend on the degree of reliability required by users of the service and the amount of money they would be willing to pay for it. It was understood, however, that an announcement may be issued shortly.

The importance of transistor set measurements was especially stressed by Arthur Hull Hayes, president of CBS Radio, and William K. McDaniel, executive vice president in charge of NBC Radio. Both men cited special studies recently made for their respective organizations:

A 10-city survey for NBC by C. E. Hooper Inc., according to Mr. McDaniel, indicated that transistor sets increase the currently reported in-home, plug-in set count by at least 20%, while two conducted for CBS Radio by R. H. Bruskin Assoc. indicated that currently uncounted sets may run as high as 40% of the counted, Mr. Hayes reported (BROADCASTING, March 12).

New Field ▪ Such transistor studies, Mr. Hayes felt, should open up "a whole new field in radio research." He thought it entirely likely that radio has "twice as much audience as we now show." When that is demonstrated, he said, a spiral of benefits for everybody should ensue: broadcaster can raise rates, more money will be available for improved programming, improved programming will lead to even bigger audiences, etc.

Mr. Hayes obviously expects CBS Radio to gain from that sort of spiral. His network "came within an eyelash" of getting out of the red last year—would have got out, he says, except for a rotten first quarter when the whole economy was in recession—and he has every expectation of making 1962 a black-ink year.

So, clearly, does Mr. McDaniel, who says NBC Radio has been in the black with its *News on the Hour, Emphasis* and *Monitor* format since 1959, has just had its best first quarter since 1951 and already has orders on the books to insure that the second quarter will also be the highest since 1951. In the first four months of this year, he said, NBC racked up sales representing $7.2 million in net billing.

Mutual Profitable ▪ Mutual also has moved into the black and seems virtually assured of showing a profit for the full year, according to a report issued last week by its owners, Minnesota Mining & Mfg.

Mutual President Robert F. Hurleigh sees these strides as bearing out Mutual's policy, inaugurated five years ago, of concentrating the bulk of its programming effort on news and public affairs. But he also thinks—as do some other network heads—that the time may be approaching when affiliates will want their networks to re-enter or expand their entertainment programming, in addition to their basic news-and-information formats.

Aside from their regular services, all four radio networks do program extensively, for optional use by affiliates. But Robert R. Pauley, vice president in charge of ABC Radio, feels they are not making the most of their opportunities. The network lines, he says, could be put to better use in two ways to give both affiliates and public better service:

"First, we can create extensive additional programming specifically for the use of affiliates on a local and regional basis. We can—and should—program public affairs events, sports and, on occasion, variety shows on this basis.

"Second, and even more important, we can present on a regular basis "The Face of America." This will require programming in depth of all informative events of interest to the public. Last month ABC Radio covered live—and in its entirety—the conservative rally from Madison Square Garden. We did so because we realize the tremendous public interest in such a program.

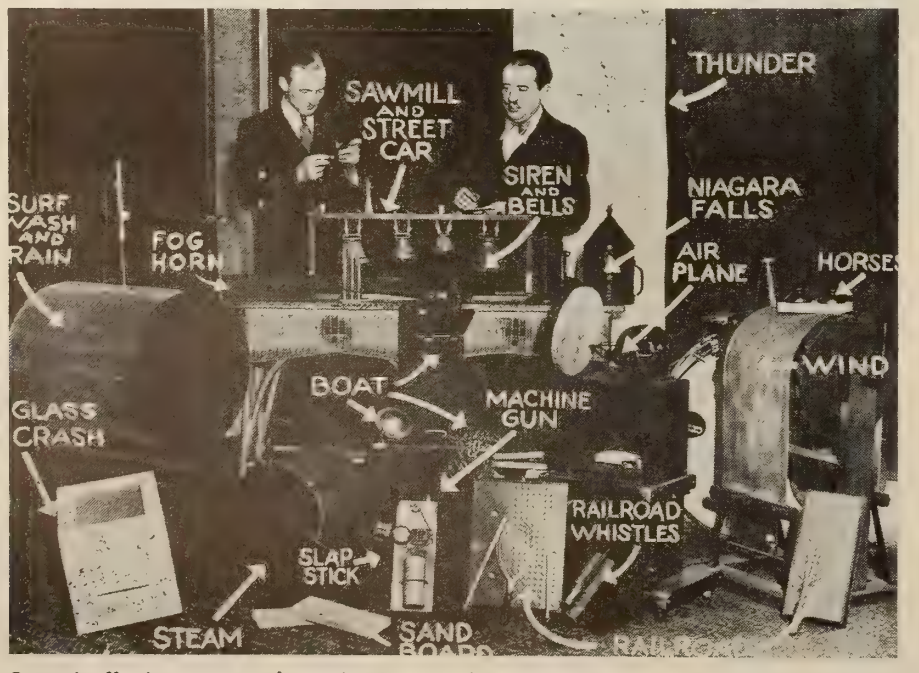
"Why should we not do the same thing for an outstanding event that occurs in Wichita, or in St. Louis or in Sacramento? Television cannot because such unsponsored coverage is economically unfeasible. Radio's lines *are* available . . .

"We have made a start in the right direction. But there are still 10 network hours a day in which there is much work to be done:

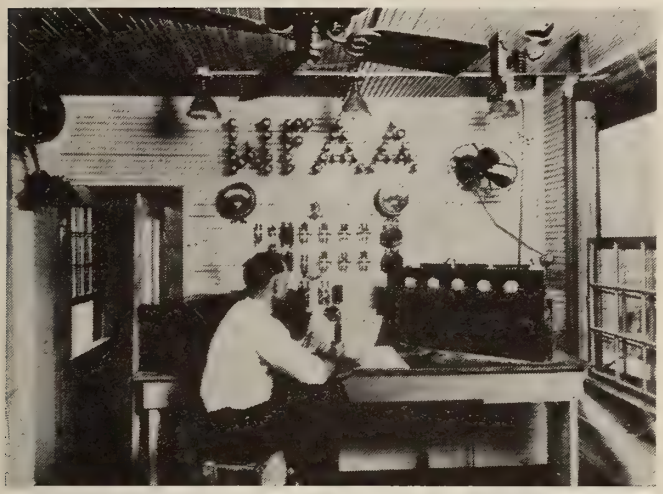
Mr. Pauley says ABC Radio still has not reached black ink—but that he's confident it will. Network radio's immediate economic challenge, he says, is to "be competitive in the total media market."

Personal Set ▪ From the audience side, the figures make clear that the era of the personal radio set is here: 8.6 million portables were sold in 1960 and 8.8 million more last year. And many authorities feel that what's to come will make this look like only the beginning of a trend. RAB, for instance, predicts that within five years portables will be moving at the rate of 15 million a year.

(When "personal sets" first began to catch on as a popular term, in the early 1950s, portables were selling about 1.5 million units a year—and those were



Sound effects were an important part of radio in the 1920's. Here's the well equipped sound room of WCAE Pittsburgh. WCAE is now WRYT.



With this 50 watt transmitter, housed in a 9'x9' shed on top of the Dallas Morning News Building, WFAA Dallas went on the air in 1922.



This was the WFI (now WFIL) Philadelphia studio in 1922. Man at the mike is Hal Simonds, who has been with station for 40 years. Today he is an account executive.

mostly *heavy* portables.)

The rising boom in portables in its own right is expected to mean more people listening, more hours of listening, greater displacement of other media. But it probably will be helped along, and the same results achieved on an even bigger scale, by a relatively new but clearly developing phenomenon in the economy: The shorter work week.

More leisure time means more time for hobbies and recreation, and the portable already has proven to be almost as essential as the lunch-basket on a picnic or a power-saw on the workbench.

There's no attempt to deny that radio has problems. The chief ones singled out by agencies, reps and broadcasters in BROADCASTING's survey were these (not necessarily in rank order):

- There are too many stations, and in the fight for the advertiser's dollar —a losing fight for about one-third of the station population—marginal operations often resort to programming and business practices that becloud the image of radio as a whole.
- Radio is bought—and sold—too much by "the numbers." Audience composition and the other qualitative factors which lead to more precise and more efficient buying are ignored more often in radio than in any other major medium.
- Radio is often hard to buy. The volume of paperwork involved frequently leads agencies to prefer media where the commission per man-hour is more attractive.
- Radio lacks the glamor of television to too many agency people.
- Its rates are complex and confusing —and too often are soft, too.
- Radio is over-commercialized, at least in the opinion of some agencies.

Solutions to most if not all of these problems are being actively and in many cases aggressively sought.

Independent "clearing houses" to minimize and speed the paperwork have been established and are currently setting up their businesses, and several other organization, including RAB and Station Representatives Assn., are promoting or seeking new ways to make the paperwork flow more smoothly and less expensively.

New attention is being given to qualitative research by stations to show agencies and advertisers more clearly the attributes that distinguish them from their competitors. In this category in recent months have been the Politz studies for a group of stations represented by the Henry I. Christal Co., a Pulse study for WNAC Boston and a Psychological Corp. survey for WMCA New York, among others.

A number of organizations have been pushing—and still push—a drive to minimize rate confusion by getting stations either to (1) abolish, as SRA advocates, the "double standard" of separate local and national rates, or (2) at least, as RAB urges, set firm rates, define them clearly and then stick to them.



This is how most people received their first radio broadcasts. Here a Civil War veteran listens on his $25 crystal set to WABC (then WJZ) New York in the early '20s.

Experimentation in programming also is becoming more evident. The "talk station" is probably the most notable trend in programming in the past few years.

A number of experts also cited defections from the ranks of stations stressing the so-called "Top 40" type of programming and what they considered a rising trend toward "quality music," or blends of music and talk, or what one agency executive called "formats calculated to reach a broader, all-family-type audience."

From the sales standpoint, the most spectacular current special project is the Radio Test Plan which RAB and cooperating stations in some 25 markets are currently launching in an effort to sell major advertisers on big-budget radio usage by proving radio's selling power through carefully researched tests.

Many Advantages ▪ In addition to the various attacks being made on radio's problems there are radio's inherent advantages. Respondents in the study for example, cited radio's universality, reaching the nation's adult population to an extent no other medium can match; its flexibility and selectivity, permitting advertisers to move quickly and to choose, out of the total audience, the listeners they most want to reach; its economy, delivering audiences at minimum cost; its sales impact, delivering the advertiser's message in personal terms, with frequency and at the times he wants it delivered; and its accessibility to virtually all advertisers, the small as well as the big.

National salesmen have long cited booming local sales as prime evidence that radio delivers the goods. Local advertisers, they explain, are on the scene, and if they didn't see that radio

pays off at the cash register they wouldn't continue to invest steadily increasing budgets in it.

"Local salesmen are selling personalities and programming and matching these up with the audience each local businessman needs," one sales expert said. "The only numbers the retailer buys by are the numbers on his cash register. He may not know it, but he may be writing radio's future."

Personality ▪ An agency official said: "The most outstanding stations in terms of programming seem to be able to develop a personality of their own, beyond the personality of individual showcases. This special station personality seems to pervade the entire day and is evidenced by the smooth flow of program content, transition between content and commercials, personality of the disc jockeys and the newsmen, effective presentation of news and weather and station promotional events."

"If you stop to think," said another agency official with a long history of close identification with radio, "you will recognize that one of the tremendous assets of radio is the ability to communicate on the personal level—for example, the early successes of Godfrey, Fred Allen and Will Rogers. Recently the success of some radio commentators has been equated with the personality that they were able to project in their voices; I think properly so. This radio quality is not shared by other media, not even tv in my book."

By the Numbers ▪ Several salesmen offered views which one of them expressed this way: "The local advertiser has shown the way for the national—the local advertiser doesn't buy the most highly rated station unless it serves his purpose. Yet the national client still buys, for the most part, by the numbers. But more and more the national advertiser is realizing that he must know more about his markets and the specialties of each station before he buys . . ."



Six years after WMAQ Chicago went on the air two unknown comedians, Charles Correll (l) and Freeman Gosden (r) launched "Amos 'n Andy" which under the sponsorship of Pepsodent became radio's most popular program.

There was a sizeable body of belief that "buying by the numbers" has reached its peak and that more selective buying, with more and more emphasis on qualitative audience factors, is approaching a big upsurge. Some authorities said selective buying would be demanded by advertisers—already is being demanded by some advertisers—and that agencies would have little choice but to join the parade.

Lawrence Webb, managing director of SRA, said that while radio "is and has been vastly over-researched and under-rated," its future as an advertising medium "never looked brighter," and cited this as one sign:

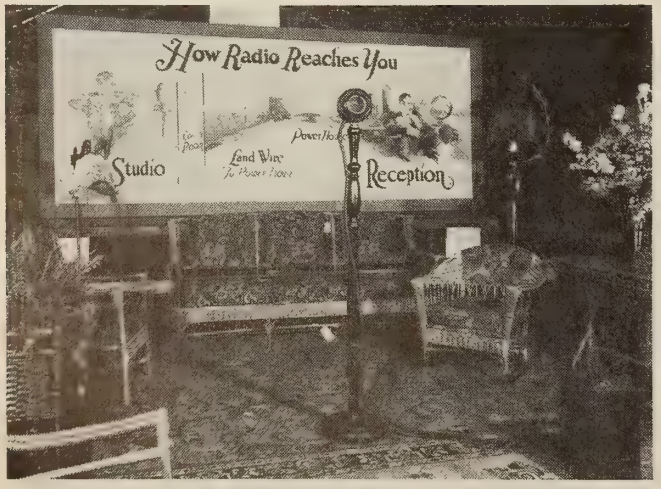
"Perhaps it is a coincidence, but now that the FCC is taking a serious look at the unhealthy state of entirely too many radio stations currently on the air, and is examining renewal applications with utmost care, a new interest in the medium is developing in advertising circles.

The radio industry as a whole is bent on 'polishing' the image of the medium. As long as that frame of mind exists, radio's future looks brighter than ever."

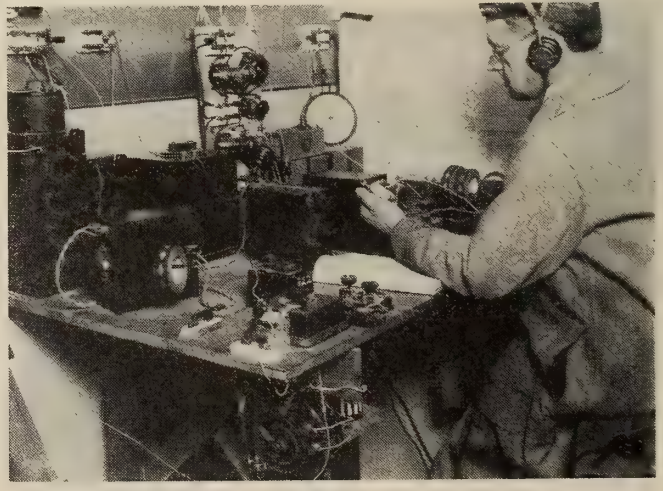
Overcoming Reluctance ▪ There also appeared to be a widespread belief among radio salesmen that concurrently with a reawakening of radio interest among agencies—and deliberately spurring it—station reps and network salesmen will turn more and more to direct presentations to advertisers in the hope not only of making immediate sales but also of overcoming the reluctance which some agencies show toward the medium.

One broadcast advertising authority, looking ahead, predicted that the next decade will see radio emerge as "the next great national advertising discovery." Another summed up the implications of most forecasts with this observation:

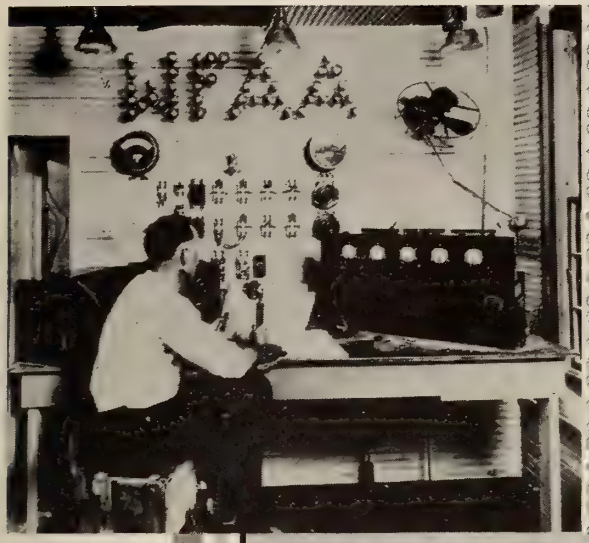
"Of all mass media, radio is the most unfettered. It's the one medium free to change, and to do so overnight, to meet the needs of a new day. Thus one safe prediction that we can make about the future of radio is that it will be different tomorrow—that it will change, with imagination and vitality, in response to changing needs and tastes."



This WGY-General Electric exhibition attempts to explain how radio works. In the early days the public had little understanding of the principals behind transmission of sound.



The late Professor Earl M. Terry in his physics department laboratory at the U. of Wisconsin working on the wireless circuitry for 9XM, original call of WHA Madison. First successful transmissions were in 1917.



40 WONDERFUL YEARS!



...and good taste in broadcasting is still more precious to us than our new $4,000,000 facility!

WFAA's broadcast license, authorized in 1922, was a public trust. It has been honored each broadcast hour of the 40 wonderful years. It will continue to be honored in years to come. Naturally, we have sought new and better methods of transmission and program appeal through the years.

Today, these facilities are unsurpassed . . . anywhere! Today, WFAA RADIO continues to enjoy top popularity and respect with its programming of news, music and special features. In fact, there are more homes dialed to the "820 spot" than to any other in the entire Southwest*! We like to think it is because we have honored that 40-year trust.

*NCS-61

WFAA—820

RADIO NBC DALLAS

Represented by Edward Petry & Co., Inc. The Original Station Representative



AT "Communications Center®" DALLAS

WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

1922—year radio's population soared

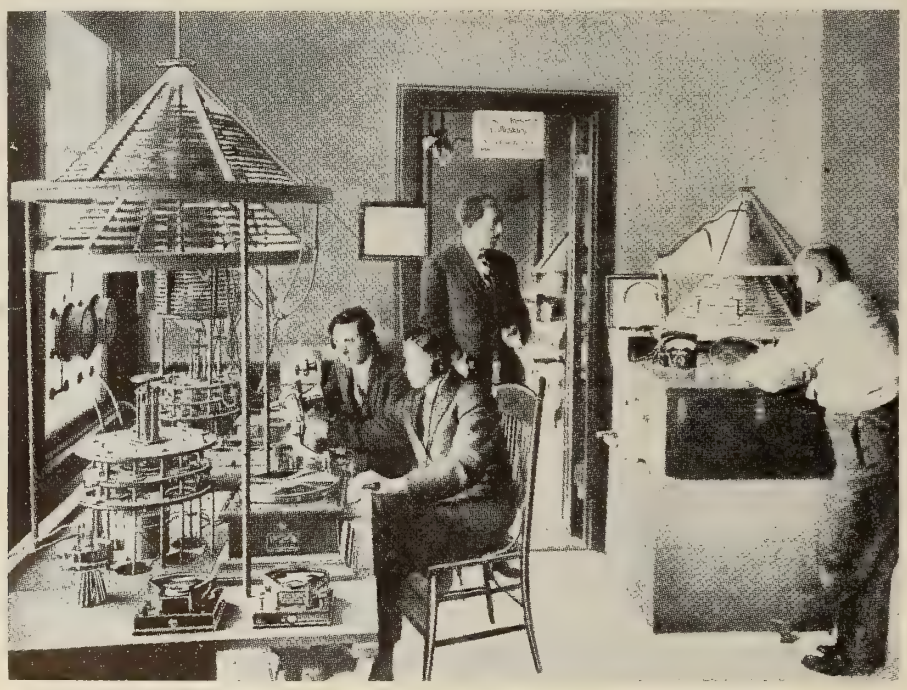
FROM 30 STATIONS ON JAN. 1 TOTAL ZOOMED TO 500 BY YEAR'S END

Radio really exploded all over the national scene in 1922.

That was the year the backyard antenna became a symbol of sophistication, the year that radio began living up to the promises of those who had been predicting a new form of airborne entertainment and enlightenment.

Some call letters had become conversation pieces—KDKA Pittsburgh, WWJ Detroit, WHA Madison and others. But not many others because there were only 30 stations on the air at the start of 1922.

Then the ether began to erupt. Electric shops, newspapers, colleges—any person or group that could look into the problem of piecing together tubes and coils into a 5 w transmitter was likely to find itself in the public service. All that was needed to get a Bureau of Navigation license in Washington was desire, gadgets and a youthful tinkerer who could translate these into a breadboard rig.



This is KQW (now KCBS) San Francisco as it looked in 1913 when Dr. Lee De Forest was conducting experiments at San Jose State College. Shown (l to r) are Kenneth Sanders, E. A. Portal, Dr. Charles D. Herrold and Frank G. Schmidt.

500 Stations ▪ By the end of 1922 there were more than 500 broadcasting stations on the air, sharing two assigned frequencies and generally trying to promote the sale of radio receivers and perhaps have a little excitement. A few wondered if it might not be a shrewd investment or a newspaper's hedge against possible competition.

The 40th anniversary of radio's evolution into a truly nationwide service honors years of attic and basement search for a way to transmit intelligence without wires, both point-to-point and in a broadcast pattern.

Three decades before radio's first big year the inventor of the alternating current system, Nicola Tesla, had been experimenting with earth and air waves. In 1900 he wrote, "An inexpensive receiver, not bigger than a watch, will enable me to listen anywhere on land or sea to a speech delivered or music played in some other space, however distant."

Stubblefield First ▪ Deep down in Kentucky in 1892, Nathan Stubblefield is reputed to have sent a spoken radio message across a swampy woods. In 1902 he transmitted messages to the shore from a steamboat in the Potomac River off Georgetown, D. C. He patented his apparatus but never used it commercially (BROADCASTING, Sept. 16, 1946).

Guglielmo Marconi was transmitting wireless messages before the turn of the century. Fessenden, Armstrong and many others were searching for a solution. By 1912 amateur transmission was becoming a popular hobby and college physics departments were putting in radio courses. This activity proved helpful to the nation during World War I. After the war, when the temporary wireless bans were removed, development was speeded tremendously.

By 1920 the air teemed with voice and music, some legal and some not. The Bureau of Navigation had been handing out experimental licenses. By yearend WWJ and KDKA were gathering audiences and making claims about which was the first station—a question that still can start an argument among oldtimers in the industry.

The experiences of the early stations were strenuous and often funny. Long before the gremlin was devised by a harassed soul, radio had its own Parkinson's Law for its patched-up gear—If anything can blow, it will. But patient listeners waited out the repair interval or groped for another channel.

Many Hazards ▪ In these columns are narrated a few of the hazards of pioneering broadcasters. The material was supplied by stations themselves—enough to fill a book. It came from a collection of available call-letter listings, both governmental and private (see list of 40-year stations page 122).

The formal record of broadcasting's growth is difficult to compile. Dozens of 40-year-old stations know little about the early days, especially in cases where there have been one or more changes in ownership. Best available records show 141 stations now have a 40-year history. One listing shows 583 stations on the air Dec. 31, 1922. In this period of two-score years a lot of mergers and transfers took place, leading to some confusion in the pedigree of many established broadcasting operations.

The compilation below, culled from the source material supplied by broadcasters, is typical rather than comprehensive. It reflects the experiences of 1922, radio's first big year, and the years that have followed.

As far as KCBS San Francisco is concerned, its golden anniversary was celebrated in 1959. Dr. Lee De Forest is among those who trace early KCBS broadcasting service back to voice experiments at San Jose by KQW, its predecessor. KQW call letters were changed to KCBS San Francisco in 1949 when it was acquired by CBS.

First radio experiments were traced to January 1909 under direction of Charles David Herrold, principal of a San Jose technical college bearing his name. Mr. Herrold, a classmate of Herbert Hoover at Stanford U., died in 1949.

The first audience consisted of those in homes near his school where Mr.



They're still doin' the same as their grandmas did!

OUR wimmin out here in Red River Valley ain't changed at all in the forty years we've known 'em — they're still *mad* about WDAY.

They chased us in 1922, they're still hot on our wave length in 1962. And twenty years from now, when our WDAY birthdays have increased from 40 to 60, you can bet your life they'll *still* be a-hungerin' for us. You see, *we give them what they want!*

If you want the details, ask PGW!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

Herrold had installed crystal sets so people could hear the music. First call letters were FN. The story is documented by Prof. Gordon B. Greb, of San Jose State College. This research shows KCBS is celebrating its 53d anniversary. The first antenna consisted of 11,500 feet of wire strung out in all directions from a bank building. A daily schedule of broadcasts was begun in 1910, according to Prof. Greb.

Listening Room ▪ In 1912 a listening room was installed in the Wiley B. Allen Co., San Jose, with two dozen headsets. The store provided phonograph records, with request records performed for the audience. The Herrold signals were received regularly at the De Forest booth in the Panama Pacific Exposition, San Francisco, in 1915. Dr. De Forest made this comment in the De Forest Day at the San Francisco World's Fair in 1940: "That station, KQW, can rightfully claim to be the oldest broadcasting station of the entire world."

Ira Smith, an early manager of KQW under Fred J. Hart, recalls a pickup from the home of Capt. Robert Dollar, head of the Dollar shipping interests. A wire fence was the link between the house and the nearest telephone line. Jules Dundes is now KCBS vice president-general manager under CBS ownership.

The Herrold station became KQW in 1921. Power was increased from 15 to 500w in 1925 and it was sold to the First Baptist Church, San Jose, which a year later sold it to Fred J. Hart.

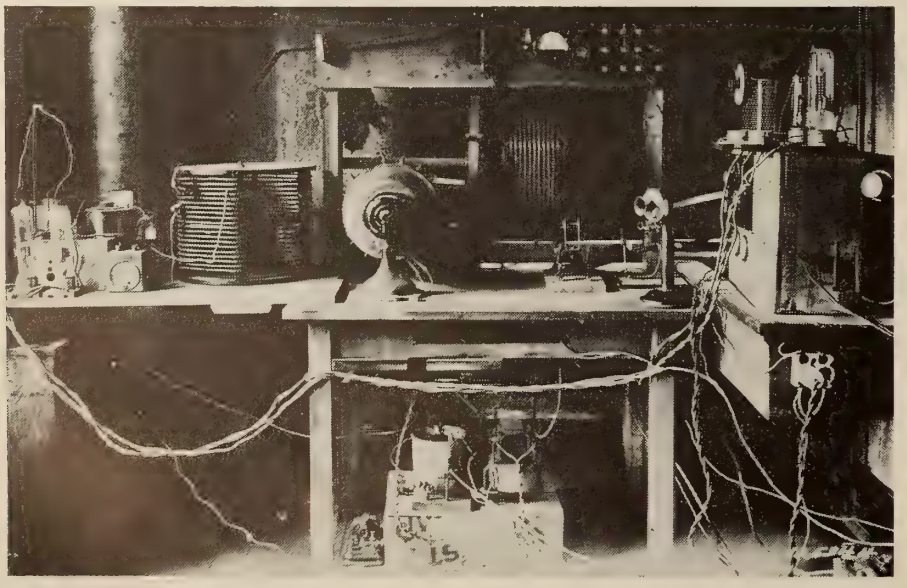
KDIA Oakland, Calif., was started in 1920-21, according to the recollection of F. Wellington Morse, who was a combo man at the station in 1922. It was started by E. N. and S. W. Warner, not connected with the Hollywood motion picture family. After an absence, Mr. Morse rejoined the station, first known as KLS, in 1930. In 1959 he and E. N. Warner started KWME-FM Walnut Creek, Calif. The KWBR call letter replaced KLS in 1940, signifying Warner Bros. Radio. Present call, KDIA, was adopted with purchase of the station in 1959 by the present owners, Sonderling Stations.

Conrad Experiments ▪ The early experiments of Dr. Frank Conrad for Westinghouse (8XK Pittsburgh) caught the attention of Joseph Horne Co., local department store. The store ran an ad in the Sept. 29, 1920 edition of the *Pittsburgh Sun* calling attention to the "air concerts" and noting that it had wireless receivers on sale from $10 up.

This caught the interest of H. P. Davis, Westinghouse vice president, who had been following the Conrad experiments. He decided "the real industry lay in the manufacture of home receivers and in supplying radio programs which would make people want to own such receivers." A license application was submitted Oct. 16, license was issued Oct. 27 and KDKA went on the air Nov. 2, 1920 with what KDKA calls "the world's first scheduled broadcast."

The Nov. 2 Harding-Cox election returns were carried from 6 p.m. through noon the following day. The results were "a sensation," KDKA recalls and were heard at sea as well as around the country.

Dr. Conrad got the radio bug in 1915 when he built a small radio receiver to settle a $5 bet with a friend on the accuracy of his $12 watch. The set picked up Arlington, Va., time signals. The first official record of his station, 8XK, appears in the Aug. 1, 1916 list of the Dept. of Commerce, station records show. The 8XK facilities were used during World War I to test military equipment made by Westinghouse. The station was relicensed May 1, 1920 as 8XK.



In the four years before KDKA Pittsburgh went on the air in 1920 Dr. Frank Conrad, assistant chief engineer of Westinghouse, used this transmitter to send out radio telephone programs. Located on the second floor of a garage at the rear of his home in Wilkinsburg the transmitter powered station 8XK.



Earle C. Anthony (l) founder and late president of KFI Los Angeles, is shown with an early business associate, George Bury (r), and motion picture executive A. P. Blumenthal (c), aboard a Chicago-bound train. Mr. Anthony had installed a radio receiver as was his custom while travelling so that he might monitor KFI reception.

First Announcer ▪ The first fulltime announcer was Harold W. Arlin, an engineer. Station files show Herbert Hoover made his first radio address Jan. 15, 1921 from KDKA. The station's first hotel remote was Feb. 18, 1921, President Warren G. Harding's inaugural address March 4, 1921 was read on the air while he was speaking in Washington. Market reports were started May 19, 1921, leading to employment of Frank E. Mullen as head of the farm service. Mr. Mullen later became NBC executive vice president.

KDKA had numerous incidents in the early months, like the time a famous tenor almost swallowed an insect as he hit a high note. An alert operator took the station off the air in a hurry after the singer loosed a torrent of words not suited to a family audience. Another time a dog raced into the studio while Mr. Arlin was reading baseball scores, upsetting the mike, copy and announcer, and then adding authentic sound effects.

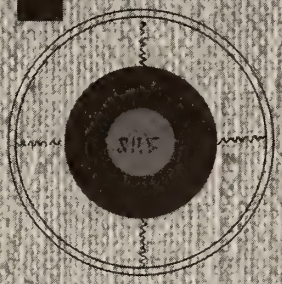
Lowell Thomas made his radio bow on KDKA March 30, 1925, station records show.

Dr. Conrad was responsible for development of the shortwave band when he picked up news reports from Pittsburgh at a radio conference in London, using a curtain rod as an antenna. A

JANUARY, 1920 **WKY**

(ONLY STATION ON THE AIR)

100% OF OKLAHOMA CITY RADIO AUDIENCE

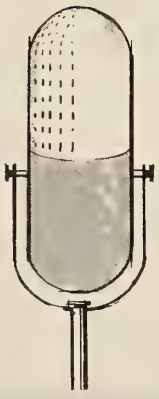


MAY, 1962 WKY

(one of 12 metro area stations on the air)

52.1% of Oklahoma City radio audience

(more than the other 11 stations combined)



The station Oklahomans listened to **FIRST** Is the one they now listen to **MOST!**

WKY

RADIO 930

The WKY Television System, Inc.
WKY-TV, Oklahoma City
WTVT, Tampa-St. Petersburg, Fla.
Represented by the Katz Agency

repeater station, KFKX, was put in operation via shortwave in Hastings, Neb., in 1923.

10 Watts Power ▪ KEEL Shreveport, La., recent addition to the 50 kw ranks, began as a 10 w station formed in 1922 by three local businessmen. It started as WDAN, changed to KSBA and then KTBS. In 1942 it was sold under the duopoly rule to George Wray Sr. and in 1957 to Gordon and B. R. McLendon. Lin Broadcasting Corp. bought the station from the McLendons recently for $800,000. Frederic Gregg Jr. is president.

The inaugural date of KFBK Sacramento, Calif., first of the McClatchy stations, is Feb. 2, 1922. With 5 w and the call letters KVQ, the station had offices in the *Sacramento Bee* building. An electrical company was part owner. The newspaper bought out this firm in 1929, call letters incidentally having been changed in 1925. KFBK went on the air with 50 kw Dec. 25, 1948.

The builders of KFH Wichita, Kan., had to scour the mid-continent area to find the supplies needed to build a 50 w transmitter in 1922. Francis J. Lander, who did the shopping, started selling radios by loading 15 sets in a car and driving around the countryside. He would leave sets in homes and other places on trial, and seldom had to pick up more than one unsold set though the cost was $125 plus a $30 battery plus $15 for a set of dry cells, a $50 Magnavox speaker and a $25 aerial. Programming featured market news. Call letters were changed from WEAH to KFH in 1926. Fire destroyed the transmitter in 1929 but the station was back on the air in 30 days.

Anthony Pioneer ▪ One of the industry's pioneers, Earle C. Anthony, started KFI April 16, 1922 with a 5 w homemade transmitter, moving eventually to a 50 kw assignment on 640 kc. Originally studios were located in the Packard building, Los Angeles, occupied by Mr. Anthony, who was a distributor.

KFI broadcast a full-length opera, "Die Walkure," in 1926, feeding it to KPO San Francisco. The event drew wide attention. In 1924 KFI had started test broadcasts to England and in 1925 to Australia. Curtis Mason and H. L. Blatterman, who joined KFI in 1924, are now co-chief engineers. Mr. Anthony died in 1961, aged 81. George A. Wagner is now president-general manager of KFI.

KFJZ Fort Worth started out in 1922 with 100 w, which was pretty good muscle in those days. It was sold in 1936 to Texas State Network. Gene Cagle, now owner-president, became general manager in 1939. The oldest account is Leonards Department Store. The station has several 20-year employees.

The original license of KFKA Greeley, Colo., was issued May 21, 1921 to Colorado State Teachers College of Greeley, since changed to Colorado State College. The plant was assembled from assorted parts and early programming was provided by students. Live market reports from the Denver Union Stockyards were started in the mid-20s. Carl Jordan, the original reporter, still handles the assignment.

Originally licensed in 1922 as KFBC San Diego, Calif., KGB received its present call letters in 1927. Marion R. Harris became licensee in 1954. The station became a key station in the Don Lee network in 1931. Art Linkletter started his radio career on KGB, Mr. Harris recalls.

McNeil Station ▪ According to Ida A. McNeil, owner-director, the first license of KGFX Pierre, S. D., was issued to her husband June 6, 1916. Mr. McNeil died in 1936. She has managed the station since 1922. The first license was 9ZP, later changed to KGFX.

Hawaiian Station ▪ A radio pioneer, M. A. Mulrony, was the first manager of KGU Honolulu, licensed to the *Honolulu Advertiser*. Lorrin P. Thurston, KGU president until his retirement last Dec. 31, was assistant manager at the time. In 1931 KGU joined NBC as an affiliate. Deac Aylesworth, first president of NBC, set up an RCA circuit from San Francisco to Honolulu for the contract negotiations.

A military representative slept each night at KGU for years, putting the station on the air immediately if needed. KGU served as homing signal for countless military aircraft. It was one of the two stations that first told the story of Pearl Harbor. The other was KGMB.

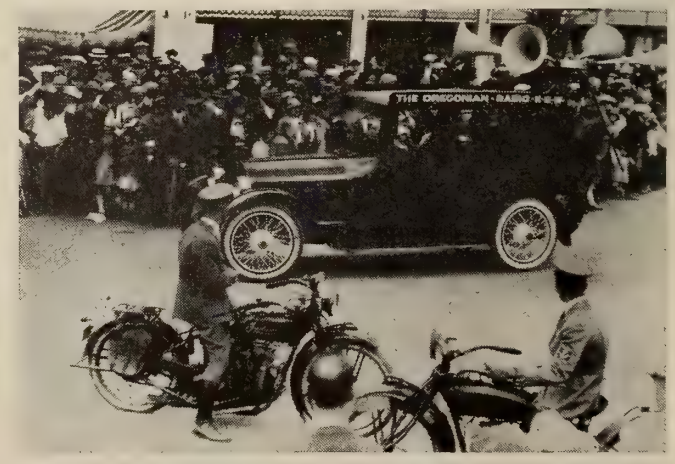
From a small room in the *Oregonian* plant, KGW Portland took the air March 25, 1922, with this pledge, "The *Oregonian* offers the enjoyment of the great invention (radio) to the people of the Northwest without thought of any reward except the pleasure of service to our friends and patrons." The station was in the red until 1929. About that time the *Oregonian* had several bad months and was supported for a while by its radio adjunct. One of the oldest continuous advertisers is Tommy Luke Florists, which was on the old *Hoot Owls* starting in the late 1920s.

$1 Per Kilocycle ▪ KGY Olympia, Wash., operated noncommercially from April 4, 1922 into 1927, licensed to St. Martin's College. Archie Taft Sr. (KOL Seattle) and Louis Wasmer (KHQ-KGA Spokane) bought it for a purported $1,200, or "$1 per kilocycle," to quote Tom Olsen, now president. Shortly after it went commercial, Mottman's Mercantile Co. started as a sponsor and was followed a month later by Goldberg Furniture Co. Both are still on the station.

An early newscaster was Sam L. Crawford, who joined KGY in 1932 when radio news was in the early stage



KHQ first on the air in Seattle, used this 500 watt transmitter when it moved the entire station to Spokane in 1925. Louis Wasmer was licensee, owner and general manager.



KGW Portland used this car to broadcast the unfamiliar sounds of radio-telephony during a parade in 1925.



"A Curiosity Today, It May Be A Commonplace Tomorrow"

So predicted the Kansas City Star in an editorial on the eve of WDAF Radio's maiden broadcast 40 years ago. The Star went on to prophesy that... *"The time may be shortly at hand when families will sit home and hear the opera."* • *"...when the farmer will get his market report without waiting for the paper."* • *"...may, a year from now, clap a receiver to his ear in his office or home and get the baseball score."* • *"...when anybody who wishes may listen in to the debates in Congress. And won't Congress watch its step then, though!"* • *"...it is no doubt destined to be a great universal business and social agency."* • Nothing clouded about that writer's crystal ball, particularly as applied to the big, full, modern sounds of today's WDAF radio. • It *is* Kansas City's Metropolitan Opera station. It *is* the Midwest's prime source for farm information, sports, news and special events. • WDAF *is* a "great universal business and social agency."

WDAF RADIO · 1922 · 1962 40

WDAF RADIO • SIGNAL HILL • KANSAS CITY • NBC

TTC

Symbol of Service

Transcontinent Television Corporation

In Television: WGR-TV Buffalo • WDAF-TV Kansas City • KFMB-TV San Diego • KERO-TV Bakersfield • WNEP-TV Scranton-Wilkes Barre

Represented by Edward Petry & Co., Inc. the Original Station Representative

In Radio: KFMB & KFMB-FM San Diego • WDAF & WDAF-FM Kansas City • WGR & WGR-FM Buffalo

380 MADISON AVENUE • NEW YORK 17, NEW YORK

of development. He set up regular news beats and KGY soon developed a local reputation as a news station. Mr. Crawford recalls the time he ran out of the courtroom after hearing a jury verdict in a murder case. By the time he had run up a flight of stairs he was unable to talk. Within seconds he managed to gasp "Guilty." After catching his breath he was able to tell the story.

Nostalgia pours from the files of KHJ Los Angeles. It was started April 13, 1922 by the *Los Angeles Times* as a circulation device. Two first-year features were a seven-hour Easter music festival and a broadcast throughout New Year's Eve. Before it was a year old KHJ had exchanged programs with WOR, then Newark, N. J. Dr. Lee DeForest was the star performer on the opener.

In 1927 the *Times* sold KHJ to Don Lee, a Cadillac dealer, for a reported half-million dollars. The use of name bands was popularized, using a pickup from KFRC San Francisco. Some early stars were Paul Whiteman, who tried an innovation by using mikes in front of each instrumental group for his *Old Gold Hour;* and Raymond Paige and a 50-piece Don Lee orchestra. The Don Lee network grew out of KHJ-KFRC interchange.

Lewis Allen Weiss became vice president-general manager of the Don Lee system in 1930 though he spent a term at WJR Detroit. Don Lee served for a time as CBS Pacific Coast segment but moved to Mutual network in late 1936.

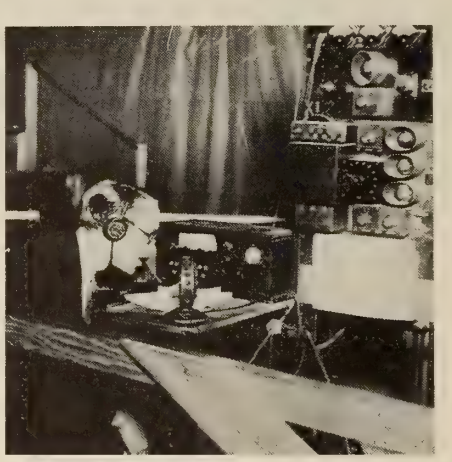
Big Name Policy ▪ The big-name, big-program policy made radio history for many years. A young announcer, Don Wilson, was said to have been fired by KHJ because he bought a Packard from Earle C. Anthony, then owner of the rival KFI. Don Lee had the Cadillac franchise. An early Saturday night variety show, *The Merry-Makers,* was credited with setting a pattern for radio-tv spectaculars. Eddie Cantor did his Campbell Soup shows from KHJ for years. Estimated program cost was $37,000 per hour. *Lux Theatre* and *Burns & Allen* shows started at KHJ. Nelson Eddy acquired fame on the station. Van C. Newkirk, program director, was a believer in remotes and special events. KHJ was a training ground for many broadcasters prominent in management.

Originally KHQ Spokane, Wash., was located in Seattle, moving to the former city in 1925. Louis Wasmer was licensee-owner-manager at the beginning. The Oct. 30, 1925 inaugural program featured top personalities from the state and drew over 300 telegrams. Richard Dunning was named president-general manager of KHQ Inc. in 1947.

Mr. Wasmer was technical adviser to KDZE Seattle, later KFOA, when it was started by Rhodes Brothers store in 1922. In 1928 Archie Taft Sr., operating a sportings good store, bought KFOA. He changed the call to KOL.

When KIMN Denver went on the air July 4, 1922 as KFEL, Eugene P. O'Fallon was a stockholder and sales manager. Later he bought out Capt. W. L. Winner and on May 1, 1954 sold it to A. L. Glasmann, of Ogden, Utah. KIMN claims to be the oldest continuously operated station in the city.

The powerful little 7½ w KLCN Blytheville, Ark., made the *New York Times* Jan. 14, 1929 when its transmissions were described as setting a world record. Two test programs were heard in Florida, New York, New Jersey, Pennsylvania and Ontario. The *Times* added an explanatory story pointing out how at that season the transmission,



In May 1921 9ZAF (now KLZ) Denver broadcast the complete opera "Martha." Here is the back stage installation at the Denver Municipal Auditorium with which the broadcast was accomplished.

using less power than a tiny light bulb, could be heard at great distances. Harold Sudbury, present owner, worked for the original owner, C. L. Lintzenich. The 1929 tests were described in most major newspapers. KLCN was begun in 1921 and went into "fairly regular operation" in 1922.

Back in 1919 Dr. W. D. Reynolds Jr., founder of KLZ Denver, put 100 w 9ZAF on the air. The "Z" stood for special government citation for amateur radio achievement. Dr. Reynolds had built a crude transmitter in 1912 while a student at U. of Minnesota, transmitting speech and music from Edison cylinder records. After World War I he set up a dental practice in Colorado Springs and operated a station with call letters 9WH.

In 1919 he moved to Denver, organizing Reynolds Radio Co. to make receivers. In summer months he and Mrs. Reynolds sang and played the piano in front of the house, drawing visitors from miles around and creating a demand for sets. In 1920 the first time was sold (see commercial story starting page 139).

Opera Broadcast ▪ Dr. Reynolds, in conjunction with the *Rocky Mountain News,* sent a "wireless" auto down Curtis Street in 1921, playing tunes of the day. The complete opera "Martha" was broadcast in May 1921 from the municipal auditorium. The transmitter had been moved in toto to the roof.

The KLZ license was granted March 10, 1922. The inaugural address of President Calvin Coolidge, March 4, 1925, was fed by direct wire from Washington and heard by a big crowd in the auditorium. Dr. Reynolds died in 1931. During his last decade he had been devoting much of his time to radio, eventually abandoning dentistry.

In 1927 the station bought an organ on the installment plan. When Dr. Reynolds couldn't get it out of the freight station, he sold a third interest in his station to Bill Meyer, a spice salesman who promptly started to sell time to candidates for the Denver mayorality. The money helped pay for the organ.

KLZ was sold in 1935 to E. K. Gaylord, president of Oklahoma Publishing Co. Mr. Meyer resigned in 1941 to start his own station and Hugh B. Terry, current president, became manager. *Time-Life* bought KLZ in 1954. Among early employes were Lee Fondren, now station manager-sales director; Harvey Wehrman, business manager; Ralph Sargent, am radio supervisor, and Charles Roberts, program director.

Advertising First ▪ Arthur B. Church, founder of KMBC Kansas City, paid his way through school starting in 1914 by use of his own amateur radio station to promote the sales of wireless equipment. This self-exploitation "may have been the beginning of the use of radio as an advertising medium," BROADCASTING stated in its April 15, 1933 issue in a profile of Mr. Church.

After World War II he founded Central Radio School, Kansas City. He went into the broadcasting business in 1921 and later received the call letters WPE, changed in 1923 to KFIX when the station was bought by the Mormon church. It was taken over by Midland Broadcasting Co. in 1927. The current licensee is Metropolitan Broadcasting. Ray Moler, engineering supervisor, completes his fourth decade with the station he helped create.

KMBC originated many early programs for CBS, including *Easy Aces.* Mr. Church is now living in Colorado Springs.

Stole the Station ▪ It was a dark and gloomy night in the early 1920s at KMED Medford, Ore. Someone stole



WGR... THE BUFFALO MARKET'S MOST PERSUASIVE RADIO VOICE SINCE 1922

On-the-air since May 22, 1922, WGR is proud of its service stripes as a pioneer in an industry with a great past and a promising future. As WGR begins its fifth decade, it is providing advertisers with an opportunity to associate their commercial messages in this climate of confidence and public acceptance built on 40 years of service. Today, our concept of full range programming makes your sales message stronger than ever through radio listening that is better than ever.

WGR radio

1922 1962

40 years of SOUND leadership

WGR-AM • 550 KC • BUFFALO, NEW YORK

Transcontinent Television Corporation

In Television: WGR-TV Buffalo • WDAF-TV Kansas City • KFMB-TV San Diego • KERO-TV Bakersfield • WNEP-TV Scranton-Wilkes Barre

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TTC Symbol of Service

380 MADISON AVENUE • NEW YORK 17, NEW YORK

the entire station, leaving only a piano bench. Somehow they got back on the air eventually. At the time KFAY, as the station was then known, was operated until all the advertising had been broadcast. Then the station was shut down and the staff went out on the street to sell more time. This happened every day. The station's manager, William Virgin died in 1927, when it was taken over by his wife, Blanche Virgin, who sold in 1950 to the present owner, Radio Medford Inc.

When the young KMEO Omaha, Neb. (then WAAW) was moved about four miles in 1931, the Federal Radio Commission said the coordinates indicated a 150-mile move. A Creighton U. professor of astronomy finally coordinated the coordinates to the FRC's satisfaction.

The station went on the air Feb. 14, 1922 licensed to the Omaha Grain Exchange to broadcast on 15 w. This was increased soon to 100 w. *Omaha World Herald* bought WAAW in 1939, changing it to KOWH. National Weekly Inc. bought it from Mid-Continent Broadcasting Co. (now Storz Radio) in 1957, adopting the present KMEO letters.

KMO Format ▪ KMO Tacoma, Wash., featured news, music and religion from its opening day, April 1, 1922. News was provided by the *Tacoma Times*, co-owner of the station with Love Electric Co. A fortnight after the debut a religious program was broadcast. Three days later city primary returns were put on the air. And on April 26, 1922, a 113-foot mast was installed. The station was heard in Alaska and San Francisco, the *Times* reported.

Carl E. Haymond bought KMO in 1926, installing new equipment. He introduced a merchandise program with prizes in 1926, bringing calls from all over the Pacific Coast and requiring four extra girls to handle the switchboard. Mr. Haymond sold to Tacoma Radio Corp., present licensee in 1954.

Nobody was excited, not even the



Herbert C. Hoover as he appeared before a KNBC San Francisco microphone in the library of his home at Palo Alto to deliver the final address of his 1928 campaign. His address was carried coast to coast by NBC.

Hale Bros. department store front office, when an ex-naval man named Joe Martineau was given permission to build a station (KPO) atop this San Francisco store. A bit of public service catering to a passing public fancy, the Hales figured. For $2,400 Mr. Martineau built a 50 w rig and it was licensed April 17, 1922—one of 12 stations in the area all using the same wavelength and sharing time.

Football Broadcasts ▪ KPO used only live talent, some performers even receiving fees. Many program "firsts" originated at the station. For several years KPO had exclusive football rights from several universities. Its symphony concerts developed into Standard Oil's *Standard Hour* and school broadcast series. And March 4, 1925 marked the first national hookup for the inauguration of President Coolidge. At that time the *San Francisco Chronicle* became a partner.

In May 1925 the *Chronicle* announced KPO's range was 12,500 miles, "a literal blanketing of the earth's surface with its signals." A photo of Andy Gump was transmitted from KPO Aug. 22, 1925 with the tv system of C. Francis Jenkins whose equipment was on exhibition at the Pacific Radio Exposition.

KPO joined NBC in 1927, with Don E. Gilman named vice president in charge of the western division. *One Man's Family* was one of many famous shows originating at KPO, famed for its development of radio talent. Call letters were changed to KNBC Nov. 23, 1947, NBC having bought the station in 1932.

Fred Christian, an electrical engineer, put together a 5 w transmitter in his Hollywood bedroom and Sept. 10, 1920 was kickoff day for 6ADZ, predecessor of KNX Los Angeles. Mr. Christian received his KNX call in 1921 and moved to downtown Los Angeles. Power went up to 50 w in 1922. KNX shared time with 22 other local stations. Guy Earle, owner of the *Los Angeles Evening Express*, bought KNX in 1924. Mr. Christian now is president of American Electrodynamics, manufacturer of hospital beds.

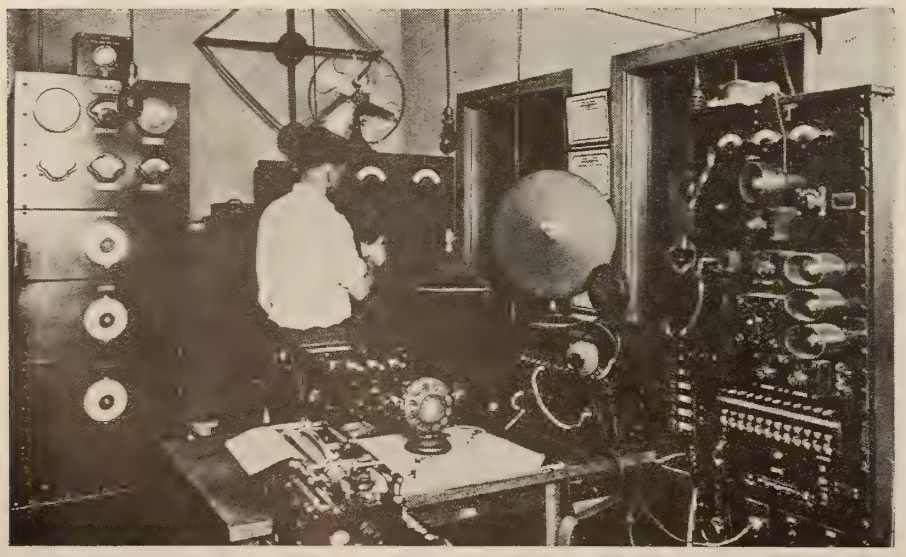
Fur Buyer Sponsor ▪ The signal of the 1920s was aimed at 11 western states. Mr. Earle recalls an Alaskan fur buyer bought time every winter so trappers in the Yukon and points north could know his travel schedule. The station was sold to CBS in 1936. Mr. Earle still lives in Southern California.

Among Mr. Earle's early executive associates were Naylor Rogers; Edith Todesca, program manager; Wilbur Hatch, conductor; and Paul O'Hara, audio engineer.

Mr. Hatch recalls the celebration when KNX (now 50 kw) boosted power from 500 w to 5 kw and moved to a new antenna site. After the speeches listeners were warned to turn down their volume to avoid damage to sets. This wasn't necessary, it developed quickly, because the antenna hadn't been air checked and only a tiny signal was being fed to the Los Angeles area. Eleven western states had a fine signal. It took two years to solve the problem.

Many of the alltime favorites in radio started at KNX. Conrad Nagel and Wally Reid were among first live actors.

A laboratory experiment directed by



This 500 watt transmitter was used by KNX Los Angeles from 1924 to 1929. The engineer is Paul O'Hara, still with KNX as an audio-supervisor.



The interesting migration habits of the red-blooded vacationing consumer

Interesting, yes. Exceedingly profitable, too, for farsighted advertisers! They *know* that every summer Michigan draws more than five million outstate tourists. And these tourists spend 650 million dollars on almost every imaginable product. When you add these folks to the seventeen million residents in our primary coverage area—and consider the fact that Ontario (right next door) draws 60% of Canada's tourist trade—you'll find that you're talking in terms of a tremendous market. And a market that WJR covers like a glove. Whether you're talking to vacationers or stay-at-homes, mass audience or a select few, the place to get results is WJR . . . try us this summer.

WJR
DETROIT

FOR FORTY YEARS YOUR GOODWILL STATION

Prof. Jacob Jordan evolved Dec. 7, 1922 into KOAC Corvallis, Ore. First known as KFDJ, the station was licensed to Oregon State Agricultural College. Prof. Jordan was chief engineer. Wallace Kadderly became the first manager. Mr. Kadderly later became known as director of the NBC *Farm & Home Hour*. School is now Oregon State U.

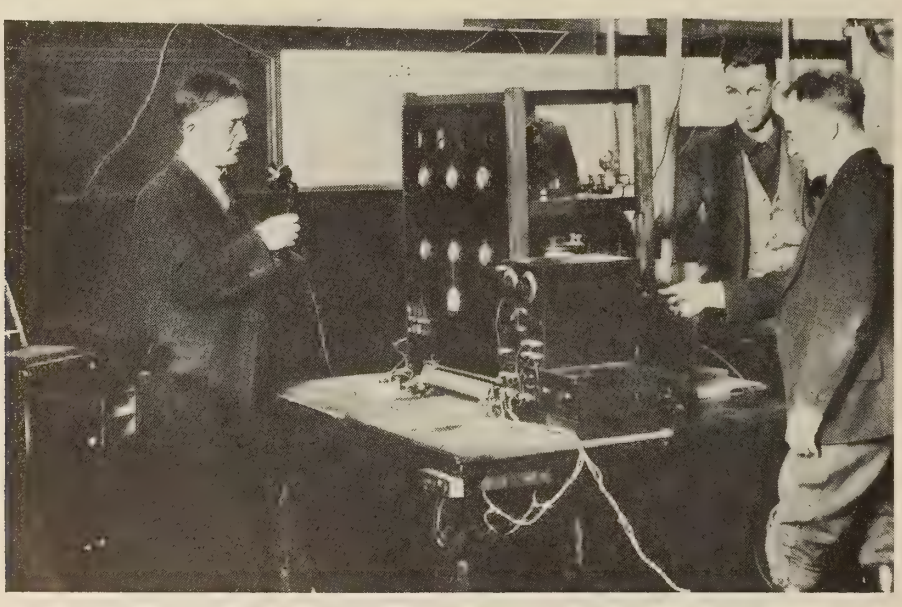
Increased Day ▪ With its choice 550 kc frequency, KOAC had to increase its schedule to 12 hours a day in 1931 under a federal rule for stations with unlimited license. The state offered financial aid in return for air time, Mr. Kadderly recalls. Now KOAC is a unit in the state educational broadcasting system. Grant S. Feikert, a ham, had been with the station since 1922, serving until 1961 when he became director of engineering for the state system. James M. Morris, manager of KOAC-AM-TV, joined the station in 1928.

Prior to 1922 KOB Albuquerque, N. M., was known as 5XD. With grant of the KOB license April 5, 1922, the station was moved from New Mexico State College, Las Cruces, to Albuquerque. Ingenuity typical of the period was used to build the 10 kw transmitter needed for western coverage. An arc-welding machine served as a filament supply. Electric light bulbs stabilized the bias supplies. Heating elements from electric irons served as amplifier loads. Air condensers were made of pie pan steel. Copper tubing came from old appliances. And that's how transmitters were made by pioneers.

KOB used a lot of live talent and talks with a $125 monthly budget permitting 50-cent fees for performers. Letters to music publishers brought in orchestrations.

On-the-Air—Oomph ▪ KOB fed its first program to NBC in 1933. At that time network cues came by telegraph. A staffer whose job was to relay the cut to the announcer slapped him on the back—so hard, that KOB's first sound on a national network was a healthy oomph.

KOB was granted 50 kw on 1030 kc in June 1941 but has never used the frequency, operating instead on a temporary 770 kc permit and resulting in the longest litigation in broadcasting history. Time-Life bought KOB in 1951 and it was sold in 1957 to KSTP Inc., St. Paul. George S. Johnson, who became KOB station manager in 1932, is now general manager of KOB-AM-TV. He was a technician at the original 5XD.



Prof. Jacob Jordan (l) of Oregon State Agricultural College with the KOAC Corvallis microphone in 1922. Wallace Kadderly (r) was the first engineer.

KOY Phoenix, Ariz., operated starting in April 1922 as KFCB, with Earl A. Nielsen as owner-manager. Mr. Nielsen now operates a radio shop in Hawaii. Burridge D. Butler, then owner of WLS Chicago, bought KOY in 1937. Sen. Barry Goldwater (R-Ariz.) was an early employe of the station. Advertisers still with KOY who started in the '20s include Holsum Bakery, Valley National Bank, and Arizona Public Service.

Another First? ▪ There's some haziness about it all, but KQV Pittsburgh holds a 1945 mayor's proclamation which cited two employes of Doubleday Hill Electric Co. "who have devoted their time and interest to radio since 1914 and who through their own initiative dared to make illegal use of call letters 8ZAE to broadcast to the public in 1919." The proclamation described Doubleday Hill as "the first commercial institution to use radio with the specific intention of broadcasting programs to the public . . . and authorized to broadcast commercially in January 1922 as KQV, thus making KQV the second oldest commercial station and the oldest broadcasting station."

Now an owned station of American Broadcasting Co., KQV operates from showcase studios at a busy Pittsburgh intersection. The station pioneered use of automatic control broadcasting.

The Leese Brothers, Otto and Bob, started broadcasting in the middle of 1920. Records of KRKO Everett, Wash., show they built their own battery power supply and receivers. Soon they were devoting full time to the station, then KFBL. It was licensed Aug. 17, 1922. Call letters were changed to KRKO in 1935. William R. Taft, present owner, took over in 1943. Currently 24-hour news service is directed by Shirley Bartholomew, news director.

An early broadcaster, S. H. Patterson, who has owned KSAN San Francisco since 1937 and founded the Patterson chain, at age 68 has projected a new type of broadcast venture—a vhf-uhf dual operation in San Francisco with partially unduplicated programs. The plan is before the FCC.

His son, Norwood J. Patterson, is president of KSAN and operates KBIF and KICU-TV Fresno, Calif. The elder Patterson at one time owned KFBC Cheyenne, Wyo., KVOR Colorado Springs, KVAK Atchison, Kan., and KJAY Topeka. Norwood Patterson was a licensed engineer at 16. KSAN was licensed June 7, 1922 as KDZX.

Delayed License ▪ KSD St. Louis, *Post-Dispatch* station, had three inaugurals in 1922. The first broadcast was Feb. 14. Having neglected to get a license, the station was silenced until one was received March 8. Sporadic service was provided until the formal debut June 26. The first power was 20 w. The first managers were two executives of the publishing company, Herbert A. Trask and A. G. Lincoln. Station records show Gardner Motor Co. was the first advertiser, sponsoring a quartet April 19, 1925. Mercantile Trust Co. followed a few months later and has been on KSD through the years. The late George M. Burbach became general manager of KSD in 1933 and held the post until retirement Jan. 1, 1958.

At first KSL Salt Lake City was mostly a hobby with some of the *Deseret News* staff. The antenna was mounted on a tall smokestack until it crashed in a lightning storm. Shortly after the *Deseret News* transferred ownership to Radio Service Corp. of Utah in 1924.

for 40 YEARS

5 KW 570 KC

WSYR

SYRACUSE, N. Y.

The CALLMARK of QUALITY RADIO in Central New York

1922

1962



Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

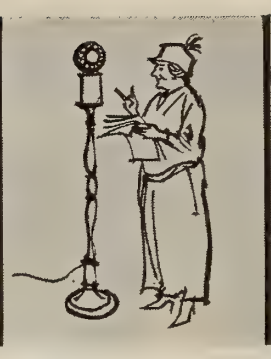
NBC AFFILIATE IN CENTRAL NEW YORK



1922—March—WLW Radio went on air. Founded by Powell Crosley, Jr. Now ranks among top 10 of more than 4400 U. S. Radio Stations.



1928—3 of WLW original programs are still on in 1962: "Church by the Side of the Road," "Moon River," "Mail Bag Club."



1933—American soap opera was born at WLW with "Ma Perkins," Virginia Payne, creating a famous far-reaching era in broadcasting.



1933—WLW operated first 10,000 watt international transmitter beaming signals to Europe and South America.



1934—WLW was first and only Radio Station ever to increase its power to 500,000 watts.

CROSLEY WLW CELEBRATE 40TH ANNIVERSARY

These are the events and the people that have made WLW Radio-TV famous

In its 40 years, the Crosley Broadcasting Corporation has had a profound effect on the entertainment world and the growth of the radio-television industry — now including 6 WLW stations reaching 9 states and 20 million people. So on this ruby anniversary—we proudly look back — but even more proudly look forward to the continued service we can render our own audience in WLW Radio-TV land . . . and our faithful advertisers who put their trust in us and shared in our accomplishments.

Our pride and our privilege.

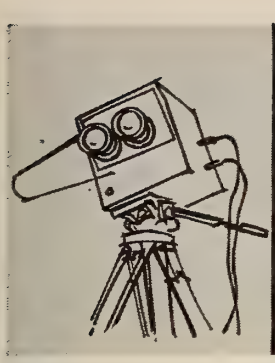
In show business, WLW is known as "The Cradle of the Stars."
Here is some of the talent who performed on WLW in their climb to fame.



Ma Perkins (Virginia Payne) | Al Helfer | The Mills Brothers | Andy Williams | Rod Serling, writer | Rosemary Clooney | Ralph Moody | Bill Nimmo | McGuire Sisters | Frank Lovejoy



Red Skelton | Jane Froman | Dick Noel | Fats Waller | Durward Kirby | Janette Davis | Eddie Albert | Doris Day | Ink Spots | Red Barber



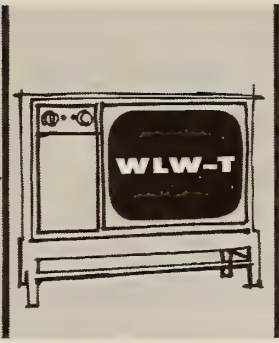
1937 —Crosley Broadcasting engineers developed WLW Television experimental station. Further development interrupted by the War.



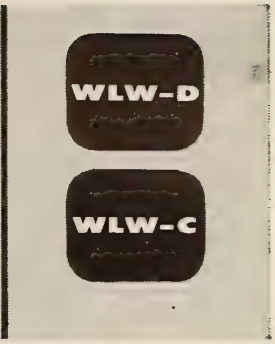
1941 — Crosley purchased "Everybody's Farm" to operate and broadcast farm programs from Mason, Ohio. Now annually visited by 14,000 people.



1942 —Crosley constructed and still operates 6 Voice of America transmitters at Bethany, Ohio. Largest domestic installation of Voice of America.



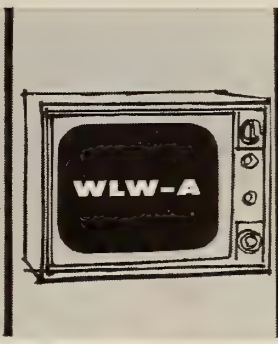
1948 — WLW-T, Cincinnati, went on the air as one of first TV Stations in Country, first in Ohio and one of the first NBC affiliates.



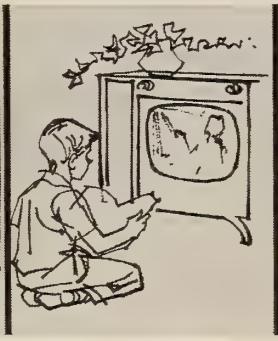
1949 —WLW-D, Dayton, and WLW-C, Columbus, went on the air, forming Crosley 3-Station regional television network.



1953 —WLW Television became first NBC Color Affiliate. Now Color TV leader in Nation, making Cincinnati "Colortown, U.S.A."



1953 —WLW-A TV, Atlanta, joined Crosley group. Reaches 3 million people, 68% of Georgia, parts of Alabama, Tennessee, North Carolina.



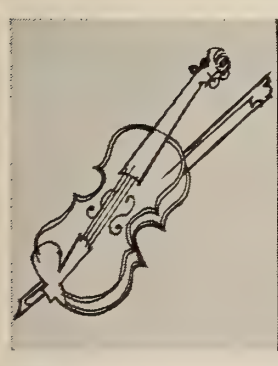
1954 —WCET, first U. S. licensed educational TV Station, was provided half-million dollar Crosley facilities for $1 a year "rent" as public service.



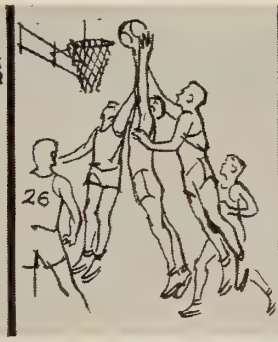
1955 —First Radio Station to install Radar weather service. Today this service provides a range of over 300 miles in WLW Radio-TV land.



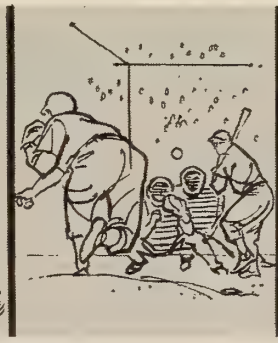
1957 —WLW-I, Indianapolis, became 5th WLW-TV Station. Reaches over 3 million people in 63 Indiana and 13 Illinois counties.



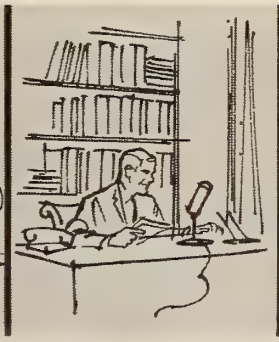
1959 —WLW became world's highest fidelity Radio Station with exclusive new AM transmission developed by Crosley engineers.



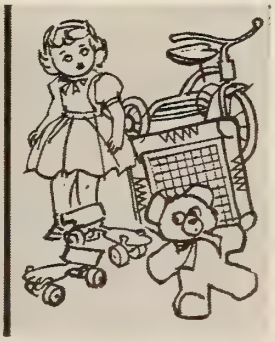
1959 —First to colorcast big league baseball locally and regionally. First to colorcast indoor remotes with new low-light tube developed by Crosley and GE.



1960 — First to colorcast night-time big league baseball and other night-time outdoor remotes under normal lighting conditions.



1960 —Crosley provided FM transmitting facilities at $1 per year "rental" to University of Cincinnati for educational broadcasts.



1942-61 — Ruth Lyons annual fund for hospitalized children has collected over 2⅓ million dollars for 59 hospitals thru WLW Radio and TV alone.

the dynamic WLW Stations

WLW-T Television Cincinnati
WLW-D Television Dayton
WLW-C Television Columbus
WLW-A Television Atlanta
WLW-I Television Indianapolis

WLW Radio

Crosley Broadcasting Corporation

Earl J. Glade was named sales manager. He interested the LDS Church and *Salt Lake Tribune* in joint ownership. Call letters were changed from KFPT to KSL in 1925. The first transcontinental feed of the Salt Lake Tabernacle Choir went to NBC in 1928. It has been on the air ever since. KSL was granted 50 kw in 1932, joining CBS at that time.

Mr. Glade is still active at KSL-AM-TV as a consultant. Arch L. Madsen is president. The first time-sale was made by Mr. Glade to Salt Lake Knitting Co., which paid $60 for an hour program. The firm is still a client.

The Wild-Eyed Apaches ▪ The early programming of KTAR Phoenix, Ariz., was never monotonous. Two of the 1925 shows, for example, were titled *The Amalgamated Order of Wild-Eyed Apaches,* a western jamboree featuring local businessmen and talent, and the *Sunday Hodge-Podge Hour,* which was just that.

Started June 21, 1922 as KFAD, the station eventually went under control of Arizona Publishing Co. in late 1929. Richard O. Lewis was picked from the newspaper advertising staff to become general manager, a role he still holds.

A dramatic broadcast on Easter Sunday, 1935, originated from Grand Canyon. It was fed to NBC. The feature is now in its 27th year. J. Howard Pyle, KTAR program director, described the first service. Mr. Pyle later became governor of Arizona and an assistant to President Eisenhower, He was a war correspondent in the Pacific during World War II and witnessed the Japanese surrender on the battleship *Missouri.*

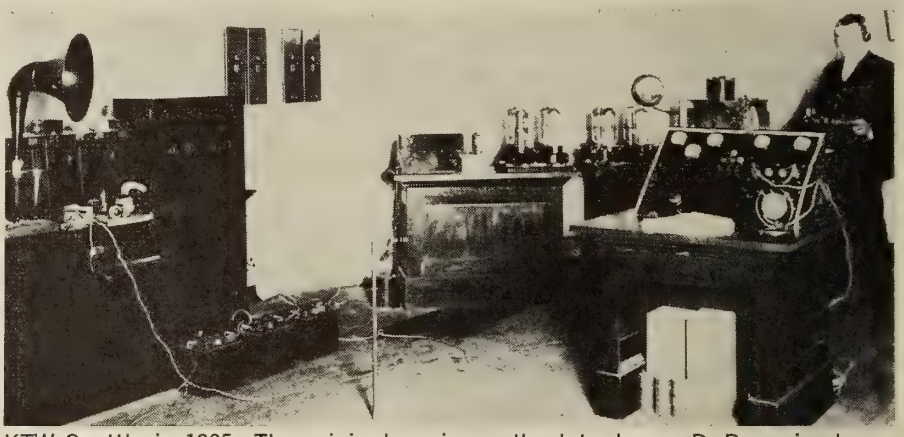
KTW Seattle was built in the summer of 1920 at the request of the late James D. Ross, civic leader and a member of the First Presbyterian Church congregation. His idea was to provide an outlet for the powerful sermons of the pastor, Dr. Mark A. Matthews. A "melting pot" for old gold jewelry was devised by Dr. Matthews to finance the station during the depression of the 1930s.



President Calvin Coolidge dedicated the Coolidge Dam in 1930 and the ceremony was broadcast by KTAR Phoenix. Note the Texaco star on the microphone.

The station became commercial in 1960 when it went to seven-day-a-week operation. It shares time with KWSC Pullman, Wash.

Experiment in S.D. ▪ Dr. Ernest Lawrence, then a sophomore at U. of South Dakota and later a Nobel Prize winner in physics, triggered the experimental version of KUSD Vermillion in 1919. A general amateur license was granted in 1920 and voice-music broadcasts began May 20, 1922. Call letters WEAJ were assigned Feb. 6, 1923. Regular programming started in early 1924, featuring campus talent. Call letters were changed to KUSD in 1925.



KTW Seattle in 1925. The original engineer, the late James D. Ross, is shown with the equipment. The station was broadcasting with 1,000 watts.

For the first time in 1941 students were paid for their work. An announcer, Bill Knight, tells of the time he had to read the lines of four actors who didn't show up for a drama.

Regular programming started on KWSC Pullman, Wash., Dec. 10, 1922 when it was known as KFAE. Here is an old log entry at the Washington State U. station: "Oct. 12, 1923. Trouble tonight. Someone took wire from one of transformers supplying the motor generator. A fuse blew on the motor line. No extra fuse here so used wire." Another: "Dec. 27, 1924. Much difficulty in putting program on the air. Door locked. Plate battery wire broken. No announcer. No A battery."

A student in the university radio course was Edward R. Murrow, now U. S. Information Agency director, who was graduated in 1930. He will be the commencement speaker next June 3 and receive an award.

Promoting Parts ▪ KXLY Spokane, Wash., was the brain child of Ed Craney. It was a supplementary service of Radio Supply Co., a subsidiary of Symons Investment Co. promoting sale of radio parts. Mr. Craney described himself as "chief janitor and engineer." Call letters were changed from KFDC to KFPY in 1926 and to KXLY in 1947. It was purchased recently by the Morgan Murphy Group.

One of the most mobile stations is one of the oldest—KYW Cleveland. It went on the air Nov. 11, 1921 in Chicago. The early signal didn't reach out far enough to satisfy Westinghouse Electric & Mfg. Co., the operator, so a repeater station, KYWA, was installed atop the Edgewater Beach Hotel, some miles north of the business district.

KYW stayed in Chicago until 1934 when it was transferred to Philadelphia. It remained there until the 1956 exchange with NBC when Westinghouse moved the call letters to Cleveland.

The idea behind WAAF Chicago originated in the *Drovers Journal,* cattlemen's trade magazine, which figured it would offer a supplemental service to the industry. WAAF's current chief engineer, Carl Ulrich, ran a one-man station starting April 7, 1922. Programming was devoted to trade news until 1929 when it was broadened.

A dramatic event was the 1934 stockyards fire. Mr. Ulrich and an announcer broadcast a closeup version until heat and smoke drove them out of the building. They slid down a cable to a lower wing where fire ladders were available. Two months later WAAF was back on the air, moving from the stockyards to the Palmer House. Later it shifted to the LaSalle-Wacker Bldg.

WABC New York, originally WJZ Newark, was opened Oct. 1, 1921 by Westinghouse Electric & Mfg. Co. and sold in 1926 to RCA. It became the NBC Blue key in 1926 and now is the ABC Radio New York station. Its list of "firsts" as compiled by the station includes: First New York commercial station, first live music shows (October, 1921), first complete opera, first stage show on radio (Ed Wynn in "The Perfect Fool") from the Capitol Thea-



from forty... forward

As we celebrate 40 years of radio broadcasting, we look back on a record of achievement that has made WGY one of the great pioneers of the radio industry. From the first dramatic program ever produced on radio in 1922 to quality full-range programming in 1962, our efforts have been directed at making radio serve the public in the highest standards of communication and entertainment.

But while we look back with pride, we also look forward to the challenge of the future . . . to find new and better ways to serve the public and the radio industry. Our history of accomplishment, therefore, is most valuable as it serves to stimulate us to forty more years of progress in radio. 982-27

WGY 810 KC ■ 50 KW
A GENERAL ELECTRIC STATION
ALBANY ■ SCHENECTADY ■ TROY

tre and first trans-Atlantic-transcontinental broadcast, 1924.

Milton Cross went to WJZ shortly after it went on the air to have an audition. It turned out to be an on-the-air audition, starting one of broadcasting's celebrated careers.

Bought the Station ▪ After much tinkering, a lad living in Cleburne, Tex., had his first crystal-detector radio all assembled back in 1923 and started after a signal. The first one he found was WJAD Waco, 65 miles away. His name was Lee Glasgow. Later he became owner of the station, now WACO, as well as KAND Corsicana and KNIN Wichita Falls, both Texas. Mr. Glasgow became WACO manager in 1937 and bought a half interest in 1955. Wendell W. Mayes Sr. owns the other half. Goldstein-Migel Co., Waco department store, has been on the station since the beginning.

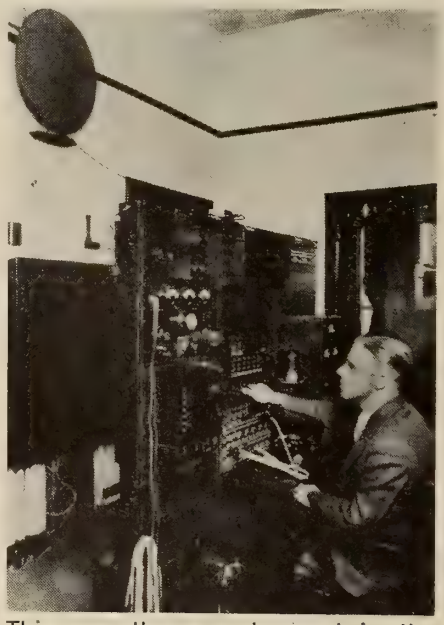
Power Increase ▪ Three decades of effort to get maximum power culminated Nov. 29, 1958 in an FCC grant of 50 kw power for WAPI Birmingham. The station was first located in Auburn, Ala., as part of Alabama Polytechnic Institute and when it opened in September 1922 was designed to extend the institution's influence. Through the years it passed through a series of technical and administrative changes under the call letters WMAV, moving to Birmingham in 1928. Finally three schools owned the station.

In 1929, WAPI joined NBC. "Commercial income from NBC was approximately $3,000 for five months," the files show. This wasn't enough so in 1930 WAPI was authorized to sell local time. An operating lease was transferred to Voice of Alabama in 1937. Principals were Thad Holt, president, and Ed Norton, chairman of the board. WAPI joined CBS, which bought some stock in Voice of Alabama.

The Birmingham News Co. took over the WAPI lease in 1953, along with outright ownership of the affiliated WAFM (FM) and WAFM-TV (now WAPI-TV). In 1956 the News and its broadcast properties were sold to S. I. Newhouse. A longtime WAPI lease was bought from three universities in 1961, giving the Newhouse interests complete title.

Donated gadgets were used for wireless experiments at Purdue U., Lafayette, Ind., during the 1910-1918 period. The license 9YB was granted in 1919 and programs were broadcast five nights a week, radiating out about 900 miles. WBAA was licensed April 4, 1922. Programming was based on lectures by professors and sports events.

In 1928 a fire destroyed the studio and equipment. P. C. Sandretto, now a brigadier general in the air force, and R. C. Bierman, rebuilt it. Students who watched the blaze cheered when the beat-up old piano went up in flames, Gen. Sandretto recalled recently. Operation was resumed Jan. 25, 1930. The *School of the Air* series was begun Sept. 11, 1944.



This was the console used in the WAPI Birmingham control room during the 1920's. Engineer Clayton Dow is riding the gain.



Percy Grainger at the piano on WJZ (now WABC) New York in the 1920s.

Farseeing Publisher ▪ "Let's not be left at the switch," said Amon Carter, *Fort Worth Star-Telegram* publisher, to Harold Hough, his circulation manager. That was in April 1922.

With some fast footwork WBAP was put on the air May 1, just a month later, powered by a 10 w $200 transmitter. Harold Hough found himself managing the project, doubling as program director, chief engineer, chief announcer and janitor.

Mr. Carter was impressed and within weeks was proposing a boost in power. Mr. Hough consulted General Electric. "How far do you want to listen?" asked a GE representative. "Listen, hell!" Harold said. "We want to talk."



Harold Hough, WBAP Ft. Worth's first general manager, won a large following for himself and the station with his program "The Hired Hand." This is the picture that was sent to fans about 1925.

The youth who later became famed as the "Hired Hand" became an announcer when the night man didn't show. "You didn't have to have lace on your tonsils in those days," he recalls, "so I was as good as anybody." He turned out to be so good that his fame became international. The nickname grew out of the "H. H." signoff, which drew vast mail wanting to know who H. H. was. Harold answered by saying H. H. stood for Hired Hand and the name stuck. He announced baseball, football, rodeo and Holy Roller ceremonies and everything else. Then he moved into management problems as the power increased—in 1932 to 50 kw and fm as well as tv stations were built.

In 40 years of broadcasting Harold Hough has served on network and NAB boards and as a key figure in the development of the tv code and the original Television Bureau of Advertising. Last April he greeted hundreds of friends at the NAB Chicago convention.

Home Broadcaster ▪ Though WBT Charlotte, N. C., went on the air April 10, 1922 as a commercial licensed station, its beginnings trace back to a transmitter, 4XD, in the home of Fred Laxton. Later Earl Gluck, a famous name in southeastern broadcasting, and Mr. Laxton formed Southern Radio Corp. (not related to the present firm of the same name) to start WBT. In four years they sold out to an auto dealer for $2,000.

WBT joined NBC in 1927, received a power increase in 1928 and was bought by CBS in 1929 when power went up to



Special Issues

We're commemorating two important events this year in Philadelphia: WIP Radio's 40th anniversary and Joe McCauley's 20 years of continuous on-the-air service. WIP can point to a long list of "Firsts" in 40 years of maintaining the highest standards in broadcasting. We'd rather make an issue of Joe McCauley, affectionately known as Philadelphia's Morning Mayor, and a tradition with hundreds of thousands of Philadelphians. For over a generation, they (and scores of happy clients), have started each day with Joe McCauley on Philadelphia's Pioneer Radio Station **WIP RADIO**

A Metropolitan Broadcasting Station
Now represented by Metro Broadcast Sales

25 kw. A brash young announcer from Spartanburg S. C., Charles Crutchfield joined the staff in 1933. He'll never forget the time President Roosevelt was late for a Charlotte network feed and he had to ad lib 55 minutes. Grady Cole, Arthur Smith, Russ Hodges and the Johnson Family joined WBT prior to World War II.

Jefferson Standard Life Insurance Co. bought WBT in 1945. That year Mr. Crutchfield became "the youngest CBS station manager in the United States." Now he is executive vice president. He recalls the time he decided to cover a wedding of a 97-year-old ex-slave and a 92-year-old woman. He was denied access to the church but climbed a plum tree outside and stuck the mike on a window sill. After the wedding he pulled his car up to the church entrance, told the couple this was the official wedding car, and when they got in he obtained an interview. When he asked the bridegroom about his plans, this was the answer, "I'm gonna quit running round. settle down and start raising a big family."



Charles H. Crutchfield (r), general manager of the Jefferson Standard Broadcasting Co., was a fledgling announcer when this musical group appeared three times weekly on WBT Charlotte back in 1933.

Banquet Feature ▪ WBZ Boston was born Sept. 19, 1921 in Springfield, Mass., the first broadcast originating from the roof of the Westinghouse Electric Co. plant. It was a feature of the Eastern States Exposition banquet being held that night.

A member of the original broadcast crew, Horace Dyson, said the impetus for WBZ grew out of a plan to start night letter service between the plant and Westinghouse headquarters in East Pittsburgh, Pa., home of KDKA. Mr. Dyson was chief engineer of WBZ. The original WBZ license No. 106 was "the first to be endorsed with the word broadcasting," according to Mr. Dyson.

Westinghouse started a sister station, WBZA, in Boston in 1924. They were synchronized in 1925. A few years later the WBZA call letters were switched to Springfield and WBZ went on high power in Boston, still synchronizing with WBZA.

Special features and pickups of historic events were featured by WBZ from the beginning. Market reports, news and weather were broadcast regularly.

WBZ will originate a special 40th anniversary program in September, bringing voices of ex-Presidents and other notables of past decades.

In 1928 WBZ-WBZA broadcast the first in a series of Arctic programs, supplying news and entertainment to those living in isolated places. Later the stations joined with KDKA to broadcast a special program to the Antarctic expedition of Richard E. Byrd.

Student Tinkerers ▪ Students at St. Olaf College, Northfield, Minn., started tinkering with wireless in 1916. After World War I the call letters 9AMH were granted, with voice broadcasts in 1920 as 9YAJ. Hector Skifter, now president of Airborne Instruments Lab. and vice president of Cutler-Hammer, was one of the active students in the wireless group. A broadcast license was received May 6, 1922. A radio version of Shakespeare's "As You Like It" was broadcast that spring. Milford C. Jensen, present WCAL director, joined the staff as an operator in 1926 and became manager in 1934.



Babe Ruth as he appeared on WCAU Philadelphia in the '30s.

The 250 watts that put out the signal of WCAO Baltimore starting May 16, 1922 exceeded the usual power of newborn stations. The station became a regional in 1935. The Milbourne interests acquired WCAO in 1931, selling in 1956 to Plough Broadcasting Co. The Plough management relinquished the CBS affiliation and adopted a music-news-weather format. Studios and offices at 1102 N. Charles St. are housed in an old mansion originally designed by Stanford White.

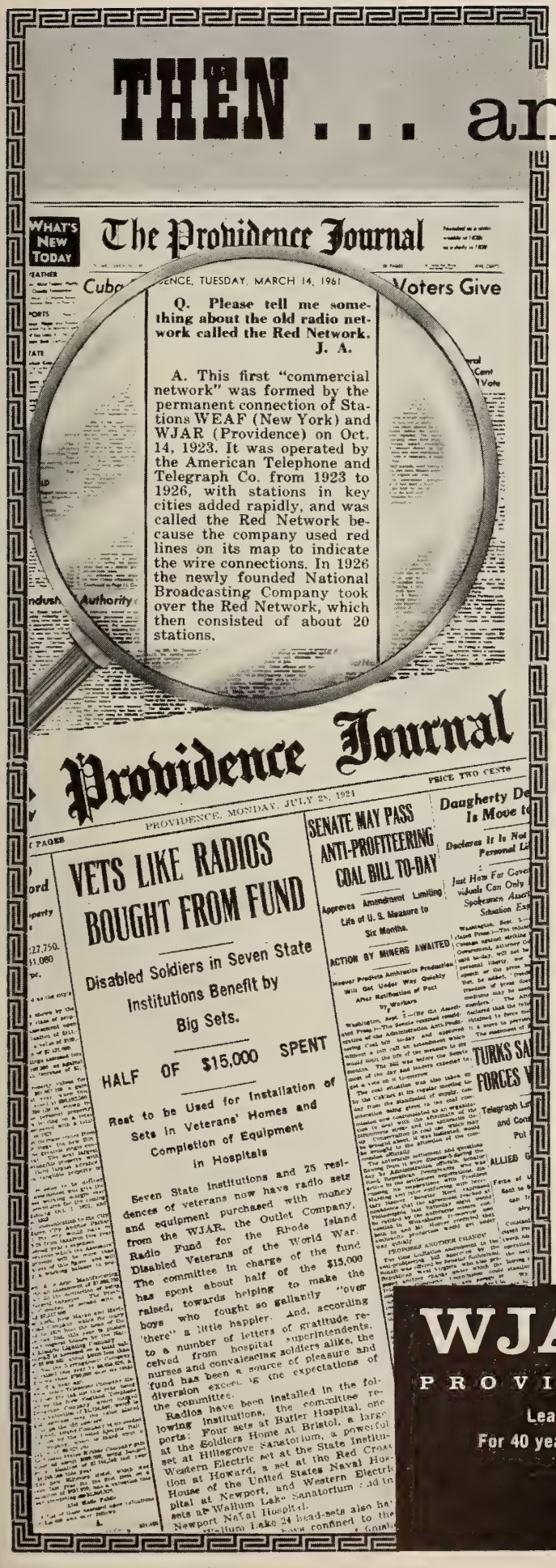
WCAU began as a 250 w Philadelphia station in 1922 but went up to 500 w two years later. Isaac D. and Dr. Leon Levy bought the station in 1925. They were key figures with William S. Paley in the formation of CBS network in 1927 and WCAU was the first affiliate signed. Through the years WCAU has featured top artists and its alumni include Paul Douglas, Boake Carter, Harry Marble, Henry Morgan, Norman Brokenshire, Rex Marshall and Ezra Stone. The station was bought in 1946 by the *Philadelphia Record* and then in 1947 by the *Bulletin*. CBS acquired the station along with WCAU-TV in 1958.

Barn Broadcasts ▪ A barn in E. Columbus, Ohio, was the original site of the transmitter of WCOL Columbus, known as WMAN at the time. Programming consisted of morning services of a Methodist church that owned the 5 w station. Erner & Hopkins Electric Co. was the site of the station later in the 1920s, when M. A. Pixley first entered the ownership. All commercials on WMAN promoted the electric firm's products.

Call letters were changed to WSEN around 1928, and to WCOL in 1936 as ownership changes were made. The Pixley family re-entered the operation in 1947, when WCOL-FM took the air. Air Trails Inc., present owner, acquired WCOL in 1952.

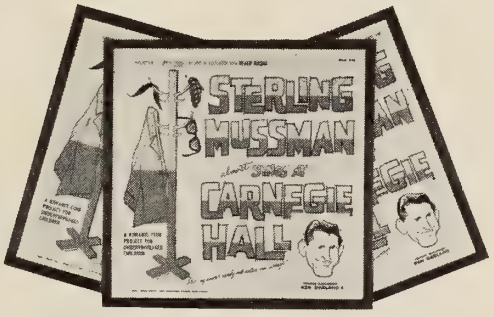
The *Tampa* (Fla.) *Tribune* took over the experimental station operated by L. G. McClung in 1922, starting regular broadcasts May 10. Some of its early features were a wedding in a truck rolling down a main street, an electrocution from the state prison and mass marriage of 16 couples at the state fair. WDAE

THEN ... and NOW



NOW as THEN ...
LEADERSHIP IN PROGRAMMING

Today, as in the beginning, WJAR is an NBC station and Today, as in the beginning, WJAR sets the pace in local programming; the most hours of any Rhode Island station devoted to staff-created news and public affairs features, the only daily women's program in the market, its own meteorologist, Brown University football on Saturday afternoons each Fall and the finest lineup of disc jockeys.



NOW as THEN ...
LEADERSHIP IN SERVICE

In the first four days of May sales on the album shown above reached $2,200 for Providence Kiwanis Underprivileged Children's Fund. This album was created and produced for Kiwanis by WJAR Radio.

WJAR RADIO 920

PROVIDENCE, RHODE ISLAND

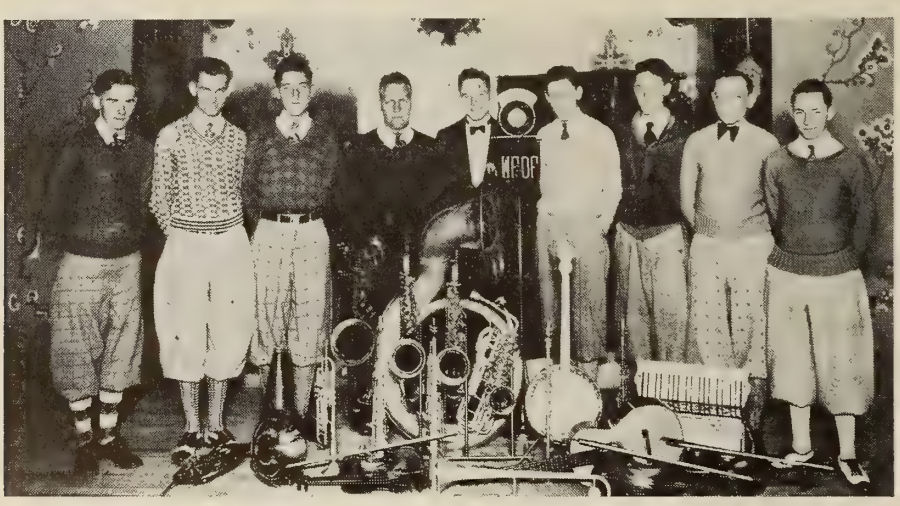
Leadership in service ... Leadership in programming.
For 40 years on WJAR Radio ... For 13 years on WJAR Television

Outlet Company Stations

began religious broadcasts in 1923.

WDAF Kansas City took the air Feb. 16, 1922 under *Star* ownership and remained with the newspaper until it was sold in 1958 to National Television Corp. and finally in 1960 to Transcontinent Television Corp. It was one of the first few affiliates signed by NBC and one of the first stations to be represented by Edward Petry & Co. Starting in 1922 the station was famous for its *Nighthawks* program featuring the Coon-Sanders orchestra. Leo Fitzpatrick, "The Merry Old Chief," was m.c. of the program, which soon developed nationwide popularity. William A. Bates is vice president and general manager of WDAF-AM-FM-TV.

The present owner of WDAS Philadelphia, Max M. Leon, who bought the 40-year-old station in 1950, changed its format to serve the expanding Negro population in the Delaware Valley. The station is staffed by Negro air personalities. Frank Unterberger, chief engineer, recalls that his pay envelope when the station was located atop the Elk's Hotel included a tradeout for free meals, as well as money. He joined the station in 1929 when the call letters were WELK.



Frank Zeiler and his Varsity Boys was the first WFDF Flint studio dance band in 1928.

Experimenter ▪ An early tinkerer with wireless and electricity, Earle C. Reineke, founder and board chairman of WDAY Fargo, N. D., designed and built an electric garage-door opener in 1912 when he was 18 years old. Another time he melted the dining room chandelier when he hitched up some equipment.

As a teenager he bought an early De-Forest three-element tube. This was well before World War I. During the war he was an Army code instructor. After the armistice he and several other Fargo men formed a radio equipment company. They started WDAY and received a license May 22, 1922. The station was successful and the equipment business was abandoned.

The first general manager of the equipment firm in the early 1920s was Kenneth M. Hance, now executive vice president of KSTP St. Paul. WDAY at first was up a half-dozen flights of stairs, through three locked doors and in a 6x12 ft. room under the chimes in the Cass County Courthouse.

Between the pigeons and chimes, WDAY was having electronic fits so it moved into a room above a cigar store. With sound-deadened studios, WDAY went into live programming seriously and encouraged amateur talent. Business was pretty good and late in the 1920s two fulltime announcers were hired—Maney Marget, now general manager of KVOX Moorhead, Minn., and Dave Henley, news director of KRAD E. Grand Forks, Minn.

Forum Publishing Co. became sole owner of WDAY-AM-TV when Mr. Reineke sold his stock. He now serves as board chairman. Norman D. Black Jr. is president and Tom Barnes is executive vice president-general manager.

A historic day at WDAY was May 22, 1929, when Dalton LeMasurier, an announcer, broadcast from an airplane. Julius Hetland, pilot, is technical adviser of WDAY Inc. Mr. LeMasurier died several years ago when his plane crashed, Mrs. LeMasurier was rescued.

Another early station in the Steinman group was WDEL Wilmington, Del. The station took the air July 22, 1922 as WHAV. Wilmington Electric Supply Co. was the owner, with Willard Wilson as first manager. The Steinmans bought WDEL in 1931, the call letters having been changed. Power rose from 100 w to 5 kw in the first 20 years.

Radio Great ▪ One of radio's famed figures, Franklin M. Doolittle, started WDRC Hartford, in 1922. First broadcasts originated in the Doolittle home, New Haven. Mr. Doolittle moved to Hartford in 1930. Walter B. Hasse joined the station shortly after it went on the air. WDRC is now owned by Richard D. Buckley and John B. Jaeger, operating as an independent after a long affiliation with CBS. Mr. Doolittle worked with Maj. Edwin Armstrong on fm, providing facilities for early Armstrong experiments.

WEJL Scranton, Pa., went commercial in 1951 after having operated 29 years on a noncommercial basis. It was started Nov. 29, 1922 by the *Scranton Times* with the call letters WRAY, later WQAN, and using the transmitting facilities of another station, WLAO.

Early two-way communication experiments were conducted in 1924, with the Bureau of Mines watching them closely. That year two-way communication was maintained with the ill-fated dirigible *Shenandoah* during its flight over Scranton.

The transmitter of WEAN Providence, R. I., went up in smoke in 1924 during the Shepard department store fire. Donald Spear, of Brown U., had built and operated the station for the Shepard interests. A new transmitter was built and was moved in 1928 to the Biltmore Hotel.

Yankee Network had its start in 1927 when WEAN started taking programs from the Shepard station in Boston, WNAC. The stations and Yankee Network moved to General Teleradio ownership in 1942. The *Providence Journal* acquired WEAN in 1954.

Turns Commercial ▪ One of the early college stations, WEW St. Louis, turned commercial in 1955 when it was sold by St. Louis U. to the Barrington Co. Now operated by Franklin Broadcasting Co., WEW follows a good-music format. The first beeps from WEW came from a wireless rig built in 1912 by the university's science department. It carried earthquake reports and weather data. After World War I it returned to the air but the government took it over to relay weather and farm reports from the West Coast to Washington while its own station was being built.

Brother Rueppel first played a phonograph record into the mike in 1921, shortly after he became station director. Call letters were 9YK. Farm reports were broadcast. The WEW license was granted in 1922. The call letters were interpreted as "We Enlighten the World."

A quiz program was started in 1923, centered on religious questions. A 1 kw transmitter was installed in 1926 with funds provided by the Catholic Laymen's Assn.

Presses Shook Station ▪ Running a

radio station was tough back in 1922 when WFAA started out in studios atop the *Dallas Morning News* building. The first studio had everything a radio studio shouldn't have—trembling from the vibration of heavy newspaper presses, wooden walls that bounced sound waves crazily around the room and traffic noise. A few months later a canvas-lined room was provided off the second-floor library. Programs from the carbon mike, with a telephone mouthpiece, sounded as though they were coming from a vault.

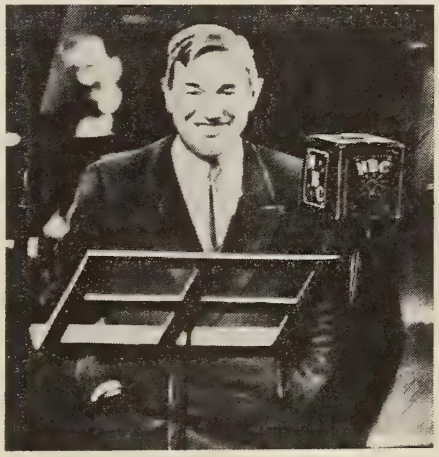
WFAA and WBAP Fort Worth share 5 kw and 50 kw facilities on 570 kc and 820 kc because both applied for the same 50 kw facility and only one was available. They accepted a share plan proposed by the FCC.

Money was the least of the worries of WFBL Syracuse, N. Y., in its early days. At first Syracuse Radio Dealers Assn. underwrote costs. Then the chamber of commerce organized the Sustaining Listeners Club whose members donated $1 per year for quality, live talent and symphony broadcasts. First call letters were WLAH, though experimental activity dating to 1912 used the letters SW for the late Samuel Woodworth, founder. WFBL became the symbol in 1924.

Among early sponsors still on WFBL are First Trust & Deposit Co., Netherland Milk, Goldberg furniture store and Edwards department store. WFBL is credited with setting up the first statewide radio network in 1926, cooperating with WGY Schenectady, WHAM Rochester and WMAK Lockport.

Everything went off nicely when WFBR Baltimore went on the air June 8, 1922, except John Bauernschmidt, pianist, tripped over some loose wires and immersed his posterior in transmitting gear. No damage was done. Call letters at the time were WEAR, licensed to Baltimore American News Publishing Co. Two years later the station was sold to Field Officers Assn. of the Fifth Regiment, Maryland National Guard. Its new call letters were said to stand for "World's First Broadcasting Regiment."

Present Ownership ▪ Present owners acquired WFBR in 1927. The late Robert S. Maslin Sr. was president. His son, Robert S. Maslin Jr., is now president with Hope Barroll, nephew of the younger Maslin, as national sales service representative. A distinguished alumnus of WFBR is Arthur Godfrey, who got his radio start in 1930 as a member of the WFBR Ukulele Club.



Will Rogers was among the stars who performed on the first NBC network broadcast over WEAF New York on Nov. 15, 1926. That was the year the station was purchased for $1 million by RCA.

Dead Studio ▪ Some of the programming in the 1920s was good despite the completely dead studios of WFDF Flint, Mich., with their scanty ventilation. Fred L. McKitrick, program director at that period, remembers how soloists were baffled when their singing sounded tiny and colorless to them. He tells this story of the *Mother Goose and Mr. Announcer* program, "Completely unrehearsed and without script, my wife would enter as Mother Goose to the loud quacking and barking of Jasper, the goose, and Nipper, the dog, along with Beautiful Tune, the Frog. I had to do the barking for Nipper, make like a frog for Beautiful Tune and quack on a duck call for Jasper." After five years of this Mr. McKitrick left radio and devoted fulltime to his job with the Grand Trunk Railroad. The original WFDF license was issued May 25, 1922 (WEAA at the time).

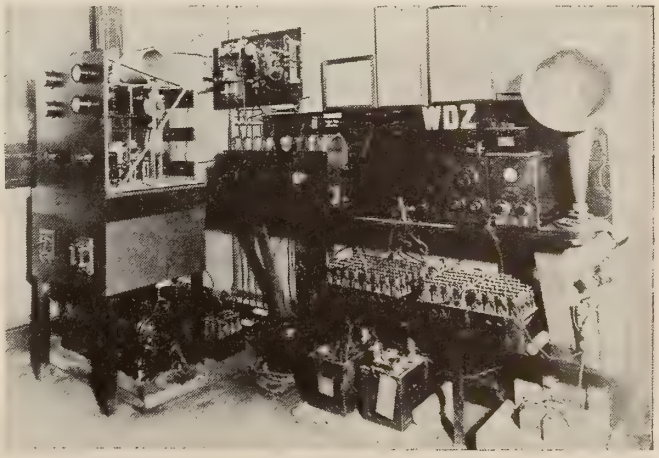
An outstanding employment record is held by Harold Simonds, an original employe of WFIL Philadelphia. Now a radio account executive, he celebrated his 40th anniversary with the station last March 17. WFIL began in 1922 as WFI, the property of Strawbridge & Clothier department store. The original staff consisted of store employes. In 1935 WFI, the original symbol, and WLIT were merged into WFIL. In 1946 the station was bought by Triangle Publications, which put WFIL-TV on the air a short time later. WFIL-FM was started in 1941.

The original owner of WGAL Lancaster, Pa., started in June 1922, was Lancaster Electric Supply & Construction Co. J. E. Mathiot, first manager, is now technical director of the Steinman Stations under Clair R. McCollough president and general manager. John F. and J. Hale Steinman, owning the *Lancaster New Era* and *Intelligencer-Journal*, bought WGAL in 1921. Originally 10 w, power was increased to 100 w in 1930, 250 w in 1931 and 1 kw in 1961.

Through News Door ▪ The official records of WGN Chicago show the *Tribune* first became interested in radio when it agreed for a brief period to supply news and market reports to what it describes as Chicago's first station, KYW. WDAP, WGN's predecessor, opened in May 1922. It operated with one employe—Ralph (The Shiek) Shugart, licensed operator, studio engi-



This was the WDAF Kansas City studio as it looked in the early 1920s.



This is believed to be the original transmitting equipment used by WDZ Decatur when it went on the air in 1921.

neer, transmission engineer, telephone operator, program director, announcer, secretary and publicity director.

Robert R. McCormick, editor-publisher of the *Tribune,* was getting interested in radio about that time. In 1923 he sent his mother a radio set, saying, "I don't think you will want to keep one, but you cannot help being thrilled at the little box that picks sound from the air."

In 1924 the *Tribune* assumed control of WDAP, changing the call letters to WGN (World's Greatest Newspaper). Balanced information and entertainment programming were provided. Special pickups included the Democratic National Convention in 1924 ("Alabama casts 24 votes for Oscar W. Underwood"), the Indianapolis auto races, Kentucky Derby and in 1925 the Scopes monkey trial in Tennessee. Sam and Henry became a popular act, later known worldwide as Amos 'n' Andy. Chicago Symphony Orchestra concerts were started in 1929.



An unprecedented radio broadcast was the WGN Chicago coverage of the Scopes trial where the high school teacher John Thomas Scopes had been indicted for teaching evolution. The mike was placed in a central position with the audience grouped around it. William Jennings Bryan (r) offered his services for the prosecution and fanned himself in the stifling court room. Clarence Darrow was counsel for the defense. Scopes was convicted and fined $100 in 1925.

In the mid-20s WGN was a leader in the fight to eliminate the Monday night American radio silence, a device designed to allow listeners to log foreign call letters. In 1935 WGN, WOR New York, WXYZ Detroit and WLW Cincinnati formed the Mutual Network.

New studios adjoining Tribune Tower had been built in 1935. The station began broadcasting Jan. 16, 1961 from its new Mid-America Center in northwest Chicago.

First Participation ▪ The first commercial program on WGN was a participator, *The Radio Floor Walker.* Early sponsors included Walgreen's (baseball), Sawyer Biscuit Co. (*Man on the Street*), Skelly Oil (*Capt. Midnight*) and Miles Labs. (*Tom, Dick & Harry*).

Among pioneers are James M. Cleary, *Tribune* promotion manager; Myrtle E. Stahl, assistant to manager and educational director; Quin Ryan, manager and announcer, and Carl J. Meyers, vice president and engineering-operations manager. Ward L. Quaal is executive vice president and general manager.

Early Remote ▪ WGR Buffalo recalls the time the Peace Bridge was dedicated in 1927 by Bill Fay, recently retired as general manager of WHAM Rochester, and Bob Strigl, now WGR-TV sales coordinator. The Duke of Windsor, then Prince of Wales, was among those at the dedication ceremony, carried by remote control.

For many years a staff orchestra was maintained by the station, with up to 30 musicians. Musical programs were carried coast-to-coast.

Colonel Stoopnagle and Bud started their act at WGR. The station grew under the stewardship of the late I. R. Lounsberry, president, and Walter Amidon, traffic manager who recently retired. In 1942 Jack Gelzer, then an announcer and now sales manager, raised over a million dollars for the war effort with a program *Commando Corps Court of Honor.*

After WGY Schenectady signed off Feb. 20, 1922 staff and musicians looked at each other, wondering if anybody had listened to its debut. Then the phone began to ring . . . they had, and in quantity. The next day a telegram from Cuba reported a roomfull of guests had danced to WGY's music.

WGY's first drama in 1923 had the heroine shrieking for help. A cop patrolling his beat in Pittsfield, Mass., heard the screams through a window, pounded the sidewalk with his club and demanded entrance to the house. Among numerous technical steps were: first church remote, Oct. 1, 1922; first shortwave relay of church service, Oct. 21, 1923; first experimental use of 50 kw, May 13, 1924; first use of crystal control, Oct. 10, 1925; assigned 50 kw May 8, 1926; authorized 100 kw experimentally Aug. 3, 1927; voice of C. D. Wagoner, of GE, broadcast around the world via shortwave June 30, 1929; two-way conversation with Rear Adm. Richard E. Byrd in New Zealand.

Since 1917 ▪ WHA Madison, Wis., offers stacks of evidence to support its claim of "first continuously operated broadcast station at same location." For WHA, 1962 is its 45th anniversary. First successful transmissions began in 1917 under direction of the late Prof. Earle M. Terry, of the U. of Wisconsin physics department. The original call was 9XM. Even the World War I broadcast ban didn't affect 9XM because the Navy asked it to conduct experiments.

Among Prof. Terry's students were C. M. Jansky Jr., of Jansky & Bailey, and the late Malcolm P. Hanson. As a student Mr. Jansky developed and built under Prof. Terry's direction the first three-element power vacuum tubes, even blowing the glass.

Daily radiotelephone broadcasts of weather reports, first regular service of this kind in Weather Bureau annals, were begun Jan. 3, 1919.

After the July 11, 1922, debut of WHAM Rochester, a local newspaper said of the piano recital, "The program was of high order and rounds of applause could be heard plainly after each number." Two decades ago WHAM carried am-fm stereo programs, fm experiments having begun in 1939. WHAM pioneered in-school instruction, starting the *Rochester School of the Air* in 1929.

Strange Events ▪ The opening night

NEW

GATES

TRANSISTOR AUDIO CONTROL CONSOLES

Three *entirely new* transistor audio systems, opening a whole new era of facility control never before dreamed possible.

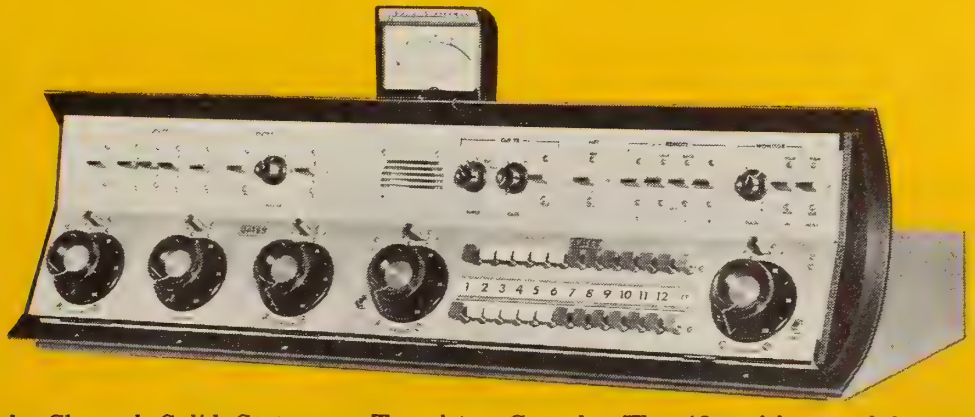
Here is a rare combination of exquisite styling to satisfy the aesthetic faculties . . . direct natural-pattern placement of operating controls for split-second response . . . and absolute reliability with AAA transistors, *gold* program switching contacts and highly advanced electronic circuitry.



M-6158 Stereo Transistor Console, designed for full 10-channel stereo – plus AM, FM and TV dual channel broadcasting and recording of monophonic programming. Gates' exclusive *Solid Statesman* Transistor Amplifiers are incorporated to meet the most exacting tests of performance and reliability.



M-6209 Dual Channel *Solid Statesman* Transistor Console, featuring a totally new switching concept with two illuminated banks of push-buttons forming a comprehensive medium level input control center. Specially designed modular construction. Eight mixing channels for monophonic programming for AM, FM, TV or recording.



M-5564 Single Channel *Solid Statesman* Transistor Console. The 12-position push-button control center and multiplicity of input circuits set a new standard in the development of monophonic control consoles. Illuminated VU meter designed to be placed either on console housing or desk top.

Dramatic styling by one of America's foremost industrial designers . . . advanced audio technology by Gates, the most respected name in broadcasting.

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C. • In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

at WHAS Louisville, Ky., had some strange reactions. One listener complained that bricks fell out of his chimney. Another said disturbance of the ether made her child throw up in school. A woman spent two sleepless nights because the signal made noises in her fireplace and static in her bedsprings. A farmer saw a blackbird drop out of an overhead flock and blamed WHAS.

Judge Robert Bingham, owner and licensee, instructed Credo Harris as manager "to build a radio station which will reach into the farthest confines of the state, where a man may string an aerial from his cabin to the nearest pine tree and, sitting before the fire in his chair, have a pew in a church, a seat at the opera, a desk at the university."

A WHAS complaint led to a change in the federal rule requiring weather to be broadcast at 485 on the dial. All other broadcasting was at 360 meters.

Some WHAS highspots: Broadcast to moving Louisville & Nashville train, Sept. 14, 1922, with program picked up in tunnel; bureau of missing persons set up in 1922; signal picked up in Mammoth Cave, July 21, 1923; radio farm school set up in 1924; two-way talk with plane in flight, Sept. 4, 1925; news bulletins led to capture of bank robbers in 1925; 188 continuous hours of broadcasting during 1937 flood.

Equal Time ▪ WHAZ Troy, N. Y., operated by Rensselaer Polytechnic Institute, anticipated the equal-time problem long before it became a national issue. Al Smith spoke before the WHAZ mike Oct. 16, 1922, in his successful campaign to succeed Gov. Nathan Miller. The station, barely a month old at the time, offered equal time to Gov. Miller but he declined. In its early days WHAZ boasted of its fans in Calgary, Alta., and Invercargill, New Zealand.

When Emory J. Sweeney, owner of Sweeney Automotive & Electrical School, put WHB Kansas City on the air April 15, 1922, he said he wanted to make WHB "the radio educational center of the world." He organized a staff orchestra and went deep into serious programming as well as entertainment. Among early headliners were Goodman Ace, Ramona, Leath Stevens, Jack Todd, John Cameron Swayze, Count Basie and Jimmie Atkins.



Frank Roehrenbeck, who was an announcer when WHN New York went on the air March 18, 1922, later became the station's manager. He is shown here interviewing a movie starlet in the early 20's. In January, 1962 the station was sold to Storer Broadcasting for $11 million.

Another station that grew out of a university laboratory is WHCU Ithaca, N. Y., which traces back to 1916 as 8YC in the Cornell U. electrical engineering department. By 1922 it was operating as WEAI. Most of the time was leased in 1932 to the *Elmira Star Gazette*, which changed it to WESG. At one point, after becoming commercial, WESG had a commercial intake of $70 a month. Cornell took over full operation in 1940 when Michael R. Hanna became manager and changed the call to WHCU.

WHK Cleveland has moved once since it first went on the air March 5, 1922—from 5005 Euclid Ave. to 5000, same street. Now a unit of the Metromedia group, the station was founded by Warren R. Cox and originally went on the air three evenings a week.

"Few Hundred Dollars" ▪ In the summer of 1923 George Schubel, owner of the year-old WHN New York, sold the station to Marcus Loew Booking Agency for "a few hundred dollars." Thirty-nine years later the Loew organization resold WHN to Storer Broadcasting for $11 million, highest price ever paid for a radio station.

WHN went fulltime in 1932 when it merged with three neighbors—WOAO, WPAP and WRNY. The station went into showmanship in a big way as the late Nils T. Granland put on the air such talent as Judy Garland, Eddie Cantor, Gus Van, Shirley Ross, Ted Husing, Dennis Day, Bob Burns, Harry Richmond and scores of others. An amateur show caught the eye of Maj. Edward Bowes, WHN manager, and he created the famous *Amateur Hour*. Sportscasters included Clem McCarthy, Husing, Don Dunphy, Red Barber, Sam Taub, Stan Lomax and others. Call letters were changed to WMGM in 1948 but changed back to WHN by Storer.

WIL St. Louis, Balaban station, went on the air Feb. 9, 1922. It claims to be the oldest station in St. Louis and the oldest "west of the Mississippi River."

WILL Urbana, Ill., operated experimentally as 9XJ for several months before getting a broadcast license as WRM March 28, 1922. Originally fulltime, it was moved to 580 in 1936 and now has 5 kw power. U. of Illinois is licensee. An fm affiliate was started in 1941 and tv service began in 1955.

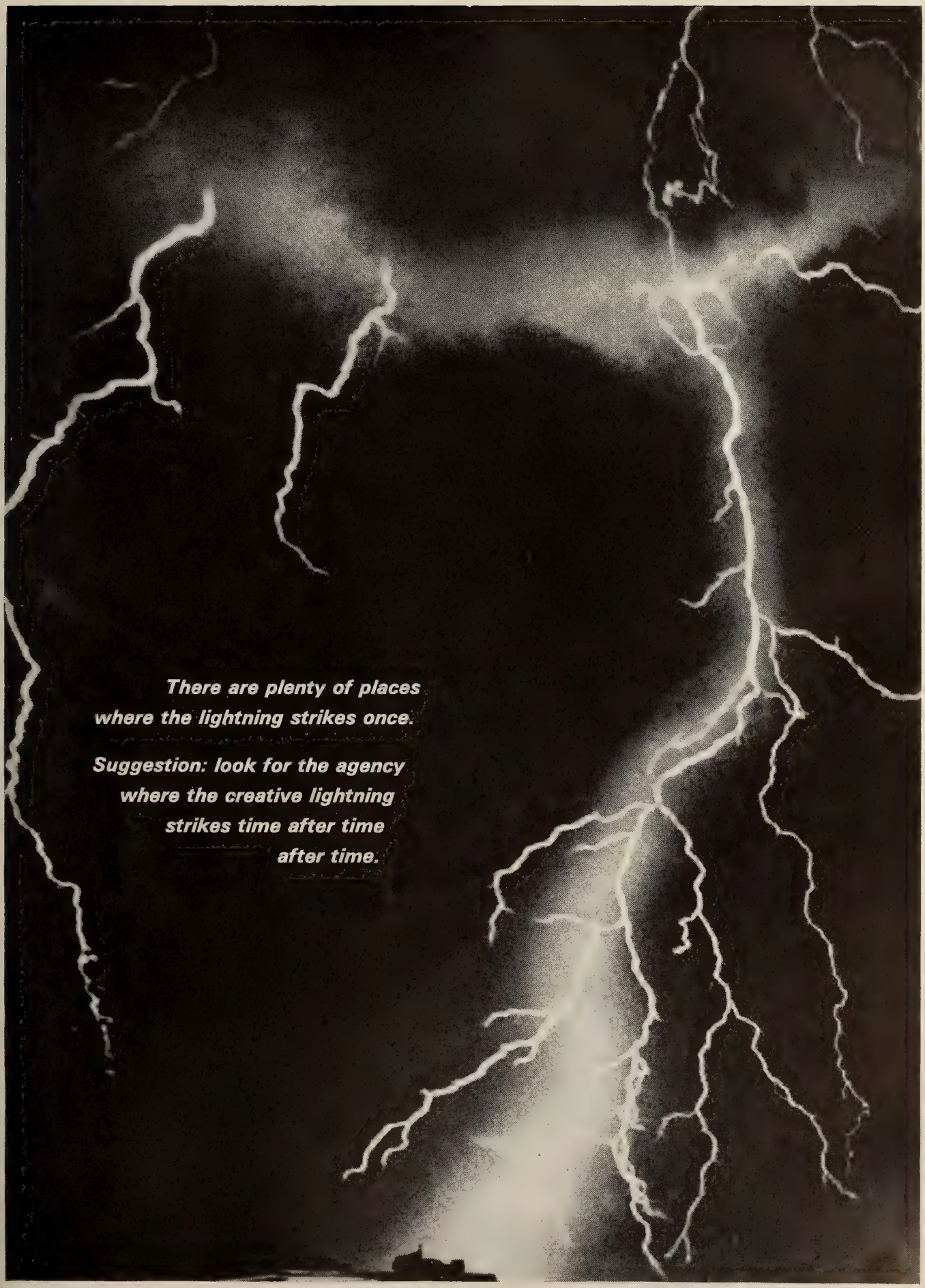
Alibi Artist ▪ WING Dayton, Ohio, tells one on itself. When a power boost was granted in 1926 the transmitter



Mr. Warren Cox, founder of WHK Cleveland, in his studio about the time the station went on the air in 1922.



In 1925 WHAS Louisville broadcast from these spacious and well-appointed studios.



YOUNG & RUBICAM, ADVERTISING





Important?

The head belongs to Rege Cordic: owner of 1,215 ft. of working railroad. He's also a husband, father, wit, community leader, and friend of millions.

Does this make him important? Not in itself. For surely the measure of any of us must also include: the *goals* we set, how well we work at them, and how our community (as well as those close to us) measures us.

And these, surely, are as good measures for an *organization* as a man; whether in business or public service...or in broadcasting (which is both).

Thus, Rege Cordic is one of a team of 21 people, combining their minds and voices *to meet a common goal.* They are the regular Program and News staff of KDKA, whose deeply familiar voices *are* KDKA radio on-the-air.

Their goal reaches well beyond their pride in being champions.

(KDKA has a larger audience than all other Pittsburgh radio stations *combined.*)

The measure of their goal is larger than numbers. It is clearly seen in the three-phase objectives of KDKA's day-to-day operations. These focus on making KDKA's community of listeners the *best informed*...and most involved in community affairs...and *best entertained* listeners in the world. Nothing less.

This requires that News-in-Depth, Public Service and Community Involvement must all be a *daily matter* at KDKA; presented by trusted and talented friends; with Music, always freshly chosen, for the dominant "Middle Audience" of America's musical tastes.

This sums up the basic design and common goal of all WBC Radio Stations—whose importance is to be measured in how their communities respect and respond to them, as *prime movers* of ideas and goods...and people.

WESTINGHOUSE BROADCASTING COMPANY, INC.

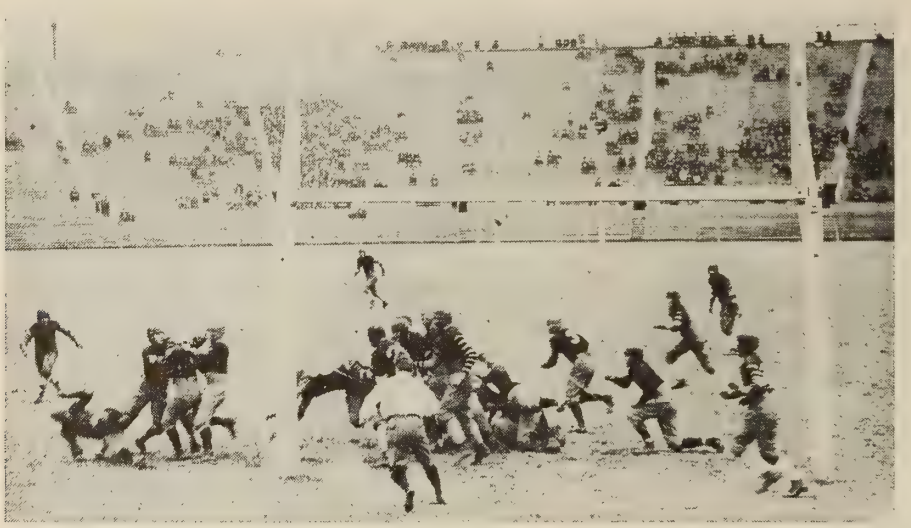
WBZ + WBZA, WBZ-TV, Boston; KDKA, KDKA-TV, Pittsburgh; WJZ-TV, Baltimore; KYW, KYW-TV, Cleveland; WOWO, Fort Wayne; WIND, Chicago; KEX, Portland; KPIX, San Francisco.

crew couldn't make the official starting time. A completely imaginary "shock" suffered by Wyle Wenger, transmitter engineer, sent him to the hospital, according to WING's records. That served as an excuse for the delays until the equipment was in working order a few weeks later and the power boost was effected.

You Asked for One ▪ "I remember going for a license," recalled Benedict Gimbel Jr., vice president of Metropolitan Broadcasting and board member of Metromedia. "You just went down to Washington and asked for one. You got the license the same day; the next day you picked your call letters out of a hat." The Gimbel department store drew WIP.

On opening day, March 16, 1922, the in a wire from the telephone company-owned WEAF to WMAF, a station he operated as a hobby on his estate at South Dartmouth, Mass. I heard he was going away for the winter and having it taken out. I went over to find out if he had any objection if we asked for the line and he said he didn't. So The Outlet Co. sent me to New York and we made arrangements with AT&T to put in a permanent line. In the meantime, we picked up some things on a temporary wire and so did WCAP (Chesapeake & Potomac Telephone Co.) in Washington. After the three stations had been tied in on the permanent line for a little while they began adding other stations."

James A. Gleason, now manager of WJAR, said all but five stations were



WIP Philadelphia claims to have been the first radio station in the country to broadcast a football game. An announcer gave the play-by-play on the 1922 University of Pennsylvania-Cornell game shown above.

Public Ledger said, "No longer is it necessary for one to understand the wireless code in order to derive enjoyment from a radio set." WIP claims to "firsts" include: first live grand opera ("Aida" from the Met in 1923); first fm applicant in 1939; first football broadcast (Penn-Cornell game in 1922), and "first radio station in Philadelphia."

Early Network ▪ A mellow bit of early network lore is recalled by James A. Reilly, an early announcer-manager of WJAR Providence, R. I., started in 1922 by The Outlet department store.

"At 7:20 the night of Oct. 14, 1923, listeners heard an announcer from the stage of New York's Capitol Theatre say, 'This is WEAF New York and WJAR Providence.'

"Col. E. H. R. Green and his mother, Hetty, known as the world's wealthiest woman, were about the biggest stockholders of AT&T. Col. Green had put shut down Dec. 9, 1923, while President Coolidge gave a memorial talk on the late President Harding, with KSD St. Louis and WFAA Dallas added to the original three-station lineup. WJAR became a charter member of NBC network when it was formed in 1926 and still has the affiliation along with WJAR-TV.

The funeral services for Woodrow Wilson were carried cross-country Feb. 6, 1924. Four months later WGN Chicago joined the original trio to broadcast the marriage of Wendell Hall, "redheaded music maker."

The Outlet Co. entered broadcasting originally to sell radio sets, R. C. Blanchard, first announcer-manager, said, but became deeply interested in civic projects.

Joseph Samuels (Dody) Sinclair, president of The Outlet Co., looks at WJAR today: "We're among the last—if not actually the last—of the major department stores to have maintained active operation of a broadcasting station from the pre-commercial days of the early 1920's up to the present."

Early Problems ▪ Technical crises were constantly popping up, recalls Andrew Friedenthal, who left a lakes steamer in 1926 to answer an ad for an engineer at WJR Detroit, which had its beginnings in 1922. "A bottle of carbon granules was kept handy to repack the microphone buttons when the mikes began to sizzle. A studio operator sat with his hand on the gain control to cut down the volume during peaks of music and speech but sometimes he didn't twist the knob fast enough and the station would be kicked off the air."

John F. Patt, WJR board chairman, entered radio at WDAF Kansas City but moved to WJR with his boss, Leo Fitzpatrick.

Norman L. White, former production manager of WJR who retired last Jan. 1 after nearly 40 years service, (he joined May 20, 1922), recalls the night he had a group singing in the studio. It seemed like a program idea. A cast was gathered and the first program drew 500 wires from distant points. At a listener's suggestion it was called the *Red Apple Club*.

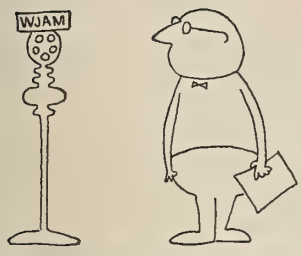
Mr. Patt is celebrating his 40th year as a broadcaster. WJR celebrated its 40th anniversary May 4 with a 24-hour ceremony using the theme "Flight 40." Mr. Patt, President Worth Kramer and James H. Quello, vice president-general manager, appeared on interview programs. Bud Guest broadcast reminiscences of his father, Eddie Guest, who read poetic selections on the first broadcast. The station was called WCX when it went into operation. WCX took the air in studios located in the old Free Press Bldg. WJR was started in 1925 by Jewett Radio & Phonograph Co. They shared the chan-



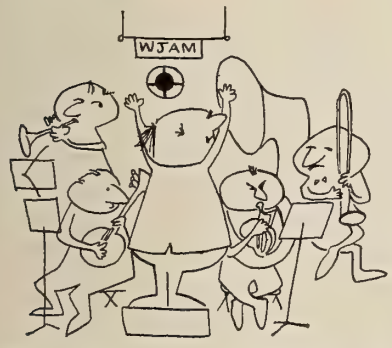
Karl Stefan, who later became third district congressman from Nebraska from 1934 to his death in October, 1951, was chief announcer, newscaster and program director from the day WJAG Norfolk, Neb., went on the air until 1934. This was the Hotel Madison mezzanine studio about 1933.

Ion Work in Eastern Iowa

or it seems like 40 years ago



WMT began life July 30, 1922, as WJAM, Cedar Rapids. The call letters were changed but their descriptive charm lingers.



The first orchestra to play in our studio rendered "Don't Send Me Posies When It's Shoesies That I Need."



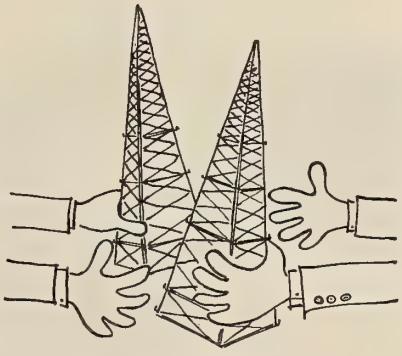
In 1928 WJAM was sold to Harry Shaw, a pioneer broadcaster and one of the NAB's first presidents, who moved the studio to Waterloo and changed our call to



Shaw latched onto 600 kc with pioneer cunning; he also invited CBS to affiliate with us; they did. Our first network program featured an orchestra playing "Don't Send Me Posies etc."



In 1934 WMT was purchased by the Cowles Brothers, who moved the station from Waterloo to Cedar Rapids, leaving behind a studio and a long wire.



In 1944 The Cowles Brothers and the Mark Family, owners of WOL (Washington, D. C.) traded stations. The White House, preoccupied, took no known notice of this historic event.



In 1953 WMT-TV was established, a development greeted by the WMT staff with enthusiasm approached only by the welcome accorded General G. A. Custer by Chief Sitting Bull one June day in 1876.



The acquisition of K-WMT, Fort Dodge, in 1957 can be attributed to (1) recognition of opportunities for expanded service afforded by another fine frequency (540 kc) and (2) capitalism.



WEBC, Duluth, joined the family in 1961, an action which can be attributed to (1) recognition of opportunities for expanded service afforded by another fine frequency (560 kc) and (2) capitalism.

"Just what," an inquiring reporter might ask, "is your greatest source of pride as you look back over 40 years of nose-grinding?"

We might answer, "*Faithful adherence to Proviso 7 of our first license.*" We quote it in full: *The station shall give absolute priority to signals and radiograms relating to ships in distress; shall cease all sending on hearing a distress signal; and, except when engaged in answering or aiding the ship in distress, shall refrain from sending until all signals and radiograms relating thereto are completed.*

In our forty years of broadcasting we have never given anything but absolute priority to ships in distress, a statement in which our national rep, The Katz Agency, concurs.

nel until 1928 when WJR bought the WCX assets.

G. A. Richards, Mr. Patrick and Mr. Patt had an option on WJR which they exercised Sept. 1, 1927. The present corporation was formed in January



George M. Cohan is interviewed by a WKY Oklahoma City staff announcer on a visit to the city in 1938.

1929 after the acquisition of WCX.

By 1924, WSOE Milwaukee, now WISN, had a fulltime staff. His name was Gaston Grignon and he stayed with the station until his retirement in the early 50s. WIAO was the first call letter when the station went on the air July 22, 1922, licensed to Milwaukee School of Engineering. The *Wisconsin News* acquired the station in 1928, changing the call to WISN. The paper is now the *Milwaukee Sentinel.*

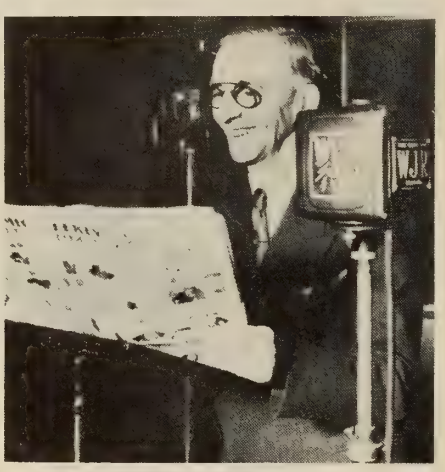
Karl Stefan, later a congressman, presented a one-hour show in 1922 on WJAG Norfolk, Neb., featuring talent that had driven 35 miles. Several congratulatory telegrams arrived from Albion after the show and the guests were delighted. Mr. Stefan hurried to the transmitter room where he found Gene Huse, station founder, in utter dejection. Shown the telegrams, he said, "The transmitter quit at the start of the show. I arranged to have those telegrams filed at Albion. I just didn't have the heart to tell you and those weary travelers we haven't been on the air at all."

Said the *Norfolk Daily News* May 23, 1922, "many of the members [Rotory Club] who witnessed radio the first time were thrilled by the music and voices coming to them so clearly through space without the aid of wire connections." WJAG received its first license July 26, 1922.

Receiver Seller ▪ WJAS Pittsburgh had a good reason for being born. Pittsburgh Radio Supply House, its instigator, wanted to build a market for its pioneering all-electric receiver, the McCullogh AC. Founders were H. J. Brennan, S. A. Pickering and three associates. Live pickups of Mass from Old St. Patrick's Church, begun in 1925, have been carried without interruption. NBC bought WJAS in 1957, changing the call letters to WAMP, but returned to WJAS in 1960.

WKAQ San Juan, P. R., opened service Dec. 3, 1922 from a local theatre, feeding a remote program to the transmitter site. It became a commercial outlet in 1931 and went to 1 kw unlimited time in 1932. El Mundo Broadcasting Co., bought the station in 1949. Among early employes were Joaquin Agusty, first manager, who has retired; Manoio Ochoa who moved from technical to recording, and Gladys de Castro, who has broadcast a beauty program for a quarter-century.

Michigan Experiments ▪ Another early experimenter was WKAR Lansing, Mich. Officially licensed Aug. 18, 1921, the project grew out of broadcast experiments at Michigan State U. dating back to 1917. Formal credit courses



First WJR Detroit manager was Neal Tomey, when the station was still identified as WCX. Here "Uncle Neal" reads the Sunday funnies from the "Detroit Times."

from the *College of the Air* were started in 1925. Important state government events are covered regularly. A tape program service extends MSU faculty and staff participation to 75 stations around the state, adding up to 196 programs a week. With its fm companion, WKAR-FM, programming is provided for minority interest audiences of many types.

The living room and garage in the Oklahoma City home of Earl C. Hull were the scene of first WKY experiments in January, 1920. The 20 w transmitter had the call letters 5XT. Mr. Hull received a federal license in April 1921. He sold the station Aug. 1, 1928 to Oklahoma Publishing Co. Currently he is owner of WHLD Niagara Falls, N. Y.

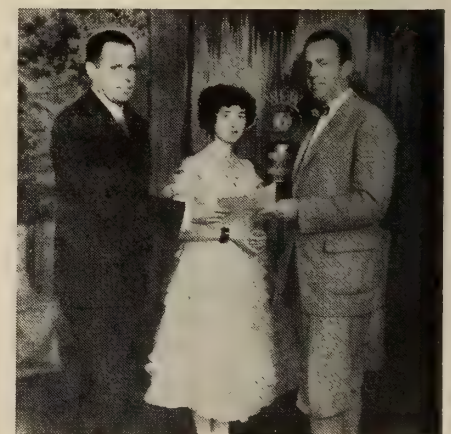
WKY outgrew the Hull home in Westwood, a suburb, so it moved to the new Shrine auditorium in 1923. The *Daily Oklahoman* aided the station by publicizing its operations and providing news and market reports. One advertiser, Cain's Coffee, has been on WKY continuously since 1933. Its early talent included Johnny Marvin, Jimmy Wakely and Vaughn DeLeath. Local Federal Savings & Loan is the oldest continuous news advertiser, having sponsored the 5 p.m. strip since 1944.

Club Project ▪ The 80-odd members of the Laconia (N. H.) Radio Club didn't have much money but they mustered sufficient enthusiasm to patch together the first transmitter of WLNH, known as WKAV when it took the air Aug. 22, 1922. The manager was Walter Varrell, now retired from New England Telephone & Telegraph Co. The first broadcast was remote from a music store.

While tinkering around with the original transmitter, the staff developed a frequency-modulated rig but discarded it as unsuited to the station's needs. The ownership of WLNH moved last April 1 from Northern Broadcasting Co. to WLNH Inc. Mr. Varrell recently recalled that the only mike, cost $50, was backed up to the speaker of a phonograph for musical pickups.

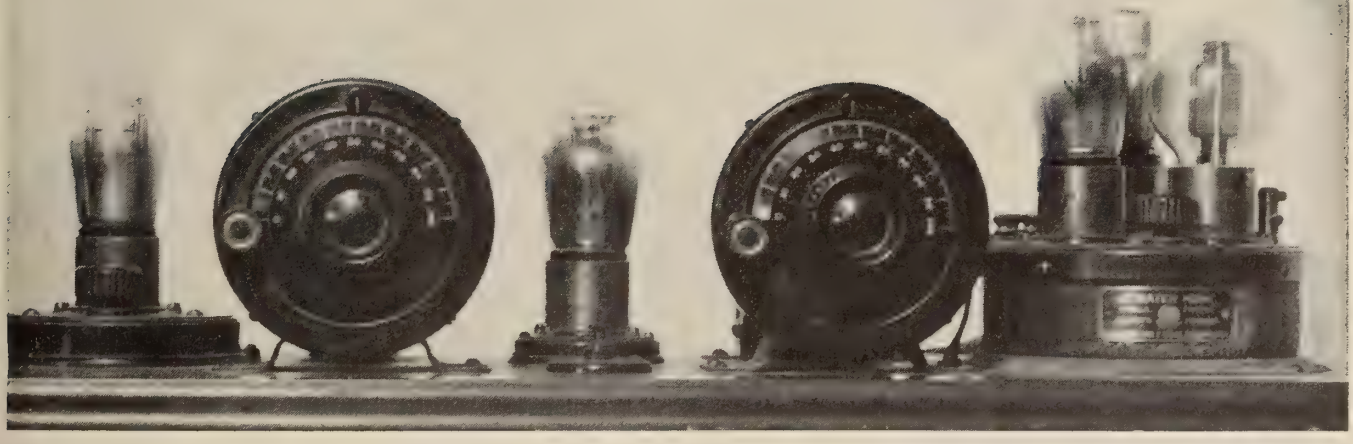
One of the nation's major broadcasting organizations grew out of breadboard tinkering by Powel Crosley Jr. back in 1921. His 8CR transmitter was moved March 2, 1922 from the Crosley home to a new site where Crosley Mfg. Co. took over the license and adopted the call letters WLW. Within six years WLW had increased from 50 to 50,000 w power and in another six years was operating experimentally on 500,000 w.

Crosley pioneered shortwave international broadcasting, automatic gain con-



Powel Crosley Jr. (r), founder of WLW and the Crosley Broadcasting Corp. is shown in the early 1920's with Emil Heermann, concertmaster of the Cincinnati Symphony and Lydia Dozier, popular soprano on the station.

good evening this is WIL St. Louis



Forty years of pace-setting performance — this is the heritage of Radio WIL.

From the era of crystal sets to transistorized miracles — WIL has led the way in programming alive with the sounds of the day.

Today as in 1922, WIL is synonymous with dynamic radio — indeed, in tempo with the times.

THE BALABAN STATIONS — John F. Box, Jr., Managing Director — IN TEMPO WITH THE TIMES

WIL/St. Louis Represented by Robert E. Eastman & Co., Inc.

WRIT/Milwaukee

KBOX/Dallas Represented by The Katz Agency

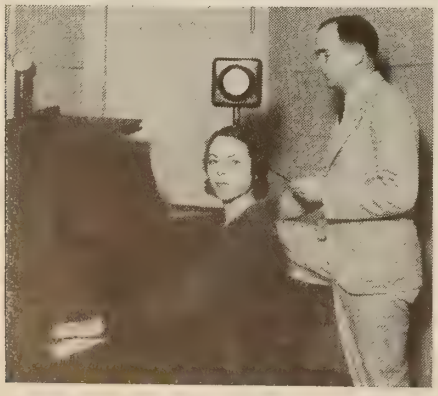
trol, low-distortion audio transmission and other major technical developments. The company acquired a second Cincinnati station, WSAI, in 1928 but sold it in 1944 to Marshall Field. Robert E. Dunville, Crosley Broadcasting Corp. president, joined WLW in 1937 under James D. Shouse, chairman.

WLW is alma mater for literally hundreds of industry executives and artists. Every network has important executives and talent who started at "The Nation's Station." Many program innovations were developed at the station, which now is flanked in the Crosley system by five television stations.

Interference ▪ The old WGU Chicago, now WMAQ, had technical problems when it went on the air April 12, 1922. The antenna atop the Fair Store, joint owner with *Chicago Daily News*, had to fight a surrounding group of tall buildings. Within a few months a new 500 w rig was installed, the call letters changed and the 750 kc clear channel frequency was assigned. That solved the problem.



Early-day stars on WMAQ Chicago were "The Three Doctors," Joe Rudolph (at piano), Ransom Sherman (flute) and Russell Pratt (at right of mike) shown here in the early Chicago studios with some members of their company.



Caption to this WMAZ Macon 1920 promotion picture was "Ten Busy Fingers, Miss Frances Hackett with Wilton E. Cobb. Miss Hackett helps to defray her expenses by playing and teaching." Mr. Cobb has been manager of the station for many years.

The *News* bought Fair Store's 51% control in 1923, selling to NBC in 1931. WMAQ's first network broadcast was carried July 31, 1923 over the AT&T network, a speech by President Harding in San Francisco. Niles Trammell, now WCKT (TV) Miami president and part owner, was NBC's manager when it acquired WMAQ. Bill Hedges was first station manager. He later became an NBC vice president until his retirement. Mr. Trammell is an ex-NBC president.

Many entertainment stars made broadcast history at WMAQ. Ed Wynn was guest on a program Oct. 2, 1922 when the WMAQ call letters were adopted. Charles Correll and Freeman Gosden made their debut Jan. 10, 1928 as *Amos 'n' Andy*. Marian and Jim Jordan made their debut three years later as *Fibber McGee & Molly*. Others include Harold Peary (The Great Gildersleeve), Joan Blaine (Valiant Lady), Ireene Wicker (The Singing Lady) and Don and Jim Ameche, station files show. Everett Mitchell, who became WMAQ farm broadcaster in 1926, attained national fame as m.c. of the NBC Blue *National Farm & Home Hour*.

Lloyd Yoder currently is NBC vice president of WMAQ and WNBQ (TV).

Mercer Station ▪ The birth of WMAZ Macon, Ga., took place in the physics laboratory of Mercer U., call letters signifying "Watch Mercer Attain Zenith." Broadcasts were started Aug. 18, 1922. After several years the university presented WMAZ to the Macon Junior Chamber of Commerce, which leased it in 1930 to Southwestern Broadcasting Co. The firm bought the station two years later. It stepped up power to 50 kw daytime, 10 kw night.

George P. Rankin Jr., president and chief engineer, has been with the station since its beginning. Wilton Cobb is general manager and Red Cross is commercial manager.

One of the early builders of wireless telephone stations, Douglas M. (Tex) Perham, started WMT Cedar Rapids, Iowa, in a garage. Soon he had three studios in his home, with antenna and tower on the roof. The original call was WJAM. Starting July 30, 1922, the station was on the air one hour a day with local musical groups. A few days after the debut baseball scores were broadcast and a 10-minute scoop over Chicago stations was claimed in the 1922 World Series results.

Another station, W9CNF (later KWCR) was started by Harry Paar, of Cedar Rapids, though it originally was a ham rig. In 1928 WJAM was sold to the late Harry Shaw, who moved studios to Waterloo and changed the call to WMT (*Waterloo Morning Tribune*). Mr. Shaw operated the newspaper. A prominent NAB member who became its president, he put up the original $5,200 loan on which BROADCASTING magazine was founded by Sol Taishoff and Martin Codel. The loan was soon repaid.

Bought by Cowles ▪ In 1931 John and Mike Cowles, of the *Des Moines Register & Tribune*, bought KWCR. They brought in two brothers, Sumner and William B. Quarton, to operate the station. In 1934 the Cowles bought WMT from Mr. Shaw, retiring the call letters KWCR and moving WMT back to Cedar Rapids. William B. Quarton is now executive vice president.

WNAC Boston makes two "first" claims of historical significance—first Boston station (July 31, 1922) and first network broadcast (from WEAF New York, now WNBC, Jan. 4, 1923). The stations were tied by AT&T line, with the program fed to the Massachusetts Bankers Assn. banquet. Six years later Yankee Network was set up with permanent lines. The regional hookup grew to 33 stations.

In 1934 John Shepard 3d broke away from a press association ruling that news could not be broadcast until it first appeared in newspapers. He started Yankee Network News Service with fulltime reporters and correspondents. The service broke down historic barriers against radio newsmen. Leland Bickford, editor-in-chief, was central figure in the famous Mayflower Case which

The "Voice of Alabama" Since 1922



WAPI

50,000 Watts*
Birmingham, Alabama

*5000 Nights

Represented by Henry I. Christal Company, Incorporated

led eventually to FCC approval of the right to editorialize. WNAC pioneered fm before World War II. RKO General bought the stations and network in 1943.

Oklahoma Station ▪ Poof went a tube and that was the end of the operation of WNAD Norman, Okla., by Maurice Prescott, student at U. of Oklahoma. The time was May 1923, when the station was only seven months old. The university had money, which young Prescott lacked, and took over the station license. Equipment was repaired and WNAD went back on the air. Among WNAD announcers in the 30s was Carl Albert, now Majority Leader of the U. S. House of Representatives. The university regents authorized WNAD to go commercial Jan. 5, 1962. Don Webb is manager.

The postwar (WW I) hobby of Chan Gurney, later a U. S. Senator and now a member of the Civil Aeronautics Board, was tinkering with things electrical — especially the experimental transmitter built by E. C. (Al) Madson, manager of Dakota Radio Apparatus Co. (now WNAX). Young Gurney was an officer of Gurney Seed & Nursery Co.

They rigged a motor to run the dynamo, overloading it with tubes which in turn required electric fans and a crock of transformer oil as coolants. Finally one evening the thing worked and the two experimenters talked into a microphone. A receiver was installed in a restaurant on the first floor of the radio building.

First Broadcast ▪ "We turned on the transmitter," Mr. Gurney recalled, "and said it would be very nice if the restaurant would send us up some sandwiches and coffee. In about 10 minutes the food arrived so we knew we had been picked up in the restaurant. That was our first broadcast."

A commercial license was granted Nov. 9, 1922. The Gurney Nursery took over the station in 1926. The 927-foot tower erected in 1943 was claimed at the time to be the world's tallest radio tower.

Mr. Gurney managed WNAX before going into public life. Donald D. Sullivan is vice president-general manager for the present owner, Peoples Broadcasting Corp.



Among the early stars on WNAX Yankton were Lawrence Welk, Jimmy Dean, Happy Jack O'Malley. Here Welk (c), is shown with his "novelty orchestra," which played on the station in the '20s.

When WEAF New York (now WNBC) went on the air Aug. 16, 1922, Al Protzman bore the imposing title of field supervisor in charge of design and installation. He and two buddies soon comprised the staff of a department titled "Wired Telephone as an Adjunct to Radio Broadcasting." They soon shortened it to "Nemo," now part of the electronic lexicon. W. E. Harkness was first station manager.

First NBC Network ▪ In 1926 RCA bought WEAF from AT&T for $1 million, a fabulous figure in that era. The first NBC Radio Network program was aired Nov. 15, 1926 over WEAF and 24 other stations. Talent included Will Rogers, Weber & Fields, Walter Damrosch and the New York Symphony, Albert Stoessel and the New York Oratorio Society, Titta Ruffo and Mary Garden from opera, the Goldman Band and the dance orchestras of George Olsen, Ben Bernie, B. A. Rolfe and Vincent Lopez.

Among WEAF claims for "firsts" were a broadcast from the dirigible *Graf Zeppelin* over the Atlantic, Oct. 22, 1933; first NBC relay from Nanking, China, Dec. 17, 1936; first sponsor (see sponsor story starting page 139). Call letters were changed to WNBC in 1946, to WRCA in 1954 and back to WNBC in 1960. Dozens of special and public service features are highspots in radio's history. The next 40 years will be even more exciting, according to George S. Dietrich, station manager.



Early transmitter of WNBH New Bedford is shown above after the antenna was raised to the top of the chimney of the Atlas Tack Corp. in Fairhaven by attaching enough balloons to float it into position then deflating the balloons by shooting at them with a shotgun. Since the shooting was at 5 a.m. a neighbor called police.

41st Anniversary ▪ May 21 will be the 41st anniversary of WNBH New Bedford, Mass., according to Jack Delaney, news director. The station first transmitted from a waterfront sailloft. It was built by Irving Vermilya, who held the nation's No. 1 ham radio license. In 1925 the then WBBG moved into the New Bedford Hotel, source of the new call letters. E. Anthony & Sons bought the station in 1934.

Recalling early days, Mr. Delaney said trolley cars climbing a hill outside the studio were picked up. Lacking air conditioning, one announcer liked to hang out the window and call out names of people he recognized in passing cars so the folks would know dad was on the way home.

Before WNOX Knoxville, Tenn., (then WNAV) was two years old it burned down, all 50 watts of it. That was in 1923, the station having gone on the air Nov. 3, 1921. It was rebuilt in 1925 as WNOX. After two transfers it was bought in 1935 by Scripps-Howard.

Four employes have been with the station since its acquisition by Scripps-Howard. They are Richard B. Westergaard, general manager; Fred Shepherd, local sales manager; O. L. Smith, station director, and Lowell Blanchard, special events. Jack R. Howard, president of Scripps-Howard Broadcasting

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Dubbing that guarantees perfect synchronization between phonetic sounds and lip movements—commercials as well as feature films.
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IMPORTS
1954—$525,000,000
1961—$924,000,000
Up 76%

PERSONAL CONSUMPTION EXPENDITURES
1954—$ 912,00,000
1961—$1,442,000,000
Up 58%

GROSS PRODUCT
1954—$1,104,000,000
1961—$1,789,000,000
Up 62%

PERSONAL DISPOSABLE INCOME
1954—$ 952,000,000
1961—$1,485,000,000
Up 54%

POWER GENERATION
1954— 774,00,000 kwh
1961—2,287,000,000 kwh
Up 195%

Co., had his first broadcast experience at WNOX in 1936.

Opera Remote ▪ One of the early triumphs of WOAI San Antonio, which made its debut Sept. 25, 1922, was a remote pickup of the San Carlos Opera Co. G. A. C. Halff was principal owner. Early logs show such items as



In 1921 this was the scene when a college professor gave an educational lecture on WOI Ames. On the lower panel of the 100 watt transmitter is the switch which changed the transmitter from regular broadcast on 360 meters to "official" transmission for weather forecast or other official material on 475 meters.

"speaker didn't show up, played records," "accompanist on hand but no soprano" or "Joe Doe, announcer, filled in with baritone solos." That's why WOAI started paying its talent almost from the beginning—it had control over their appearances. Early advertisers still on WOAI include St. Anthony Hotel, Gebhardt Chili Powder and Pearl beer (formerly San Antonio Brewing Assn.). WOAI is in the middle of a $400,000 remodeling program. Hugh Halff Jr. is board chairman and James M. Gaines is president-executive general manager of WOAI-AM-TV.

After some experimenting as 9BY, WOC Rock Island, Ill. (now Davenport, Iowa), received a license Feb. 18, 1922. A new 250 w DeForest transmitter replaced the old 5 w rig. Times were tough so Palmer School of Chiropractic agreed to take over WOC in May 1922, moving it to nearby Davenport. WHO Des Moines was started in the spring of 1924 by Bankers Life Co. The 1928 radio allocation put WOC and WHO on the same channel, dividing time.

Common ownership was set up—Central Broadcasting Co.—in 1930 and synchronous experiments were conducted. The late Dr. B. J. Palmer, Central's head, tried to sell stock but the idea wasn't well received. John H. DeWitt Jr., now head of WSM-AM-TV Nashville, Tenn., directed the synchronizing tests. Finally KICK Carter Lake, Iowa, was bought and relicensed as WOC, ending alternating use of combined WHO-WOC and WOC-WHO call letters. Dr. David P. Palmer, president, is the only surviving member of the original staff. Paul Loyet, vice president, is the oldest employe in service.

Victrola to Mike ▪ "The first music from WOI Ames, Iowa, Iowa State U. station, trickled from the horn of a spring-motor victrola into a carbon-button mike," recalled Andy Woolfries, WOI manager who was there for this historic occasion Nov. 21, 1921. The call at the time was 9YI, changed to WOI in March 1922. Mr. Woolfries is the only one of the original employes still with the station. WOI broadcast a football game in the fall of 1922, following with winter and spring sports. WOI-AM-FM-TV will move into a new building in 1963.

Someone put an Al Jolson record, "April Showers," on the phonograph, pulled up the homemade mike and WOR New York (then Newark) was on the air. That was Feb. 22, 1922, in a little room in a corner of the sporting goods-radio department of Bamberger's store.

In October 1922, WOR successfully transmitted a message by Sir Thomas Lipton to London. The next year Paul Whiteman's orchestra went to Newark every night for two weeks in an effort to send music to Tokyo. Finally a Japanese listener cabled he had heard the broadcast.

Guided Dirigible ▪ Alfred J. McCosker, one of radio's historic figures, started the guest appearance fad in 1924, getting the biggest names in entertainment and politics on the air. The same year WOR guided the dirigible *Shenandoah* to its Lakehurst, N. J., mooring.

As far back as 1925 WOR was taking part in television experiments. Jack Poppele was the station's first engineer. WOR claims to be the first hi-fi station, attaining 100% modulation in 1935. It pioneered directional antenna signals for 50 kw power. Gabriel Heatter rose to prominence with his coverage of the Bruno Hauptmann execution.

WOR-FM went on the air Jan. 1, 1941, described as the second commercial fm station. Its annals teem with program and technical "firsts" that made broadcasting history.

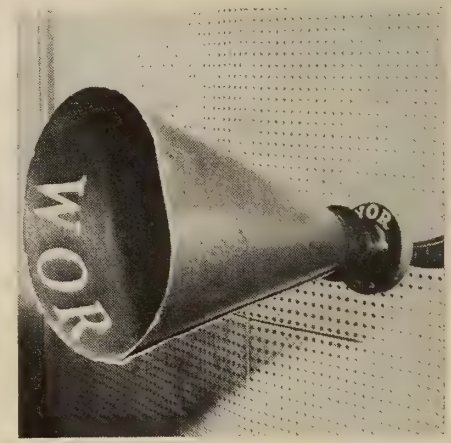
Taught Radio in 1910 ▪ Ohio State U. started teaching a radio course in 1910 and soon had a transmitter working. During the Ohio River flood of 1913 the station was the only Columbus link with the rest of the nation, radio messages sent to U. of Michigan being relayed from Ann Arbor by land lines. Experimental 8XI went on the air April 20, 1920. The first standard broadcast license was assigned June 3, 1922, with WEAO as call letters.

A story in the *Columbus Citizen* April 20, 1920 estimated the first program had been heard within a radius of 120 miles. "Save for the first two musical numbers, on which too strong a battery was used, the program was distinctly heard," the newspaper reported. *Ohio School of the Air* was started in 1929, with WLW Cincinnati carrying the early programs.

Students ran the station in the first year but a fulltime radio operator was employed in the summer of 1923. Richard B. Hull is now executive director.

Hoyt Wimpy founded WPAX Thomasville, Ga., Dec. 27, 1922 with one goal—to help the S. W. Radio Co. sell more receivers. Sixty No. 6 dry cells provided bias current supply. "One night when KDKA Pittsburgh was coming in particularly well," Mr. Wimpy recalls, "a wide-eyed young fellow came into the garage to listen. 'Mister, would you let me look in that box?' he said. 'I know you have a phonograph in it.' He opened the victrola lid and the record player was motionless. He ran out of the garage declaring what he'd heard was supernatural." Mr. Wimpy sold WPAX in 1961 to Radio Thomasville, Don Price, president.

Fun in Dallas ▪ Operation of WRR Dallas, city-owned station, is serious business but it wasn't always that way. Back in the 20s a new engineer was apt to get the "silent treatment." This was simple, and very funny. The announcer would go through all the motions of



WOR's first microphone, a simple megaphone attached to a telephone transmitter, worked beautifully, according to those who remember the original broadcasts from the New York station.

talking and gestures but not utter a sound. A new engineer, watching from the control room, would go wild trying to find the trouble—plugging, unplugging, tinkering and sweating. Another trick was to start electric clocks running in reverse.

WRR went on the air in 1920, "one of the first three or four in the nation," it claims. The idea was devised by a Dad Garrett in the fire department to send messages to fire trucks. There was plenty of time left for informal chats, jokes, weather, newspaper reading and ad libbing. Then someone figured out it would be fun to put on music. Dallas residents became interested in what was known as "Garrett's gadget." Power was increased in 1921 from 20 to 100 w and the city took over operation from the firemen. A manager was hired in 1927 to sell time and soon the station was paying for the city's communications activities. Durward J. Tucker, now managing director, has been with WRR since 1933. First Presbyterian Church services have been on continuously since 1925.

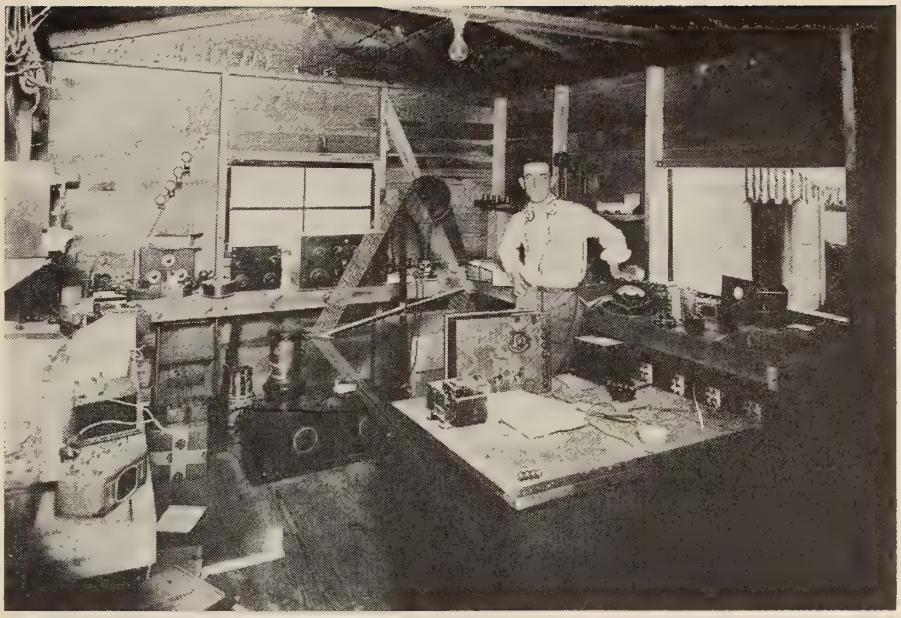
Wooten Ham ▪ Hoyt B. Wooten, president of WREC Memphis, Tenn., started out as a ham with an electrical engineering degree in 1919. In 1922 he built the 10 w KFNG Coldwater, Miss., which he described as the state's first station. In 1926 he moved it to Memphis. Call letters were changed to WREC (Wooten's Radio & Electric Co.) and power was boosted from 10 w to 100 w and finally to 5 kw.

WCAE Pittsburgh had a built-in sponsor from its opening May 4, 1922 —Kaufmann & Baer department store. The main idea was to promote goodwill for the store, later sold to Gimbels which has continued as a sponsor since sale of the station, now WRYT, to Hearst.

The *Pittsburgh Press* provided most of the early programming. Later the *Sun Telegraph* bought WCAE from Gimbels (1931), when Leonard Kapner joined the staff as a salesman. Today he is president of WRYT and executive vice president of WTAE (TV). Mr. Kapner recalls the 1936 flood when famed Gen. Hugh Johnson was stranded in the William Penn Hotel. The hotel power was off so a staffer kept the general entertained in the bar while gear was set up so he could feed NBC.

Washington Inspector ▪ Joseph Sartory, now age 77, recalls the time a radio inspector from Washington showed up in 1922 for inauguration of a new transmitter. The thing wouldn't work. An all-night check revealed the grounding cable had been sawed off, a mystery that was never solved.

WCAE made good use of the Kaufmann & Baer record department. William A. White, of the *Pittsburgh Press* and once a WCAE newscaster, ad libbed the news out of the first edition of the *Press*. He did this job two years and never got a dime for his work.



WREC Memphis was born in this workshop of Hoyt B. Wooten, 40 miles south of the city, at Coldwater, Miss.

Jesse L. Kaufman, station manager 1929-33, recalls an NBC program from Toledo that ran over. The network switch was made without a pause and Milton Cross came on. The announcer on duty let out an SOB in all its elegance, drawing complaints from listeners who were surprised Milton Cross would use such language.

Campus Station ▪ After a decade of experimenting, Grove City College (Pa.) opened a radio receiving station on the campus in 1913 and a year later was transmitting with the call letters 8CO. In 1920 the station was relicensed as 8YU with 2½ kw power. In the spring of 1920 the late Dr. H. W. Harmon, of the college, was talking over a 75-mile range. The first scheduled broadcast was made April 26, 1920 when President Weir C. Ketler of the college delivered an address picked up by the Rotary Club in New Castle, Pa. The call letters WSAJ were assigned in November 1921. Dr. Harmon was the father of Ralph N. Harmon, engineering vice president of Westinghouse Broadcasting Co.

Ever since 1927 the R. A. McWhirr Co., major Fall River, Mass., department store, has sponsored on WSAR a musical parade, with an old recording of "Neapolitan Nights" as theme song. RCA Victor supplies new copies of the old record as they wear out. The program is informal, featuring all store



The facilities of WSB Atlanta in 1922 impressed famed opera singer Alma Gluck and her husband Efrem Zimbalist, an accomplished musician. George Iler (l) was WSB's first chief engineer.

departments. WSAR went on the air Sept. 21, 1921 from a cellar, with Doughty & Welch Electric Co. as owner. K&M Publishing Co. is the present licensee.

Fire Story ▪ From a window in the WSB Atlanta studios in September 1922, Lamdin Kay, one of the famed figures of American broadcasting, scored a news scoop as he described the burning of the Childs Hotel and adjoining buildings. The story was heard far around the nation and was the basis of many newspaper accounts of the tragedy. WSB has been owned by the *Journal* since it started 40 years ago.

Mr. Kay is now retired, living in Atlanta. Another prominent broadcaster, John M. Outler Jr., who rose to general manager, is also a retired Atlanta resident.

WSB oldtimers like to tell the legend about the time C. F. (Harry) Daughtery, an engineer, was handed an AP dispatch with news of the death of Woodrow Wilson. Doubling as announcer, he stepped to the mike and could scarcely believe his own ears as he opened this way: "Ladies and Gentlemen, it gives me great pleasure to announce the death of Woodrow Wilson." At least that's the way they tell it at WSB. Mr. Daugherty still lives in Atlanta. He was chief engineer 24 years. And there's a story about the time Lambdin Kay cussed out an office boy over an open mike. The specific terms aren't recorded but the mail response was record-breaking.

Among 1922 precedent breakers were filming of a movie showing a radio concert; first Class B radio license in the South; radio wedding; appearances by famed opera and concert artists; baseball broadcast; disc-jockey program. WSB is now housed in the beautiful "White Columns" building on an elevation overlooking Peachtree St. J. Leonard Reinsch is executive director of the parent company, James M. Cox Stations.

Better Mikes ▪ Paul Mangus, WSBT South Bend, Ind., transmitter engineer who has been with the station 38 years, recalls the improved response when double-button mikes came into general use about 1923. "If they were moved while alive they sounded like coal pouring down a tin chute," he said. "Many stations had only one so it was customary for the announcer to ask for a standby while the mike was killed and moved for the next number."

WSBT went on the air with its first program July 3, 1922, first using the call letters WGAZ (World's Greatest Automotive Zone). WSBT, of course, stands for *South Bend Tribune*. The first advertiser was Wyman's department store. It's still a sponsor. A modern broadcast center was built in 1956.

The 1911 code transmitter, 9YA, at State U. of Iowa, Iowa City, had blossomed by 1919 into a voice-and-music station operating on a regular schedule. The call letters were changed to WHAA June 26, 1922 and later in the year a 500 w transmitter was installed. Prof. Carl Menzer, station director, started working at the station in 1917 as a student. He was named station director in 1923 and has held the post ever since. The WSUI call letters were adopted in 1925. KSUI-FM was opened in 1948.

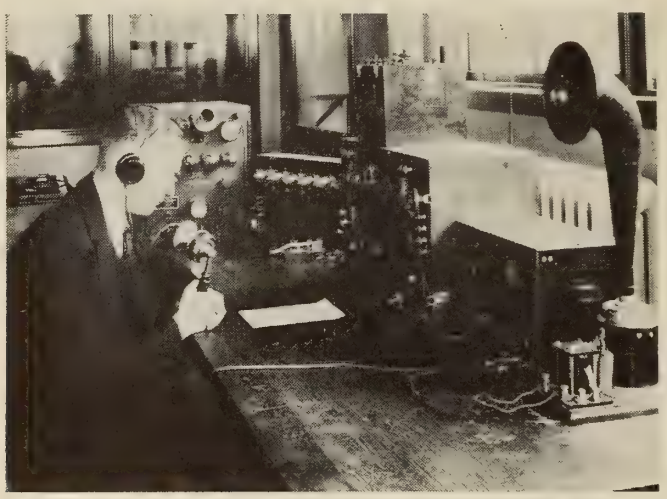
Single-Room Start ▪ WSYR Syracuse, N. Y., was born in a single room in the Clive Meredith Home Sept. 15, 1922. It had the call letters WMAC. After six years WMAC graduated to Hotel Syracuse studios and the present call letters. Its third home was in the Syracuse U. gymnasium; a radio workshop started at that time is still operating. Col. Harry C. Wilder and his father, Mark S. Wilder, bought WSYR in 1932. E. R. Vadeboncoeur, once news editor, is president. WSYR - AM - FM - TV moved into a new radio-tv center in 1957.

A young preacher asked for a Saturday night spot in the station's early days—Rev. Norman Vincent Peale. Gordon MacRae used to sing with his father and Jimmy Van Heusen, songwriter, often played the piano. Mrs. Ruth Hardke, now radio traffic, used to be program manager with such duties as traffic, farm broadcasting, schedule typist, newspaper contact, audition conductor, d.j., and client contact.

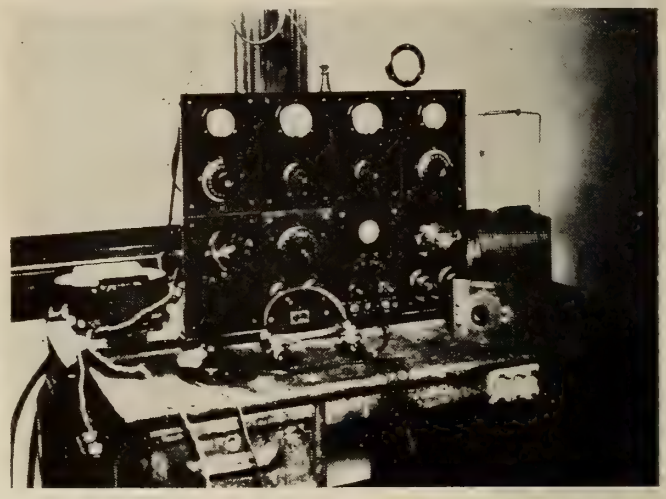
Four decades ago WTAW Bryan, Tex., used to open the day with "Reveille," picked up from the Texas A&M bugler by means of a mike dropped out a window on a rope. Back in 1919 the predecessor 5YA operated as a ham. That fall three students broadcast the Texas A&M-Texas U. football game by a code that included a list of initials for plays. A Waco newspaper announced the game for a crowd outside its building, translating the code account. The WTAW call letters were licensed Oct. 7, 1922.

Pioneer ▪ Here is the way pioneering WWJ Detroit describes its debut: "The station began broadcasting regularly, scheduled, daily programs under experimental license Aug. 20, 1920, changing to commercial license Oct. 13, 1922. Call letters at inauguration were 8MK; power was 20 w (DeForest OT-10 transmitter); location was the radiophone room in the Detroit News Bldg.; licensee-owner was the *Detroit News;* the original manager was Charles D. Kelley, who was designated department editor and supervisor.

"The call letters 8MK were changed to the assigned call letters WBL as the station received its commercial license



Fred Lathrop at the WWJ Detroit microphone in 1921.



First transmitter used by WGAZ (now WSBT) South Bend.



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Measure of a Great Radio Station

Oct. 13, 1921, and by Jan. 28, 1922, a new transmitter was installed and power increased from 20 w to 500 w. On July 7, 1922 the present call letters WWJ were adopted.

"On Aug. 31, 1920 the station broadcast local, state and congressional election returns." The next day the *Detroit News* said the broadcast "was fraught with romance and must go down in the history of man's conquest of the elements as a gigantic step in his progress."

Ernest Ball, composer-vocalist, missed the applause when he sang on WWJ Dec. 13, 1921. The *News* reported "he stuck out his tongue at the instrument, which seemed to relieve his feelings a lot, for he swung immediately into another selection." The 1921 guests included Frank Tinney, Van & Schenk and Fannie Brice. A complete performance of the Detroit Symphony was broadcast Feb. 10, 1922. Waring's Pennsylvanians orchestra was heard May 2, 1922, which WWJ describes as the orchestra's radio debut. "It was a sensation," the station recalls, leading to a threatre engagement in Detroit and putting the dance group into show business.



Now famous Al Hirt was relatively unknown in these beardless days when he played on WWL New Orleans Dawnbusters show.

Remade Wireless ▪ The first voice out of WWL New Orleans was projected through a collection of discarded wireless parts from an old ship. The speaker was the Very Reverend Edward Cummings, S. J., then president of Loyola U.

Actually the university had been identified with radio at the turn of the century, receiving wireless messages. The Reverend Anton Kunkel, S. J., physics professor, built a spark transmitter. During World War I the facilities were placed at the disposal of the government and a radio school was operated.

The initial broadcast went on the air March 31, 1922. Power grew from 10 w to 50 w to 100 w to 500 w to 5 kw to 10 kw and Dec. 31, 1937 to 50 kw.

Stars who rose to fame via WWL included Al Hirt, with the WWL Dawnbusters 10 years, the Boswell Sisters, and singers Warren Baljou, Norman Treigle and Charles Anthony.

Radio stations 40 or more years old in 1962

WAPI Birmingham, Ala.—Founded as the 500 w WMAV Auburn, Ala., on Oct. 3, 1922, the station was owned by Alabama Polytechnic Institute. In January 1925, WSY Birmingham was donated to the school which operated both stations until they were combined as WAPI. U. of Alabama and Alabama College joined in the ownership of WAPI in 1929. In 1937, the license was acquired by The Voice of Alabama Inc. Station subsequently increased to 10 kw (in 1952) and to 50 kw (in 1958. The Birmingham News Co. leased WAPI in 1953. When the *News* was sold to S. I. Newhouse in 1956, the lease was purchased and Newhouse became owner.

KOY Phoenix, Ariz.—The outlet went on the air in April 1922 and was licensed as KFCB in September of that year. The original owner was Earl A. Nielsen. Call letters were changed to KOY in 1929, when the station was operating on 1390 kc with 500 w. In 1937 the late Burridge D. Butler bought the station. Frequency was switched to 550 kc. The license was assigned to KOY Bcstg. Co. in 1951. KOY now has 5 kw.

KTAR Phoenix, Ariz.—Charles and Warren McArthur started the station with 100 w on June 21, 1922. The equipment was built and installed by the late Arthur C. Anderson. In 1925, ownership was transferred to the Electrical Equipment Co. of Phoenix, and the station began operating on its present 620 kc. In 1929, controlling interest in the station was purchased by the Arizona Publishing Co., call letters were changed to KTAR and corporate licensee to KTAR Broadcasting Co. In 1944, John J. Louis acquired control of the licensee.

KCLN Blytheville, Ark.—Founder in 1921 was C. L. (Dutch) Lintzenich, who operated the station with a power of 7.5 w. The station was owned by Mr. Lintzenich and J. A. Bass. Harold L. Sudbury became the owner in 1944. In 1953 the station was authorized for 5 kw operation on 910 kc.

KMJ Fresno, Calif.—The *Fresno Bee*



This is the staff which put WEAR (now WFBR) Baltimore on the air in 1922. The entire station was on the 18th floor of the Munsey building. Here John J. O'Hara is at the controls.



Easy Aces were among the many radio stars who got their start on KMBC Kansas City. The group soon became nationally famous and was popular as a radio team for many years.

started KMJ on March 23, 1932. The station was operating with 50 w in 1927, when the station was assigned 820 kc. The licensee, James McClatchy Co., became the McClatchy Bcstg. Co. in 1936. By that time the outlet was operating on 580 kc with 500 w. It was granted 1 kw in 1937. The station began using 5 kw in 1939. Licensee became McClatchy Newspapers in 1957.

KFI Los Angeles—Founded in April 1922 by the late Earle C. Anthony, pioneer auto dealer, the station increased its original 5 w power to 500 w before the year was out. In 1923 it assumed the KFI call letters and moved to 640 kc. KFI increased to 5 kw in 1926 and in July 1931 became the first 50 kw operation in Southern California.

KHJ Los Angeles, Calif.—C. R. Kieruff established the station on April 13, 1922. Operating with 5 w, the station was located in a room on the roof of the old Los Angeles Times Building. The *Times* bought the call letters from Mr. Kieruff shortly thereafter. In 1927 Don Lee bought the station and operated it on 750 kc with 1 kw before switching to 930 kc in 1930. The outlet was sold to the General Tire Co. in 1950. Present licensee of the 5 kw station is RKO General Inc., owned by General Tire.

KNX Los Angeles, Calif.—Fred Christian put 6ADZ on the air from Los Angeles in September 1920. This 5 w outlet was licensed as KNX on Dec. 8, 1921. Power was increased to 50 w. In 1924 KNX was purchased by Guy Earl, owner of the *Los Angeles Evening Express,* who operated it until the mid-thirties when he sold it to CBS. In the twenties and early thirties power increases to 500 w, 5 kw, 10 kw and 25 kw preceded KNX authorization for 50 kw operation. Station is on 1070 kc.

KDIA Oakland, Calif.—As KLS, the station was established in 1920-1921, by E. N. and S. W. Warner. Call letters were switched to KWBR in 1940, and to KDIA in 1959, when KDIA Inc., owned by the Sonderling Stations, bought the station. KDIA operates on 1310 ks with 1 kw.

KEWB Oakland, Calif.—On May 3, 1922, KLX, 590 kc, 500 w, was assigned to The Tribune Publishing Co. The licensee became the Tribune Bldg. Co. in 1933, and the station operated with 1 kw. It received its present 910 kc under NARBA reallocation in 1941, and its power was increased to 5 kw in 1950. Crowell-Collier Bcstg. Corp. became licensee in 1960 with the present call letters.

KFBK Sacramento, Calif.—On Feb. 2, 1922, the station then known as KVQ began operating with 5 w. The owner was a partnership of the *Sacramento Bee* newspaper and the J. C. Hobrecht Co. In 1925, KFBK replaced



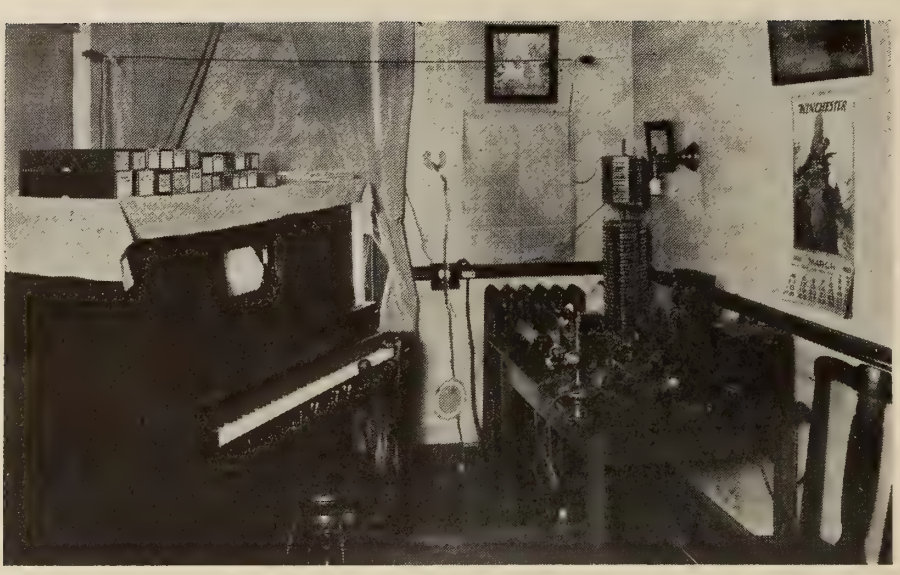
. . . *but we're only 39*

WTAR RADIO

BORN 1923 IN

NORFOLK, VIRGINIA

VIRGINIA'S FIRST STATION



First broadcasting studio of WDRC Hartford was compact and functional. That's the transmitter at right. The player piano and rolls supplied the music.

KVQ and James McClatchy Co. assumed full control. The licensee became known as McClatchy Bcstg. Co. in 1936, with permission to use 5 kw. Under NARBA the station was assigned its present 1530 kc, and in 1948, it reached its present 50 kw.

KGB San Diego, Calif.—Under the call KFBC, the station was licensed to W. K. Azbill in July 1922. The owner assigned the license to W. K. Azbill & Union League Club in early 1927, and later in the year Arthur Wells Yale M.D. became the licensee. Dr. Yale sold the station a year later to Pickwick Bcstg. Corp. Call letters KGB were taken from the initials of George Bowles, vice president and manager. In 1931, Don Lee Inc. purchased the station. Marion Harris became licensee in 1954. The station operates on 1360 kc with 5 kw and 1 kw at night.

KCBS San Francisco, Calif.—It is reported that Professor Charles David Herrold began broadcasting in January 1909 with a 15 w spark transmitter. The present KCBS is the direct lineal descendant of Prof. Herrold's station. In 1921, the station was issued KQW. Power was increased to 500 w in 1925 and the outlet was sold to the First Baptist Church in San Jose. Fred J. Hart operated the station and a year later purchased it. Mr. Hart sold KQW in 1934 to Ralph Brunton and C. L. McCarthy, who operated it with 1 kw. The following year power was increased to 5 kw. CBS took over the station in 1949. The station, on 740 kc, began operating with 50 kw in 1951.

KNBC San Francisco, Calif.—The station, licensed as KPO, with a 50 w transmitter, built by Joe Martineau, went on the air on April 17, 1922. Marshall, Reuben and Prentice Hale were the owners. The outlet increased its power to 500 w in October 1922, and to 1 kw in 1926. Then the Chronicle Publishing Co. became co-owners with the Hale brothers. In 1927 the station went on its present 680 kc and the following year increased to 5 kw. In 1932, NBC bought the station and increased power to 50 kw. It became KNBC in 1947.

KSAN San Francisco, Calif.—Originally known as KDZX, the station was licensed on June 7, 1922. Since that time the outlet has had call letters KFVZ, KGTT, KGGC, and finally KSAN. The station was acquired by S. H. Patterson in 1938, when the call KSAN was adopted. In 1960, Mr. Patterson's son, Norwood, and his wife, Gloria, assumed control as a family group. The station which went to 1 kw in 1962, operates on 1450 kc.

KWG Stockton, Calif.—Portable Wireless Telephone Co. started KWG on Dec. 6, 1921 on 1200 kc with 50 w. McClatchy Broadcasting Co. purchased the station in 1937 and increased power to 250 w. The station which had been operating on 1230 kc since 1941, was sold to James Longe and Lewis B. Saslaw and licensed to Delta Broadcasting Co. in 1955. The licensee became Western Broadcasting Inc. in 1956. KWG Broadcasting Inc. became licensee in 1957. KWG was sold by Robin Hill to Frank A. Axelson and O. R. Reighenbach in 1958. Hale Bondurant assumed control of the licensee in 1959. KMO Broadcasting Co. took over in 1960. The present licensee is Royal Bear Broadcasters Inc.



This 3-in-1 studio was considered ultra-modern at WDAY Fargo in the late '20s. It served as control room, announcer's booth and soloist's studio.

KIMN Denver, Colo.—The station signed on the air on July 4, 1922, with 50 w and call letters KFEL. The licensee was Captain W. L. Winner. Eugene P. O'Fallon, an initial stockholder was sales manager. Mr. O'Fallon subsequently purchased the Winner interest and operated the station until 1954. At that time A. L. Glasmann bought the station, and switched call letters to KIMN. The station operates on 950 kc with 5 kw.

KLZ Denver, Colo.—Established by Dr. W. D. Reynolds Jr., the station known as 9ZAF was broadcasting from Denver in 1919. It was licensed as KLZ on March 10, 1922 on 780 kc, 100 w, to The Reynolds Radio Inc. During 1927 and 1928, five changes brought KLZ to 560 kc with 1 kw. In 1935, Dr. Reynolds transferred his interest to his wife and Bill Meyer who sold it to a group headed by E. K. Gaylord, president of the Oklahoma Publishing Co. In 1954 the station, by now operating with 5 kw, was sold to Time Inc., which became TLF Bcstrs. Inc. and finally in 1961, Time-Life Broadcast Inc.

KFKA Greeley, Colo.—KFKA was licensed in May 1921. Professor Charles Valentine and H. E. Green started the station at Colorado State Teachers College. (now Colorado State College). Around 1926, Prof. Valentine and Mr. Green organized Mid-Western Radio Corp. and assumed full operation of the station. Mr. Green became full owner upon Prof. Valentine's death in 1929, and the Green family still controls the station. In 1949 KFKA was moved to 1310 kc with 1 kw.

WDRC Hartford, Conn.—Franklin M. Doolittle founded WDRC in his home in New Haven in 1922. He moved, with his station, to Hartford in 1930. Today WDRC is owned by Richard D. Buckley and John B. Jaeger, who acquired the station in 1959. It is operated on 1360 kc with 5 kw.

WDEL Wilmington, Del.—Wilmington Electrical Specialty Co. became license of WDEL on July 22, 1922. The station was granted 1130 kc with 100 w

in 1927 and changed to 1010 kc later that year. The license was assigned to WDEL Inc. in 1928, and control of the company was assumed by J. Hale Steinman and John F. Steinman in 1937. The station was moved to 1150 kc (250 w) by the NARBA in 1941. Power was increased to 5 kw in 1943. The license was assigned to Delmarva Broadcasting Co. in 1955.

WQAM Miami, Fla. — Electrical Equipment Co. owned WQAM until 1928, when the station was taken over by Mid-Continent Broadcasting Co. Storz Broadcasting Co. acquired the station in 1956. WQAM had been using 560 kc since 1929, and 5 kw day with 1 kw night since 1941.

WDAE Tampa, Fla.—L. G. McClung, who had been operating a station in St. Petersburg since at least 1921, sold his station to C. G. Mullen, and in February 1922, Mr. Mullen received permission to build WDAE. As general manager of the Tampa Publishing Co., Mr. Mullen received his license on June 15, 1922. The outlet operated with 500 w on 1100 kc. The present owners acquired WDAE in 1933. Today, licensed to Smiley Properties Inc., the station is on 1250 kc with 5 kw.

WSB Atlanta, Ga.—Signifying "Welcome South, Brother," WSB went on the air in March 15, 1922, and was licensed in April. The Atlanta Journal Co., licensees from the beginning, operated the station with 200 w on 360 and 485 meters. In 1949, James M. Cox assumed control of the licensee, which became known as Atlanta Newspapers Inc. Ownership was transferred to the Cox family group in 1953. It is on 750 kc with 50 kw.



In his campaign for the presidency Al Smith broadcast over WSYR Syracuse in 1928.

WMAZ Macon, Ga.—Mercer U. put WMAZ on the air in August 1922. The station which began as a physics experiment was licensed the following October. Mercer gave the station to the Macon Junior Chamber of Commerce, who leased the outlet to Southeastern Bcstg. Co. in 1930. Southeastern bought the station in 1932, and has owned it ever since. WMAZ was granted 50 kw with 10 kw and directional antenna nighttime in 1959. It operates on 940 kc.

WPAX Thomasville, Ga.—Founded on Dec. 26, 1922, by Hoyt Wimpy, WPAX operated with 10 w. In 1961, WPAX was sold to Radio Thomasville Inc., Don Price, president, and is operated on 1240 kc with 250 w.

KGU Honolulu, Hawaii—Advertiser Publishing Co. began broadcasting with 100 w in May 1922. The station's original frequency was 940 kc, then 750 kc and now 760 kc. It operates with 10 kw.

WAAF Chicago, Ill.—On April 30, 1922, WAAF was started as a public service of *Drovers Journal,* a cattleman's trade magazine. The early station was run by Carl Ulrich. Mr. Ulrich is present chief engineer of the station, operating on 950 kc with 1 kw. The license is held by Corn Belt Publishers.

WGN Chicago, Ill.—Licensed to Midwest Radio Central Inc. on May 19, 1922, with 1 kw, the station was known as WDAP. A year later, the station was purchased by the Chicago Board of Trade and subsequently by the Whitestone Co., owners of the Drake Hotel in Chicago. On June 1, 1924,



Bostonians don't need a Paul Revere to arouse them to good radio listening...They've been awake to it for 40* years on 50,000 watt WNAC Radio-680 in Boston...

*CELEBRATING OUR 40th ANNIVERSARY IN BROADCASTING / **Key Station Of The Yankee Network** /AN RKO GENERAL STATION ☆☆☆

The Chicago Tribune assumed control of the station and changed call to letters to WGN. In 1925, WTAS and WCEE Elgin, Ill. were purchased to prepare for clear channel operation. The station began broadcasting on 720 kc in 1927. It now has 50 kw.

WMAQ Chicago, Ill.—Owned by the Fair Store and the *Chicago Daily News*, WGU went on the air on April 12, 1922. The station originally broadcast on 833 kc with about 100 w. Call letters WMAQ were assumed in October 1922, and the outlet began broadcasting with a new 500 w transmitter on 750 kc. In 1923, the *Daily News* bought the Fair Store's interest and switched to 670 kc. At that time WMAQ shared time with WQJ. In 1927, the *Times* bought WQJ and consolidated both stations as WMAQ on 670 kc. In 1931, the station was purchased by the NBC. Four years later, power was increased to 50 kw.

WDZ Decatur, Ill.—The station went on the air on March 17, 1921 from Tuscola, Ill. It was operated by a Mr. Bush with 10 w. The station received 1 kw in 1937 and began operating on 1050 kc. Broadcasting from Decatur commenced in 1949. The outlet, owned by Mid-States Broadcasting Co. since 1958, has applied to increase power to 5 kw.

***WILL Urbana, Ill.**—The U. of Illinois was granted an experimental license in October, 1921, for operation on 300-360 meters as 9XJ. Call letters WILL were assigned in 1928 and the station moved to 890 kc. In 1936, WILL was authorized to operate on its present 580 kc and, in 1939, the station received its present 5 kw.

***WBAA Lafayette, Ind.**—Purdue U. was granted temporary call 9YB, to operate a wireless station in 1919. The school received the permit for WBAA in 1922. The station was off the air in 1929 because of a fire, but it was rebuilt the following summer and relicensed in 1930. Then it operated on 890 kc, sharing time with WILL at the U. of Illinois. The station received its present 920 kc in 1941, operating with 5 kw and 1 kw after sunset.

WSBT South Bend, Ind.—WGAZ went on the air on July 3, 1922. Licensed to the *South Bend Tribune*, under the ownership of the late Messrs. Elmer Crockett and F. A. Miller, the station operated with 100 w. In 1924 the station was rebuilt with transmitter towers on the Tribune Bldg. and the following year call letters were changed to WSBT. In 1941 WSBT switched to its present 960 kc and its power was increased to 1 kw. The station was granted 5 kw in 1947.

***WOI Ames, Iowa**—Iowa State College of Agriculture made its first broadcast on Nov. 21, 1921. The original 9YI call was changed to WOI, when the station was licensed on April 28, 1922. At the same time power was increased to 100 w. The outlet's present 640 kc was assigned in 1929, when the station was given permission to broadcast with 3.5 kw. Two years later WOI increased to 5 kw. In 1959, the licensee became known as Iowa State U.

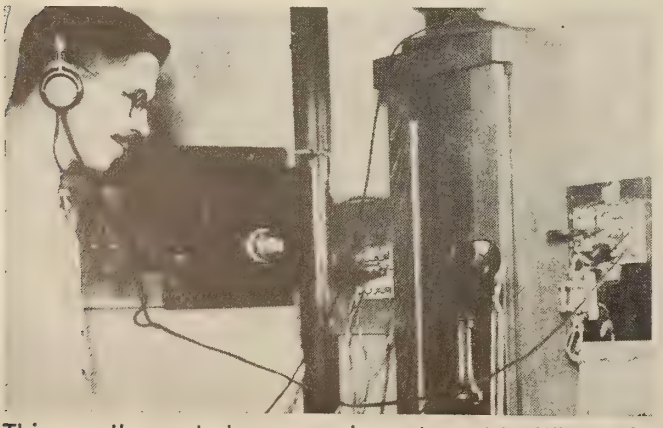
WMT Cedar Rapids, Iowa—On July 30, 1922, WJAM, forerunner of WMT went on the air with 20 w. The station was built by Douglas M. (Tex) Perham. In 1928, WJAM was sold to Harry Shaw and call letters WMT, which stood for his newspaper *The Waterloo Morning Tribune*, were established. Mr. Shaw moved the station to Waterloo. Another station, originally W9CNF Cedar Rapids, established by Harry Paar in 1922, was purchased by John and Mike Cowles in 1931 with call letters KWCR. In 1934, the Cowles brothers bought WMT, moved its transmitter back to Cedar Rapids and retired call letters KWCR. In 1944, the 5 kw station was acquired by American Bcstg. Stations Inc. It is on 600 kc.

WOC Davenport, Iowa—On Feb. 18, 1922 Karlowa Radio Co. of Rock Island, Ill., started station which had been broadcasting for some time earlier as 9BY with 5 w. In May 1922, Palmer School of Chiropractic purchased the outlet and moved its equipment to Davenport. WOC was purchased by the Central Bcstg. Co., the late Dr. B. J. Palmer, president, along with WHO Des Moines, in 1930, and for some time the two stations were operated with a single 50 kw transmitter. In 1934, WOC returned to separate operation, utilizing the facilities and license of 5 kw KICK Carter Lake, Iowa. Licensed to Tri-City Broadcasting Co., subsidiary of Central, WOC operates on 1420 kc. Dr. David D. Palmer is president and owner.

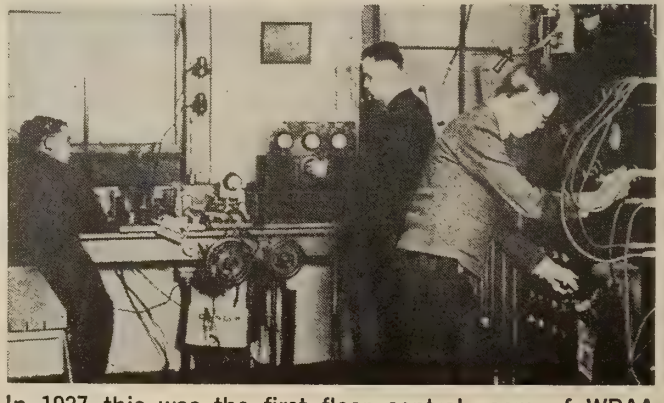
KSO Des Moines, Iowa—FCC records show H. F. Paar as licensee on July 29, 1922. The call letters were KWCR. The station was in Cedar Rapids, operating on 1360 kc with 500 w. The station was assigned to Cedar Rapids Bcstg. Co. in 1931 and moved to Des Moines in 1935. Iowa Broadcasting Co. became licensee in 1936 and the outlet operating on 1430 kc, became known as KSO. Kingsley Murphy assumed control in 1944 and the license was assigned to Murphy Bcstg. Co. in 1946. KSO was sold in 1958 to KSO Inc., which is controlled by Joe Floyd, N. L. Bentson, Edmond R. Ruben and Anton J. Moe. The station operates on 1460 kc with 5 kw.

***WSUI Iowa City, Iowa**—Granted an experimental license in 1919, the station operated with call letters 9YA until June 26, 1922. At that time call letters WHAA were assigned to the station along with 834 kc and 200 w. Later in the year power was increased to 500 w, and in 1925 call letters WSUI were adopted. In 1935, the FCC granted the station 1 kw, and power was increased to 5 kw in 1940. The State of Iowa is licensee. WSUI is on 910 kc.

KFH Wichita, Kan.—First record of KFH was a contract providing for a radio station to be established by the Lander Radio Co. D. M. Good and Francis J. Lander built a 50 w transmitter for the station and broadcast



This was the control room equipment used by WISN Milwaukee in the late 1920s and early 1930s.



In 1927 this was the first floor control room of WBAA Lafayette, Purdue U's pioneer station. In 1928 a fire destroyed all of the station's equipment.

under the call WEAH. The outlet was sold to the Board of Trade in 1923, and was purchased by the Rigby-Gray Hotel Co. in 1925. John Rigby, president of that company, is president of the KFH Radio Co., present licensee. Call letters KFH were adopted in 1926. Two years later the station was assigned 1300 kc with 1 kw. It got its present power, 5 kw, in 1935, and its present 1330 kc in 1941.

WLAP Lexington, Ky.—L. W. Benedict was granted the license to operate from Louisville on Sept. 15, 1922. The station was moved near Okalna in 1928. The license was assigned to American Bcstg. Corp. of Kentucky in 1929 and power was increased to 100 w on 1200 kc. The station was moved to Lexington in 1934. Licensee became American Broadcasting Corp. in 1944. Community Broadcasting Co. became licensee in 1957 and WLAP Radio Inc., in 1958. Thoroughbred Broadcasting Co. became licensee in 1961. The station, on 630 kc, operates with 5 kw day, 1 kw night.

WHAS Louisville, Ky.—Credo Harris, manager until 1942 retirement, and Emmet Graft established the station in April, 1922 for Judge Robert Bingham, owner of the *Courier-Journal*. The station was broadcasting with 5 kw in 1928, with 25 kw by 1932, and with 50 kw in 1933. Barry Bingham has been licensee since 1937. WHAS is on 840 kc.

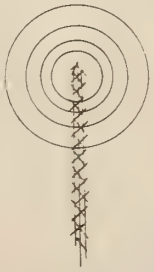
WWL New Orleans, La.—Loyola U. first broadcast with a 10 w transmitter on March 31, 1922. WWL was authorized 100 w in 1924, and 500 w in 1927 on 1220 kc. On March 31, 1929, the station began broadcasting with 5 kw, and in 1932 with 10 kw. WWL got 50 kw on 870 kc in 1937.

KEEL Shreveport, La.—Initially the 10 w WDAN, in 1922, the outlet changed its call to KSBA with 250 w shortly thereafter. S. R. Elliot and A.C. Steere purchased the station in 1929, changed its call to KTBS and operated with 1 kw. The *Shreveport Times* owned the station in 1942, when it was acquired by a corporation headed by George Wray Sr. Power was increased to 10 kw with 5 kw at night, in 1949. The McLendon Group bought the station in 1957, and the call letters were changed to KEEL. In March of this year, the station was acquired by the Lin Broadcasting Corp. The station, which operates on 710 kc, is due to begin broadcasting with 50 kw day, 5 kw night, this spring.

WCAO Baltimore, Md.—With 250 w on 834 kc, WCAO went on the air on May 16, 1922. The original owner and manager was Robert V. O. Swarthout of Monumental Radio Co. Power was increased to 250 w on 600 kc in 1929 and subsequent power changes brought the station up to 5 kw in 1942. Mr.



Celebrating 40 years of responsible service, 1922 to 1962, to New Orleans and the Gulf South with the latest and finest in programing.
Today as always, the South's No. 1 salesman.



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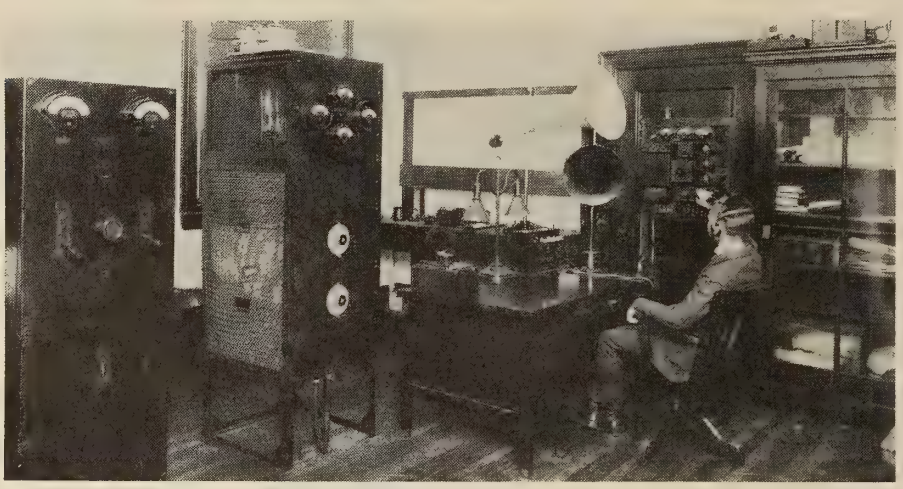
Swarthout operated the station until 1956, when it was purchased by Plough Broadcasting Inc.

WFBR Baltimore, Md.—With call letters WEAR, the station went on the air on June 8, 1922. The 10 w outlet was owned by the Baltimore American News Publishing Co., Frank Munsey, owner. It was taken over in 1924 by the Field Officers Assn. of the 5th Regiment, Maryland National Guard and the station became WFBR. The Baltimore Radio Show Inc. became licensee in 1927. The late Robert S. Maslin Sr. was president until 1954. His son is president of the licensee today. The station which has been operating with 5 kw since 1941, is on 1300 kc.

WBZ Boston, Mass.—Westinghouse Electric Co. established WBZ on Sept. 19, 1921. The station operated with 100 w from Springfield, Mass. Call letters WBZ were moved to a new Westinghouse outlet which was built in Boston in 1924 and the Springfield station became WBZA. The two are synchronized. WBZ operates on 1030 kc with 50 kw.

WEZE Boston—Founded on July 31, 1922, station functioned as key station (as WNAC) of the Yankee Network. Ownership passed from Shepard mercantile family to General Tire & Rubber in 1942, which in turn sold it to Vic Diehm Associates in 1953. WEZE Inc., which acquired the facility in December 1957, now operates it as WEZE on 1260 kc with 5 kw.

WNAC Boston, Mass.—With a power of 100 w, WNAC went on the air on July 31, 1922. John Shepard was the owner. Power was increased to 500 w in 1924, subsequent power increases brought the station to 50 kw in 1953. There were many corporate name changes throughout the years, but only two owners. Shepard Stores, the first licensee, and General Tire & Rubber Company, which purchased WNAC in 1943. The station is now operated by the Yankee Network Div. of RKO General Inc., wholly owned subsidiary of General Tire & Rubber. WNAC operates on 680 kc, the facility it bought from WLAW Lawrence, Mass., in 1953 and moved to Boston in 1957.



This 500-watt Western Electric transmitter was used to put WHAZ Troy on the air in 1922. Here Dr. Harry R. Mimno, then instructor in electrical engineering at Rensselaer Polytechnic Institute and now on the faculty of Harvard, rides gain on an early program.

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WSAR Fall River, Mass.—Owned by Doughty & Welch Electric Co., 50 w WSAR was licensed on Sept. 21, 1921. The station increased power to 1 kw in the late 20's. In 1945, K&M Publishing Co. purchased the outlet, and in three years power was up to 5 kw on 1480 kc.

WNBH New Bedford, Mass.—As WDAU, it was founded by Irving Vermilya on May 21, 1921, and broadcast with 50 w. In 1923, the station was moved from New Bedford to Mattapoisett, Mass., and began operating as WBBG with 250 w. The outlet was moved to the New Bedford Hotel in 1925 with WNBH call letters. In 1930, operation was transferred to the Atlas Tack Corp. and sold in 1934 to E. Anthony and Sons Inc., present owner.

WJR Detroit—Began May 4, 1922, as WCX, as 500 w outlet owned by the *Detroit Free Press.* WCX was joined by WJR in 1925 as a 5 kw operation. WJR had been formed by Jewett Radio & Phonograph Co. on Aug. 15, 1925. On Dec. 18, 1926, option to buy WJR-WCX was acquired by G. A. Richards and associates (Leo Fitzpatrick, John Patt, P. M. Thomas and M. R. Mitchell). Option was exercised Sept. 1, 1927 and the present corporation (Goodwill Stations Inc.) was formed in January 1929. Meantime, WJR-WCX had been assigned (on Nov. 11, 1928) to 750 kc clear channel. WJR acquired all assets of WCX in 1929. WJR's power went to 10 kw in 1931, and to 50 kw in 1935.

WWJ Detroit, Mich.—Began broadcasting on Aug. 20, 1920 under experimental license as 8MK with 20 w. The *Detroit News* was the original licensee. WBL was assigned to the station on Oct. 13, 1921, and station increased power to 500 w. Later that year letters WWJ were adopted. In 1936 power was increased to 5 kw on 950 kc.

***WKAR East Lansing, Mich.**—After experimental broadcasting dating back to 1917, WKAR was licensed on Aug. 18, 1921, to Michigan State U. The frequency was changed to present 870 kc in 1936 and power increased to 5 kw in 1939.

WFDF Flint, Mich.—Frank D. Fallian began broadcasting as WEAA on May 25, 1922. In 1925, he changed the call letters to his initials, FDF. In 1930, WFDF was broadcasting on 1310 kc with 100 w. In 1933, the major portion of the licensee, Flint Broadcasting Co. was sold to the Loeb Brothers. In 1940 power was increased to 1 kw and frequency to 910 kc. In 1948 control of the station was acquired by the Trebit Corp. In 1957, power was increased to 5 kw. Since June 1961, WFDF Flint Corp. has owned the station.

***WCAL Northfield, Minn.**—St. Olaf

College has owned WCAL since it was first licensed on May 6, 1922. WCAL was granted its present 5 kw on 760 kc in 1938.

KMBC Kansas City, Mo.—Arthur B. Church put KMBC on the air on April 5, 1921. The station's call letters were WPE in 1922, and when the Mormon church took over in 1923, call was changed to KFIX. The station was assigned to Midland Broadcasting Co. in 1927. Metropolitan Broadcasting Co. now operates the outlet on 980 kc with 5 kw.

WDAF Kansas City, Mo.—The *Kansas City Star* owned the station which went on the air on February 16, 1922. They sold it to National Tv Corp. in 1958. Transcontinent Tv Corp. purchased the station in 1960. WDAF operates on 610 kc with 5 kw.

WHB Kansas City, Mo.—Originally owned by Emory J. Sweeney of the Sweeney Automotive & Electric School, WHB went on the air April 15, 1922. The station had 500 w. In 1929, it was assigned 860 kc. The late Charles R. Cook purchased the outlet in 1930 and it was licensed to the Cook Paint & Varnish Co. In 1948, WHB moved to 710 kc with 10 kw. Storz Broadcasting Co. bought the station in 1954.

KSD St. Louis, Mo.—Licensed on March 14, 1922, to the Pulitzer Publishing Co., KSD operated as the *Post-Dispatch* radio station. Initial power was 20 w. The station began operating early on 550 kc and in 1946, was granted 5 kw.

WEW St. Louis, Mo.—Jesuit St. Louis U. was licensed for WEW on March 23, 1922. The school operated WEW until 1955, when the license was assigned to the Barrington Co. WEW Inc., controlled by Franklin Broadcasting Co., became licensee in 1961. WEW operates on 770 kc with 1 kw.

WIL St. Louis, Mo.—On the air since February 1922, WIL was licensed on April 5 of that year. The license was assigned to Missouri Bcstg. Corp. in 1928. The station changed to 1430 kc with 5 kw in 1949. Balaban Stations acquired WIL in 1957.

KFBB Great Falls, Mont.—The F. A. Buttrey Co. was the first licensee July 11, 1922. The outlet operated on 1090 kc with 50 w until 1928, when it went on 1360 with 250 w. The station began on 1280 kc with 1 kw in 1930, and on 1310 kc with 5 kw in 1941. J. P. Wilkins assumed control of the licensee in 1952 and in 1954, the licensee changed its name to Wilkins Broadcast Inc. KFBB Bcstg. Corp. became licensee in 1960.

WJAG Norfolk, Neb. — Publisher of the *Norfolk Daily News,* the late Gene Huse, was granted WJAG's first license on July 26, 1922. The original



power of 100 w on 833 kc was increased to 200 w on 1110 kc in 1926, and to 1 kw on 1060 kc in 1929. It was assigned 780 kc in 1944.

KMEO Omaha, Neb.—Omaha Grain Exchange founded the station as WAAW in February 1922. The 15 w operation was changed to 100 w later in the year and to 500 w by 1924. WAAW switched from 830 kc to 1080 kc in this period. In 1928, it was assigned 660 kc. The station was purchased by the Omaha World Herald Publishing Co. in 1939 and call letters were changed to KOWH. Mid-Continent Broadcasting Co. bought the station in 1949 and sold it to National Weekly Inc., in 1957. At that time the station became known as KMEO.

WLNH Laconia, N. H.—WKAV received its license on Aug. 22, 1922. The station had 750 w on 360 meters. It was owned by the Laconia Radio Club. In 1934, the station began operating with 5 kw, and the licensee changed its name to Northern Broadcasting Co. Present licensee, WLNH Inc., was formed this year. It currently operates on 1350 kc with 5 kw.

WHBI Newark, N. J. — Licensed March 11, 1922, to May Radio Bcst. Corp., the station was called WGCP. FRC records show the station on 1070 kc with 500 w in 1927. Later in the year the station was on 1250 kc with 250 kw. The station was granted 1 kw in 1934 and became WHBI in 1935. It broadcasts with 2.5 kw day and 1 kw night sharing time on 1280 kc with WADO New York, owned by Bartell Bcstrs. Bartell took over WHBI this year and closed it down to permit WADO full occupancy of 1280 kc.

KOB Albuquerque, N. M.—The early experimental predecessor of KOB began in 1920 as 5XD. The station, which was built by Dr. Ralph Goddard, received the KOB call letters with his license on April 5, 1922. The station went through a series of frequency changes, and finally in 1941 it received a temporary permit to operate on 770 kc, where it is today. That same year power was increased to 50 kw. The station, which had been purchased by the *Albuquerque Journal* in 1936, was sold to Time-Life Inc. in 1951. KSTP Inc. purchased the outlet in 1957.

WGR Buffalo, N. Y.—WGR went on the air May 22, 1922. The late I. R. Lounsberry was president and general manager. During the 30's and 40's, WGR was part of the Buffalo Broadcasting Corp. Transcontinent Television Corp. acquired the station in 1957. WGR is on 550 kc with 5 kw.

WHCU Ithaca, N. Y.—Cornell U., the present owner, received its license for station 8YC on May 16, 1916. This station preceded WEAI, which was licensed on Jan. 30, 1923. The new station had 500 w power. Frequency was changed from 1050 kc to 1180 kc in 1924. The station was operating on 1270 kc with 1 kw in 1930. It was leased to the *Elmira Gazette* from 1932 to 1940. The frequency was changed to 1040 kc in 1934, and to 850 in 1939. The station, which is now known as WHCU, operates on 870 kc.

WABC New York—AS WJZ Newark, station went on the air on Oct. 1, 1921. Licensee was Westinghouse Electric & Mfg. Co. WJZ in 1926, under new ownership of RCA, became the New York key of NBC's Blue Network. WJZ was sold in 1943 to Edward J. Noble. American Broadcasting-Paramount Theatres Inc. acquired WJZ in 1953 and the WABC call letters were assumed. WABC is 770 kc with 50 kw.

WHN New York, N. Y.—Originally licensed to George Schubel on March 18, 1922, the station broadcast with 250 w on 760 kc. In 1923 Marcus Loew Booking Agency bought the station and operated it for 39 years. In 1932, WHN merged with WOAO, WPAP and WRNY from the area and began broadcasting with 500 w. Two power boosts in the next three years brought WHN to 5 kw and in 1940 the FCC granted WHN 50 kw on 1050 kc. In 1948, call letters were changed to WMGM, but when Storer Bcstg. Co. purchased the outlet early this year, call letters WHN were restored.

WNBC New York, N. Y.—As WEAF, operating with 500 w, the station went on the air on Aug. 16, 1922. W. E. Harkness was manager. The station was sold to RCA in 1926. Call letters WNBC were adopted in 1946, but were changed to WRCA in 1954. Then in 1960 the station resumed WNBC. It is on 660 kc with 50 kw.

WOR New York, N. Y.—Licensed as a 250 w outlet on Feb. 22, 1922, WOR was located in Newark. By 1931, the station had 5 kw power. On 710 kc, the station began using 50 kw in 1935. Initial licensee Bamberger Bcstg. Service Inc. became controlled by R. H. Macy & Co. in 1948, and the following year the license was assigned to General Teleradio Inc. The license was assigned to Don Lee Bcstg. System in 1952, to RKO Pictures Inc. in 1955, RKO Teleradio Pictures Inc. in 1956, and finally to RKO General Inc. in 1959.

WHAM Rochester, N. Y.—The U. of Rochester put the station on the air July 11, 1922. Power was 100 w. Stromberg Carlson Co. became licensee in 1927, and power was raised to 5 kw. It was increased to 25 kw in 1933 and later the same year to 50 kw. The current owner, Genesee Broadcasting Corp., acquired the outlet in 1959. Operation is on 1180 kc.

WGY Schenectady, N. Y.—The station went on the air Feb. 20, 1922. WGY was assigned 790 kc in 1923, and by 1925 was experimenting with 50 kw. The station received authorization to use 50 kw in 1926, and the following year to experiment with 100 kw, then 200 kw in 1930. The original owner, General Electric Co., still broadcasts



Studios of WOC (Rock Island) now Davenport, Iowa, are shown above as they appeared in the '20s.



This was the control room of WEAO which later became WOSU Columbus.

with 50 kw, now on the 810 kc allocated under NARBA in 1941.

WFBL Syracuse, N.Y.—Operation began in February 1922 with call letters WLAH. The station was previously in amateur and experimental activity dating back to 1912. The late Samuel Woodsworth owned the early station. Through the years power has gone from 100 w to the present 5 kw, and frequency is 1390 kc. Present call letters were adopted in 1924. The outlet was purchased by Samuel H. Cook, Oscar F. Soule and Robert G. Soule in 1932. Present owner, First Broadcasting Corp., acquired the station in 1956.

WSYR Syracuse, N. Y.—At the home of its founder, Clive Meredith of Cazenovia, the station as WMAC began operating on Sept. 15, 1922. The 250 w outlet was purchased by Col. Harry C. Wilder and his father Mark S. Wilder in 1932. Power was increased to 1 kw in 1936 and to 5 kw in 1941 on 870 kc. Col. Wilder sold the station to S. I. Newhouse in 1948, but continued to direct operations.

***WHAZ Troy, N. Y.**—After several months of testing, WHAZ went on the air Sept. 11, 1922. The station, owned by Rensselaer Polytechnic Institute, has had the same call and licensee ever since. It is 1 kw on 1330 kc.



Three early staffers of WLNH Laconia, N. H. are (l to r) Al Davis, Charles Shastany, an announcer and Walter Varrell, business manager and first announcer with the station.

WBT Charlotte, N. C.—Early station operations were under the cal 4XD at the home of Fred Laxton. WBT was licensed to Mr. Laxton, Fred Bunker and Earl Gluck in April 1922. The station was purchased by Carolina States Electric Co. and Jim McMillan in 1925. It was sold to C. C. Coddington Jr. in 1926. The present owner, Jefferson Standard Life Insurance bought the outlet in 1945 and operates on 1110 kc with 50 kw.

WDAY Fargo, N. D. — Earl C. Reineke founded WDAY on May 22, 1922. Mr. Reineke operated the station with 50 w on 360 meters (834 kc). The power was increased to its present 5 kw in 1935. In 1961, Forum Publishing Co. became the owner of WDAY Inc., corporate licensee, when Mr. Reineke disposed of his majority stock. The station operates on 970 kc.

WLW Cincinnati, Ohio—On March 3, 1921, 8CR was started in the home of Powel Crosley Jr., with 20 w. Licensed to the Crosley Manufacturing Co., the station became WLW on March 2, 1922, operating on 360 meters with 50 w. The following September, power was increased to 500 w, and in 1925 to 5 kw. The Federal Radio Commission assigned WLW to 700 kc in 1927 and the following year WLW moved from Northside to Mason, Ohio, and installed a 50 kw transmitter.

KYW Cleveland, Ohio—This Westinghouse station was first licensed on May 15, 1922, to the Willard Storage Battery Co. It was operated on 770 kc with 1 kw. When the Federal Radio Commission came in in 1927, power



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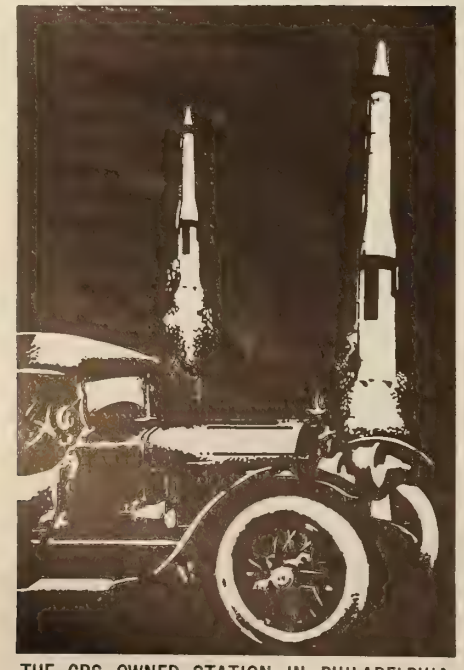
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was increased to 5 kw. In 1928, the license was assigned to WTAM & WEAR Inc. Power was increased to 50 kw in 1929. The licensee name was amended to WTAM Inc. in 1930, and later in the year the station was acquired by NBC. In 1941, KYW was assigned to its present 1100 kc. Westinghouse Bcstg. Co. bought the station in 1955.

WHK Cleveland, Ohio—As a 500 w commercial outlet, WHK went on the air on March 5, 1922 on 830 kc. The original licensee was Warren Cox. In 1934, the *Plain Dealer* bought the station. Metropolitan Broadcasting Stations (a division of Metromedia Inc.) purchased WHK in 1958. Station is on 1420 kc with 5 kw.

WCOL Columbus, Ohio — As WMAN, M. A. Pixley went on the air in 1922 with 5 w. His station became known as WSEN in 1928. WCOL letters were adopted in 1936. The outlet was purchased by Air Trails Inc. in 1952, and in 1960 the power was increased to 1 kw on 1230 kc.

*__WOSU Columbus, Ohio__—An experimental license granted on April 20, 1920, authorized Ohio State University to operate on 200 and 375 meters with 1.8 w. The station was assigned call letters WEAO on June 3, 1922, and raised to 650 w. In 1933, the outlet was given permission to broadcast with 1 kw as WOSU. In 1941, on 820 kc, the station began broadcasting with 5 kw, limited to local sunset at Columbus.

WING Dayton, Ohio—Licensed for 5 w on May 24, 1921 to Stanley M. Krohn Jr., the station carried the call letters WXAX. The station was known as WDBS in 1922, WSMK in 1926 and WING in 1940. Mr. Krohn was the owner until 1940, when he sold the station to Charles Sawyer, the present owner. It assumed its present 1410 kc, 5 kw operation in 1941.

WSPD Toledo, Ohio—Going on the air in 1921, the station was acquired in 1928 by Fort Industries, (now Storer Broadcasting Co.) which has retained the license since. WSPD operates on 1370 kc with 5 kw.

*__WNAD Norman, Okla.__—In September 1922, Maurice Prescott, a student of engineering at the U. of Oklahoma, interested a group of students in building a station. The outlet went through several frequency and power changes; down to 50 w, up to 100 w and finally was granted 1 kw in 1934, and 640 kc in 1940.

WKY Oklahoma City, Okla.—Operation began when Earl C. Hull started broadcasting with an experimental 20 w transmitter as 5XT in January 1920. Mr. Hull was licensed for WKY in April 1921 on 1040 kc. The Oklahoma Publishing Co. bought WKY in 1928 and began broadcasting with a new 1 kw transmitter on 900 kc. In 1956 corporate licensee was changed from WKY Radiophone Inc. to WKY Tv System Inc. The station operates on 930 kc with 5 kw.



Until 1960 Newsman Beckley Smith was active with WJAS Pittsburgh. Here he is shown before one of the early broadcasting mikes used in the late '20s and early '30s.

KAST Astoria, Ore.—Going on the air in 1922, KAST operated as a 100 w daytime outlet in its earlier years. The station was purchased by Astoria Broadcasting Co. in July 1935. It now operates on 1370 kc with 1 kw.

*__KOAC Corvallis, Ore.__—On Dec. 7, 1922, the Federal Radio Commission designated KFDJ for Oregon State U. The station placed a 500 w transmitter in operation in 1925. Call letters were changed to KOAC in 1926. Power was increased to 1 kw in 1928 and the station received its present 550 kc. In 1940, it was granted 5 kw.

KMED Medford, Ore.—In October 1922, as KFAY, station went on the air with 50 w. It went through several power changes until 1948 when it began operating with 5 kw and 1 kw at night. The original owner, William Virgin died in 1927 and his wife Blanche assumed station ownership. Mrs. Virgin sold the outlet to the present owner, Radio Medford Inc. in 1950. The station operates on 1440 kc.

KGW Portland, Ore.—The Oregonian Publishing Co. went on the air on March 25, 1922. In November of that year KGW went on with 500 w and increased to 1 kw in 1926. The station was granted permission to operate with 5 kw in 1933. King Broadcasting Co. acquired the station in 1953. KGW is on 620 kc.

WSAJ Grove City, Pa.—Amateur station 8CO was licensed with 1 kw to Grove City College in the fall of 1914. This station was the forerunner of WSAJ. In 1921, the outlet was licensed as WSAJ. Dr. Herbert W. Harmon built the station's first transmitter. The present 100 w transmitter operating on 1340 kc was installed in 1950.

WKBO Harrisburg, Pa. — Station went on the air in 1922. The Keystone Broadcasting Corp. purchased the outlet in 1935. It is operated on 1230 kc with 250 w.

WGAL Lancaster, Pa.—WGAL has been operating since June 1922. The original licensee, WGAL Inc. (Steinman Stations), still operates the station. The original 10 w station now operates on 1490 kc with 1 kw.

WCAU Philadelphia, Pa.—WCAU began broadcasting with 250 w from Philadelphia in 1922. It was using 500 w by 1924. The station was acquired by Dr. Leon Levy and Isaac D. Levy in 1925. They increased power to 1 kw in 1928, and to 10 kw a year later. The outlet was finally given 50 kw in 1932. It was purchased by the *Philadelphia Record* in 1946, and re-sold to the Philadelphia Bulletin Publishing Co. the following year. CBS bought the station in 1958. WCAU is on 1210 kc.

WDAS Philadelphia, Pa.—WIAD went on the air in 1922 from the living room of Howard Miller with a power of 100 w. Call letters were changed to WELK a few years later. The station was purchased by Alexander W. Dannebaum and Maurice Steppacher in 1932 and changed to WDAS. William Goldman of the Goldman Theatre chain bought the station in 1947. Max M. Leon, present owner acquired the station in 1950. It operates on 1480 kc with 5 kw and 1 kw at night.

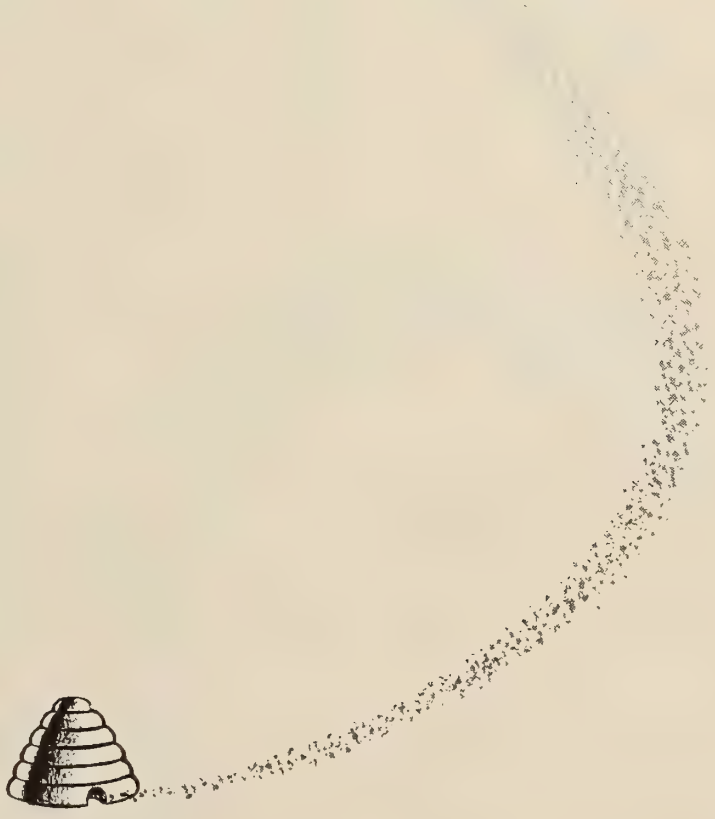
WFIL Philadelphia, Pa.—WFI began as a 250 w station on March 17, 1922. The original owner was Strawbridge and Clothier department store. In 1934, the station combined with WLIT and WFIL assuming the WFIL call letters. The Albert M. Greenfield interests was owner of the new station. Triangle Publications Inc. purchased the outlet in 1946 and the following year power was increased to 5 kw. The station operates on 560 kc.

WIP Philadelphia, Pa.—With call letters WIP, picked from a hat, Gimbel Brother's Department Store became licensee on March 17, 1922. The power was the same as it is today, 5 kw. Benedict Gimble, the station's first manager, bought the station prior to its sale to Metropolitan Bcstg., division of Metromedia Inc., present owners. WIP currently operates on 610 kc.

KDKA Pittsburgh, Pa.—This station carried its first regularly scheduled broadcast on Nov. 20, 1920. It was first licensed to Dr. Frank Conrad with the call 8XK in August 1916. Dr. Conrad's license was cancelled just after World War I commenced, along with all amateur licenses, but was renewed in 1920. Dr. Conrad transferred his station to Westinghouse Bcstg. Co. in 1924. KDKA operates on 1020 kc with 50 kw.



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KQV Pittsburgh, Pa. — Operation commenced in 1919, when KQV was amateur station 8ZAE. The Doubleday Hill Electric Co. of Pittsburgh licensed the station as KQV in January 1922. Ownership was transferred to the Allegheny Broadcasting Co. in 1944. The station received 5 kw in 1946. It broadcasts on 1410 kc.

WJAS Pittsburgh, Pa.—Founded by S. A. Pickering, H. J. Brennan and associates, known as Pittsburgh Radio Supply House Inc., the station went on the air on Dec. 2, 1922 with 500 w. The outlet was purchased from its original owners by NBC in 1957 and call letters were changed to WAMP. In 1960, however, the station brought back the call letters WJAS. Operation is on 1320 kc with 5 kw.

WRYT Pittsburgh, Pa. — WCAE went on the air on May 4, 1922. In 1926, original licensee, Kaufmann & Baer Dept. Store, sold the station to Gimbel Brothers. In 1930, power was increased to 1 kw and the following year the station, organized as WCAE Inc., was sold to Pitt Publishing Co., a subsidiary of the Hearst Corp. Power was raised to 5 kw in 1935. The station changed its call letters to WRYT in 1961. It is now on 1250 kc.

WRAW Reading, Pa.—Station began operating in September 1922. WRAW Inc. took over the outlet in 1959 and operates it on 1340 kc with 250 w.

WBAX Wilkes-Barre, Pa.—Began operations on May 1, 1922. WBAX was licensed to John H. Stenger Jr. and Anna Stenger throughout most of its history. P. A. L. Broadcasters Inc. became licensee in 1961. The station operates on 1240 kc with 250 w.

WEJL Scranton, Pa.—Owned by the *Scranton Times*, WRAY was licensed on Nov. 29, 1922. The station was using transmitting facilities of WLAO. In 1923, the *Times* began broadcasting over its own facilities with 10 w. The owner was Edward J. Lynett Sr. Power was increased to 50 w, and the station was operating on 280 meters in 1923. It was known as WQAN prior to becoming WEJL. It now operates on 630 kc with 500 w.

WKAQ San Juan, P. R.—WKAQ began broadcasting on Dec. 3, 1922. It was licensed on 1240 kc with 500 w. The owner was a subsidiary of I.T.T., Radio Corp. of Puerto Rico. Power was increased to 1 kw in 1932. El Mundo Broadcasting Co. purchased the station in 1949 and converted it into WKAQ-Radio El Mundo, operating on 620 kc with 5 kw.

WEAN Providence, R. I.—Originally licensed to the Shepard Co. of Providence and Boston, WEAN went on the air June 2, 1922. As a member of the Yankee Network, the station became



In 1922 WMT Cedar Rapids went on the air as WJAM from this converted garage in 1922. In 1928 WJAM was sold to Harry Shaw who moved it to Waterloo and changed the call letters to WMT. Mr. Shaw was one of the first presidents of NAB and provided some of the capital for founding BROADCASTING magazine.

controlled by the General Tire & Rubber Co. in 1942. Later it was licensed to General Teleradio Inc. The Providence Journal Co. acquired ownership in 1954. The station is on 790 kc.

WJAR Providence, R. I.—As The Outlet Broadcasting Station, WJAR went on the air on Sept. 6, 1922. The Outlet Co., licensee, operated the station on 360 meters. The station was installed by Thomas C. Giblin. Still owned by the same company, WJAR operates on 920 kc with 5 kw.

KGFX Pierre, S. D.—Mrs. Ida McNeil, present owner and operator of the station, reports that she and her husband operated as 9ZP in June 1916. With a power of 200 w, they broadcast on about 324 kc. In 1927, call letters were changed to KGFX. Mrs. McNeil maintains the same power, on 630 kc today.

*__KUSD Vermillion, S. D.__—The U. of South Dakota began broadcasting with an experimental station with 1 kw in 1919. KUSD was given 890 kc with 500 w in 1928. In 1950, the station received its present 690 kc, 1 kw facilities.

WNAX Yankton, S. D.—WNAX went on the air as a commercial station Nov. 9, 1922. In 1926, D. B. Gurney and the Gurney Nursery Co. took over operation of the outlet, and in 1927, the station was operated with 1 kw. The station was purchased by the Cowles Bcstg. Co. in 1938 and power was increased to 5 kw with 1 kw at night. WNAX, 570 kc, was sold to Peoples Bcstg. Corp., subsidiary of the Nationwide Insurance Co. of Columbus, Ohio, in 1958.

WNOX Knoxville, Tenn.—On Nov. 3, 1921, WNAV was established as a 50 w outlet. The station burned two years later. It was rebuilt in 1925 and relicensed as WNOX. The original owner was the Peoples Telephone Co. of Knoxville. The station was purchased by S. E. Adcock in 1927 and shortly thereafter sold to Sterchi Brothers furniture chain. In 1929, Liberty Life Insurance Co. bought the outlet and installed a 2.5 kw transmitter. In 1935, Continental Radio Co., later Scripps-Howard Radio Inc., bought the station, changed from the original frequency of 560 kc to 1010 kc and installed 5 kw day, 1 kw night. In 1942, it increased to 10 kw on 990 kc. Name of the licensee was changed to Scripps-Howard Broadcasting Co. in 1962.

WREC Memphis, Tenn. — From Coldwater, Miss., in 1919-1920, Hoyt B. Wooten broadcast as 5RK. Mr. Wooten built KFNG in Coldwater in 1922, and received a license to operate on 1370 kc with 10 w. The station was moved near Memphis in 1926 and call letters changed to WREC. From its new location WREC operated on 600 kc with 1 kw. In 1936, power was increased to its present 5 kw. WREC is still owned by Mr. Wooten.

KGNC Amarillo, Tex.—The late J. Laurance Martin founded WDAG in May 1922. In late 1922, E. B. Gish started KGRS in Amarillo, and both stations were allocated 1410 kc. They operated on a split time basis until 1935, when both stations were purchased by a group led by the late Gene Howe. KGNC was the product of combination. In 1941 the station shifted to 1440 kc with 5 kw. A switch to 710 kc with 10 kw came in 1947.

WTAW Bryan, Tex.—Original licensee of WTAW was Texas A&M, College Station. WTAW was licensed on October 7, 1922. The station operated on 1150 kc with 1 kw. In 1957, the college sold the outlet at a public auction to R. E. (Lee) Glasgow. In 1962 Radio Bryan Inc., present owner, purchased the station. It is operated on 1150 kc with 1 kw.

WFAA Dallas, Tex.—Employing the talent of L. B. Henson, who aided "Dad" Garrett in building WRR in Dallas, the *Dallas Morning News* had a 150 w station built. It was licensed and went on the air on June 26, 1922. A. H. Belo Corp., owner of the licensee, still controls the station, which operates on 570 kc, sharing 50 kw facilities with WBAP Ft. Worth.

WRR Dallas, Tex.—As a communications system for the local fire department, WRR began broadcasting with 20 w in 1920, with firemen doing the air personality work. The transmitter was built by "Dad" Garrett. Power was increased to 100 w in 1921, and to 500 w in 1925. WRR began operating as an organized station around 1927 when a manager was hired. In 1940 the outlet was granted its present 5 kw. The City of Dallas has been licensee of WRR since its inception. The station

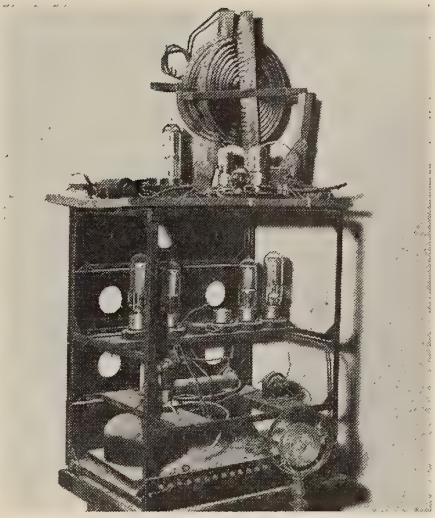
operates on 1310 kc.

KFJZ Fort Worth, Tex.—KFJZ began broadcasting from Fort Worth in 1922 with 100 w. A. P. Barrett of the Tarrant Bcstg. Co. bought the station in 1932. The Texas State Network purchased the station from him in 1936. Gene Cagle, who began with the station as announcer and salesman in 1933, is the present owner. KFJZ operates with 5 kw on 1270 kc.

WBAP Fort Worth, Tex.—Carter Publications Inc. signed WBAP on the air in May 1922. Responsible for the first operation was Harold Hough, present director of broadcasting operations for Carter. The initial broadcasts were made on 834 kc with 10 w. Power was increased to 1.5 kw in 1923; to 10 kw in 1929 and in 1932, to 50 kw. The station has been operating on 820 kc since 1941.

KILE Galveston, Tex.—Went on the air in 1922. The station was licensed to KLUF Broadcasting Co. Geo. Roy Clough was the owner until 1957. Present owners, Island Broadcasting Co., acquired the outlet at that time. The station operates on 1400 kc with 250 w.

KTSA San Antonio, Tex.—The Alamo Bcstg. Co. was first licensee of KTSA on May 9, 1922. Early records show the station assigned 1130 kc with 2 kw. In 1928, the station was licensed



This is the first transmitter and microphone used by WRR Dallas when they went on the air in 1920 with 20 watts power.

to Lone Star Broadcast Inc. It was assigned to Southwest Broadcasting Co. in 1932, and the station was operated on 550 kc with 5 kw, 1 kw at night. The license was assigned to KTSA Bcstg. Co. in 1936, and to Sunshine Broadcasting Co. in 1939. Express Publishing Co. assumed control of the licensee in 1949, and transferred it to O. R. Mitchell Motors in 1954. McLendon Investment Corp. assumed control in 1956. The station is on 550 kc with 5 kw fulltime.

WOAI San Antonio, Tex.—Licensed to G. A. C. Halff on Sept. 25, 1922, WOAI has been retained by the same family interests with the same call letters ever since. First broadcasts were made with 500 w. The Federal Radio Commission granted the station 5 kw in 1925. The outlet was granted 1200 kc and 50 kw in 1930.

WACO Waco, Tex.—Frank R. Jackson owned WACO on July 22, 1922, when the station was licensed as WJAD. The call letters WACO were adopted in 1927. The station is now owned by R. E. Lee Glasgow and Wendell W. Mayes Sr. It operates with 1 kw on 1460 kc.

KSL Salt Lake City, Utah—KSL went on the air April 21, 1922, under the call letters KZN. The station had 500 w on 833 kc. The *Deseret News* owned the outlet. In 1924 the station was purchased by John Cope and his father, F. W. Cope. Radio Service Corp. of Utah, present licensee, was formed shortly thereafter. Call letters KPFT were assumed that year and the station was operating on 1149 kc. About the same time, the Latter Day Saints Church and the Salt Lake Tribune Publishing Co. became interested in



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See NCS '61 or your Petryman for details!

WOAI San Antonio
RADIO 1200 50,000 WATTS
Clear Channel Coverage
Represented by
Edward Petry & Co., Inc.
The Original Station Representative
NBC TQN

the station. In 1925, the church agreed to lend the licensee money to erect a 1 kw station, thereby gaining approximately 51% of the stock. The *Salt Lake Tribune* acquired interest in exchange for news and promotion services. Call letters KSL were then adopted. The outlet began broadcasting with 50 kw in 1932, and moved to 1160 kc in 1941.

WCAX Burlington, Vt.—The U. of Vermont was licensed for the station on May 13, 1922. The outlet was on 1180 kc with 100 w in 1927. The *Burlington Daily News* took over in 1931 on 1200 kc. The license was assigned to the Vermont Bcstg. Corp. in 1939 and later that year, the name was changed to Burlington Daily News Inc. The licensee became WCAX Bcstg. Corp. in 1941, and began broadcasting with 1 kw on 620 kc. It now uses 5 kw on that frequency.

KRKO Everett, Wash.—Otto and Bob Leese, broadcasting with 5 w on 360 meters since 1920, received their license in August 1922. In 1924, they were transmitting with 15 w on 1340 kc. Power was increased to 100 w in 1925. Call letters KRKO were adopted in 1935. William R. Taft became principal owner in 1943. The licensee Everett Bcstg. Co. was broadcasting with 1 kw on 1380 kc in 1950, and received 5 kw in 1960.

KGY Olympia, Wash.—As a noncommercial station, operated by St. Martin's College in Lacey, Wash., KGY was licensed in April 1922. Archie Taft Sr. and Louis Wasmer bought the station in 1927 and the frequency was changed from 1200 to 1210 kc, sharing time with KTW Seattle. Tom Olsen, present owner, purchased part ownership in KGY in 1939. The station was granted 250 w on 1240 kc in 1940. Power was given its latest increase to 1 kw in 1960.

***KWSC Pullman, Wash.**—Licensed as KFAE to the Washington State U., the station began regular programming on Dec. 10, 1922. The original frequency was 834 kc with 500 w. KFAE was descended from an experimental 5 w radio telephone built in early 1922. The licensed power was 500 w, but the station used only one-half that. Call letters KWSC were established in 1925. Throughout the years the station went through about a dozen changes in frequency. It finally settled on its present 1250 kc in 1941. It broadcasts with 5 kw.

KOL Seattle—Station began as the 10 w KDZE, owned by Rhodes Brothers Co., Seattle department store. About two years later, call letters were changed to KFOA and power increased to 1 kw on 1270 kc. In 1928 Archie Taft Sr., Seattle sporting goods store operator, purchased the station and switched call letters to KOL. In January 1961, license was assigned to Seattle Broadcasting Co. with Archie Taft Jr. as president and general manager. KOL has been on 1300 kc with 5 kw since 1941.

***KTW Seattle, Wash.**—Station has been owned by the First Presbyterian Church of Seattle since its inception. The station began broadcasting in August 1920. In 1925, it was licensed to operate with 1 kw. The station remained with that power until 1960, when it was granted 5 kw. KTW operates on 1250 kc.

KHQ Spokane, Wash.—Louis Wasmer, licensee-owner-manager began operating KHQ from Seattle in 1922. The original station had 50 w. Facilities were moved to Spokane in 1925, and the station began broadcasting with 1 kw. In 1946, the station was purchased by the Chronicle Co. It operates on 590 kc with 5 kw.

KLYK Spokane, Wash.—Started in 1922, KLYK Inc. (The Taft Family) took over the station in 1959. The station is on 1230 kc with 250 w.

KXLY Spokane, Wash.—As a supplementary service of Radio Supply Co., KFDC went on the air on Oct. 16, 1922 with 5 w. The purpose was to promote sales of radio parts. Ed



This was the original Strawbridge and Clothier male quartette on WFI (now WFIL) Philadelphia. Hal Simonds still works for WFIL as an account executive. Mr. Lewis was the first station manager of WFI.



This was the code and voice transmitting equipment of the University of Iowa in 1919. In 1922 station WHAA (now WSUI) Iowa City went on the air with 200 watts.

Craney was the operator. In 1924, the station's call was changed to KFPY. Its power went up to 100 w two years later and its frequency was 1130 kc. In 1927, power was increased to 250 w on 1220 kc, and in 1928 to 500 w on 1390 kc. In 1930, the station went to 1 kw and in a few years to its present 5 kw. In 1947, the call letters were changed to KXLY. It now operates on 920 kc.

KMO Tacoma, Wash.—As a joint venture of the *Tacoma Times* and Love Electric Co., KMO first broadcast in April 1922. The station was taken over by the Tacoma Radio Supply Corp. during the next four years. In 1926, Carl E. Haymond bought the outlet. Mr. Haymond increased the power to 500 w, then in 1954, sold the station to its present licensee, Tacoma Radio Corp. The station operates on 1360 kc.

***WLBL Auburndale, Wis.**—With a 500 w transmitter at Waupaca, WPAH began operation Feb. 5, 1922 on 485 meters. The station was established by the Wisconsin State Dept. of Markets, to broadcast agricultural information to farmers. In 1924, the outlet was moved to Stevens Point and call letters were changed to WLBL. In 1937, the station installed a 5 kw transmitter near Auburndale and began operating on 930 kc. Studios were moved to the Central State Teachers College campus that same year. In 1951 station operation was transferred to the Wisconsin State Radio Council, a statutory body charged with providing statewide educational broadcasting.

KFIZ Fond Du Lac, Wis.—Started in May 1922, station operated with 100 watts in its earlier days. Reporter Printing Co. was licensee in the mid-thirties. Present licensee, KFIZ Broadcasting Co., acquired station in May 1946 and operates it with 250 w on 1450 kc.

***WHA Madison, Wis.**—Under the supervision of the late Professor Earle M. Terry, the U. of Wisconsin started 9XM in 1917. The station was operating on 485 meters with 500 w in 1921. WHA supplanted 9XM on Jan. 13, 1922, and subsequent frequency and power changes have brought the station to the present 5 kw on 970 kc. The outlet has operated from the same location under the same licensee since its inception.

WISN Milwaukee, Wis.—With call letters WIAO, the station began operation with 100 w on 360 meters. WSOE was adopted in 1924, to identify the licensee, Milwaukee School of Engineering. In 1924 the *Wisconsin News*, Hearst Corp. newspaper in Milwaukee, began part time programming for the station, and a year later took over all programming duties. The outlet increased its power to 500 w on 1110 kc in 1927. It was acquired by the *Wisconsin News* in 1928, and call letters were changed to WISN. The licensee has changed its name to the *Milwaukee Sentinel*, but letters WISN remain. Under early Federal Radio Commission, power was increased to 250 w and time was shared with WHAD, the Marquette U. station. In 1930 the station increased power to 1 kw and continued to share time with WHAD until 1934, when it purchased the WHAD plant and facilities. The outlet was placed on its present 1150 kc with 5 kw in 1941.

The preceding compilation has been made from records of the FCC, FRC, Bureau of Navigation, station reports and files of past issues of BROADCASTING. *Since much pioneering in broadcasting occurred before official and complete records were instituted, this listing may be incomplete in certain respects.*

WSBT...

1ST

...IN RADIO FOR THE 40th CONSECUTIVE YEAR IN THE GREAT SOUTH BEND, INDIANA MARKET!

5000 Watts . . . The Most powerful in Northern Indiana

960 KC

CBS RADIO

WSBT

SOUTH BEND, INDIANA

FIRST IN SOUND ADVERTISING

First transmitters made mostly by hand

WESTERN ELECTRIC EQUIPMENT USED IN EARLY '20S; OTHERS IN FIELD

Honors for the first commercial broadcast transmitter belong to Western Electric Co., manufacturing arm of the AT&T. The design of the transmitter, a 100 w job, was begun in 1921. By the end of 1922, some 30 radio stations were broadcasting to the American public with WE equipment.

There had been earlier transmitters, but most were what were then called radio-telephone apparatus, generally hand-built or put together by the thousands of amateurs whose imaginations were fired by Marconi's great triumph and by those who had been exposed to radio during World War I.

100 w Transmitter ▪ The first WE model, a 100 watter, was installed on the 11th floor of the Engineering Dept. Building on West St., and used for WEAF New York. The 500-w transmitter, also went up to the 11th floor of the West St. building; this was used for WBAY New York.

By the end of 1922, these stations were using WE transmitters:

WNAC Boston, Shepherd Stores, 100 w; WOR Newark, N. J., L. Bamberger & Co., 500 w; WIP Philadelphia, Gimbel Bros., 500 w; WSB Atlanta, *Atlanta Journal,* 500 w; WMC Memphis, *Memphis Commercial-Appeal,* 500 w; WFAA Dallas, *Dallas News and Journal,* 500 w; WBAP Fort Worth, *Fort Worth Star-Telegram,* 500 w; WDAF Kansas City, *Kansas City Star,* 500 w; WHB Kansas City, Sweeney Automobile School; KSD St. Louis, *St. Louis Dispatch,* 500 w; WOC Davenport (Iowa), Palmer School of Chiropractic, 500 w; WGN Chicago, *Chicago Tribune,* operated in conjunction with The Fair department store, 500 w; WHAS Louisville, *Louisville Courier-Journal,* 500 w; WWJ Detroit, *Detroit News,* 500 w; WCX (now WJR) Detroit, *Detroit Free Press,* 500 w; WHAM Rochester (N. Y.), *Rochester Democrat & Chronicle,* with the radio plant installed in the Eastman School of Music, 100 w; WLAG Minneapolis (on 720 kc) 500 w, formed by eight electrical concerns in that city and WKAQ San Juan, 500 w, Puerto Rico Telephone Co.

Private Broadcasting ▪ One WE transmitter was used at New Bedford, Mass., by Col. E. H. Green, son of the renowned first lady of finance of that era, Hetty Green. Col. Green used his broadcast station, WMAF, principally to entertain guests on his estate and for the delectation of the nearby populace. He started with a 100 w transmitter and before the year was up had boosted this to 500 w.

In Philadelphia, the John Wanamaker department store used a WE 500 w transmitter to communicate with its store in New York.

In Jefferson City, Mo., a 500 w WE transmitter, WOS, was owned by the state and used by the State Market Commission to broadcast market news.

In Cleveland, the Union Trust Co. used its WE broadcast transmitter (WAJX) to broadcast stocks, bond, agricultural prices and weather reports.

And in Troy, N. Y., Renesselaer Polytechnic Institute installed a WE 500 w transmitter (now WHAZ) in its Russel Sage Lab.

In Cuba, the Cuban Telephone Co. was using a WE 500 w transmitter broadcasting with call letters PWX.

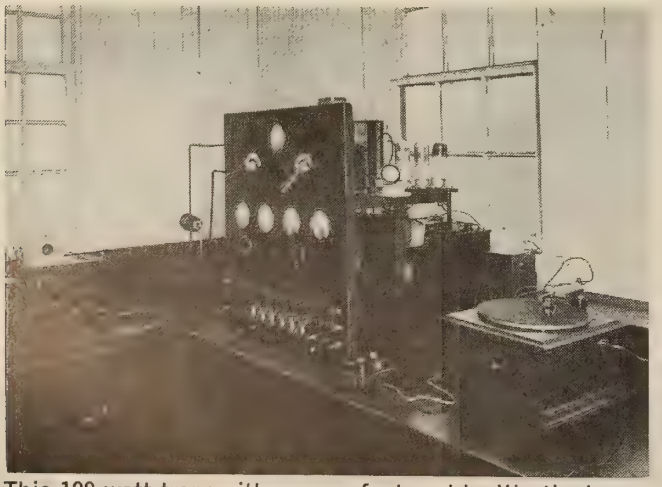
House Gear ▪ There were two other companies in the business of making transmitters in those days, but they made them only for their own stations.

Westinghouse Electric Corp. made transmitters for its owned stations. These were KDKA Pittsburgh, KYA Chicago, WBZ Springfield and WJZ Newark, N. J. KDKA received the first unit, a 100 w transmitter and jumped to 10 kw in 1923 and finally to 40 kw in 1925. For a time Westinghouse, like the John Wanamaker store in Philadelphia, used its broadcast stations after hours for inter-plant communications but this was discontinued when the Secretary of Commerce objected.

General Electric Co., heavily engaged in manufacturing radio-telephone apparatus for the military services, tailored three of these for its own radio stations—WGY Schenectady, KOA Denver and KGO Oakland, Calif.

RCA began selling station "apparatus" in 1929. The equipment was made by Westinghouse and General Electric but sold through the Radio Corporation. RCA was founded in 1919 by Westinghouse, GE and AT&T. In 1922 it was mainly in the communications business although it did sell tubes and parts, manufactured by Westinghouse and GE, for receivers and stations. In 1930, a year after RCA acquired the Victor Talking Machine Co. plant in Camden, N. J., it began manufacturing and selling transmitters and equipment.

Studio equipment was generally constructed of spare parts and modifications by engineers of the stations. One of the first commercial items in this category came from Gates Radio Co. It was a transcription turntable and resulted from Gates' work in developing non-synchronous talking picture equipment for disc and film. One of the first was supplied to WOI Ames, Iowa; similar units soon went to WEAF New York, WTAM Cleveland, WLS Chicago, and WLW Cincinnati. Gates was founded in 1922 by Henry C. Gates.



This 100 watt transmitter, manufactured by Westinghouse Electric Corp. in its East Pittsburgh Works, was used by KDKA Pittsburgh when the station first went on the air.



One of the first commercial transcription turntables manufactured especially for radio stations was made by Gates in the early 1920's.

Early radio sponsors few, far between

REAL ESTATE FIRM ON WEAF OFTEN CREDITED WITH FIRST COMMERCIAL

The argument over who was the first radio sponsor may never be settled for there are numerous stations that claim to have broadcast the first commercial account.

It's an argument without solution because there is no central source of carefully kept records. Those who comb station files and libraries in search of the answer often come up with the date Aug. 28, 1922, on WEAF New York, then a 12-day-old outlet owned by AT&T.

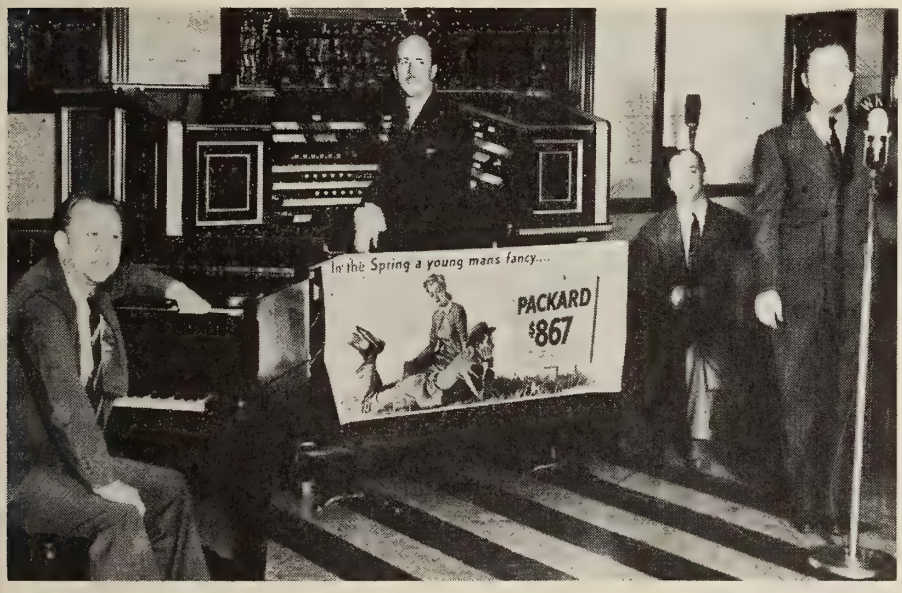
That day WEAF broadcast a 10-minute paid commercial for a real estate development, Queensboro Corp., of Jackson Heights, N. Y. The sponsor bought other commercials Aug. 29, 30, 31 and Sept. 1, paying $100 for each 10-minute message.

By late September Tidewater Oil and American Express had joined the list. By its first birthday WEAF had over 30 advertisers. The list included R. H. Macy, American Hard Rubber Co., Metropolitan Life, Haynes autos, Gotham hosiery, Goldwin Picture Corp., I. Miller & Sons, Davega, Browning King, Lily Cup Co. and Corn Products Co.

Which was First? ▪ There's a problem of definitions in deciding who broadcast the first commercial. Newspapers, radio shops and others operating early broadcast stations plugged their own names, of course. And there were swap deals with stores for phonograph records.

Until superior documentation is presented, many radio historians prefer to use the WEAF citation as the first paid advertisement broadcast on a regularly scheduled commercial station.

KDKA Pittsburgh describes the Hamilton Music Store, in nearby Wilkinsburg, as the "first radio advertiser." During the 1919 experiments of 8XK, operated for Westinghouse by Dr. Frank Conrad, the Conrad vocal chords took a beating. The music store offered a continuing supply of records to save his voice if he would announce the records could be bought there. "The store promptly found that records played on the air sold better than others," according to KDKA, thus establishing a radio success story.



Packards for $867 were a pre-war luxury. Here is a WKY Oklahoma City musical group which the motor car sponsored. They are: Bobby Howard and Tom Immel, pianos; Ken Wright at the organ and Lee Norton vocalist. Ken Wright is still with the station.

On West Coast ▪ KCBS San Francisco, which traces its experimental emissions back to 1909, lists its first regional sponsor as Sperry Flour Co., which started a five-weekly cooking program on then KQW in 1926. Local merchants had bought time before this time, however. In 1911 Charles David Herrold, of Herrold College, San Jose engineering school, started record broadcasts in the Wiley B. Allen Co. store, playing hit tunes from the store's stock.

The Earle Anthony station in Los Angeles, KFI, started an opera series in 1924 under Standard Oil Co. of California sponsorship. The next year saw Walter Murphy Motors, Owl Drug and General Mills on KFI.

At KLZ Denver the first time sold was in 1920—*Joe Flood, the Singing Butcher Boy*. He interspersed songs and jokes with spot announcements six evenings a week, 7-7:30. Cottrell's Men's Store has sponsored the same news program 31 years.

KMED Medford, Ore., sold time in the early 1920s. The station was shut down while all personnel pounded sidewalks selling time. This happened daily.

KIMN Denver, then KFEL, signed its first sponsor in the 1922-23 season. It was Elitch Gardens, amusement park and botanical spot. Elitch has been on nearly every summer.

In Cedar Rapids ▪ The first sponsor of WMT Cedar Rapids, Ia. (then WJAM) was Iowa Electric Light & Power Co. That was in 1922 when the sponsor bought 2½ hours daily for $100 a month—"$50 will be in cash," the contract read. Morris Sanford Co., office-book store, has a continuous 30-year record on the station and Killian's Department Store has been on continuously over 30 years. The power company is still on WMT.

The Goldstein-Migel department store has been on the air since the start of WACO Waco, Tex., and has been one of its most consistent advertisers.

Horn & Hardart last year celebrated the 33d anniversary of continuous advertising on WCAU Philadelphia. Hamady Bros. Food Markets, now 18 supermarkets, and Greenley Appliance Stores, a six-unit chain, have been on WFDF Flint, Mich., most of the four decades, along with several realtors. Strawbridge & Clothier department store was the original owner of WFIL Philadelphia, originally WFI.

WGN Chicago started its first commercial program, *The Radio Floor Walker*, in 1928. It featured variety, music and participating spots. There were early complaints about the "constant barrage of advertising."

A gasoline sponsor's successful use of radio had an unusual twist in Toledo, Ohio. This was in 1927 when George B. Storer and his brother-in-law, the late J. Harold Ryan, were building service stations for Speedene gasoline.

Speedene sales were booming, thanks to a cost-cutting device the young proprietors had figured out. They bypassed the cost of trucking gasoline to service stations by building the stations beside railroad sidings and sold two or three cents a gallon under the going retail rate.

Mr. Storer decided to buy some radio

spots on WTAL Toledo. They were effective and he wound up as owner of the 50 w station. Call letters were changed to WSPD, symbolic of the gasoline brand. In the spring of 1928 WSPD was putting out 250 w and became the eighth member of the young CBS network.

That's how Storer Broadcasting Co. began. The next station was WGHP Detroit, which later became WXYZ. The Storer group has kept growing, acquiring more stations and entering larger markets.

Radio-Minded Plumber ▪ The first commercial of WIP Philadelphia was on behalf of Hajoca Plumbing Supplies. The sale was made on a Gimbel's department stores sales slip, just like selling a pair of shoes.

WMAQ Chicago, NBC o&o station, recalls its origination of its first commercial network program starting in March 1925. The station presented a series of concerts for Victor Phonograph Co. over an improvised hook of 22 stations. It joined NBC in January 1927, moved to CBS the next September, and back to NBC when acquired by that network.

The details are a bit vague but the message was eloquent when WHAS Louisville signed its first sponsor, a Chicago tobacco firm. The advertiser offered three free cigars for response to his spot announcement. The second week he wired, "For God's sake, quit." WHAS explained, "He was swamped."



Popular sponsored program of the early 1920's was the "Ray-o-Vac Twins" on WJAM Cedar Rapids, forerunner of today's WMT. The "twins" were Ross Wildey (l) and Billy Sheehan.

56 Hours a Week ▪ WHN New York went commercial in 1932, but not very commercial. Then in 1934 Sam Faust, still at WHN, started selling. Adam Hats bought 56 hours a week for a full year in 1934. Afterward it became a regular sponsor for many years. Mr. Faust's first sale was to Chauteau Martin Wines, a sponsor that has remained on WHN 28 years. He recalls the time a kid named Judy Garland was given a tryout on the WHN *Amateur Hour*. Audience reaction was wild. Judy took it from there.

WWJ Detroit, which made its debut in 1920, acquired a sponsor in February 1922 after the Detroit Symphony had broadcast a concert. "Thereafter, all remaining concerts during the season were broadcast, and the series was sponsored by the Detroit Bank," WWJ recalls. Expressions of appreciation and contributions came from distant areas, including Cuba.

The business side of broadcasting at one station was described this way: "WJAG (Norfolk, Neb.) remained strictly a news and public service projection of the daily newspaper of Gene Huse (*Norfolk Daily News*) until February 1926, when the increasing cost demands of his avocation created a necessity for accepting commercial revenue." Many of the station's records were lost in a flood. Mr. Huse, who died in 1961, had operated experimentally as early as 1912. The first advertiser was Carberry Seed Co., 1926. Eight others were signed in 1927, including Ryal-Miller Chevrolet. Buchanan-Thomas, Omaha agency, was the fourth sponsor signed.

Church Sponsor ▪ When WNBH New Bedford, Mass., moved into a flossy hotel suite in 1925 its owner, Irving Vermilya, started looking around for some way to pay the bills. One of the first to agree to buy time was the local Unitarian Church which had been originating a program several years. The program is still on the air. "Advertising snowballed and we balanced the books, and more," Mr. Vermilya said.

The first sponsor on KGW Portland, Ore., was an infantry captain who had a polo saddle for sale. That was in 1925—the first and last commercial for quite a while. The first big client was Standard Oil Co. of California, which paid $100 a spot for six spots. The first rate card listed spots from $1 to $100 a minute, offering a tremendous discount. A florist account has been on since the mid-20s.

Still on KGY Olympia, Wash., is Mottman's Mercantile Co., which started in 1927.

Back in 1924 Earl Glade sold an hour to Salt Lake Knitting Co. for KSL Salt Lake City. The tag was $60. The outstanding event in the early history of KNBC San Francisco, then KPO, was the payment of $2,500 to Reinald Werrenrath to sing a performance sponsored by Southern Pacific Railroad. Hale Bros. department store once owned KPO but early records indicate no attempt was made to publicize this ownership.

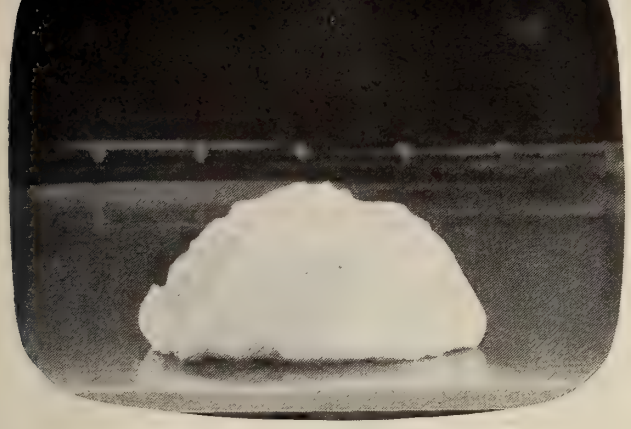
talk about total reach!

It takes a big station with big reach to wrap up the big Cincinnati market—a market busting at the seams and spilling over into more and more counties every year. Your H-R salesman will show you that big WCKY tents the market like a cover, reaching over 4,000,000 homes in 16 States at a pennies-per-thousand cost! Nielsen and SRDS prove that no other station delivers so many homes for so few dollars.

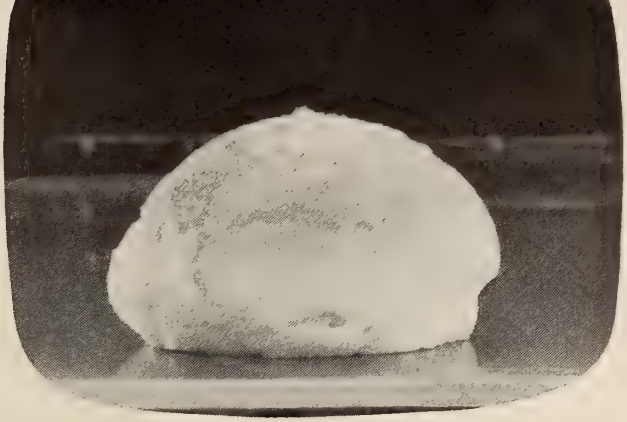
wcky•radio

50,000 WATTS • CINCINNATI

LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida



Right before your eyes . . .



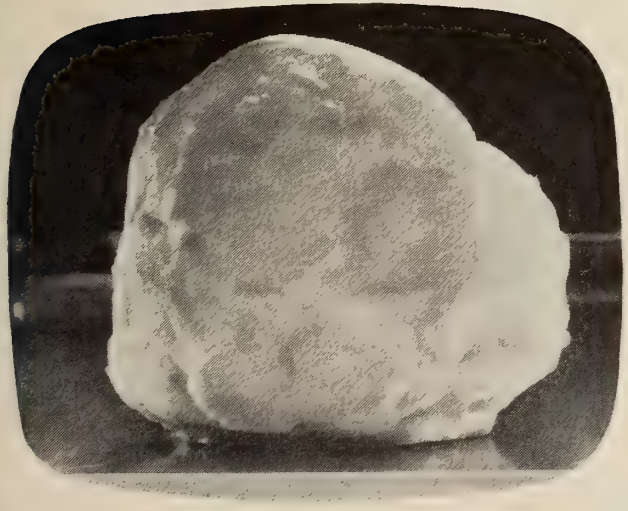
UP . . .



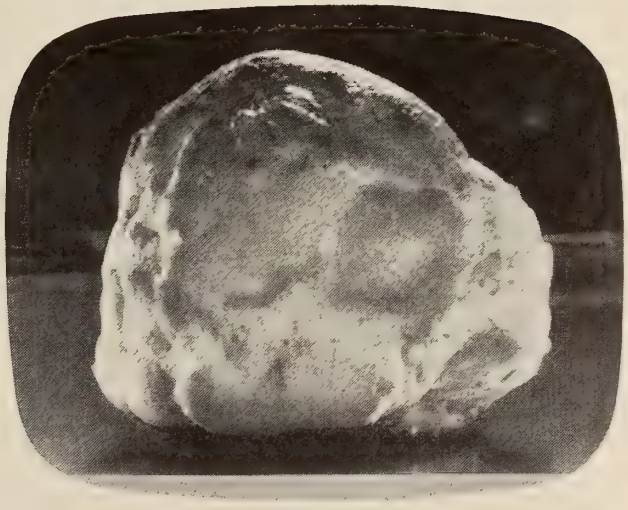
UP . . .



UP . . .



UP . . .



UP . . .

ilm does the unusual . . .

ink of it! A front-row seat in a baking oven! Right before your es, mounds of dough puff up . . . and up . . . into tender, golden ells—lovely, luscious, ready-to-eat—all in brief seconds!

Magic? Yes, the magic of time-lapse photography—magic that acks minutes into seconds—the magic that's film!

But that's only part of the story! Only part of the reason why so any advertisers are using film. For film gives the optical effects u must have . . . gives commercials—crisp, vivid, exciting—the way you want them—and when!

What's more, film assures you the convenience, coverage and penetration that today's total marketing requires. *For more information,* write Motion Picture Film Department.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division, 342 Madison Avenue, New York 17, N. Y.
Midwest Division, 130 East Randolph Drive, Chicago 1, Ill.
West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, Calif.

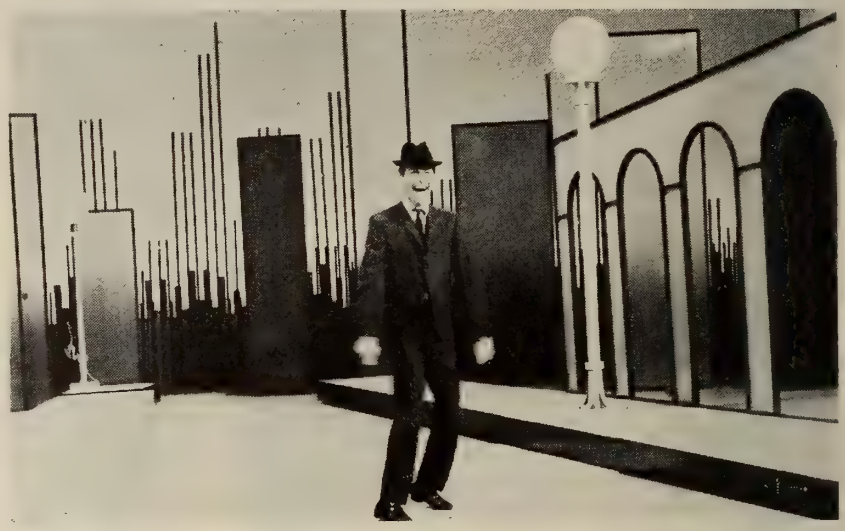
or **W. J. German, Inc.** Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

ADVERTISER: General Foods Corp. • AGENCY: Young & Rubicam Inc. • PRODUCER: MPO Videotronics

Modern settings to reflect modern times

If the sets on the Andy Williams Special on NBC-TV May 4 looked different, it's because they were. Edward S. Stephenson, art director and associate producer for Armanco Productions, used Filon as the basic element of design for virtually all of the sets used in the hour-long colorcast.

"I'm a firm believer in using contemporary materials to set the moods of contemporary life," the art director who won an Emmy for his set designs for the first Fred Astaire Special observed. "Scenery should be an element of the complete mood, never just a background. In fact, the main set became very nearly a part of Dick Van Dyke during his featured pantomime."



With an ever increasing number of tv programs broadcast in color while the great majority of tv viewers still see them in monochrome, "the trick is to find a material that will not only look great in color, but one that will lend itself easily to black-and-white adaptation," Mr. Stephenson said. He anticipates widespread set design use of translucent fiberglass products like Filon, which comes in 20 colors and "lets as much light through as the designer desires, depending on the color chosen and the director's use of lighting."

Filon is rigid, easily cut to shape, lightweight, highly fire resistant and does not have to be framed for storage, according to its maker, Filon Corp., Hawthorne, Calif.

Cellomatic to enter live syndication

The entry of the Cellomatic Division of Screen Gems into the field of live programming syndication was announced last week by Tom Howell, vice president.

Mr. Howell said that stations equipped with the Cellomatic animation projector will be provided with programming formats and graphic arts packages that can be used as complete program units or as sections to be inserted within live programs the outlets already are presenting. At first, Cellomatic will supply formats for children's programs. Lumpy Brannun, script writer and character actor on the *Captain Kangaroo* series, will be in charge of children's program development for Cellomatic. In the developmental stage is a program package for a half-hour women's service program, Mr. Howell added.

'Steve Allen Show' announced by WBC

Westinghouse Broadcasting Co. has announced that it will produce the 90-minute *Steve Allen Show,* (originating in Los Angeles and seen on tape, Mon.-Fri.) starting June 25.

The series will begin when *PM* is discontinued (BROADCASTING, May 8). The new series will be seen, as is *PM,* on five WBC tv stations and will be syndicated in other markets. As a late-night offering, *Steve Allen Show* will be slotted at 11:15 p.m.-12:45 a.m. Mr. Allen said some popular features of his old *Tonight* show will be revived and other entertainment-variety ideas tested. Technical facilities will be supplied by Glenn-Armistead Inc., Hollywood.

Westinghouse has announced another new series, this one for its six radio stations and ultimately for syndication, titled *Impressions: South America,* featuring syndicated newspaper columnist John Crosby. The series consists of 20 radio essays, written and delivered by Mr. Crosby, based on his recent visit to South America.

Kerman indicted for fraud

Arthur Kerman, president of Governor Television Attractions and National Television Representatives Inc., New York tv film distribution companies, was indicted for fraud last week by a New York grand jury. He is accused of swindling a New York factoring company of $289,000. Assistant District Attorney Norman Ostrow said Mr. Kerman obtained money from Cambridge Factors, New York, by claiming he had contracts for films with various tv stations, but it was found that some of the contracts were "frauds."

NBC tells about 'gift' to program interviewee

NBC has rebutted a Newburgh, N. Y., city official's claim that a former Newburgh welfare recipient was paid to "act" on an NBC-TV presentation treating the city's publicized policy on welfare payments.

The network said the charges by Newburgh City Manager Joseph Mitchell are the latest of his accusations against the NBC program which reported on the welfare situation in Newburgh. NBC's explanation of the charge that it paid a Newburgh laborer, Thomas H. Weygant, "to act" on the program, was that "an NBC production representative gave him $50 out of sympathy for his plight," and that the gift was made after Mr. Weygant's interview.

NBC claims its own investigation of the Newburgh situation since the Jan. 28 broadcast of the disputed program, "NBC White Paper No. 9," confirms that the program was "an objective report of what NBC found in its investigation of Newburgh's policies."

Film sales...

Hanna-Barbera Cartoons (Screen Gems): Sold to WBZ-TV Boston; WJZ-TV Baltimore; KPIX (TV) San Francisco; WXYZ-TV Detroit; WEWS (TV) Cleveland; WDAF-TV Kansas City;

Columbus, Ohio; KCPX-TV Salt Lake City; WNDU-TV South Bend, Ind.; KGMB-TV Honolulu; and WTVW (TV) Evansville, Ind. now in 19 markets.

Post-'48 Columbia Features (Screen Gems): Sold to WBZ-TV Boston; WWL-TV New Orleans; KETV (TV) Omaha, Neb., and WNDU-TV South Bend, Ind. Now in 79 markets.

The Lone Ranger (Telesynd): Sold to KHJ-TV Los Angeles; WKBT-TV La Crosse, Wis., and WTTG (TV) Washington. Now in 50 markets.

Flying Doctor (Tv Marketeers): Sold to KCOP (TV) Los Angeles. Now in 30 markets.

27 Blue Chips (package of 27 feature movies made in the late 1950's) (M&A Alexander Productions): Sold to WTOP-TV Washington, D. C.; KFYR-TV Bismarck, N. D.; KBOI-TV Boise, Idaho; KBAK-TV Bakersfield, Calif.

True Adventure (Teledynamics Corp. and Bill Burrud Enterprises): Sold to WGN-TV Chicago and to J. A. LaPointe Films, Montreal, Canada, which obtains rights in all French-speaking countries of the world. Now in 22 markets.

Program notes...

SG's record earnings ▪ Screen Gems Inc. reports record earnings for the first nine months of the fiscal year, which began July 1, 1961, with net profit (after taxes) amounting to $2,443,264 as against $1,739,196 for the previous corresponding period. This is equal to 96 cents a share for the current period, as compared with 72 cents a share for the nine months ended April 1, 1961. SG noted that third quarter earnings were $1,055,509, equal to 42 cents a share for "the highest single quarter in Screen Gems' history."

Programatic subscribers ▪ Five radio stations have become subscribers to Programatic Broadcasting Service's new O-Vation music programs. Stations are WJAC Johnstown and WGET Gettysburg, both Pennsylvania; KMAC San Antonio, KMOD Midland, both Texas, and WPBI (FM) Danville, Ill.

NBC-TV signs ▪ Arthur Godfrey, who has been a CBS personality for almost 30 years, has been signed by NBC-TV as program host on the *Tonight* show during the week of Sept. 24-28 (11:15 p.m.-1 a.m. EDT), according to producer Perry Cross (CLOSED CIRCUIT, May 7). This will be the first time Mr. Godfrey has appeared on a regular NBC-TV series.

Series offered ▪ A new tv series, starring Hans Conreid, is being released to subscriber-stations of Television Affiliates Corp. (TAC), beginning tomorrow (May 15). The series, *Great Voices from Great Books,* was produced by WBKB (TV) Chicago.

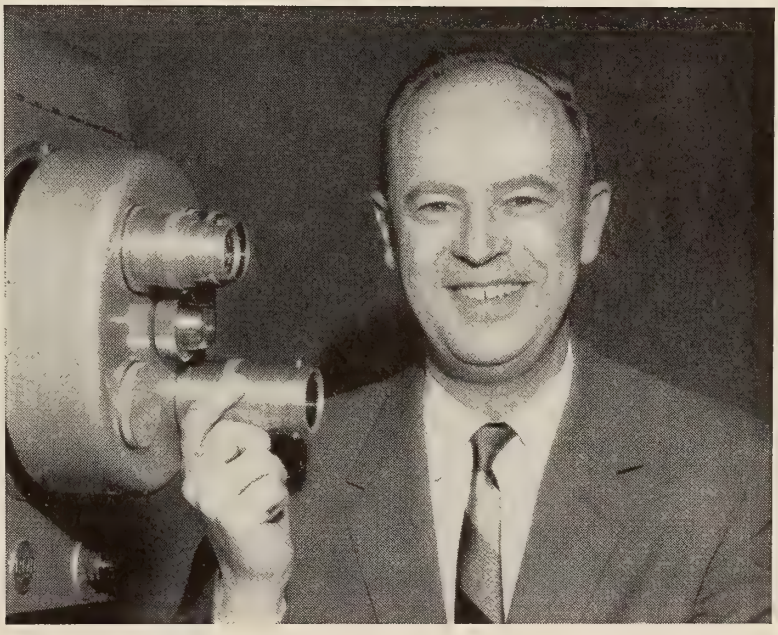
'Patty Duke' pilot ▪ Ziv-United Artists announces that a pilot for a situation tv comedy series, spotlighting Patty Duke, star of *The Miracle Worker* play and motion picture, will be filmed in New York shortly. In line with Ziv-UA's recently announced policy, *The Patty Duke Show* will be produced by an independent producer for Ziv-UA distribution.

Make honor role ▪ Three television programs were honored with blue ribbons by the American Film Festival in New York last week. They were: *The Twentieth Century* for "The Burma Surgeon Today," produced by CBS News; *Project 20,* for "The Real West," produced by NBC News, and *Casals Master Class: Program 17, Dvorak,* produced by the National Educational Television & Radio Center.

Films acquired ▪ WCBS-TV New York has acquired 23 feature films from Show Corp., according to Norman E. Walt Jr., vice president and general manager of the station. The complete package was originally released theatrically between 1956 and 1961, and all will be the first runs on tv. Included are "Two Way Stretch" (Peter Sellers); "Stage Struck" (Henry Fonda), and Norman Mailer's "The Naked and the Dead" (Raymond Massey, Joey Bishop, Cliff Robertson).

Economy Run ▪ KFBB Great Falls, Mont., program director Ron Moore will give a behind-the-wheel report of the 2,200 mile Montana Economy Run to prove the effectiveness of the new Chevy II automobile. Mr. Moore will give beeper reports from various stops along the trip.

Earnings up ▪ Seven Arts Production Ltd. announced last week that earnings for the fiscal year ended last Jan. 31 amounted to $1,100,555 after taxes, as compared with a loss of $1,090,212 for



WGN-TV CITES CONTAGIOUS COLOR ENTHUSIASM IN CHICAGO MARKET

Ben Berentson, WGN-TV Station Manager: "Enthusiasm and interest in Color TV is growing and spreading every day. To meet this great opportunity and exciting challenge, we've planned over 1600 Color hours this year, and we foresee a major break-through in Color sales to advertisers in '63." Color TV has big opportunities for you, too. Find out about them today from: J. K. Sauter, RCA, 600 North Sherman Drive, Indianapolis 1, Indiana, Telephone: ME 6-5311.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

May 14-18, 21-23 (6-6:30 a.m.) **Continental Classroom**, probability and statistics.

May 14-18, 21-23 (6:30-7 a.m.) **Continental Classroom**, American government.

May 14-18, 21-23 (10:30-11 a.m.) **Play Your Hunch**, part.

May 14-18, 21-23 (11-11:30 a.m.) **The Price Is Right**, part.

May 14-18, 21-23 (12-12:30 p.m.) **Your First Impression**, part.

May 14-18, 21-23 (2-2:25 p.m.) **Jan Murray Show**, part.

May 14-18, 21-23 (11:15 p.m.-1 a.m.) **Tonight**, part.

May 14, 21 (8:30-9 p.m.) **The Price Is Right**, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

May 15, 22 (7:30-8:30 p.m.) **Laramie**, part.

May 16, 23 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

May 16, 23 (10-10:30 p.m.) **Bob Newhart Show**, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

May 16, 23 (10:30-11 p.m.) **David Brinkley's Journal**, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

May 17 (10-11 p.m.) **Sing Along With Mitch**, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

May 19 (9:30-10 a.m.) **Pip the Piper**, General Mills through Dancer-Fitzgerald-Sample.

May 19 (10-10:30 a.m.) **Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

May 19 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

May 19 (7:30-8:30 p.m.) **Tales of Wells Fargo**, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

May 19 (9-11 p.m.) **Saturday Night at the Movies**, part.

May 20 (5-5:30 p.m.) **Patterns in Music**, sust.

May 20 (6-6:30 p.m.) **Meet the Press**, co-op.

May 20 (7-7:30 p.m.) **Bullwinkle**, part.

May 20 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color**, Kodak and RCA through J. Walter Thompson.

May 20 (9-10 p.m.) **Bonanza**, Chevrolet through Campbell-Ewald.

May 20 (10-11 p.m.) **DuPont Show of the Week**, DuPont through BBDO.

May 23 (8:30-9 p.m.) **Joey Bishop Show**, American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

the previous fiscal year. The announcement of earnings was made in a letter to shareholders by David B. Stillman, president, who pointed out that complete financial details will be revealed in the company's annual report to be released in June.

Derby rights ▪ CBS-TV has received exclusive television rights to the Kentucky Derby for the next four years. The Derby has been telecast by CBS since 1948. First live coverage of the race from Churchill Downs in Louisville was presented in May 1952 by the network.

EQUIPMENT & ENGINEERING

SOME PROBLEMS OF SATELLITE TV

It can be made practical – with work, U.S. experts say

Direct television broadcasting to home receivers via satellite may be possible, but there are a lot of problems to be overcomed before it can become practicable. This was the message given at the Second International Television Symposium at Montreux, Switzerland, by Edgar T. Martin and George Jacobs of the U. S. Information Agency's Broadcasting Service.

Aside from the fact that many countries have differing standards for tv reception the authors feel that there are formidable technical problems that must be solved before high quality broadcasting from space satellites can be considered.

The most satisfactory orbit for direct satellite-to-home receiver telecasting is the synchronous, 24-hour equatorial orbit, they maintain. The synchronous satellite—placed 22,300 miles above the earth with its orbit around the earth the same as the earth's rotation, thus maintaining the satellite above the earth in a fixed" position—is most satisfactory because it permits uninterrupted transmission through the entire day and does not require complex tracking antennas for receiving. Three such satellites would cover the entire earth.

Among the problems: need for high capacity power supplies and system components that will operate over a long period of time; development of precise stabilization and orientation methods to maintain the satellite's antenna pointing toward the area it is intended to serve; use of vhf and uhf television bands already heavily assigned throughout most of the world, or the use of higher frequencies for which new home receiving equipment must be developed.

The authors also discussed power and antenna requirements for this type of telecasting.

Jenfred develops slide-motion machine

A new multi-motored multi-lens machine, the Jenfred Threplex, which can project nine slides simultaneously to produce moving picture effects entirely from stills has been developed by Jenfred Inc., New York.

A demonstration film previewed in New York last week showed effects created by the new machine during its experimental stage for Norelco Shaver commercials, the *Kate Smith Program, American Heritage Show* and *Life Magazine*.

The effects are photographed at 24 frames per second continuously in one take, thus producing a final positive or negative at first shooting, according to Claude and Grace Frederick, owners of Jenfred and inventors of the machine.

The film illustrated the Threplex cre-

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ation of illusion of the shaver heads appearing and separating on the Norelco Shaver commercial; show signature on the *Kate Smith Show* of the moon coming over the mountain; animation of storm clouds, lightning and sunset on *American Heritage Show;* and a motion picture film giving animated action to still color transparencies for *Life* magazine.

Sylvania to resume color production

Sylvania Electric Products Inc., New York, is resuming production of color tv picture tubes.

The company, which previously produced and marketed color tubes from 1953 to 1957, will have a 21-inch round glass tube available in 1963, according to Gene K. Beare, president of Sylvania. The tubes will be made at Seneca Falls, N. Y., headquarters of Sylvania picture tube operations.

"Engineering and marketing studies we have conducted over the past several months show the color tv market now is expanding, and that this is the time for us to enter the field," Mr. Beare said. "We already are manufacturing a line of receiving tubes for color tv chassis and are developing additional tubes."

Last month Zenith Radio Corp. announced it will begin producing color tv tubes in early 1963. RCA, in recent years the only manufacturer of color tubes, also announced last month that it is developing a new color tube with a neck six inches shorter than those of present tubes (BROADCASTING, April 23).

Technical topics...

Fm with help of tv ▪ With the addition of a small piece of electronic filtering equipment, a tv antenna can now also provide simultaneous reception for an fm receiver, according to Walter Goodman, manager, Distributor Sales Div. of Jerrold Electronics Corp. The new Antenna Splitter, Model TX-FM, permits reception from a common antenna for both tv and fm sets, without interference or loss of signal.

New video alignment tape ▪ Development of a new monochrome video alignment tape for use in evaluating the performance of quadruplex tv tape recorders was announced last week by the RCA Broadcast & Communications Products Div., Camden, N. J. The tape, wound on an eight-inch reel, contains five minutes of multi-purpose test signal.

Best awarded ▪ The EMI/US exhibit at the convention of Society of Motion Picture & Television Engineers in Los Angeles, April 30-May 4, was awarded a plaque by SMPTE officials as the best of the 50 company exhibits that occupied 72 booths.

Tape cartridges ▪ Two new models of continuous tape cartridges, compatible with all current models of continuous cartridge playback equipment, have been introduced by Sound Corp. of America, Silver Spring, Md. SCA Model S ($2.25) is specifically designed for broadcasting, message repeaters, audio and visual display devices and language equipment. SCA Model L ($6) is designed for background music, data retrieval or where longer tape lengths are required.

Velocity calibrator ▪ Tel-Instrument Electronics Corp., Carlstadt, N. J., has announced the availability of a new portable velocity pickup calibrator. Model 510, designed to recheck the calibration of velocity pickup transducers, is particularly useful for field checking because of its portability. The shaker driving coil vibrates both a table on which the pickup under test is mounted and an internal standard velocity pickup. More information can be obtained by writing to E. W. Brinkerhoff, sales manager, Dept. X-2, Tel Instrument Electric Corp., 728 Garden St., Carlstadt, N. J.

Storage tube system ▪ Image Instruments Inc., Newton, Mass., announces the availability of its new Model 206 Electrostore, recording storage tube system. Operating at standard EIA television scanning rates, the unit stores and instantly reads out for repeated display a single television frame. It connects directly into a video line to receive composite television signals at standard amplitude and polarity. Dimensions: 77 inches high, 22 inches wide and 24 inches deep. Weight: 520 pounds. Power requirements: 105-125 volts, 60 cycle AC, 1.1kw. Price: $16,000. Delivery: 60 days after receipt of order.

Tv, radio production, sales up, reports EIA

Television and radio production and distributor sales for the first three months of this year were ahead of the same period last year. Included in the increases were uhf tv receivers and fm radios.

First quarter totals, as announced by Electronic Industries Assn. last week:

Period	PRODUCTION Tv	Radio
Jan.-March 1962	1,689,614*	4,625,844**
Jan.-March 1961	1,309,811	3,589,154
	DISTRIBUTOR SALES	
Jan.-March 1962	1,567,987	2,177,998
Jan.-March 1961	1,332,872	1,965,094

* Includes 134,647 tv receivers with uhf compared to 71,324 in previous year's period.
** Includes 1,618,331 auto radios and 241,736 fm radios compared to 1961 period's 1,079,336 auto radios and 166,822 fm radios.

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Tv gains throughout the world—USIA

AGENCY ISSUES REPORT ON WORLD-WIDE TV DEVELOPMENTS OF 1961

The television industry abroad is continuing to show tremendous vitality, expanding in size and scope and taking on a new dimension of importance in international politics.

This is the import of a review by the U.S. Information Agency of overseas television developments in 1961, which shows that 55 million sets are in use, receiving programs from more than 2,000 stations.

The report, which excluded the U.S. and Canada and U.S. Armed Forces television stations overseas, said that the number of sets had increased since 1960 by 9 million (to 44.5 million) in the non-Communist world, and 2 million, to 9.5 million, in Iron Curtain countries.

At the same time, 442 stations went on the air in non-Communist countries, boosting the total to 1,666. In the Communist bloc, 117 new stations brought the total there to 381.

Amid the welter of statistics compiled from countries all over the world is a cautionary note from USIA that the sources of its information may not always be reliable. But as a yardstick against which foreign television growth could be measured, the report recalls that in 1951, foreign tv consisted of 28 stations and some 1 million receivers.

Four New Tv Countries ▪ By the end of 1961, 66 countries had television, four more than in 1960. The newcomers are Ireland, Albania, Kuwait and the Syrian Arab Republic.

In Western Europe, where 30 million sets are in use, The Netherlands was reported to have joined the "million-set circle," along with the United Kingdom (12 million), West Germany (5.9 million), Italy (3 million), France (2.8 million) and Sweden (1.4 million).

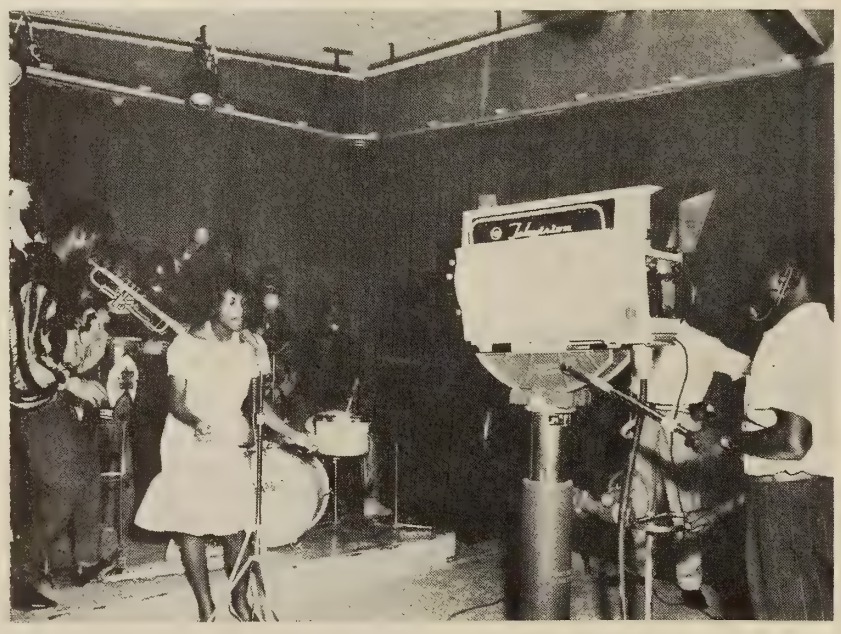
In the Far East, Japan continues to stand out, with more than 8½ million of the region's 10.2 million sets. Of the 2½ million new sets in the Far East, almost 2 million were purchased in Japan.

In Latin America, sets in use reached 4½ million, an increase of about 1 million. Small increases were reported in the Near East and in Africa.

The Soviet Union, according to the report, had 6 million sets, 1 million more than in 1960, receiving programs from 198 stations, an increase of 28. At the same time, work proceeded on a project to connect tv centers by cable or radio-relay lines. By the end of 1961, 43 areas of the country were able to tune in to Moscow television. Under construction is a 3,000-mile link between Moscow and Kazakhstan.

East German Propaganda ▪ The report also indicated that as tv developed during the year, it tended to reflect East-West tensions. For example, East Germany, considered the leading Communist satellite nation in television development, was said to have stepped up the anti-Western propaganda content of its tv programs. These programs were said to be reaching a widening audience in West Germany at the same time that the East German regime was cracking down on its citizens who watched West German television programs.

But there was also a friendlier aspect



NBC team helping start Nigerian tv network

The new Nigerian Television Service, inaugurated in April and now receiving assistance from an NBC International team of technicians, is well on its way to self operation, J. Robert Myers, managing director of the team, said last week.

NBC International has a five-year contract with the Nigerian government to train Nigerian citizens. The team consists of 16 technicians from the U. S., Australia, England and Canada.

Mr. Myers, in New York to attend the first annual sales meeting of the company, said the African country is currently programming 1½ hours of live shows a week. He added that the objective of the network and the team is to air five hours of programming, 30% to 40% live, in five years. The plans are to staff the network with 150 Nigerians.

Construction of fully equipped air conditioned facilities, including two studios, is scheduled to be complete by October, Mr. Myers said. He said Nigeria has a capital investment of $2 million in the network.

Among the live shows currently televised by the network are the Bobby Benson Show (see picture), a musical variety program; *Meet the Ministers,* an interview program fashioned after *Meet the Press,* and children's shows.

At the NBC International sales meeting, Alfred R. Stern, vice president, NBC Enterprises, said visiting representatives are screening new products to be included in an inventory of some 60 tv series for the international market. The roster of available shows for overseas distribution reflects a steady increase in news and public affairs programming, he added.

to East-West television. Eurovision, the network linking 17 West European countries, was connected with Intervision, the East European network, for coverage of the receptions of Soviet cosmonauts Gagarin and Titov and the May Day parade from Moscow.

There were also bilateral exchanges between the United Kingdom and the Soviet Union. The ceremony of "Trooping the Colour" for the Queen and the British Trade Fair in Moscow and the Soviet State Fair in London were reciprocally televised.

A similar link was established between U.S.S.R. and Italy to permit live coverage in Italy of Prime Minister Fanfani's visit to Moscow.

Interest in Etv ▪ In addition, 1961 witnessed "a great upsurge of interest in educational television" among all the countries of the world, the report said. Educational organizations, foundations and such international bodies as UNESCO and the European Broadcasting Union were said to have intensified efforts to use television to expand education.

The First International Conference of Radio & Television Organizations on School Broadcasting was held in Rome, in December, to find ways of coordinating and improving etv efforts. The conference was sponsored by the Italian Radio & Television Organization, under the auspices of the European Broadcasting Union, and was attended by 179 delegates and 48 observers from 64 countries.

Along with the proliferation of sets in Europe, more television systems there were becoming financial successes. West Germany and Italy added second programs, and the former is planning a third. And Austria's semi-commercial tv service became solvent as the number of sets in the country reached 300,000. In France, a long-awaited second network is expected to be in operation by the end of 1963.

In some countries, television expanded despite restrictive government actions. In Brazil, for example, former President Quadros cancelled all operating permits granted by his predecessor, an action that affected some 70 companies, on the ground that the licenses had not been properly granted. The government also issued decrees affecting programming and requiring that all radio and tv scripts be submitted for censorship.

Despite these actions, 30 stations were reaching 60% of the nation's population, another 10 were under construction, and many other channels had been allocated. In all, 1,600,000 sets were said to be in use, providing service for 6,700,000 persons.

Television in Cuba, however, appeared to have suffered a setback. The report indicates that country had 400,000 sets in operation in 1961 as against 500,000 a year earlier. And instead of six networks servicing 24 stations, as in pre-Castro days, there are now two government-controlled chains totalling 15 stations.

Japan, meanwhile, was reported preparing to enter space-age communications in partnership with the U.S. to provide international live coverage of the 1964 Olympic Games, to be held in Tokyo.

Summer relief seen on Canadian content

Canadian television stations, required as of last April 1 to program 55% Canadian content, are to get some relief for the summer. The Board of Broadcast Governors will hold hearings May 29 on an amendment to require only 45% Canadian content between May 27 and Oct. 13.

BBG said new tv stations, especially second tv stations in eight Canadian markets, are not making satisfactory financial progress.

BBG feels that "it is preferable to achieve the desired results by temporary amendment of the regulations rather than by the exercise of administrative discretion."

BBG also has announced that British Commonwealth programs can count for 100% Canadian content up to 28 hours in a four-week period, and for 50% thereafter, but not for more than one-third of program time. French-language programs produced outside Canada will continue to count for 50% Canadian content.

Programs produced outside Canada in other than Commonwealth or French-language countries and requiring dubbing in French or English in Canadian production centers will count for 25% Canadian program content.

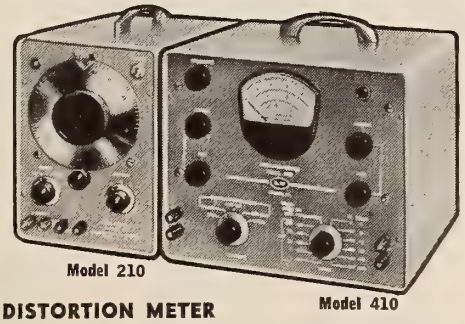
Mutual ▪ The ruling on Commonwealth programs is a reciprocity move since Canadian programs in Great Britain count for 100% British program content.

Advertisers who sponsor Canadian productions will receive a bonus in advertising time, the BBG announced at Ottawa late in April. Such advertisers will receive an extra 60 seconds of advertising time per half-hour program. The commercial time allowance is boosted from 5 minutes 15 seconds to 6 minutes 15 seconds for a half-hour sponsored program, with proportionate increases for longer programs.

Canadian tv broadcasters have objected to proposed regulations to require 45% Canadian program content from 6 p.m. to midnight effective October 1962, and 55% effective October 1963 (BROADCASTING, April 9). BBG "was impressed with the argument that setting a minimum of 45% or 55% for any period of the day would too greatly restrict the flexibility of program scheduling which station operators require and could defeat the purposes intended."

New! B&W

INSTRUMENTS for AUDIO MEASUREMENTS



MODEL 410 DISTORTION METER

• Measures audio distortion, noise level and AC voltages • Also a versatile vacuum tube voltmeter. • Distortion levels as low as .1% can be measured on fundamental frequencies from 20 to 20,000 cps, indicates harmonics up to 100,000 cps • Distortion measurements can be made on signal levels of .1 volt to 30 volts rms • The vacuum tube voltmeter provides an accuracy of ±5% over a frequency range from 20 cps to 200 KC. For noise and db measurements, the instrument is calibrated in 1 db steps from 0 db to —15 db, the built-in attenuator provides additional ranges from —60 db to +50 db in 10 db steps.

MODEL 210 AUDIO OSCILLATOR

• Provides a sine wave signal from 10 cps to 100 kc • Output level within ±1 db when working into 600 ohms (reference 5 kc) • Power output, variable to above 150 mw • Hum and noise, —70 db at 5 volts output • Distortion is less than .2% at 5 volts output from 50 to 20,000 cps, slightly higher at higher output and frequency extremes.

These instruments are supplied with many B.C. station installations for FCC Proof-of Performance tests.

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BROADCAST ADVERTISING


Mr. Salembier


Mr. MacDonald

David John Salembier and **Gilbert C. McDonald** elected vps of Young & Rubicam, New York. Mr. Salembier joined Y&R in 1935. He has been member of contact department since 1947 and was made account supervisor in 1961. Mr. McDonald joined agency in 1938; was named account executive in 1944, and account supervisor in 1961.

Amos H. Griffin, director of marketing, fibers division, Eastman Chemical Products, subsidiary of Eastman Kodak Co., New York, elected vp. Mr. Griffin, formerly associated with Burlington Industries, joined Eastman in 1956 as director of merchandising. He was promoted to his present position in January of this year.

Charles R. Stuart Jr., advertising manager of Bank of America, and **King Harris,** executive vp of Fletcher Richards, Calkins & Holden, elected president and vp, respectively, of San Francisco Advertising Club. Mr. Stuart, who was 1961-62 Ad Club vp, succeeds **A. James McCollum.**

Stanley Waldman, midwest regional advertising administrator, Waste King Corp., Los Angeles, manufacturers of Waste King Universal domestic and commercial garbage disposers, dishwashers etc., appointed assistant to vp for sales of corporation's commercial food service equipment division. Mr. Waldman will assist in overall marketing, field sales and customer relations programs, and will serve in liaison capacity with other commercial division departments.

Edwin Benedict, account executive, McCann-Marschalk, New York, elected vp.

John T. Bruce, national account marketing executive, D'Arcy Adv., joins Geyer, Morey, Madden & Ballard as manager of agency's Portland, Ore., office. He replaces **Robert J. Livingston,** who now manages GMM&B's Omaha office.

George Irwin, account executive, Wade Adv., Los Angeles, joins Eisaman, Johns & Laws, that city, in similar capacity.

Bernard Sloan, associate creative director, Compton Adv., Chicago, joins Leo Burnett Co., that city, as tv copy supervisor.


Mr. Allen

Christy T. Allen, vp and management supervisor, BBDO, San Francisco, named manager of southwestern regional operations. He will handle his new assignment from BBDO's Dallas office. Mr. Allen joined agency in 1948 after working with Compton Adv. and A. C. Nielsen Co.

Howard E. Rieder, advertising manager, Thomas Organ Co., Sepulveda, Calif., named director of advertising, sales promotion and pr for Thomas Organ Co. and its parent corporation, Pacific Mercury Electronics. Mr. Rieder joined Thomas six years ago from J. W. Raymond Adv., Los Angeles, where he served as copy-contact and media assistant.

Jack Partington, tv-radio producer, Sullivan, Stauffer, Colwell & Bayles, New York, joins tv-radio department of Fletcher Richards, Calkins & Holden, that city, as writer-producer.


Mr. Tinney

Joseph L. Tinney, free-lance director and producer with Hollywood motion picture studios, appointed manager of commercial production for Colgate - Palmolive Co., New York. In newly created position, Mr. Tinney will provide counsel and assistance to all divisional product managers in all phases of tv commercial production. Mr. Tinney was formerly with William Esty Co. and Dancer-Fitzgerald-Sample.

Edwin W. Ebel, vp-advertising services, General Foods Corp. and member of board of directors of The Advertising Council, elected chairman of Ad Council's radio-tv committee.

Bruce Doll, former media director in BBDO's Los Angeles office, and for past 13 months with agency's New York media department, returns to Los Angeles in similar capacity. **Gordon Dunn** appointed director of BBDO's Los Angeles marketing and research departments.

Eastern Region officers

Harold L. McClinton, president, Reach, McClinton & Co., elected chairman of Eastern Region of American Assn. of Advertising Agencies. Other officers elected: **Arthur C. Fatt,** board chairman and treasurer, Grey Adv., vice chairman; and **Stanley J. Keyes Jr.,** board chairman, Adams & Keyes, secretary-treasurer. Governors: **William Bernbach,** president, Doyle Dane Bernbach; **Thomas H. Lane,** senior vp, Lennen & Newell; **Fred T. Leighty,** administrative vp and secretary, Dancer-Fitzgerald-Sample, and **John Peace,** president, William Esty Co. All are of New York City.

Also serving on region board as governors *ex officio* will be chairman of five local councils in region.

4A's chief executive, Frederic R. Gamble, retires

Frederic R. Gamble retired last week (May 7) as president of the American Assn. of Advertising Agencies after 33 years with the organization. Mr. Gamble joined the 4As as executive secretary in 1929 following his graduation from Oxford U., which he attended as a Rhodes Scholar, and after six years in private business. He was named managing director in 1940 and elected president in 1944.

In 1929, when Mr. Gamble joined the association, it had 134 member agencies and 23 people on its staff. Today, there are 340 4A member agencies and the association has a staff of 62 and two regional offices. Total volume of 4A agencies, in this period, rose from $322 million annually to about $4 billion.


Mr. Gamble

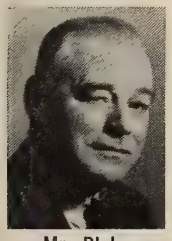

Mr. Crichton

Mr. Gamble was succeeded as AAAA president by **John Crichton,** editor of *Advertising Age*. His term of office is for two years, extending through the association's annual meeting in 1964.


Mr. Lyren


Mr. Fryml

Carl V. Lyren and **Robert G. Fryml** elected vp-copy chief and vp-executive art director, respectively, Edward H. Weiss & Co., Chicago-based advertising agency. N. Lee King, senior vp and creative director, stated that elections reflected major contributions each had made and was in recognition of their increasing responsibilities. Both joined Weiss agency in 1960; Mr. Lyren from North Adv., and Mr. Fryml from Leo Burnett Co.


Mr. Blake

Gerald Blake II, vp of Lambert & Feasley, New York, named management account supervisor on Listerine Antiseptic, Listerine Products and Fizzies Instant Sparkling Drink Tablets accounts. He formerly was account supervisor of Listerine accounts.

East Central officers

John F. Henry, vp, Geyer, Morey, Madden & Ballard, Detroit, elected chairman of East Central Region of American Assn. of Advertising Agencies. **Herbert W. Cooper,** president, Meldrum & Fewsmith, Cleveland, elected vice chairman, and **Louis A. Schweizer,** vp, The Bayless-Kerr Co., Cleveland, re-elected secretary-treasurer. Governors: **Willis M. Carpenter,** vp, J. Walter Thompson, Detroit, and **John S. Pingel,** executive vp, Ross Roy—B.S.F.& D., Detroit.

Also serving on region board as governors *ex officio* will be chairman of each of five local councils in region. These are: **Robert G. Grannen,** vp, Leonard M. Sive & Assoc. (Cincinnati Council); **Kirk C. Tuttle,** senior vp, Fuller & Smith & Ross (Cleveland Council); **Thomas J. Pritchard,** administrative manager, Dancer-Fitzgerald-Sample (Dayton Council); **John L. Thornhill,** vp, Campbell-Ewald Co., Detroit (Michigan Council), and **R. Forrest Rosenberger,** vp, Ketchum, MacLeod & Grove (Pittsburgh Council).

Marianne Monahan, timebuyer, Needham, Louis & Brorby, Chicago, elected "timebuyer of 1962" in annual membership poll by Chicago chapter of Station Representatives Assn. Miss Monahan has been associated with NL&B since 1953.


Mr. Cohn

Hugh Cohn, radio-tv business manager, Lawrence C. Gumbinner Adv. Agency, New York, elected vp in radio-tv department. Mr. Cohn is also special consultant to public health service of Dept. of Health, Education & Welfare.

Bea Alexander and **Virginia Olsen** named traffic director and art director, respectively, for consumer accounts at Boylhart, Lovett & Dean, Los Angeles advertising agency. Miss Alexander was formerly with Jack Lawlore Adv., and Miss Olsen comes from Philip J. Meany Co., both Los Angeles.


Miss Gore

Alice M. Gore, account manager, Weightman Inc., Philadelphia advertising agency, assumes added duties as supervisor of account management department, handling budget, space and time purchase details for all agency clients. She will continue as account manager, assisting S. A. Tannenbaum, agency president and account executive for Allen Products Co. (dog food), and Dave Nazionale, vp and account executive for Megs Macaroni Co. (egg noodles). **Faith A. Farrell,** head of Weightman's clerical department, promoted to account manager.

Larry Orenstein, copy chief, Doyle Dane Bernbach, Los Angeles, joins Kenyon & Eckhardt, that city, as creative director, effective June 1.

Kenneth Palmer, marketing analyst in research department, Quaker Oats Co., joins Lilienfeld & Co., Chicago, as director of research.


Mr. Wanamaker

Robert J. Wanamaker joins Clinton E. Frank Inc., Chicago-based advertising agency, as vp and copy director. For past two years, Mr. Wanamaker held same post with Edward H. Weiss & Co., that city, which he joined in 1957. From 1952 to 1957, he was assistant creative director with Fulton, Morrissey Co., Chicago.

LEADERSHIP • SERVICE • INTEGRITY

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Richard J. Monahan, • Executive Vice President

SUBSCRIBER NAB RADIO CODE

WTRY Albany • Schenectady • Troy
REPRESENTATIVE • John Blair & Co.

REPRESENTATIVES • Geo. P. Hollingbery Co. • Kettell-Carter, Inc.
WAVZ New Haven, Conn.

WSLS-TV
Roanoke, Virginia

. . . the station where leadership & integrity are tradition !

10

NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC.

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

Raymond H. Welch Jr. and **Richard M. Welch** join copy department of Harold Cabot & Co., Boston. Other agency appointments: **Frank N. Moore,** broadcast group; **James Richards,** art department, and **Sargent Goodchild,** research department.

THE MEDIA


Mr. Francis

Vincent A. Francis, western division sales manager, ABC - TV, Hollywood, elected to newly created position of ABC vp, west coast tv network sales. Mr. Francis joined ABC Radio in 1944 as d.j. on KGO San Francisco. He became salesman at KGO in 1947 and moved to ABC Radio division sales in same year. In 1949 Mr. Francis was appointed general manager of ABC National Spot Sales; became sales manager of KGO-TV in 1951, and has served as ABC-TV's western division sales manager since 1955.

Arthur Murrellwright, general sales manager of WROC-TV Rochester, elected vp of Veterans Broadcasting Co. (WROC-AM-TV Rochester, N. Y., and KTVE [TV] El Dorado, Ark.).

John A. Garner, former general manager of KMOS-TV Sedalia, Mo., appointed Carolina sales manager for WFMY-TV Greensboro, N. C.

Marvin Address and **Reginald Mead** join WGMS-AM-FM Bethesda, Md., as local sales representatives.

Martin Small, former account executive, KRIZ Phoenix, named general manager of KWBY Scottsdale, Ariz.

Jack Murphy, assistant station manager, KOOL-TV Phoenix, promoted to station manager.

James Gerity Jr., president and general manager of WNEM-FM-TV Saginaw-Bay City-Flint and WABJ Adrian, all Michigan, re-elected president of Committee of 100 of Miami Beach, Fla., for fourth consecutive year at association's annual meeting last week.

Frederick W. (Ted) Hodge, program director, WHEC Rochester, N. Y., resigns to become general manager of Northeast Radio Network (broadcasting service to Upstate New York), subsidiary of Ivy Broadcasting Co. In newly created position, Mr. Hodge will be responsible for network sales, programming, and station relations. He will also supervise activities of Northeast's Syracuse U. and Northeast Professional Football Networks'.

Chuck Christianson, former San Francisco office manager of Adam Young Inc., radio rep firm, joins KXRX San Jose, Calif., as general sales manager.


Mr. Ramberg

Arne N. Ramberg, timebuyer, N. W. Ayer & Son, Philadelphia, joins The Katz Agency as manager of rep firm's new radio division office which will open June 1 at 1102 Land Title Bldg. in Philadelphia. Mr. Ramberg has been in media buying and research since 1949. Previously, he was associated with W. B. Doner & Co. and Paul Venze Assoc.

Gus Vanderheyden, local sales manager, WNDU-TV South Bend, Ind., promoted to sales manager. **Paul Walton,** production manager, appointed director of tv program operations. **John McCullough,** former program manager of WNDU radio, named director of public affairs for tv outlet.

Tom Chauncey, president of KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona, accepts membership on National Committee for Support of Public Schools. Group's purpose is to promote widest possible understanding of financial needs of our public schools on part of citizens.

John Rossiter named local and regional sales manager of WJAR-TV Providence, R. I.

Martin E. (Marty) White, southeastern sales manager, Community Club Awards (CCA), merchandising and promotional franchise available to radio stations, joins WMBR-AM-FM Jacksonville, Fla., as feature sales director. Mr. White will concentrate on program sales of news, special events, vignettes, and specific packages designed to accommodate long-term and institutional advertisers.


Mr. Stanfield

Ray M. Stanfield, vp and general manager of Belk Radio Stations and general manager of WIST Charlotte, N. C., resigns to become director of radio promotion and research for Peters, Griffin, Woodward, New York. Mr. Stanfield is former director of sales and programming and news-sports director of WIS Columbia, S. C.

William C. Aden Jr., assistant editor of bi-weekly journal of opinion, *Christianity and Crisis,* joins advertising and

Central Region officers

George Bolas, vp, Tatham-Laird, Chicago, elected chairman of Central Region of American Assn. of Advertising Agencies. Other officers elected: **Buckingham W. Gunn,** senior vp, Clinton E. Frank Inc., vice chairman; and **Charles S. Winston Jr.,** vp, Foote, Cone & Belding, secretary-treasurer. All are of Chicago. Governors: **A. S. Black,** president, A. S. Black & Co., Houston; **Joseph Greeley,** executive vp, Leo Burnet Co., Chicago; **Chester L. Posey,** senior vp, McCann-Erickson, Chicago, and **George Rink,** executive vp, Earle Ludgin & Co., Chicago.

Also serving on region board as governors *ex officio* will be chairman of each of five local councils in region. These are: **David G. Watrous,** vp, Earle Ludgin & Co. (Chicago Council); **James B. Forrest,** executive vp, Ball & Davidson, Denver (Rocky Mountain Council); **Casper S. Yost,** president, Ridgway-Hirsch & French (St. Louis Council); **Robert N. Aylin,** president, Aylin Adv. Agency, Houston (Southwest Council), and **John W. Forney,** president, John W. Forney Inc., Minneapolis (Twin City Council).

"IT PAYS TO USE KTVE"



So says Jerry Ryan of RYAN CHEVROLET COMPANY in Monroe, La.

OVER 100 LOCAL ADVERTISERS USE KTVE REGULARLY TO GET SALES RESULTS & PROFITS

NBC abc

KTVE

CHANNEL 10

EL DORADO MONROE GREENVILLE

REPRESENTED NATIONALLY BY: VENARD, RINTOUL & McCONNELL CECIL BEAVER SOUTHERN REP.

VAPBA elects Lambe chief


Mr. Lambe

Robert L. Lambe, president, WTAR-AM - FM - TV Norfolk, elected president of Virginia Associated Press Broadcasters Assn. at group's spring meeting in Norfolk May 4, succeeding **Wip Robinson III,** news director, WSVA - AM - FM - TV Harrisonburg. **Charles Craig,** news director, WDVA Danville, and **Joseph Moffat,** news director, WSLS-AM-FM-TV Roanoke, elected vp and treasurer, respectively. Elected to executive committee: **Don Murray,** WDBJ-AM-FM-TV Roanoke; **Ambert Dail,** WGH Newport News; **John Columbus,** WPUV Pulaski; **L. Earl Hundley,** WLPM Suffolk; **Fran Russell,** WLVA-AM-TV Lynchburg, and Mr. Robinson.

promotion staff of CBS Radio, New York, as sales presentation writer.

Barney W. Broiles, formerly with Allied Artists Corp., joins Dallas office of Edward Petry & Co., as radio account executive.

John J. White, sales manager, Sumner Tv Corp., appointed account executive for Weed & Co., Canadian division of Weed Organization. Mr. White will have his headquarters in New York.

Norm Gray, former sales manager of KXTV (TV) Sacramento, Calif., and for past year in free-lance field of sales promotion, joins KCPX-TV Salt Lake City as account executive.

Jack Solomen, executive vp of Bishop & Assoc., Los Angeles pr firm, joins Harshe-Rotman & Druck, that city, as account executive.

Gus Parmet, regional sales manager, WICE-AM-FM Providence, R. I., joins WCOP-AM-FM Boston as account executive.

Stephen C. Riddleberger, president of ABC-owned radio stations, New York, named national radio-tv chairman of United Epilepsy Assn.

Edward A. Warren, director of programming, WGN-TV Chicago, named program manager, WNBC-TV New York.

George G. Volger, general manager of KWPC-AM-FM Muscatine and president of KCII Washington, both Iowa, named chairman of vocational assembly on broadcasting service at Rotary International Convention June 4 in NBC studios, Burbank, Calif. Convention officials estimate that more than 50 radio and tv broadcasters will participate. Discussions will be based on general theme of broadcaster in field of community service.

Daniel T. Pecaro, former program manager of WGN Chicago, appointed WGN-TV program manager succeeding **Edward A. Warren** who joins WNBC-TV New York, in similar capacity. **Robert L. Bradford,** assistant program manager of WGN radio, promoted to program manager.

Jay Jones, formerly with KTUL Tulsa, Okla., joins KOME, that city, as program director.

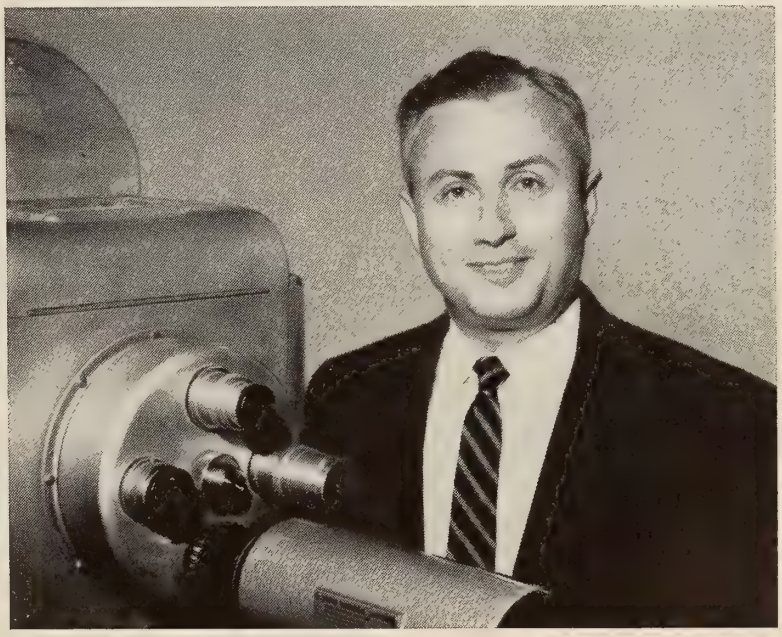
Hal Boudreau, announcer and production assistant, KGMB Honolulu, promoted to program director. Since moving to Hawaii nine years ago, Mr. Boudreau has served as program director of KHVH Honolulu, vp of Big Island Broadcasting Co., and general manager of KIPA Hilo.

Robert E. (Bud) Curran resigns as southeast regional manager for ABC-TV station relations after eight years at network. He was responsible for liaison between network and affiliated stations in area from Washington, D.C., to Florida.

George Doyle, news director, KFH-AM-FM Wichita, re-elected chairman of Kansas Associated Press Radio-Tv Assn. **Don Hopkins,** news director, KGNO Dodge City, was elected vice chairman and will serve as chairman of association's continuing study committee.

Dalton Danon, former national sales manager, Medallion Tv Enterprises Inc., Hollywood, joins KTLA (TV) Los Angeles as director of film operations.

George J. Bloom, staff writer, WBBM-AM-FM Chicago, appointed supervisor of stations' creative department.



WBRE-TV COLOR PIONEERING PAYS OFF AS DEMAND SURGES

David Baltimore, WBRE-TV General Manager: "The big surge of enthusiasm for Color TV in the Wilkes-Barre area has already brought a 'demand exceeds supply' situation. Everyone is finding out that Color provides TV's fullest enjoyment and service, and we believe Color TV will be a big factor in audience and advertiser selectivity by '63." Color TV can pay off for you, too. Find out how from: J. K. Sauter, RCA, 600 North Sherman Dr., Indianapolis 1, Ind., Tele: ME 6-5311.



AWRT installs new officers

Highlighting the 11th annual convention of American Women in Radio & Television May 6 in Chicago was the installation of the group's new officers for 1962-63. In the picture (l to r), Martha Crane, director of women's programs, WLS Chicago, AWRT's new president, poses with Montez Tjaden, director of promotion and public relations, KWTV (TV) Oklahoma City, outgoing president, and Margaret Mary Kearney, educational director, WCAU-AM-TV Philadelphia, president-elect who takes office in 1963.

Area vps: **Harriet Blue,** KYA-AM-FM San Francisco, Western; **Marion Corwell,** etv department, Henry Ford Museum, East Central; **Julia C. Fuller,** WTAG-AM-FM Worcester, Mass., Eastern; **Jean Clarke,** Humble Oil & Refining Co., Charlotte, N. C., Southern; **Sadia Adwon,** KTUL-TV Tulsa, Southwest; and **Mary J. Chinn,** KRNT-TV Des Moines, West Central. Area vice presidents will serve two-year terms.

Frances Smith, account executive, Ralph A. Klinefelter Inc., Pittsburgh pr agency, joins staff of WTAE (TV), that city, as production assistant.

William J. Leo, manager, credit section, CBS Inc., New York, elected assistant treasurer. He will also continue to serve in present position. Mr. Leo formerly was associated with Philip Morris Inc.

Charles Arlington, who joined KLAC-AM-FM Los Angeles as newscaster last month, promoted to news director, post vacant since last summer. Previously, Mr. Arlington was news director of KFWB, that city.

Marvin H. Friedman, UPI, Newark, N. J., joins WCBS New York as news editor.

Allan Moll, member of KHJ Los Angeles news staff, promoted to director of news of KHJ-AM-TV. **Les Mawhinney** appointed executive editor of stations' news department.

Gabe Viera, formerly with ACF Industries, electronics firm, Riverdale, Md., joins news staff of WRC-AM-FM-TV Washington.



Mr. Hatch

Duane A. Hatch, formerly with WSAV Savannah, Ga., where he served successively as program director, account executive and local advertising manager, returns to station as commercial manager. He will succeed **Robert W. Ward.**

George Palmer, former general manager of WSAI-FM Cincinnati, joins WKRC-TV, that city, effective May 21, as executive news director. In addition to handling news, Mr. Palmer will write and produce at least six prime time specials per year, subject matter of which will be determined at later date.

Charlie Jones, former director of pr and radio-tv voice of Dallas Texans of American Football League, joins WFAA-TV Dallas as sports director.

Max G. Falkenstien, general manager, WREN Topeka, elected president of Kansas Assn. of Radio Broadcasters, succeeding **Thad M. Sandstrom,** general manager, WIBW-AM-FM Topeka. **Robert E. Schmidt,** general manager, KAYS Hays, to president-elect, succeeding Mr. Falkenstien. **Robert L. Pratt,** general manager, KGGF Coffeyville, **Arden Booth,** general manager, KLWN Lawrence, and Mr. Schmidt were elected to association's board of directors.

Joe Tuttle, formerly with WSAY Rochester, N. Y., and WKOX-AM-FM Framingham, Mass., joins announcing staff of WKVT Brattleboro, Vt., and WKNE Keene, N. H., both licensed to Highland Stations.



Mr. Lasky

Joel D. Lasky, tv sales representative, promoted to advertising and promotion manager of WHEC-AM-TV Rochester, N. Y. **Edgar R. Smith,** former sales reresentative for WHAM, WHFM (FM), that city, and recently with Rochester advertising agency as account executive, succeeds Mr. Lasky as sales representative. **Howard E. Severe,** assistant radio program director, promoted to program director. **Joan M. White,** news and public affairs secretary, named advertising and promotion assistant.

Arthur Barnes, promotion and publicity director, WISN-TV Milwaukee, joins WBBM-AM-FM Chicago as sales promotion manager.

NAB's radio pr group

Hugh O. Potter, general manager, WOMI-AM-FM Owensboro, Ky., named chairman of 1962-63 Radio Public Relations Committee of National Assn. of Broadcasters. Others, also members of NAB's radio board of directors, who will serve with Mr. Potter are: **John S. Booth,** president, WCHA-AM-FM Chambersburg, Pa.; **John F. Box Jr.,** executive vp and managing director, WIL-AM-FM St. Louis; **Carleton D. Brown,** president and general manager, WTVL Waterville, Me.; **B. Floyd Farr,** vp and general manager, KEEN-AM-FM San Jose, Calif.; **A. Boyd Kelley,** president, KRRV Sherman, Tex.; **Allan Page,** president and general manager, KGWA Enid, Okla.; **Loyd C. Sigmon,** vp and general manager, KMPC Los Angeles, and **Lester C. Spencer,** president and general manager, WKBV-AM-FM Richmond, Ind.

PROGRAMMING

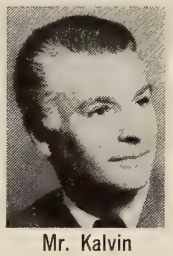
Don Hershey elected president of Screen Directors International Guild, succeeding **Willard Van Dyke.** Other officers elected are: **Jack Glenn,** first vp; **Joseph Lerner,** second vp; **Howard T. Magwood,** secretary, and **Robert J. Kingsley,** treasurer. **George L. George** continues as executive director of union which represents tv and motion picture directors in New York area and in Canada, Latin America and Europe.

Harry A. Holmes, art director, Cellomatic Div. of Screen Gems, New York, appointed general manager of Cellomatic Production Center, that city.

Devery Freeman and **Boris D. Kaplan** named to newly created positions of executive producers for CBS-TV, Hollywood. Mr. Freeman was producer of *Pete and Gladys* during present season. Mr. Kaplan has been with Revue Productions for past two years where he was producer of *87th Precinct.*

Sol Schreiber, director of operations at MGM-TV, elected chairman of Tel-Fil group, association of tv film distributors for exchange information credit and other operational matters. **Sid Smith** of United Artists elected vice chairman.

Mark Russell, executive producer, KMOX-TV St. Louis, elected president of National Academy of Television Arts & Sciences' newly formed ninth chapter in St. Louis. Other officers are: **John Gunter,** Gardner Adv., first vp; **Dolan Walsh,** D'Arcy Adv., second vp; **Keith Gunther,** KSD-TV St. Louis, treasurer, and **James Fasholz,** Gardner Adv., secretary.


Mr. Kalvin

Paul C. Kalvin, account executive with United Artists Associated for past year, promoted to eastern division sales manager. Earlier, Mr. Kalvin served in executive capacities with Television Industries Inc. and Motion Pictures For Television, both New York tv film distribution companies. He will make his headquarters in New York.

Lawrence A. Weingarden elected president of Screen Producers Guild, succeeding **Walter Mirisch.** Other officers elected: **John Houseman,** first vp; **Fred Kohlmer,** second vp; **William Self,** third vp; **Irving Briskin,** secretary; **Jerry Bressler,** first assistant treasurer; and **Art Gardner,** second assistant treasurer. **Richard Wilson, Robert Arthur, Pandro S. Berman, William Castle, Howard W. Koch, Aubrey Schench, Jerry Walk** and **Richard Wilson** were elected to three-year terms as SPG board members.

Steven M. Perry, formerly with Filmcraft Productions, Los Angeles, joins BLH Productions, Hollywood tv and industrial commercial producer, as production coordinator and salesman. **Danny Donahue,** formerly with Na-

Etv group re-elects chairman, other officers

Harry C. Lautensack, chairman of Western New York Educational Tv Assn., licensee of community-owned WNED-TV Buffalo (ch. 17), was re-elected to his fifth term as executive director of etv organization. Other officers re-elected: **Carl W. Baisch,** superintendent of schools, Kenmore-Town of Tonawanda, vice chairman; **Carlton P. Cooke,** senior vp, Marine Trust Co., treasurer, and **Mrs. D. T. Karzon,** attorney, secretary.

Trustees elected to fill vacancies on board: **John M. Galvin,** executive vp, Marine Trust Co.; **Dr. Oscar E. Lanford,** president, State University College at Fredonia, and **Charles C. Shutt,** vp and general manager, Westinghouse Electric Co.

Trustees re-elected to three-year terms: **Rt. Rev. Msgr. Sylvester J. Holbel,** secretary of education. Diocese of Buffalo; **Mrs. James Kideney; Judge Jacob A. Latona; Dr. Joseph Manch,** Buffalo superintendent of schools; **Dr. Weldon Oliver,** superintendent of schools, Niagara Falls, N.Y.; **Dr. Claude E. Puffer,** vice chancellor for business affairs, U. of Buffalo; **Ira G. Ross,** president, Cornell Aeronautical Labs; **Very Rev. Vincent T. Swords,** president, Niagara U.; **Stanley Travis,** chairman, Department of Drama and Speech, U. of Buffalo, and Mr. Baisch.

Renamed to board's executive committee were: Mr. Lautensack, Msgr. Holbel, Dr. Manch, Dr. Puffer, Mr. Cooke, Mrs. Karzon, Mr. Baisch, and **George A. Newbury,** president, Manufacturers & Traders Trust Co. Mr. Newbury was re-appointed chairman of finance committee. Also named to committee were Mr. Galvin and attorney Alfred Saperston. **Marguerite Gane,** director of Children's Aid Society, was named chairman of nominating committee. She will be assisted by **Archie W. Harkness,** superintendent, first supervisory district of Erie County and **Reginald B. Taylor.**

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3. **Agency and Personnel Bulletins *Weekly***
4. **Geographical Index in *June***
5. **Agency Lists every *January, May* and *September***
6. **Geographical Register (optional to subscribers in place of Product Edition) with Weekly revisions, every *September***

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New York 36, N. Y.

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Chicago 1, Illinois

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Los Angeles 57, Calif.

tional Screen Service Corp., appointed head of BLH's editorial department. **Bob Robb** named director of video tape operations and member of BLH's board of directors.

Richard Alan Simmons, who wrote and produced Emmy-nominated "Price of Tomatoes" program on the *Dick Powell Show,* signs new contract with Four Star Productions to produce and write unspecified number of shows for hour-long anthology series.

Vincent M. Fennelly named producer of *Rawhide* series presented on CBS-TV Fridays, 7:30-8:30 p.m. EDT.

James T. McGinn, president of McGinn Television Productions, joins sales staff of Jayark Films Corp., New York, as account executive. Prior to forming his own production organization, Mr. McGinn was associated with Encyclopaedia Britannica Films, Wilmette, Ill.

EQUIPMENT & ENGINEERING


Mr. Hedblom

Frederick L. Hedblom, general works manager, Zenith Radio Corp., Chicago, elected vp-works manager. Mr. Hedblom, who is responsible for production at Zenith's five Chicago plants, joined electronics firm in July 1941.


Mr. Humphrey

Gordon S. Humphrey, assistant vp and general manager of Raytheon Co.'s Santa Barbara operations, joins controls division of Leach Corp., Azusa, both California, as general manager. Mr. Humphrey, who had spent 18 years with Raytheon in various executive and general management capacities, was formerly second in command of electronic firm's equipment operations before Raytheon's divisional reorganization in 1955. Mr. Humphrey fills top management position which has been temporarily held by **Victor S. Kostuck,** vp-corporate planning, who now resumes his planning duties at Leach's corporate headquarters in Compton, Calif.

George Petetin, former sales manager, Pickering & Co., named national distributor sales manager for Reeves Soundcraft Corp., Danbury, Conn.

Marshall Bartlett, marketing manager, audio products department, General Electric Co., Decatur, Ill., transfers to GE's tv receiver department in Syracuse, N. Y., in similar capacity.

Howard T. Dempsey, formerly with WIRE Indianapolis, appointed broadcast equipment sales representative covering Colorado, Wyoming, New Mexico, Arizona and Utah for General Electronic Labs, Cambridge, Mass. Mr. Dempsey will be headquartered at 8171 Orchard Drive in Denver.

RCA's honorary vp


Mr. Goldsmith

Dr. Alfred N. Goldsmith, scientist, engineer and inventor, has been elected honorary vp of RCA by company's board of directors. He is second person in history of RCA to be named to this position. First was inventor and scientist Dr. Vladimir K. Zworykin.

In 1920, Dr. Goldsmith's work made possible first commercial radio with only two control knobs and built-in speaker. He also made important contributions to development of first color television tube to find commercial use. He was director of research and later vp of RCA from 1919 to 1933, when he resigned to become independent consultant. Dr. Goldsmith has since served as senior technical consultant to RCA.

GOVERNMENT

Seymour M. Peyser, vp and general counsel of United Artists Corp., New York, for past 11 years, is to be appointed assistant administrator for development finance and private enterprise of Agency for International Development. Appointment by President John F. Kennedy is subject to confirmation by U. S. Senate. Mr. Peyser's new appointment carries rank of Assistant Secretary of State. He will be on indefinite leave of absence from UA.

Barbara Searles and **Clark Pangle** join tv production staff of U. S. Information Agency, Washington, as production branch chief and producer-director, respectively. Miss Searles worked for past eight years with NBC, where she directed *The Nation's Future* and coordinated *Wide Wide World* and *1,2,3 Go.* Mr. Pangle joins USIA after eight years as Washington producer of network news and special events programs for CBS.

INTERNATIONAL

P. J. McGinnis, general advertising manager, Bell Telephone Co. of Canada, Montreal, elected president of Assn. of Canadian Advertisers at 47th annual meeting in Toronto.

Robert Nelson, former chief announcer of CHIC Brampton, Ont., appointed operations manager of Trans-Canada Telemeter (pay-tv), Toronto.

Frank Murray joins ZIT Programs (Canada) Ltd. as account executive for regional advertisers and Canadian tv stations.

Sydney Newman, drama supervisor, ABC Television Ltd., London, Britain's commercial network program contractor, promoted to head of drama. Mr. Newman began his career as film producer for National Film Board of Canada in 1941 after three years in Hollywood. He joined Canadian Broadcasting Corp. as tv director in 1952 and has been with ABC Television in England since 1958.

Bernard Kalb, member of foreign staff of *New York Times,* appointed chief, Southeast Asia-India bureau of CBS News. Mr. Kalb joined WQXR-AM-FM New York, *Times*-owned stations, in 1946 as news writer and became member of paper's foreign staff in 1955.

Len C. Evans, general manager of CKKW Kitchener, Ont., and former manager of program services, All-Can-

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ada Radio & Television Ltd., Toronto, continues in his present capacity with CKKW as was reported in BROADCASTING, March 5. It was erroneously reported in BROADCASTING, April 9, that Julian Roffman joined CKKW Kitchener as general manager.

Art Bartel appointed promotion manager of CKSL London, Ont., succeeding **Pat Dorey,** promotion and pr manager, who resigns to join display advertising staff of *London* (Ont.) *Free Press,* owner of CFPL-AM-FM-TV, that city.

William E. Williams, president and general manager of Procter & Gamble of Canada Ltd., Toronto, awarded gold medal of Assn. of Canadian Advertisers at annual meeting in Toronto on May 2. Mr. Williams was cited for consistently and vigorously championing cause of advertising as an important marketing and economic force.

John Whitehead, account executive, Foote, Cone & Belding (Canada) Ltd., Toronto, is Liberal candidate for Toronto-Danforth Beaches riding in June 18 Canadian general election.

DEATHS


Mr. Connelly

William Connelly, 41, sales manager, WBBM-AM-FM Chicago, died May 3 at Wesley Memorial Hospital, that city. Mr. Connelly joined CBS-owned station in May 1956, and was appointed sales manager in December of following year. Previously, he was associated with KPHO-AM-TV and KOOL-AM-FM-TV, both Phoenix, Ariz., and KDKA-AM-FM Pittsburgh.

Allen Parr, 49, executive of CBS-TV Network, Hollywood, died May 5 of heart condition at his home in Brentwood, Calif. Mr. Parr was business manager, program department, of network's Hollywood office since 1952. He joined CBS Radio in New York in 1936 and worked in programming operations until 1942, when he entered military service. Upon his return to civilian life in 1946, Mr. Parr rejoined CBS Radio and transferred to CBS-TV Network shortly thereafter.

Frank Goss, 51, veteran newscaster for past 22 years with KNX Los Angeles and CBS Radio Pacific Network, died May 7 of heart attack. Mr. Goss had been doing two daily newscasts at 7:30-7:45 a.m. and 5:45-5:55 p.m. In 1947 he won best radio award of Associated Press and following year Radio-Tv News Club of Southern California presented him with its Golden Mike award.

Hugh G. Walton, 57, announcer, WCAU - AM - FM Philadelphia, died May 7 at his home in Drexel Hill, Pa. Mr. Walton began his career with KGW Portland, Ore. He also served on staffs of WOR Newark and WTIC Hartford before joining WCAU in 1932. For 24 years, Mr. Walton was commercial announcer on *The Children's Hour,* continuing when program became radio-tv simulcast.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 2 through May 9, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATION

Paterson, N. J.—Spanish International Tv Inc. Uhf ch. 37 (608-614 mc); ERP 242 kw vis., 121 kw aur. Ant. height above average terrain 522 ft.; above ground 364.5 ft. Estimated construction cost $365,000; first year operating cost $200,000; revenue $200,000. P. O. address Suite 1428, 30 Rockefeller Plaza, New York 20. Studio location Paterson; trans. location Cliffside Park, N. J. Geographic coordinates 40° 49′ 33″ N. Lat., 73° 58′ 44″ W. Long. Trans. GE TT-25-A; ant. GE TY-25-D. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C.; consulting engineer Jules Cohen, Washington, D. C. Principals: **Frank L. Fouce** (45%), **Edward J. Noble, Emilio Azcarraga** (each 20%), **Reynold V. Anselmo** (10%) and **Julian M. Kaufman** (5%). Applicants are stockholders, officers and directors of KMEX-TV Los Angeles and KWEX-TV San Antonio. Ann. May 4.

New am stations

ACTIONS BY FCC

Rome, Ga.—Radio Rome. Granted 1360 kc, 500 w D; remote control permitted. P. O. address c/o L. E. Gradick, 987 Mt. Paran Rd., NW, Atlanta 5, Ga. Estimated construction cost $8,550; first year operating cost $30,000; revenue $42,000. Principals: **John P. Frew, Leslie E. Gradick Jr.,** and **Floyd W. Frew** (each one-third). Messrs. John Frew and Gradick each own 50% of WPLK Rockmart, Ga., 35% of application for new am station in Thomaston, Ga., and 25% of application for new am station in Americus, Ga.; Mr. Gradick owns 33.3% of WLAW Lawrenceville, Ga.; Floyd Frew has owned chemical manufacturing company. Action May 9.

Ralls, Tex.—Crosby County Bcstg. Co. Granted 1530 kc, 1 kw D. P. O. address box 807, Ralls. Estimated construction cost $15,725; first year operating cost $28,000; revenue $36,000. Principals: **Galen O. Gilbert** (40%), **W. R. Bentley, Phil Crenshaw** (each 25%), **Darrell Willis** and **Lewis D'Elia** (each 5%). Mr. Gilbert is general manager of KTLQ Tahlequah, Okla., 75% owner of KBTN Neosho, Mo., 66.7% owner of KUKO Post, Tex., and applicant for new am station in Aurora, Mo.; Mr. Bentley owns 25% of KBTN; Mr. Crenshaw owns 33.3% of KUKO; Mr. Willis is remote studio manager of KUKO; Mr. D'Elia is announcer and salesman for KUKO. Grant is conditioned that Phil Crenshaw, Galen O. Gilbert, Ruth Crenshaw, Elnora Gilbert and J. R. Kincaid will, with prior commission consent, dispose of their entire interest in and, together with Darrell Willis, will sever all connection with KUKO, prior to date on which granted station is authorized to commence operation. Action May 9.

APPLICATIONS

Attalla, Ala.—Metropolitan Gadsden Bcstg. Corp. 1240 kc, 250 w unl. P. O. address c/o Samuel J. Simon, box 2622, Arcade Station, Nashville, Tenn. Estimated construction cost $29,499; first year operating cost $35,000; revenue $45,000. Principals: **Samuel J. Simon, Fred Rosemore** and **Stanley Besner** (each one-third). Dr. Simon is optometrist and 80% stockholder in new am station in Nashville; Dr. Rosemore is optometrist; Mr. Besner is partner in wholesale optical supply firm. Applicants are former partners in WRBS Tuscaloosa, Ala. Application was erroneously reported May 7 as being for station in Atlanta, Ga. Ann. April 30.

Cadiz, Ky.—Barkley Lake Bcstg. Inc. 1110 kc, 1 kw D. P. O. address c/o Joseph P. Rupsis, Albany, Ky. Estimated construction cost $18,652; first year operating cost $29,200; revenue $36,500. Principals: **P. H. Oliver** (16.67%), **Robert Lee Meadows, John E.**

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

Woodruff (each 12.5%), **Joseph P. Rupsis, Reba W. Rupsis, James D. Hayes, Virginia Alexander, Joe B. Clement** (each 8.33%), **A. K. Goodwin, C. V. Maxfield, Willie Fort** and **Wilton Fort** (each 4.17%). Mr. Oliver is in insurance business and is sheriff of Trigg County (Cadiz); Mr. Meadows owns retail drug store; Mr. Woodruff is in construction business; Mr. and Mrs. Rupsis are announcer-engineer and in promotion and sales respectively for KICO Calexico, WAIN Columbia, WPAD and WDXR Paducah, WANY Albany, all Kentucky; Mr. Hayes is in retail furniture business; Virginia Alexander owns theatre and is clerk of Trigg Circuit Court; Mr. Clement owns one-half of retail pharmacy; Messrs. Goodwin and Maxfield are morticians; Fort brothers own retail grocery store. Ann. May 9.

Corinth, Miss.—The Progressive Bcstg. Co. 1350 kc, 1 kw D. P. O. address box 1078, Corinth. Estimated construction cost $27,852; first year operating cost $24,000; revenue $34,525. Principals: **James D. Anderson** and **Frank F. Hinton** (each one-half). Mr. Anderson is chief engineer of WCMA Corinth; Mr. Hinton owns wholesale oil business. Ann. May 3.

Shallotte, N. C.—Shallotte Bcstg. Co. 1410 kc, 500 w D. P. O. address box 24, Shallotte. Estimated construction cost $14,205 plus lease on land and building; first year operating cost $36,000; revenue $40,000. Principals: **R. D. White Jr.** (50%), **Auburn E. Dutton** and **A. Earl Milliken** (each 25%). Mr. White is partner in petroleum distributor, realty company and land developer; Mr. Dutton owns farm and is former owner of WTAB Tabor City, N. C.; Mr. Milliken is partner in commercial fishing company and realty company. Ann. May 9.

Existing am stations

APPLICATIONS

WAIP Prichard, Ala.—Mod. of license to change studio location from 74 Main St., Prichard, Ala. to "to be determined, Mobile, Ala." and change station location from Prichard to Mobile. Ann. May 9.

KLMR Lamar, Colo.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. May 4.

Stations deleted

Fm cps forfeited and call letters deleted:

KRKY Denver, Colo.—Plains Radio Bcstg. Co. 102.1 mc, 8.5 kw. Ant. height above average terrain 831 ft. Remote control operation of trans.

KFMV Minneapolis, Minn.—Plains Radio Bcstg. Co. 100.3 mc, 8.9 kw. Ant. height above average terrain 159 ft.

WFFM Cincinnati, Ohio—Plains Radio Bcstg. Co. 101.1 mc, 9.1 kw. Ant. height above average terrain 156 ft.

KFMC Portland, Ore.—Plains Radio Bcstg. Co. 99.5 mc, 7.8 kw. Ant. height above average terrain 956 ft. Remote control operation of trans.

KPRN Boise, Idaho—Plains Radio Bcstg. Co. 102.5 mc, 19.2 kw. Ant. height above average terrain 1093 ft. Remote control operation of trans.

New fm stations

ACTIONS BY BROADCAST BUREAU

Isabela, P. R.—Sergio Martinez Caraballo. Granted 101.5 mc, 3.4 kw. Ant. height below average terrain 123 ft. conditions. P. O. address Corchado Street, box W, Isabela. Estimated construction cost $11,842; first year operating cost $3,000; revenue $6,000. Mr. Caraballo is accountant and owner of WISA Isabela. Action May 8.

Murfreesboro, Tenn.—Arthur D. Smith Jr. Granted 93.6 mc, 6.7 kw. Ant. height above average terrain 767 ft. P. O. address St. Elmo, Rt. 4, Chattanooga, Tenn. Estimated construction cost $10,874; first year operating cost $10,000; revenue $12,000. Mr. Smith owns WMTS Murfreesboro. Action May 8.

APPLICATIONS

El Dorado, Ark.—El Dorado Bcstg. Co. 99.1 mc, 4.87 kw. Ant. height above average terrain 282 ft. P. O. address 208 N. Cleveland, El Dorado. Estimated construction cost $16,550; first year operating cost $5,400; revenue $12,000. Principals: **J. A. West Sr.** and **J. A. West Jr.** (each one-half). The Messrs. West own KDMS El Dorado. Ann. May 8.

Denver, Colo.—Signal Bcst. Productions Inc. 105.9 mc, 1 kw. Ant. height below average terrain 45.5 ft. P. O. address 431 W. Colfax Ave., Denver 4. Estimated construction cost $11,320; first year operating cost $13,680; revenue $24,000. Principals: **Wm. S. Pierson** (over 99%) and others. Mr. Pierson owns radio and tv career school, and tape recording service. Ann. May 8.

Clearwater, Fla.—Clearwater Radio Inc. 95.7 mc, 19.86 kw. Ant. height above average terrain 185.5 ft. P. O. address box 1109, Clearwater. Estimated construction cost $24,457; first year operating cost $6,071; revenue $3,000. Principals: **H. Dennison Parker** (51%), **J. Sudler Hood, Everett M. Harrison** (each 13.5%), **J. Kenneth Davis** (9%), **E. Brannon Casler Jr.** (7.5%) and others. Applicant is licensee of WTAN Clearwater. Ann. May 9.

***Tampa, Fla.—The U. of South Florida.** 89.7 mc, 10 w. Ant. height 120 ft. P. O. address 4202 Fowler Ave., Tampa 10. Estimated construction cost $7,451; first year operating cost $5,000. Ann. May 9.

Alpena, Mich.—Rogers City Bcstg. Co. 99.9 mc, 6.4 kw. Ant. height above average terrain 197 ft. Estimated construction cost $26,200; first year operating cost $18,000; revenue $20,500. Applicant is licensee of WHAK Rogers City, Mich. Ann. May 8.

Livingston, Tenn. — Upper Cumberland Bcstrs. 105.1 mc, 5.8 kw. Ant. height above average terrain 448 ft. P. O. address Livingston. Estimated construction cost $10,850; first year operating cost $10,000; revenue $13,500. **R. H. McCoin**, sole owner, owns 50% of WLIV Livingston.

Existing fm stations

APPLICATION

WORX-FM Madison, Ind.—Cp to change frequency from 96.7 mc to 102.1 mc, increase ERP from 350 w to 1.41 kw, decrease ant. height above average terrain to 236 ft. and install new trans. Ann. May 4.

Ownership changes

ACTIONS BY FCC

KEPI(FM), Ward James Atkinson, Phoenix, Ariz.—Granted assignment of license to **Golden Sounds Inc.**, of which Mr. Atkinson will be president with 50% interest; stock transaction. Action May 9.

WRNY, Alert Radio Inc., Rome, N. Y.—Granted assignment of license to **Mohawk Bcstg. Corp.** (owned by **Richard K. Thorman**, who also holds 53% stock of WALY Herkimer); consideration $75,000. Comr. Bartley dissented. Action May 9.

WKSC, Kershaw Bcstg. Corp., Kershaw, S. C.—Granted application to reflect changes in amount of stock owned by **Nell G. Blackeney** and other members of Blackeney family. Action May 9.

KRZY, Rounsaville of Dallas Inc., Grand Prairie, Tex.—Granted transfer of control from **Robert W. Rounsaville** to **G. E. Miller & Co.**; consideration $440,000 and agreement not to compete in am broadcasting within 50 miles for 6 years. Transferee is licensee of KOKE Austin, and principal stockholder of KBUY Amarillo, and KINT El Paso. Comr. Bartley dissented. Action May 9.

APPLICATIONS

KHOG Fayettesville, Ark.—Seeks transfer of all stock in **Fayettesville Bcstg. Inc.** from **Southwestern Trans-Video Inc.**, to **C. A. Sammons**; consideration $70,000. Mr. Sammons owns 98.6% of **Reserve Life** which owns 92.08% of **Jack Tar Co.** which owns 85% of **PenNy Tv Inc.** which owns 100% of **Southwestern Trans-Video Inc.** and therefore owns indirectly 85% of Fayettesville. Assignment will change indirect ownership to 100% direct individual ownership. Ann. May 8.

KMET Paradise, Calif.—Seeks assignment of license from **Komet Radio Inc.**, to **Arthur L. Bray**; consideration $6,000 for 1 year lease. Mr. Bray is engaged in sale of real estate. Ann. May 7.

KRDO-AM-TV Colorado Springs, Colo.—Seeks transfer of 21.09% of all stock in **Pikes Peak Bcstg. Co.** from **Lucile M. Gregory** to **Harry W. Hoth Jr.** (present owner of 29.72% individually and 24.84% jointly with wife); consideration $50,000 for stock and promissory note. Ann. May 7.

WITE Brazil, Ind.—Seeks assignment of license from **Quad Cities Bcstg. Corp.**, to **John A. White M.D.** (75%) and **Casey A. Heckman** (25%), d/b as **Community Bcstg. Corp.**; consideration $56,500. Dr. White is physician and surgeon and owns 80% of WBRN Big Rapids, Mich.; Mr. Heckman is general manager of WBRN. Ann. May 9.

WCBC(FM) Catonsville, Md.—Seeks transfer of one-third of all stock in **Christian Bcstg. Co.** from **Wm. H. Foell** back to company through cancellation of stock subscription. Remaining stock is held by **J.**

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 9

	ON AIR		CPS	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,649	79	146	663
FM	931	59	197	150
TV	484[1]	77	85	107

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 9

	VHF	UHF	TOTAL TV
Commercial	470	91	561
Non-Commercial	42	15	57

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 30

	AM	FM	TV
Licensed (all on air)	3,644	937	484[1]
Cps on air (new stations)	67	46	75
Cps not on air (new stations)	153	189	83
Total authorized stations	3,864	1,172	653[2]
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	174	20	63
Total applications for new stations	592	119	106
Applications for major changes (not in hearing)	459	92	35
Applications for major changes (in hearing)	49	4	12
Total applications for major changes	508	96	47
Licenses deleted	1	0	0
Cps deleted	0	4	0

[1]There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. [2]Includes one STA.

Stewart Brinsfield and **J. Stewart Brinsfield Jr.** (each 50%). Ann. May 4.

WSET Glenns Falls, N. Y.—Seeks assignment of license from **Vacationland Bcstg. Corp.**, to **Olean Bcstg. Corp.** Vacationland is owned 80% by Olean and 10% each by **William C. Goodlett** and **Edward A. Haut.** Olean is owned 83.3% by **Donald Merriman** and 16.3% by **Carroll Anstaett.** Mr. Haut and Dr. Goodlett will make voluntary contributions of their 20% of Vacationland to Olean. Separate application seeks transfer of Mr. Merriman's stock to **Haut's Cookie Shops Inc.**, which will control WSET. Ann. May 9.

WINS New York, N. Y.—Seeks assignment of license from **Gotham Bcstg. Corp.**, to **Westinghouse Bcstg. Inc.**; consideration $10,000,000. Westinghouse owns WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield (Mass.), KDKA-AM-FM-TV Pittsburgh, KEX-AM-FM Portland (Ore.), KYW-AM-FM-TV Cleveland, WIND Chicago, WOWO Fort Wayne, KPIX(TV) San Francisco, and WJZ-TV Baltimore. Ann. May 3.

KWPR Claremore, Okla.—Seeks assignment of license from **James Robert Brewer, Alvis Wayne Rowley** and **Levi E. Taliaferro** (each one third), d/b as **BRT Bcstg. Co.** to **Alvis Wayne Rowley** (two-thirds) and **Levi E. Taliaferro** (one-third), d/b as **Rowley-Taliaferro Bcstg. Co.**; consideration $10,618 for purchase of Mr. Brewer's stock by Mr. Rowley. Ann. May 9.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that March 14 initial decision which looked toward granting application of Town and Country Bcstg. Inc., to increase power of WREM Remsen, N. Y., from 1 kw to 5 kw, continued operation on 1480 kc, D, became effective May 3 pursuant to Sec. 1.153 of rules.

■ Commission gives notice that March 15 initial decision which looked toward granting application of Darrell Willis, W. R. Bentley, Phil Crenshaw, Galen O. Gilbert and Lew D'Elia, d/b as Crosby County Bcstg. Co., for new am station to operate on 1530 kc, 1 kw, D, in Ralls, Tex., subject to condition that Phil Crenshaw, Galen O. Gilbert, Ruth Crenshaw, Elnora Gilbert, and J. R. Kincaid will, with prior commission consent, dispose of their entire interest in and, together with Darrell Willis, will sever all connection with KUKO Post, Tex., prior to date on which Ralls station is authorized to commence operation, became effective May 4 pursuant to Sec. 1.153 of rules.

STAFF INSTRUCTIONS

■ Commission on May 7 directed preparation of document looking toward affirming Dec. 12, 1961 initial decision which would deny application of Rounsaville of Louisville Inc., to increase hours of operation of WLOU Louisville, Ky., from day only to unl., on its presently assigned frequency 1350 kc with 5 kw, DA-N at site different from that used for daytime operation.

■ Commission on May 7 directed preparation of document looking toward affirming Dec. 12, 1961 initial decision which would grant application of Crawford County Bcstg. Co. to change facilities of WTIV Titusville, Pa., from 1290 kc, 500 w, D, to 1230 kc, 500 w-D, 250 w-N, engineering condition.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

ABP

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OTHER ACTIONS

■ By report & order, commission denied petition by Biscayne Tv Corp., for reconsideration of the Miami tv ch. 7 proceeding in Docs. 10854-8, and reaffirmed its July 16, 1961 decision which (1) set aside Jan. 18, 1956 grant to Biscayne and ordered it to cease operation of WCKT on ch. 7 in Miami on date to be later specified, (2) granted application of Sunbeam Tv Corp., for permit to construct new station to operate on ch. 7 in Miami and denied applications of Biscayne Tv Corp., East Coast Tv Corp., and South Florida Tv Corp., (3) ordered that any license issued upon completion of construction by Sunbeam shall be for period of four months, and (4) further ordered that decision shall not become effective until further order of commission. In so doing, commission accepted amendments to Sunbeam's application to reflect present status of corporation and change in trans. site. Comr. Lee dissented; Comr. Craven not participating.

■ By memorandum opinion & order, commission denied petition by Concert Network Inc., for reconsideration of Jan. 10 decision which granted application of WBUD Inc., for new class B fm station to operate on 101.5 mc, ERP 20 kw, ant. height 132 ft., in Trenton, N. J., and which denied application of Concert for same facilities with ant. height of 500 ft. Comr. Ford not participating.

■ By memorandum opinion & order, commission granted petition by York-Clover Bcstg. Inc. (WYCL), York, S. C., to extent of enlarging issues in Docs. 13624 *et al.* to determine efforts Risden Allen Lyon, applicant for new am station in Charlotte, N. C., has made to ascertain program needs and interests of area he proposes to serve and manner in which he proposes to meet such needs and interests. Chmn. Minow and Comr. Bartley concurred but would add Sec. 3.35(b) issue.

■ By memorandum opinion & order, commission designated for consolidated hearing applications for new daytime am stations in Riverton, Wyo., of William L. Ross to operate on 1370 kc, 1 kw, and Hugh Jordan Stock on 740 kc, 1 kw, on issues including determination whether there are adequate revenues available to support two or more stations without loss or degradation of am service in Riverton area, also coverage; made KVOW Riverton, which petitioned to deny both applications on economic injury and other allegations, and Federal Aviation Agency parties to proceeding. Comr. Cross dissented and issued statement. Action May 9.

■ Commission designated for hearing in Goodland, Kan., at time to be specified later, application by Goodland Chamber of Commerce for new vhf tv translator station there to operate on ch. 13 to rebroadcast programs of KHPL-TV (ch. 6) Hayes Center, Neb. Application is opposed by KWHT-TV (CBS affiliate), which operates in Goodland on ch. 10. KHLP-TV is satellite of KHOL-TV (ABC-CBS affiliate) Kearney-Holdrege, Neb. Chs. 10 and 31 (latter unoccupied) are assigned Goodland, which also gets service from KOMC-TV (NBC) (ch. 8) McCook, Neb. KWHT-TV was made party to proceeding. Comr. Cross concurred in part. Action May 9.

The Tuscarawas Bcstg. Co., Uhrichsville, Ohio; The Niles Bcstg. Co., Niles, Ohio; WPME Punxsutawney Bcstg. Co., Punxsutawney, Pa.—Designated for consolidated hearing applications for new daytime am stations on 1540 kc of Tuscarawas with 250 w and Niles with 500 w, DA, and WPME to increase power from 1 kw to 5 kw (but with 1 kw CH), continued operation on 1540 kc, D; made WABQ Cleveland, Ohio, party to proceeding. Action May 9.

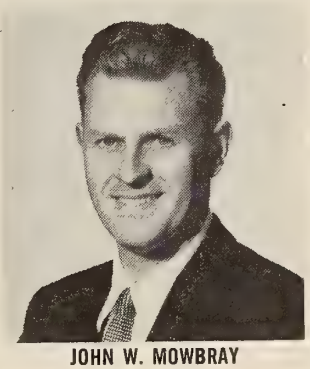
Bayshore Bcstg. Co., Hayward, Calif.; Fairfield Publishing Co., Fairfield, Calif.—By memorandum opinion & order, (1) designated applications for new am stations on 1340 kc (Bayshore for 100 w, unl., and Fairfield for 250 w unl.) for hearing; (2) made KCRA Sacramento, KSRO Santa Rosa, KOMY Watsonville, and James Walley, permittee for new station at Oroville, parties to proceeding; and (3) dismissed as moot joint request for approval of agreement to dismiss Fairfield application. Action May 9.

CHE Bcstg. Co., Albuquerque, N. M.—Redesignated for hearing application for new am station to operate on 1240 kc, 250 w, unl.; advised KVSF Santa Fe (former objector) that it will get no objectionable interference from operation as now proposed. Action May 9.

Olney Bcstg. Co., Olney, Tex.; James R. Williams, Anadarko, Okla.—Designated for consolidated hearing applications for new daytime am stations to operate on 540 kc, 250 w; made KWMT Ft. Dodge, Iowa, and KNOE Monroe, La., parties to proceeding. Action May 9.

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JOHN W. MOWBRAY
President

KAPY
PORT ANGELES, WASH.



JAMES MOULTON
Chief Engineer

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NORTH WALES • PENNSYLVANIA

WEZY Cocoa, Fla.—Designated for hearing application to increase daytime power from 500 w to 1 kw, continued operation on 1350 kc, 1 kw-N, DA-N; made WDCF Dade City, party to proceeding. Action May 9.

Routine roundup

■ By memorandum opinion & order, commission, on basis of investigation, granted application by Clayton W. Mapoles, trading as Milton Bcstg. Co., for renewal of license of daytime station WEBY Milton, Fla., and denied Jan. 16, 1961 opposing petition by Clifford Wilson. Chmn. Minow concurred with statement. Action May 9.

■ By separate memorandum opinions & orders, commission denied petitions for rehearing filed by Wometco Enterprises Inc., licensee of WTVJ (TV) (ch. 4) Miami, Fla., directed against commission actions of Feb. 14 and Feb. 21, respectively, granting two construction permits involving change in trans. location, increase of ant. height and power, etc.—one to Scripps-Howard Radio Inc., for WPTV (TV) (ch. 5), and other to WEAT-TV Inc., for WEAT-TV (ch. 12), both West Palm Beach, Fla. Action May 9.

KEFC-FM Waco, Tex.—Waived Sec. 1.323 (b) of rules to permit acceptance and grant of cp to replace one that had expired to cover studio, trans. and power changes. Action May 9.

WJB Salem, Ill.; Leader Bcstg. Co., Edwardsville, Ill.—By memorandum opinion & order, (1) denied petition by Salem for new file number to Leader, and (2) designated both applications for hearing—Salem to increase power of daytime operation on 1350 kc from 500 w to 1 kw and Leader for new station on 1350 kc with 500 w, day; made WAAP Peoria, and KCHR Charleston (Mo.), parties to proceeding. Action May 9.

■ By order, commission granted request by Mid-Florida Tv Corp. to extent of affording each party 30 minutes for oral argument in Orlando, Fla., tv ch. 9 proceeding. Action May 9.

■ By order, commission, on request by Huntington-Montauk Bcstg. Inc., extended to May 21 time to file memorandum briefs in proceeding on its application for new fm station in Huntington, N. Y., and that of The Riverside Church in City of New York for like facility in New York, N. Y. Chmn Minow not participating. Action May 9.

■ By order, commission rescheduled oral argument for June 8 in proceeding on applications of Charles P. B. Pinson Inc., St. Petersburg, Clearwater, Jacksonville, and All-Florida Communications Co. and James C. Fields, Tampa, Fla. Action May 9.

■ By memorandum, opinion & order in Grand Rapids, Mich., tv ch. 13 proceeding, commission denied petitions by applicant West Michigan Telecasters Inc., for review of examiner's denial of its request to amend its application to show availability of additional $50,000 loan commitment, and for deletion of its financial qualification issue. Action May 9.

■ Commission granted joint petition by Dirigo Bcstg. Inc., and Downeast Tv Inc., and extended from May 4 to May 14 time for filing reply comments in tv rulemaking proceeding involving Augusta, Bangor, Calais and Presque Isle, Me. Action May 3.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motion by Broadcast Bureau and corrected transcript of oral argument (vol. 70) in proceeding concerning order to Douglas H. McDonald, trustee, to show cause why authorization for WTVW Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action May 3.

By Commissioner Robert T. Bartley

■ Granted petitions Kenton County Bcstrs., Covington, Ky., and extended to April 26 time to respond to petition by Covington Bcstg. Co., Covington, Ky., to reopen record, and to May 29 to file exceptions to initial decision in proceeding on their am applications, *et al.* Action May 2.

■ Granted petition by general counsel and extended to June 18 time to file exceptions to initial decision in Jacksonville, Fla. tv ch. 12 proceeding. Action May 2.

■ Granted joint petition by Alkima Bcstg. Co. and Howard Wasserman, applicants for new am stations in West Chester, Pa., and extended to June 14 time to respond to petition by Herman Handloff, Newark, Del., for reconsideration in proceeding in Docs. 12414, 12711-2. Action May 1.

■ Granted petition by WPOW Inc. (WPOW), New York, N. Y., and extended to May 8 time to reply to oppositions to WPOW's petition to enlarge issues in proceeding on its application, *et al* in Docs. 14559-61; and petition by Broadcast Bureau for extension of time to May 17 to respond to petition to modify issues by Debs Memorial Radio Fund Inc. (WEVD), New York, N. Y., in the same proceeding. Action May 1.

By Chief Hearing Examiner James D. Cunningham

■ Approved joint petition by Monroeville Bcstg. Co., Monroeville, Carnegia Bcstg. Corp., Pittsburgh, and Miners Bcstg. Service Inc. ((WMBA), Ambridge-Aliquippa, all Pennsylvania, and approved agreement whereby Carnegia will be paid $10,000 as reimbursement of portion of expenses incurred in connection with its application in return for its withdrawal; application dismissed with prejudice; retained in hearing status remaining applications in am proceeding. Action May 8.

■ Granted petition by Broadcast Bureau and scheduled hearings to be held in Torrington, Conn., instead of Washington, D. C., in proceeding on am application of Pioneer States Bcstrs. Inc. Action May 7.

■ Scheduled prehearing conference for June 1 and hearing for June 29 in proceeding on am application of Progress Bcstg. Corp. (WHOM), New York, N. Y. Action April 30.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Continued May 8 hearing to date to be hereinafter determined by hearing examiner in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action May. 4.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Eliades Broadcast Co., application for new am station in Hopewell, Va., and continued May 7 evidentiary hearing to May 9. Action May 4.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Gabriel Bcstg. Co., Chisholm, Minn., and continued from May 4 to May 9 date for exchange of exhibits and from May 11 to May 14 date for notification of witnesses for cross-examination in proceeding on its am application, *et al.* Action May 1.

By Hearing Examiner Millard F. French

■ Issued order formalizing agreements and rulings made on record at May 7 prehearing conference in proceeding on fm applications of Grossco Inc., West Hartford, and The Valley Bcstg. Co., Ansonia, both Conn.; continued May 31 hearing to Sept. 11. Action May 7.

■ Granted in part motion by Radio Haddonfield Inc., Haddonfield, N. J., and corrected transcript of hearing; denied its motion for rehearing in proceeding on its am application in Docs. 14425 *et al;* and on own motion, corrected in various respects transcript. Action May 4.

■ Granted request by Dolph-Pettey Bcstg. Co. (KUDE), Oceanside, Calif., and continued from May 1 to June 4 date for formal exchange of engineering exhibits, and continued May 14 prehearing conference to June 14 in proceeding on its am application. Action May 1.

■ By order formalized agreements reached by parties at April 30 prehearing conference in proceeding on am applications of Saul M. Miller, Kutztown, Pa., *et al.*, cancelled certain procedural dates, and further ordered that agreements reached on record at April 30 prehearing conference are incorporated by reference to govern future conduct of proceeding. Action May 1.

By Hearing Examiner Annie Neal Huntting

■ Granted request by La Fiesta Bcstg. Co. and scheduled further hearing conference for May 8 in proceeding on its am application for new station in Lubbock, Tex., *et al.* Action May 7.

■ Granted petition by Broadcast Bureau and extended from May 7 to May 28 time for filing proposed findings and from May 28 to June 18 for replies in proceeding on am applications of Catskills Bcstg. Co., Ellenville, N. Y., in Docs. 13257 *et al.* Action May 7.

■ Having under consideration reopening of record and remand of proceeding to examiner on am applications of Newton Bcstg. Co., Newton, and Transcript Press Inc., Dedham, both Mass., scheduled prehearing conference for June 1. Action May 3.

■ Granted request by Broadcast Bureau and further extended from May 1 to May 4 time for filing proposed findings and from May 11 to May 14 for replies in proceeding on am application of Asheboro Bcstg. Co. (WSWR), Asheboro, N. C. Action April 30.

■ Granted in part joint motion by WEXC Inc., Depew, Leon Lawrence Sidell, Hamburg, and Seaport Bcstg. Corp., Lancaster, all New York, and corrected in various respects transcript of record in proceeding on their am applications in Docs. 14031 *et al;* on own motion, made additional corrections to the transcript. Action April 30.

■ Having under consideration letter of May 1 from counsel for Mainliner Bcstrs., Louisville, Ky., advising that Mainliner proposes to request dismissal of its application, on own motion, cancelled May 3 hearing in consolidated proceeding in Docs. 14288 *et al*, and ordered that further hearing sessions which may be necessary on applications other than Mainliner will be scheduled at later date to be agreed upon at convenience of parties. Action May 2.

By Hearing Examiner H. Gifford Irion

■ Continued May 21 hearing to July 9 in proceeding on am applications of WPOW Inc. (WPOW), New York, N. Y., *et al.* Action May 7.

By Hearing Examiner Jay A. Kyle

■ Pursuant to May 8 prehearing conference, continued June 11 hearing to June 18 in proceeding on application of WIVY Inc. (WIVY), Jacksonville, Fla., in am proceeding. Action May 8.

■ On own motion, scheduled further hearing for May 24 in proceeding on am applications of Simon Geller, Gloucester, and Richmond Brothers Inc. (WMEX), Boston, both Mass.; further ordered that any party desiring to offer further exhibits should supply them to other parties and examiner on or before May 17. Action May 4.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Scheduled further prehearing conference for May 17 for the purpose of establishing procedures and dates to govern hearing in proceeding on application of Bill S. Lahm for additional time to construct WRNE Wisconsin Rapids, Wis. Action May 7.

■ Continued May 8 hearing pending further order in proceeding on am applications of Iowa City Bcstrs. Inc., Iowa City, Iowa, *et al.* Action May 2.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Santa Maria Telecasting Corp. for leave to amend its tv application to show that William Rea Jr., now 20% stockholder, has been elected vice president and director of applicant corporation in Santa Maria, Calif., tv ch. 12 proceeding in Docs. 14361 *et al.;* and pursuant to ruling at May 2 prehearing conference, ordered Santa Maria to furnish Central Coast Tv program logs of KUDU Ventura, for certain dates in addition to commission's composite week specifications. Action May 7.

■ By memorandum of ruling denied petition by Rockland Bcstg. Co. for leave to amend its application for new am station in Blauvelt, N. Y., by deleting Sidney Fox as partner. Action May 7.

■ Scheduled oral argument for May 4 on petition by Rockland Bcstg. Co., Blauvelt, N. Y., for leave to amend in proceeding on its am application, *et al.* Action May 3.

■ Upon request by Central Coast Tv scheduled further prehearing conference for May 2 to discuss request for production of logs of KUDU Ventura, Calif., in Santa Maria, Calif., tv ch. 12 proceeding. Action May 1.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of May 8

WLBK-FM DeKalb, Ill.—Granted cp to change frequency to 92.5 mc.

WYNS, Valley Bcstg. Co., Lehighton, Pa.—Granted acquisition of positive control by **Martin H. Philip** through sale of stock by **E. D. and Megan H. McWilliams** to company of same name.

WJEH-FM, Ohio Valley on the Air Inc., Gallipolis, Ohio—Granted license for fm station.

***KSOZ, The School of the Ozarks, Point Lookout, Mo.**—Granted license for noncommercial educational fm station.

WSBC Chicago, Ill.—Granted license to use old main trans. as auxiliary trans. at main trans. location.

KBRZ Freeport, Tex.—Granted license covering installation of new trans.

***WNAD-FM Norman, Okla.**—Granted license covering change in ERP, ant. height and installation of new ant.

Lynne-Yvette Bcstg. Co. Albany, Ga.—

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Granted assignment of cp to **Lynne-Yvette Bcstg. Inc.**

WNFM(FM) Naples, Fla.—Granted mod. of cp to change type ant.

WSBA-FM York, Pa.—Granted mod. of cp to change type ant.; remote control permitted.

■ Granted licenses for following am stations: WORT New Smyra Beach, Fla.; KDAB Arvada, Colo.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WGGG Gainesville, Fla.; WRTA Altoona, Pa.; WCUM Cumberland, Md.; KICD Spencer, Iowa; WTAX Springfield, Ill.; WCVS Springfield, Ill.; WSBC Chicago, Ill.; WBYG Savannah, Ga., condition.

■ Following stations were granted extensions of completion dates as shown: WITI-TV (main trans. and ant.), Storer Bcstg. Co., Milwaukee, Wis., to Nov. 8; KAIT-TV, George T. Hernreich, Jonesboro, Ark., to Aug. 20; WSBA-FM, Susquehanna Bcstg. Co., York, Pa., to July 2; KXEX, Atlas Bcstg. Co., Fresno, Calif., to Aug. 4.

■ Granted cps for following vhf tv translator stations: Village of Taylor on ch. 7, Taylor, Neb., to translate programs of KHAS-TV (ch. 5) Hastings, Neb.; Scottsburg Community Tv Assn. on ch. 3, Scottsburg, Ore., to translate programs of KVAL-TV (ch. 13) Eugene, Ore.

Actions of May 7

KUDE-FM, Dolph-Pettey Bcstg. Co., Oceanside, Calif.—Granted license for fm station.

WJBB Haleyville, Ala.—Granted license to use old main trans. at main trans. location; for auxiliary purposes only.

WJER Dover-New Philadelphia, Ohio—Granted license covering installation of old main trans. as auxiliary-day-alternate-main, night.

KROX Crookston, Minn.—Granted license covering installation of new trans.

WTRP La Grange, Ga.—Granted license covering change in ant.-trans. and studio location; make change in ground system.

KTTS Springfield, Mo.—Granted license covering increase in daytime power; installation of new trans.; change trans. location; make changes in ant. system; changes in ground system; remote control permitted.

KMRS Morris, Minn.—Granted license covering change in frequency; decrease in power; change hours of operation; and make changes in trans. equipment.

WREO-FM Ashtabula, Ohio—Granted license covering change in ERP; ant. height; ant. system and installation of new ant.

KGB-FM San Diego, Calif.—Granted license covering an increase in ERP and installation of new trans.

WTRC-FM Elkhart, Ind.—Granted license covering change in ant.-trans. location; redescription of studio location; change ERP; ant. height and ant system; and correct type number of trans.

K02CL, K04CH, K06CQ Modene and Beryl Junction, Utah—Granted cps to replace expired permits for vhf tv translator stations and specify ERP as 1.38 w; frequency as ch. 2; and make changes in ant. system; specify ERP as 1.35 w; frequency as ch. 4; and make changes in ant. system; specify ERP as 1.34 w; frequency as ch. 6; and make changes in ant. system.

■ Granted licenses for following am stations: WYGO Corbin, Ky.; WSHP Shippensburg, Pa.; WSMG Greeneville, Tenn.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WJBB Haleyville, Ala.; WVLD Valdosta, Ga.; WJER Dover-New Philadelphia, Ohio; WMPM Smithfield, N. C.; WIST Charlotte, N. C.

Actions of May 4

■ Granted following stations renewal of license: KAKE-AM-TV Wichita, Kan.; KBEA Mission, Kan.; KCLO Leavenworth, Kan.; KCSR Chadron, Neb.; KEDD Dodge City, Kan.; KFOR and alternate main, Lincoln, Neb.; KGGF and auxiliary, Coffeyville, Kan.; KGLC Miami, Okla.; KGWA Enid, Okla.; KGYN Guymon, Okla.; KHAS Hastings, Neb.; KHUB Fremont, Neb.; KIMB Kimball, Neb.; KJRG-AM-FM Newton, Kan.; KKAN Phillipsburg, Kan.; KLEO Wichita, Kan.; KLIB Liberal, Kan.; KMMJ and auxiliary, Grand Island, Neb.; KNEB Scottsbluff, Neb.; KNEX McPherson, Kan.; KNOR Norman, Okla.; KODY North Platte, Neb.; KOFO Ottawa, Kan.; KRGI Grand Island, Neb.; KRMG Tulsa, Okla.; KRVN Lexington, Neb.; KSID Sidney, Neb.; KSIW Woodward, Okla.; KSPI-AM-FM Stillwater, Okla.; KVSH Valentine, Neb.; KWBE Beatrice, Neb.; KWBW Hutchinson, Kan.; KWPR Claremore, Okla.; KWSK Pratt, Kan.; KXXX and auxiliary, Colby, Kan.; KFMQ (FM) Lincoln, Neb.; *KOKH (FM) KOKH-TV Oklahoma City, Okla.; KOLN-TV Lincoln, Neb.; *KETA (TV) Oklahoma City, Okla.; *KOED-TV Tulsa, Okla.; KHAS-TV Hastings, Neb.; KARD-TV Wichita, Kan.

WREB, Donald T. Hancock, Holyoke, Mass.—Granted assignment of license to **Don Hancock Bcstg. Inc.**

KABC-FM Los Angeles, Calif.—Granted license covering change in ERP, ant. height, installation of new trans. and ant. and changes in ant. system; conditions.

KENO Las Vegas, Nev.—Granted license covering change in ant.-trans. location, and changes in DA-N system.

KLRO(FM) San Diego, Calif.—Granted license covering change in ERP, ant. height, installation of new ant. and change in ant. system.

WCCN Neillsville, Wis.—Granted license covering changes in ant. system .

WKUL Cullman, Ala.—Granted license to use old main trans. at present location of main trans.; for auxiliary purposes only.

WCRS Greenwood, S. C.—Granted license covering change in ant. system.

KRE Berkeley, Calif.—Granted license covering increase in daytime power and change in type trans.

WWIL-FM Fort Lauderdale, Fla.—Granted license covering change in ant.-trans. location and increase in ERP.

WEBR-FM Buffalo, N. Y.—Granted license covering changes in transmission equipment.

WLBK DeKalb, Ill. — Granted license covering increase in power.

WWXL Manchester, Ky.—Granted license covering increase in daytime power.

KTKT Tucson, Ariz. — Granted license covering change in hours of operation; changes in DA and ground systems and installation of new trans. for nighttime use.

WWIL Ft. Lauderdale, Fla.—Granted license covering change in power; ant.-trans. location; changes in daytime DA system; ground system; and installation of new trans.; condition.

K09BU Del Norte, Colo.—Granted cp to replace expired permit for vhf tv translator station; specify correct call letters of primary station as KOAA-TV; and make of trans.

KCTV(TV) San Angelo, Tex.—Granted cp to modify trans.

WORA-TV Mayaguez, P. R.—Granted cp to change amplifier unit of aur. trans. only (main trans. and ant.).

K07CZ, K09DA, K11DG Laurier, Wash.—Granted mod. of cps for vhf tv translator stations to change ERP to 6.96 w; type trans.; and make changes in ant. system; change ERP to 6.72 w; type trans.; and make changes in ant. system; change ERP to 6.04 w; type trans.; and make changes in ant. system.

K10CK, K08CE, K12CD Kannarraville and New Harmony, Utah—Granted mod. of cps for vhf tv translator stations to change ERP to 3.85 w; and make changes in ant. system; change ERP to 3.9 w; and make changes in ant. system; change ERP to 3.8 w; and make changes in ant. system.

■ Granted licenses for following am stations: KSUD West Memphis, Ark., and specify studio and remote control point; WYND Sarasota, Fla.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WKUL Cullman, Ala.; KWTC Barstow, Calif.; WNEX Macon, Ga.; WHOP Hopkinsville, Ky.; KKID Pendleton, Ore.; WPAY Portsmouth, Ohio; WIKB Iron River, Mich.

■ Granted licenses for following fm stations: KXQR (FM) Fresno, Calif., change main studio location to 5255 E. Alluvial Ave., Clovis, Calif., and delete remote control; WOOD-FM Grand Rapids, Mich.; WKLW (FM) Grand Rapids, Mich.; WMVB-FM Millville, N. J.

■ Granted cps to replace expired permits for following vhf tv translator stations: K10BY, Monument Tv Inc., Monument, Ore.; K08AY, K09BH, K09BI, K10BD, K11BM, K11BQ, K12BA, K13BN, K13BM, Upper Methow Valley Tv Assn., Winthrop-Twist, Mazama, Methow, Wash.; K10AB, Richland Tv Club, Sidney, Mont.; K09EL, Ten Sleep Free Tv Club, Ten Sleep, Wyo., and specify frequency as ch. 9.

■ Granted cps to replace expired permits and specify type trans. for following vhf tv translator stations: K07BX, Harlem Tv Club, Harlem, Mont.; K13BP, Lodgepole Tv. Inc., Lodgepole, Neb.

■ Granted mod. of cps to change type trans. for following vhf tv translator stations: K11DX, K13DR, Denton Tv Assn., Denton, Mont.; K06AG, K11AI, Moorcroft Community Tv Inc., Moorcroft, Wyo.; K06BL, K10CO, Pioneer Tv Assn., Indian Springs, Nev.

Actions of May 3

KMAP(FM) Dallas, Tex.—Granted SCA on multiplex basis.

WHOA San Juan, P. R.—Granted license covering installation of new trans. with remote control operation.

WGVM Greenville, Miss.—Granted license covering installation of old main trans. as auxiliary trans. at present main trans. location with remote control operation.

KEAN Brownwood, Tex.—Granted license covering increase in power and installation of new trans.

WBIP Booneville, Miss.—Granted extension of authority to Aug. 2 to operate with 8:00 p.m. sign-off.

KGUC Gunnison, Colo.—Granted authority to Aug. 2 to sign-on at 7:00 a.m., and sign-off at 7:00 p.m., Monday through Saturday, and sign-on at 8:00 a.m. and sign-off at 6:00 p.m. on Sundays, except for special events.

WITE Brazil, Ind.—Granted extension of authority to July 25 to remain silent.

KLIL Estherville, Iowa—Granted extension of authority to June 20 to remain silent.

■ Granted licenses for following am stations: WSMA Smyrna, Ga.; KRBN Red Lodge, Mont.; WBVM Utica, N. Y.; WLNC Laurinburg, N. C.; WDJS Mount Olive, N. C., and WAWA West Allis, Wis.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WMIN St. Paul, Minn.; KFVS Cape Girardeau, Mo.; WBBI Abingdon, Va.; WMYB Myrtle Beach, S. C.

■ Following stations were granted extensions of completion dates as shown: KSVA

Continued on page 167

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Florida, West Palm Beach. Excellent salary plus 15% commission and car allowance. Absolute minimum two years fulltime selling radio. Don't put your family through another miserable cold winter. Send complete resume to Box 910K, BROADCASTING.

Las Vegas, Nevada top station opening for aggressive salesman. Opportunity unlimited. Contact KLAS Radio, R. Fleming.

Unusual opportunity in best FM radio time sales market for strong closing, aggressive salesman, age 24-35. Quality programming format with one of Chicago area's top FM stations. Draw against 30% commission. Phone collect UPtown 8-7900 or write WXFM, 4440 N. Clark St., Chicago, Illinois.

Help Wanted—(Cont'd)

Sales

Aggressive young salesman wanted by chain operation. Excellent opportunity for rapid promotion to management. Present operation includes 7 AM's and 1 television. Send full personal resume, character and business references to PO. Box 1050, Roanoke, Virginia.

Announcers

"Top position open for Negro R & B DJ in No. 1 station—Large market. Must be experienced. Prefer Southerner, 25-32. Excellent salary. Send photo—tape—complete resume to Box 551K, BROADCASTING. All Replies Confidential."

Announcer: DJ for fast moving modern radio. Experience important for strong midwest market station. Multiple owner operations with many opportunities. Box 750K, BROADCASTING.

Creative c&w dj wanted for Northeast metropolitan market. Send tape, resume. Box 871K, BROADCASTING.

Growing Eastern major market modern radio group has immediate openings for experienced personalities and/or personality newsman. Modern radio experience is a must. As we grow you will have the opportunity to grow and advance with us. Send tape and complete resume to Box 886K, BROADCASTING.

Fast-pace announcer with good commercial delivery and p.d. abilities. Hospital insurance and other benefits. Immediate opening. Box 952K, BROADCASTING.

Progressive single market station in Texas needs a good combination announcer-engineer. Good working conditions with new equipment. Some maintenance but emphasis on announcing. No drifters please. Box 953K, BROADCASTING.

We have opening for announcer-operator for some young man who wants to get start in radio. There will be some transmitter watch. No maintenance experience needed. Box 958K, BROADCASTING.

Experienced announcer wanted for morning show at good music Ohio station. Mature and pleasant personality desired. Send tape and resume to Box 935K, BROADCASTING.

Aggressive salesman/mature announcer combo man wanted. Must be top flight in both departments. First class ticket preferred but not essential. Live and work in ideal weather and working conditions in beautiful Southern California coastal city, at top-rated good music station. Permanent job in good radio market. Reply Box 970K, BROADCASTING.

Opening engineer-announcer—no maintenance. 500 watt daytime. $275, send resume, tape. Box 980K, BROADCASTING.

Aggressive experience newsman—to gather, write, and deliver news—in a unique and exciting news format. Major Eastern market. Send tape and resume to Box 983K, BROADCASTING.

Newsman to gather, write and air local news. $90.00—Illinois. Send tape and resume. Box 987K, BROADCASTING.

1st phone announcer—are you tired of the big city rat-race? Want to settle in a medium size, single market, midwest city? News, good music format. Start at $500.00. No maintenance. Position open now. Box 988K, BROADCASTING.

Announcer, experienced, for full-time AM Philadelphia area. Personal interview preferred. Box 4M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

1st phone announcer. No maintenance. New Jersey daytimer. Box 5M, BROADCASTING.

Announcer needed for midwest better music station. Single station market near metro areas. NAB code subscriber. Must handle tight and complex production. Salary to $95. Rush tape, picture and your story to Box 12M, BROADCASTING.

Community Station, with community programming in South Alabama has immediate need for announcer-first phone; $90.00 to $100.00 for 40 hour week. Box 25M, BROADCASTING.

Announcer, first phone, no maintenance—immediate opening. KSJB 5000 watt 600kc, Jamestown, North Dakota. $100.00 per week to start, for the right man.

Expanding staff—Dallas station, not top 40, has opening for top notch announcer with bright mature delivery. Some production experience desired. Send tape, picture, complete resume, and personal references. Box 919K, BROADCASTING.

Dixie station has opening for beginning staff announcer. Rush tape and resume to Pete Sanders, KDLA, DeRidder, Louisiana.

Announcer should have experience but will consider outstanding trade school graduate for night shift-three to five and six to eleven. Send details immediately. Mason Dixon, KFTM, Radio, Fort Morgan, Colorado.

Experienced announcer, can also sell. Prefer family man . . . contact Dr. F. P. Cerniglia—KLIC, Monroe, Louisiana.

Prestige Good Music Station needs mature, dignified, hard working announcer who knows how to do an outstanding job and expects to be paid accordingly. This is a top opening in a rapidly expanding, stable, highly successful organization. Please send tape and resume to Managing Director, KOSI, Box 98, Denver 8, Colorado.

Immediate opening. Announcer — First phone, no maintenance. Rush tape, resume. WBRD, Bradenton, Florida.

Immediate opening for morning man, capable on news, sports and announcing. Send tape and resume to WDDY, Gloucester, Va.

Versatile announcer with emphasis on authoritative news. Write, re-write, deliver. Also 2-hour daily show of quality music. Good basic salary and assured growth. Possibility of TV exposure. Also need summer replacement. Send air-check tape and resume to—Operations Manager, WBRE, Wilkes-Barre, Pa.

America's first all-farm station — needs combo man—1st ticket—maintenance—announcing—Contact Jack Moran at once—WDMV, Pocomoke City, Maryland.

Need first phone announcer now! WMHI, Route 5, Frederick, Md. Good station . . . Good music . . . Limited commercials . . . surveyed #1. No maintenance . . . Salary open to experience. Rush tape, resume to above address now!

Good music community-minded station needs experienced mature voice. Above average salary. Personal interview necessary. WPVL, Painesville, Ohio.

WRMF, Titusville, Florida at Cape Canaveral, needs first class engineer-announcer—immediately.

Announcer . . . 1st phone . . . no maintenance. Needed for FM station we're opening soon in Norwalk, Ohio. Send tape and write complete details (no phone calls, please). President, WRWR-FM, Port Clinton, Ohio.

Help Wanted—(Cont'd)

Announcers

Announcer . . . 1st phone . . . Immediate opening for expanding operation. Send tape and resume. WSWW, Platteville, Wisconsin.

Wide awake full time operation wants steady, qualified man with personality plus. $85 to start with fringe benefits. WUSJ, Lockport, N. Y.

Technical

Sell and service broadcast equipment. Need engineers for local territories. Use spare time. Excellent commission arrangement. Quality product line. Box 781K, BROADCASTING.

Five thousand watter in Pacific Northwest wants competent Chief Engineer. Permanent position. Half board work . . . half maintenance. Send tape and references. Box 947K, BROADCASTING.

Opening engineer-announcer—no maintenance. 500 watt daytime, $275, send resume, tape. Box 979K, BROADCASTING.

First class engineer for extremely well equipped, modern, progressive Virginia station. Must be thoroughly familiar with audio and transmitter work. Small amount of announcing required. If you want to work with the best equipment and the best people and have the know-how to keep things going, then you can join the staff of this old established station. Send resume with picture, salary requirements and tape to Box 10M, BROADCASTING.

Our chief engineer for the past seven years will get his degree from Kansas University in August. We want his replacement by July first, an experienced, qualified chief, who wants an engineering degree. Be our chief and attend KU. Write Arden Booth, KLWN, Lawrence, Kansas.

Immediate opening first-class engineer-announcer combo. Send photo, resume, and tape to KOKO Radio, Warrensburg, Missouri.

KMAE McKinney, Texas, has opening for announcer-engineer. Must be capable maintenance studio and transmitter equipment. Prefer "Amateur" operator with first phone and good voice. Send complete resume, tape, and snapshot to Geo. W. Smith Jr., KMAE McKinney. Texas.

There must be someone with a 1st class ticket and announcing experience who wants a good permanent job at a smooth-sound, daytime only station. Masculine or feminine applicants acceptable; must be able to read news intelligently. Send resume, tape and salary required to WCNL, Newport, New Hampshire.

Are you a competent engineer who likes the work and would like an owner-boss who appreciates above-average interest and ability? 5 kw full-time AM near Philadelphia. WCOJ, Coatesville, Pennsylvania.

1 kw daytime station . . . remote control transmitter . . . looking for young engineer who has the necessary background but no opportunity to be a Chief. Group operation. Fringe benefits. Real growth opportunity. Write to Benjamin M. Turnbull, General Manager, WDOS, Oneonta, New York, stating minimum salary requirements.

Wanted. First class engineer for chief and limited air work. Write WJWL, Georgetown, Delaware.

Chief Engineer needed immediately because of sudden death long-time incumbent. 5 kw fulltime, directional night only; also FM. University-owned commercial, network affiliate. Settled family man, capable complete charge all transmitter and studio maintenance. Rent-free 3 bedroom quarters at transmitter. Send complete resume, photo, references, salary requirements, in first letter. Director WRUF, University of Florida, Gainesville.

Production—Programming, Others

Program manager: Top station with both Nielsen and Pulse seeking program manager due to promotion. Must have background of rating success. Multiple ownership operation in midwest. Box 748K, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Writer, creative; director, imaginative; combination, rare! If you are a writer who can direct, or a director who can write, and if you'd like to find out how good you really are, send resume and photo to Box 940K, BROADCASTING.

Farm Director: Radio and TV in Carolinas. Interested only in first class applicants for first class job. Salary and incentive open. Full particulars and photo first letter to: Box 976K, BROADCASTING.

Wanted: Top flight newsman with sound journalism background. Capable of writing, producing and airing fast-moving three hour news and feature program on five days per week basis. Send tape, photo and resume to Box 3M, BROADCASTING.

Girl Friday. Emphasis on continuity-writing. Some air work. Send tape, photo, resume to KHAS Radio, Hastings, Nebraska.

Newsman, Michigan, experienced to gather, write and deliver news. Contact Leo Jylha, WBCM, Bay City, Michigan.

Want immediately qualified, mature newsman to head news department. News gathering and reporting more important than announcing ability. Send all information, references, requirements first letter. WDEC, Americus, Georgia.

RADIO

Situations Wanted—Management

Management team (husband and wife), currently owners of successful radio properties with local managers, are available to manage and invest in an additional property (New England—Mid-Atlantic States). Highest financial and business references are available. Box 752K, BROADCASTING.

Manager—strong personal sales. Twelve years management. Highest character and owner references. Responsible, qualified. Area $10,000. Box 854K, BROADCASTING.

Currently General Manager of regional station. Seeking association with growth minded owner. Outstanding record of National, Regional and local sales. Top references. Box 856K, BROADCASTING.

Top quality highly experienced manager—former owner and general manager top 60 market. Sales leader, heavy on promotion, character and ability stands full investigation. Could invest—married 38, excellent organizer prefer new operation. Box 877K, BROADCASTING.

I don't believe in rock and roll—I do believe in solid radio programming. If you have a radio property in the Eastern United States that needs a firm hand plus imagination and 20 years of radio background please contact me. Sales experience totals 7 years. Interested in progressive medium—large market. References exchanged. Box 882K, BROADCASTING.

Put your radio station in hands of educated and experienced broadcaster who can provide you with a Modern-Adult station with Popularity and Prestige, built around a solid, substantial news department. Well versed in Programming, News and Commentary, Sales, Advertising, Administration, Finance, Engineering and FCC. 20 years experience—12 in management. Age 41, married, family and no skeletons to hide. Presently part owner and manager in city of 14,000. Want larger, fulltime market or present market size if interest is available. Presently in midwest but will consider all locations. Available this summer. Box 885K, BROADCASTING.

Manager—First phone, sales-programming. Seeking position in small or medium market. Experience, top references. Sales my business. Replies confidential. Box 887K, BROADCASTING.

Mr. Absentee Owner: Don't give up! Try, one more manager! Me! Age 40, sober, married, dependable, sell—prefer southeast. Box 931K, BROADCASTING.

Manager, strong sales, first phone, experience, small or medium market. Will buy small interest. Box 967K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager—seasoned broadcaster with experience and knowhow to tackle any situation. Any size market. Excellent record and references. Write Box 982K, BROADCASTING.

Ex-Manager Metro Market, 10 years sales, programming, administrative experience—prefers southeast. Opportunity foremost, salary secondary. Box 989K, BROADCASTING.

Mature manager desires to permanently relocate to Texas. Medium or large market. TV and radio experience. Investment optional. Complete details on request. Box 17M, BROADCASTING.

Want station to manage in East with opportunity to purchase. Box 28M, BROADCASTING.

Experienced radio manager, presently employed, desires position where personal sales, promotion and organizational ability will be recognized by increased income. Interested in attractive incentive plan rather than high guarantee. Prefer mid-Atlantic or Northeastern U. S. Available for personal interview immediately for job opening June 1. Write Box 29M, BROADCASTING.

"Experienced husband and wife management team. Desire to move family to warm climate. Will discuss any reasonable proposition including part ownership. Contact Lester Gould, 2105-4th Ave. N.E., Austin, Minnesota, phone Hemlock 3-7608."

Relocate by June 1. Seven years experience radio-tv. Five years manager, **KAGE,** Winona, Minnesota. College grad, family. Desire management, sales manager. Prefer chance to own percentage. Can make small investment. Frank Haas; Gilmore Valley Road, Winona, Minn. Phone 6133.

Sales

Who makes sponsors want to buy? Who makes listeners and viewers want to try? Who wants his experience (manager to janitor) to make money for you . . . and him? Little old moneymaker, me. Write and make an offer. Box 951K, BROADCASTING.

Sales-News; 10 years experience, good, sober, family man wants change from Florida in June. Box 16M, BROADCASTING.

Announcers

Mature announcer. Wants to put better than average announcing and production ability to work in forward looking radio-TV station. Box 759K, BROADCASTING.

DJ-Announcer — Newscaster. Experienced. Tight format; bright happy sound; authoritative news. Not a floater. Box 809K, BROADCASTING.

Experienced announcer-dj, great adult voice, 21, single. Country and western or good music. Want security—dependable. Prefer Southwest. References. Box 852K, BROADCASTING.

Bright personality—Program, sales, copy versatility—seasoned entertainer—Announcing School graduate, wants suitable location. No FCC 1st license. Will learn! Box 922K, BROADCASTING.

Morning man for adult quality music format. Family man with mature voice and persuasive soft-sell delivery. Pleasant personality. Prefers NE states. Box 934K, BROADCASTING.

Announcer; fast production; mature voice; experienced; dependable—want steady position. Box 943K, BROADCASTING.

Wanted, all night show. First class ticket and three years experience. Tape and resume available on request. Box 944K, BROADCASTING.

New England. Experienced announcer. Clever ad lib. Creative copy. Strong on news. Box 948K, BROADCASTING.

Summer employment—Available June 4—September 1 in Southeast area. 4 years major market experience, now in college. Top rated. Excellent references. Box 950K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer news, play by play sports, music. Creative in radio production. Single, vet. Excellent references. Box 954K, BROADCASTING.

Disc jockey—announcer, young, single, experienced, seeking swinging sound, immediate availability. Box 955K, BROADCASTING.

Sports director/News-caster—writing ability—experienced play-by-play desires position with heavy sports station in Northeast. Box 960K, BROADCASTING.

Experienced announcer dj. Bright sound, tight production. Mature, dependable will relocate anywhere. Box 968K, BROADCASTING.

Long experience, gathering, holding, selling audience warm, sincere. Number one pulse good music—tight format, easy go, talk? News, sports, pd, sales early thirtys, midwest, east. Box 969K, BROADCASTING.

Top dj in large Pennsylvania market. Three years experience. Young, married and ambitious. Bright personality, best references. Not a screamer or floater. Desires swinging "top 40" station, Box 972K, BROADCASTING.

Three top format dj's all with first phones. Presently employed at number one station in top twenty market. $200.00 weekly minimum. Tapes, picture, resumes and ratings available immediately. Box 977K, BROADCASTING.

Nine years experience, all phases of radio. Excellent references. Family man seeking permanence. Box 978K, BROADCASTING.

2¼ years fast format dj experience. A.B. degree, single, 5A. Box 984K, BROADCASTING.

Announcer, dj, young. Little experience. Willing to work. Mature in voice and attitude. Travel no problem. Tape or personal interview upon request. Box 985K, BROADCASTING.

Announcer, dj. Authoritative news, lively sports, bright sound. Not prima donna or floater. Box 993K, BROADCASTING.

Swinging pop or top 40 stations attention! DJ—1½ years—6 mo's (P.D.) Single—23—currently working — AA voice, seeking larger market. Write Box 994K, BROADCASTING.

Top notch combo man, married, seeking good job security. Will send tape and resume. Box 995K, BROADCASTING.

Attention AM or FM stations within 50 miles of Cincinnati, Ohio!—Weekend work wanted—some experience—Salary unimportant. Box 996K, BROADCASTING.

Twelve years experience all departments. Play by play, good solid man. Try me! Box 997K, BROADCASTING.

Need that first job. Can you help! Well trained, college. Box 1M, BROADCASTING.

Experienced, capable, newsman, staff announcer, single, veteran, enthusiastic—available immediately. Box 2M, BROADCASTING.

Young man, single and draft exempt desires news or dj position in or near large urban area. Prefer midwest but will travel. 5 years experience. Box 19M, BROADCASTING.

Swinging Negro announcer with exceptional news ability. Plenty experience, personable. Box 26M, BROADCASTING.

Announcer-Account Executive (combo). Experienced: Air, sales, production-voices, college. Box 8M, BROADCASTING.

Announcer, two and a half years experience. Presently employed. Want to relocate. Reliable, responsible. No screamer. Box 9M, BROADCASTING.

Announcer — versatile, industrious and young. Can do dj shows and authoritative on news. Well trained. Robin Burns, 3090 N. Haussen Ct., Chicago 18, Illinois. MU 5-0287.

Situations Wanted—(Cont'd)

Announcers

Twenty production years as a top-notch personality, Chicago-Detroit stations, sports, news, special events, deejay. Clear voice, good English spiced with humor, guaranteed topseller. Nationally known references. Write Box 1062, White Plains, N. Y.

First phone Negro combo-man. Trained for radio-tv broadcasting. Broadcasting and technical school graduate, some college. No experience, but natural swinging personality and versatile knowledge of music. Fast-pace and board. Benny Johnson, Jr., 1228 Fairmont St., N.W., Washington 9, D. C.

DJ, college grad., B.A. Radio-TV; happy sound; married; 24, desire larger market; southern top 40 preferred; employed; USL, Box 1014, Lafayette, La.

Announcer: 26, vet, no maintenance—1st phone, midwest only, three years announcing. Write: 416 South 6th St., LaCrosse, Wisconsin.

Announcer-First phone. 21, single. Two years experience. Prefer West Coast. Box 13M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, interested more in learning then earning. 2nd phone, single, 32. Thomas Patrick Stanton, 1209 Clover Lane, Ft. Worth, Texas. Telephone RE 8-4211.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

Technical

Engineer-twelve years staff and chief—wants to relocate in San Bernardino, California vicinity. If you have an opening now, or in future, contact Box 861K, BROADCASTING.

Experienced radio & television chief desires to relocate. Prefer Midwest or Northwest. Box 862K, BROADCASTING.

Former field engineer for a well known consultant. Experienced in all phases of studio and transmitter engineering. Seeking a position as field engineer, working chief, or in construction and maintenance. Box 874K, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payments in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED
- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

SITUATIONS WANTED
- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

FOR SALE
- ☐ equipment

WANTED TO BUY
- ☐ stations
- ☐ equipment

ADDITIONAL CATEGORIES
- ☐ Instructions
- ☐ Business Opportunity
- ☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME _____

COMPANY _____

ADDRESS _____

Remittance enclosed $ ☐ Bill

Situations Wanted—(Cont'd)

Technical

Experience chief engineer-announcer. Mid-Atlantic or Florida. $100. Write: Room Two, Bayard Hotel, Dover, Delaware.

First phone, second telegraph, radar endorsement, 2½ years radio. Strong on maintenance. Some announcing. Graduate in EE January, 1963. Desires summer work radio or tv. Marvin Livingston, 619 University, Stillwater, Oklahoma. FR 2-7941.

Young man age 24, first phone desires experience engineering. Fair voice. David Nobles, Chadbourn, North Carolina.

Experienced first phone 7 years AM, 3 years FM and remote control, 10 years control room operation-maintenance and transmitter. Last 3 years research lab. Seeking position with mature operation. References and resume upon request. Reason for change—lab closing. Charles L. Smith, RD #2, Freeville, New York, ETNA 4681.

Chief engineer 4 years. No announcing. 1 and 5 kw daytimers, remote control. Anthony Ostopoff, Box 6876, Towson, Maryland. Phone 821-9420.

Experienced Chief Engineer — announcer. Over 6 years in maintenance, construction and advisory radio engineering. Excellent record and references. Any type of announcing, presently chief of top c&w this area. Seeking reputable employer who needs hard working able combo or engineer. Age mid 30's. Call or write Jim Slawson, 1103 East 12th Tifton, Georgia. 382-5524. Any of the 50 states.

Production—Programming, Others

Available immediately . . . Radio or tv continuity writer. Will travel. Complete details on request. Box 863K, BROADCASTING.

Florida. Seeking position as program director, now employed in large south Florida market. 26, married. Box 930K, BROADCASTING.

News, sports. Experienced, 24, masters degree in journalism. Radio or TV. Minimum $125.00. Box 990K, BROADCASTING.

Station sold . . . PD-DJ available. Married-family-want to settle as DJ, PD, or both. Call REgent 9-3990, not collect, or write Dave Cummins, 58 Diamond Hill Rd. Warwick, Rhode Island. 8 years high ratings. Go anywhere.

Public Relations

Young, ambitious, presentable, single. B.A. in P. R. One year radio newswriting experience. Four years sales experience. Desire Washington, D.C. area—willing to travel. Box 11M, BROADCASTING.

TELEVISION

Help Wanted—Sales

Midwest TV station must add Account Executive. Expanding local potential. City population over 100,000. Excellent salary plus commission arrangement. Minimum one year successful tv sales. Send complete resume, including billings, plus photo. Box 743K, BROADCASTING.

Top executive position in multiple ownership operation to head national sales for two TV stations. Excellent opportunity for person with national background. Box 961K, BROADCASTING.

New Fresno area independent television has immediate openings for three aggressive, creative salesmen. Air work optional. Extremely rewarding commissions and growth potential. Send photos and references to Harold Gann, Box 1321, Hanford, California.

Announcers

Newsman for tv and radio stations in midwest. Ability to gather, write, and present news is essential. Excellent opportunity to expand in news field with multiple ownership operation. Box 747K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced on camera announcer strong on news, weather and commercial presentation. Send photo, background information, references and audio tape to: Harry C. Barfield, WLEX-TV, Lexington, Kentucky.

Technical

Wanted: Ass't Chief Engineer with switching and board experience to help with maintenance. NBC affiliate northwest. Box 913K, BROADCASTING.

Need TV Chief Engineer familiar with all phases construction and operation. Southeastern VHF. Send full details first letter. All replies confidential. Box 914K, BROADCASTING.

South Florida VHF has opening for first class licensed man. Box 949K, BROADCASTING.

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 959K, BROADCASTING.

Experienced maintenance supervisor needed for TV-AM-FM. Installation experience desireable. Include salary requirement with resume. Reply to Jim Garner, Chief Engineer, KLRJ-TV, P. O. Box 550, Las Vegas, Nevada.

Channel 21, new indie has immediate opening for experienced maintenance technician. G. E. 1kw transmitter and 10w microwave. Above average salary for a competent, ambitious person. Send references and resume to Harold Gann, Box 321, Hanford, California.

Need transmitter operator, must have 1st phone license, no experience necessary. Also need one experienced transmitter engineer to work shift and do maintenance work on RCA TT-25-BL transmitter. Send picture and salary with first letter to Jerry E. Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

Immediate opening for Television engineers experienced in studio maintenance & operation. VTR experience desired. Permanent position with automatic salary increases. Send resume to Director of Engineering, WGBH-TV, Ch. 2, 25 Granby Street, Boston 17, Mass.

Assistant Chief Engineer to supervise studio operations. Prefer man with microwave, videotape and transmitter experience. Send resume of education, salary requirements, industry references and experience to B. L. Patton, Chief Engineer, WJAR-TV, Providence, R. I.

Immediate opening for tv technician experienced in studio maintenance and operation. Ampex VTR maintenance experience desired. Must be ambitious, dependable and have first phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Chief Engineer, WLAC-TV, Nashville, Tennessee.

Production-Programming, Others

Program Manager—Television, Major Eastern market. Description of experience in production, direction, cost factors and personnel supervision mandatory. Creative leadership required. Reply Box 957K, BROADCASTING.

Southeastern ETV has opportunity with challenge for creative producer-director. Must have minimum of two years working experience, college degree preferable, but not required. Send complete resume, photo, and salary requirement to Box 31M, BROADCASTING.

TELEVISION

Situations Wanted—Management

Station Manager's assistant or business manager, 14 years experience, responsible family man, highest references, available immediately. Box 920K, BROADCASTING.

A fine Salesmanager is now available. What more can be said: Box 807K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

TV Program Manager available in June. Exceptional experience in Programming, Production, and Film Buying. For detailed resume, contact: Box 941K, BROADCASTING.

Operations Manager with major market TV experience in Production, Programming, Film Buying, Promotion, Sales, and VTR-Film Production. Prefer West or Southwest. Box 942K, BROADCASTING.

National Sales Manager with excellent record of sales requiring broker, company and agency contacts. Over ten years in radio and television sales including national representative sales management. Western states only. Box 946K, BROADCASTING.

Salesmanager—Commercial Manager seeking UHF or VHF opportunity in midwest. Experienced, high production record. Box 971K, BROADCASTING.

10 years experience able administrator employed as sales manager—37 years—married—family. Box 998K, BROADCASTING.

Sales

Sales Manager—Well known and regarded in the Southwest. History. Box 939K, BROADCASTING.

Will exchange fifteen years of production and programming knowhow for challenging sales position with television station in tough market. Resume. Box 974K, BROADCASTING.

Experienced radio manager, presently employed, desires position where personal sales, promotion and organizational ability will be recognized by increased income. Interested in attractive incentive plan rather than high guarantee. Prefer mid-Atlantic or Northeastern U. S. Available for personal interview immediately for job opening June 1. Write Box 30M, BROADCASTING.

AGENCY-ADVERTISER

Creative account executive 10 years experience: ad mgr & AE with major 4A agcy. Imaginative, versatile, good administrator—strong on merchandising & presentations. Know print, TV, films. Experience includes packaging, associations, appliances, outboard motors, juv. apparel—also drugs & cigarettes. Works well with people & budgets. Resume on request. NYC preferred. Box 837K, BROADCASTING.

Technical

Engineer, first class, experienced VHF-UHF-Radio maintenance and installation. Box 821K, BROADCASTING.

Chief Engineer or good Xmtr position. 12 years TV-AM experience, 6 as chief. Know RCA, Dumont, some GE. Available immediately. Box 825K, BROADCASTING.

Capable assistant chief seeking similar position with a future. Eight years experience all phases tv. Excellent references—proven ability. Box 992K, BROADCASTING.

Production-Programming, Others

Corporate PR executive; 11 years TV and radio background, sales motivation experience, seeks post as TV promotion and community relations specialist with station or production company. Current income exceeds 10M through personal initiative. Box 938K, BROADCASTING.

News Director, deciding the future this week. After ten years southeastern metro market, I'm seeking new opportunity for aggressive, authoritative reporting that should pay-off with same top ratings, audience and sponsor loyalty earned here. Phone tonight: 404-323-2939. Box 963K, BROADCASTING.

Film editor. 2 years experience. Box 20M, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Production manager/producer-director, employed at net owned heavy public affairs programmed station fourth market, has just completed eight month public relations survey to help station determine program needs in community. Desire permanent news or public affairs position. Box 6M, BROADCASTING.

Director-switcher-producer. 3 years experience. College grad. Box 21M, BROADCASTING.

Reliable young man, seven years public relations, practical experience radio, television, theatre desires to relocate, preferably in California. Present Eastern position over four years. Available personal interview. Salary open. Interested in discussing situation? Details first letter please. Box 973K, BROADCASTING.

Cameraman. Three years experience. College grad. Desires station with extensive public service programming. Box 22M BROADCASTING.

Floor director. Knows lighting. College grad. 2½ years experience. Box 23M, BROADCASTING.

Floor director. Stop watch, college degree, lighting techniques and three years experience. Box 24M, BROADCASTING.

FOR SALE

Equipment

For Sale: 6 Gray 212-SX 16 inch arms, with 8 GE VR-11 diamond 1 mil cartidges. One year old. Original cost $328.00 will sell as package only at $185.00. Excellent for monaural pickup, not satisfactory for stereo. Box 945K, BROADCASTING.

Gates BC-1E 1,000 transmitter reduced to 500 watts with Gates package unit, also with remote control motors and diodes. $2,400.00 plus shipping and crating. Terms. Box 966K, BROADCASTING.

New Western Electric transmitter tubes—most of them in sealed boxes—242-c Western Electric, 12 @ $33.00. 242-c General Electric, 6 @ $33.00. 271-A Western Electric 4 @ $7.50. 244-A Western Electric 7 @ $4.00. 247-A Western Electric 10 @ $4.00. 262-B Western Electric 4 @ $4.00. 837 General Electric 7 @ $10.30. Box 14M, BROADCASTING.

One (1) Western Electric Model 503B-2 FM broadcast transmitter, 1000 watts. Write KASU, Arkansas State College, Jonesboro, Ark. Phone No. WE 5-5972.

Presto A-93 recording amplifier, Rek-O-Kut B16H turntable, Rek-O-Kut M-5 lathe with Audax head. Wayne Owens, KSOK, Arkansas City, Kansas.

Gates 250W AM Transmitter, good condition, just removed from service. WANE—Fort Wayne, Indiana.

For sale . . . best offer . . . Raytheon model RT-1000 antenna tuning unit-frequency range 540kc, to 1600kc—1000 watt rating. Line impedance 50-250 ohms. 3 coil single T section low pass filter network—Good condition less remote meter rectifier. Radio WBGR, Jesup, Georgia. Art Manning, C.E.

Berlant Studio Recorder model 31—used. $300 or best offer. Contact Erny Tannen, WDMV, Pocomoke City, Maryland.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave.. N.Y.C.

16mm Reversal Film Processor—Aiglonne, Model America—Automatic daylight Film processing up to 1400 feet per hour, threads itself automatically, high speed solution recirculation, replenishing system, temperature controls, impingement, drying, etc.—new condition. $2500 plus freight. WHO-TV Des Moines, Iowa.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, $40.00 for 20' length; ⅞" ditto, 90¢ foot; 6 feet. Dishes with hardware, $150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

For Sale—(Cont'd)

Equipment

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Tapes. 1200' 99¢; 1800' $1.29. Free catalog. Box 3095, Philadelphia 50.

Now available—tremendous savings. 25 kw notch diplexer Alford Model 1052. Used one year. Ch. 11. RCA vestigial sideband filter RCA MI19085AH Ch. 11. 50 kw diplexer RCA MI19394. 1200' Teflon 3-1/8" coax complete with hangers and connectors. 4 6-1/8" spring line hangers. TS-10A RCA video switcher. 2 RCA high voltage transformers for RCA 25 kw transmitter. WLUK-TV, Green Bay, Wisc.

RCA 1-DB transmitter. Used nine years as main and last 16 as auxiliary. Complete with tubes and one crystal. $500 FOB. WSBT, South Bend, Indiana.

New & Used towers—3 self-supporting 300 ft. FM-TV-AM. Ace High Tower Erector Co. Greenville, North Carolina.

WANTED TO BUY

Equipment

Wanted: Complete FM Broadcasting equipment, used—must be in excellent condition. Up to 3kw—prefer 1kw. Can use 200 ft. ant. (Guy). Box 933K, BROADCASTING.

Wanted—by our clients. Radio, FM, and TV test and measuring equipment. "Thirty years in Broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Wanted for cash—used water cooled tubes. Types: 892, 6333, 5606, etc. In good condition or surplus new tubes. Advise type, quantity, condition, make and price. Electronic Laboratories Supply Co., 7208 Germantown Ave., Philadelphia 19. Pennsylvania. Phone Chestnut Hill 8-2700.

WANTED TO BUY

Stations

Management team (husband and wife), currently owners of successful radio properties with local managers, are available to manage and invest in an additional property (New England-Mid-Atlantic States). Highest financial and business references available. Box 753K, BROADCASTING.

Experienced program, news, play-by-play sports director desires interest in full time operation. Box 846K, BROADCASTING.

Electronics Components manufacturing company seeks entry AM or TV ownership through purchase profit making Eastern properties. Principals only. Box 986K, BROADCASTING.

Individual interested in purchasing all or portion of station in Texas or Missouri. Your reply will be held in complete confidence. Box 18M, BROADCASTING.

Interested in small station near Dallas, Texas. Will consider other areas in Southwest. Reply Box 27M, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics. 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago— Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Instructions—(Cont'd)

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts June 4—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

MISCELLANEOUS

Increase ratings with 100 recorded excerpts 5 seconds each, taken from pop records . . . Quick answers . . . Send $3.00 to Andrews. Box 15M, BROADCASTING

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

We Guarantee increased ratings with fantastic Lange (one)—Liners! Demonstration record free! Lange, 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

Instant gags for deejays!—100 gag topics available such as Radio, Weather, Traffic, Tv, etc. Write for list Show-Biz Comedy Service (Dept. B) 65 Parkway Court, Brooklyn 35, New York.

Household Hints. 260 different ones per year or on quarterly basis. 45 seconds customized for client. Exclusive for listening area. Samples on request. Windham, 2004 Royal St., Selma, Alabama.

BUSINESS OPPORTUNITY

Investors—Capital wanted for new Miami Beach, Florida maximum power full-time radio station. Contact Box 762K, BROADCASTING.

RADIO

Help Wanted—Management

REWARD $60,000.00

Yes, within the first three years the right man or management team can be rewarded 60 M or more by launching new 10 KW AM in major southern market. Must show proven success, financial responsibility, experience, etc.

SECOND THURSDAY CORP.
20th Floor, L & C Tower
Nashville, Tenn.

Help Wanted—(Cont'd)

Sales

BROADCAST
SALES ENGINEERS WANTED

Immediate opportunity for sales engineers to manage broadcast equipment sales in the following territories:

Midwest States
Middle Atlantic States

The main requirement is a broad background in radio, combined with some sales experience. Also, must be aggressive, responsible, and with a deep desire to sell equipment. Excellent starting salary with an attractive incentive program and all travel expenses paid. Become part of the dynamic expanding sales organization of a nationally known Midwest broadcast equipment manufacturer. Send resume immediately to Box 881K, BROADCASTING.

SALES MANAGER

Outstanding career opportunity to take responsibility for 5-man sales department in major Midwestern market. Exceptionally well-programmed popular music station with large local news department. Clear No. 1 Pulse and Hooper. Sales potential over $1 million. Should have successful large market selling experience combined with ability to help build strong station image of prestige and integrity. Attractive compensation plan and opportunity for stock options.

Box 999K, BROADCASTING

Announcers

MAJOR MARKET MODERN

Immediate opening for bright, upbeat morning man. Humorous show with controlled use of voice track characters. Tight production and good commercial delivery essential. Excellent opportunity with competitive, well-established Midwest station. Send tape, resume and salary requirements.

Box 962K, BROADCASTING

The good old days of radio are back! Announcers, deep voices, mature sound. Must be able to sell a commercial. If you like and understand the best in music, we have opening in one of top markets in the country. Send tape, picture and salary requirement to PAM, WEW Radio, St. Louis, Mo.

Help Wanted—(Cont'd)

Technical

OVERSEAS OPPORTUNITIES
EUROPEAN AREA

RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given.
Submit experience and earnings to

Box 841K, BROADCASTING

RADIO

Situations Wanted

Production—Programming, Others

FM PROGRAM DIRECTOR

Wrote industry's first qualitative FM survey; 11 years in FM as writer, producer, announcer, operations and program director. Brought new top-ten market FM station into programming dominance and commercial success in one year. Know program guide production. Northwestern University degree. Phone 313-961-3710 or write Box 936K, BROADCASTING.

PROGRAM DIRECTOR WANTS WORK!

Hard-working, experienced PD available now! Top-notch air, administrative, production copy and promotion experience over 25 year radio career. 41, married, salary 10 M.

Box 937K, BROADCASTING

TELEVISION

Help Wanted—Technical

TOP PROJECT ENGINEER CATV

Who has designed, engineered and supervised technical operations of CATV systems.

Excellent opportunity in expanding organization.

Our staff knows of this ad.

Please give full background and salary desired in strict confidence.

Box 932K, BROADCASTING

EMPLOYMENT SERVICE

BETTER JOB!
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW
WALKER EMPLOYMENT SERVICE
Jimmy Valentine
83 So. 7th St.
Broadcast Division
Minneapolis 2, Minn.
FEderal 9-0961

Help Wanted—(Cont'd)

Technical

ENGINEERING AND TECHNICAL POSITIONS AVAILABLE AT

ITA ELECTRONICS CORPORATION

UHF-TV TRANSMITTER DESIGN ENGINEER—3 to 5 years minimum experience with high power klystrons and associated circuitry.

SSB TRANSMITTER DESIGN ENGINEERS—3 to 5 years minimum experience, VHF frequencies, familiar with single side band techniques.

AUDIO DESIGN ENGINEERS—3 to 5 years minimum experience. Strong in transistor knowledge, solid state circuitry experience desirable but not essential.

RECEIVER DESIGN ENGINEER—3 to 5 years minimum experience in high quality, super sensitive receivers. Solid state experience desirable but not essential.

ANTENNA DESIGN ENGINEERS—3 to 5 years minimum experience in VHF, UHF or HF antennae. Knowledge of phasing equipment desirable but not essential.

ITA ELECTRONICS CORPORATION

130 E. Baltimore Avenue
Lansdowne, Pennsylvania

Help Wanted—(Cont'd)

Production-Programming, Others

TELEVISION PROGRAM MGR.

Immediate opening—large Eastern network affiliate. Must be strong on film buying, all phases contract negotiations, station production and talent supervision. Send complete resume and photograph. Replies in confidence. SALARY OPEN.

Box 33M, BROADCASTING

MISCELLANEOUS

Aggressive sales organization available for Radio, TV & Film Sales representation currently calling on Eastern markets. Also interested in representing companies to the Advertising & Market Research business.

Box 965K, BROADCASTING

ATTENTION!

Announcing a new service for radio stations, large or small. FIRST AIDS FOR RADIO will produce custom tailored commercials, contests, station breaks and news openings for your station at low cost to you. SEND TODAY, for your free audition tape. Write to: FIRST AIDS FOR RADIO, P. O. Box 385, Algonquin, Illinois.

FOR SALE

Equipment

Have used 250 watt transmitters in stock—

Gates BC-250GY's
Gates BC-250C-1's
Collins 300G's
Raytheon RA-250
GE 4BT20-A1

Can supply as is, or tuned and tested to your frequency. Call or wire Franz Cherny, Gates Radio Company, Phone Area Code 217, 222-8202.

FOR SALE

Stations

Major Colorado Market
by Owner
Excellent Earnings
Furnish Financial Status.

Box 975K, BROADCASTING

For Sale—(Cont'd)

Stations

NEVADA

Top fulltimer in a top Nevada market. $150,000 plus potential. No money down to buyer who will loan corporation $50,000. Attractive price and terms.

Box 904K, BROADCASTING

WEST COAST FULLTIME

5KW Regional in delightful California city with history of high gross and good profit under previous ownership. Now in distress and in need of new blood. Owner will write off substantial investment to date and turn station over to competent operator willing to assume future payments and provide operating capital. No down payment required.

Box 32M, BROADCASTING

Ala	single	daytimer	$ 85M	terms
Ky	single	daytimer	75M	$29M
Fla	medium	fulltime	275M	$110M
Ga	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Tex. metro regional, absentee owned, 1961 cash flow $60,000. $250,000 with $50,000 down—Tex. major FM. $75,000 with 10% down—Tex. regional single $70,000—Tex. f.t. single $70,000—Tex. medium f.t. $160,000—Ark. medium regional $150,000—Ark. regional single $78,750—Ark. major f.t. regional $180,000—La. regional single $45,000—Colo. regional single $50,000—Okla. single, making money $95,000—Tenn. major power, billed over ¼ million yrly past several yrs. $350,000 23% down—Ga. regional single $50,000—Ga. regional single f.t. $75,000 with $15,000 down—Fla. f.t. single $45,000 with $10,000 down—Fla. medium regional $95,000—Fla. medium f.t. power $175,000—Fla. medium regional $145,000—Miss. single $45,000—Tex. major regional $200,000, just $25,000, bal. 10 yrs. no interest! Contact:
PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

SOUTHEAST. Absentee owned. $5,000 down. Asking price $70,000.

CALIFORNIA. Full time. Exclusive market. Asking $50,000. 29% down. Includes land.

NORTHWEST. Top market. Daytime. Asking $100,000. Excellent terms. Absentee owned.

SOUTHWEST. Exclusive. Full time. Absentee owned. Doing $50,000. Asking $80,000. Very excellent terms to qualified buyer.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Continued from page 160

Sierra Vista, Ariz., to Nov. 15; WSVI (TV) Christiansted, St. Croix, V. I., to Nov. 27.

Actions of May 2

KHGM(FM) Beaumont, Tex. — Granted SCA to operate on a multiplex basis.

WAYX Waycross, Ga.—Granted license covering use of old main trans. at present main trans. location for auxiliary purposes.

WPFM(FM) Providence, R. I.—Granted license covering use of old main trans. for auxiliary purposes.

WOMC(FM) Detroit, Mich.—Granted license covering change in ERP and ant. height, installation of new trans. and ant. and specify type trans.

WFBC-FM Greenville, S. C.—Granted license covering change in ERP and ant. height.

KFML-FM Denver, Colo.—Granted license covering installation of new ant. and change in ERP and ant. height.

WPBS(FM) Philadelphia, Pa.—Granted license covering installation of an alternate main trans.

WAYX Waycross, Ga.—Granted license covering increase in daytime power, installation of new trans., use trans. as main day trans. and present licensed main trans. as main nighttime.

KHER Santa Maria, Calif.—Remote control permitted.

KAWA Marlin, Tex.—Granted license covering increase in daytime power, installation of new trans., change in ant.-trans. and studio location, installation DA (DA-D), and change in ground system.

WKDN-FM Camden, N. J.—Granted license covering installation of new trans. and increase in ERP.

KHOM(FM) Turlock, Calif.—Granted license covering change in frequency.

■ Granted licenses for following fm stations: KAFI Auburn, Calif.; KCIB-FM Fresno, Calif.; and WVNA-FM Tuscumbia, Ala., and specify type trans.

■ Granted following stations licenses covering installation of new trans.: WMVO-FM Mt. Vernon, Ohio, and WGHC Clayton, Ga.

■ Granted following stations licenses covering increase in daytime power and installation of new trans.: WROZ Evansville, Ind., and KBIZ Ottumwa, Iowa.

■ Following stations were granted extensions of completion dates as shown: WSGW Saginaw, Mich., to June 1; WNOH Raleigh, N. C., to Sept. 3.

Actions of May 1

Hurschel C. McKenzie, Mercury, Rainier and Mesa, Nev.—Granted cps for new vhf tv translator stations on chs. 4, 6, and 10 to translate programs of KLAS-TV, KSHO-TV Las Vegas, and KLRJ-TV Henderson, all via intermediate translators; condition.

Hurschel C. McKenzie, Camp Desert Rock, Nev.—Granted cps for new uhf tv translator stations on chs. 72, 76, and 80 to translate programs of KSHO-TV (ch. 13), KLAS-TV (ch. 8) Las Vegas, Nev., and KLRJ-TV (ch. 2) Henderson, Nev.; condition.

Prescott Tv System Inc., Prescott, Wash.—Granted cp for new vhf tv translator station on ch. 10 to translate programs of KEPR-TV Pasco, Wash.

■ Granted cps for following vhf tv translator stations: Prescott Tv System Inc. on chs. 8 and 12, Prescott, Wash., to translate programs of KNDU Richland, and KHQ-TV Spokane, both Washington, via intermediate translator.

Actions of April 30

Edward L. Hughes, Manchester, Ky.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of WBIR-TV (ch. 10) Knoxville, Tenn.

KOKY Little Rock, Ark.—Granted change of remote control authority.

Rulemakings

PETITION FILED

Sec. 3.606: The State of South Carolina, The City of Columbia, S. C., Greater Columbia Chamber of Commerce, Palmetto Radio Corp. (WNOK-TV), The Bcstg. Co. of the South (WIS-TV) (4-26-62)—Request amendment of rules so as to assign ch. 8+ to Columbia, S. C., without necessity of suppression in direction of ch. 8 at Greensboro, N. C., and dismiss forthwith notice of proposed rulemaking, in matter of deintermixture of Columbia, S. C., Doc. 14245.



TICE!

TELEVISION STATION MANAGERS. PROGRAM DIRECTORS!

FREE SAMPLE

SEE FOR YOURSELF IN THE COMFORT OF YOUR OWN HOME

Watch! Enjoy!

CAIN'S HUNDRED

A great full-hour television series is available to your station —first run off the network—starting in October this year. Taut, exciting contemporary dramas of crimebusting lawyer, Nick Cain. Unusual production values and story lines from the world's greatest studio, Metro-Goldwyn-Mayer. 30 episodes with top guest stars like Martin Gabel, Dorothy Dandridge, Ed Begley, Walter Slezak, Sammy Davis Jr., Barbara Baxley, David Brian, Larry Blyden, Marsha Hunt, Richard Kiley. Creator and executive producer, Paul Monash.

Currently drawing a bigger share of audience than all these other NBC-TV 10-11pm shows: Thriller, Bob Newhart, Brinkley's Journal, Dinah Shore/Bell Telephone Hour, Huntley Reporting, DuPont Show of the Week. (Nielsen March I & II)

FREE SAMPLE screening every Tuesday on NBC-TV (10pm NYT) of *CAIN'S HUNDRED* starring Mark Richman. Watch it this week. Then contact your nearest MGM-Television salesman.

(Note: if you want a free sample for screening at the office, ask for Cain's Hundred trailer on three typical episodes. Takes only a phone call or letter—3-minutes viewing time.)

CONTACT MGM TELEVISION

MGM TELEVISION

New York
1540 Broadway, JU 2-2000
Chicago
Prudential Plaza, 467-5756
Culver City
10202 W. Washington Blvd., UP 0-3311
Toronto
340 Victoria St., EM 3-5703

OUR RESPECTS to Erwin Henry Shomo, vp, general manager, WBBM Chicago

It takes live people to put the life in 'live' radio

You can tell almost instantly that E. H. (Ernie) Shomo, vice president of CBS Radio and general manager of WBBM-AM-FM Chicago, is a radio man's radio man and that he's proud of it.

An impeccable though conservative dresser, Mr. Shomo wears his breast-pocket handkerchief "points-up." No capitulation here to the "square-fold" influence introduced by tv for this veteran CBS station executive.

Modest about his own personal role in the accomplishments of WBBM, Mr. Shomo prefers to let the record of the station speak for itself. But WBBM is as individualistic as its chief.

Completely divorced from all ties with WBBM-TV there, WBBM long has enjoyed a reputation as one of the very top money-making stations in the nation and is a leading station in live-entertainment format. Mr. Shomo is an equally strong believer in public affairs, news-in-depth, editorials, and talk programs. His belief has some rather basic support: the format combination seems to have consistently strong interest and attraction for both the sponsor and the adult listener.

Live Means Live ▪ When Mr. Shomo talks about "live" radio, he means precisely that. WBBM doesn't play a record until 2:10 p.m. on weekdays, but there's still lots of music. Starting at the crack of dawn, some 25 musicians, making up two orchestra groups, and a roster of 29 well-known on-the-air personalities, including eight famous vocalists, begin the 24-hour daily schedule of varied programs. This schedule is interspersed with local news (by a 15-man staff) plus CBS news and programs. WBBM's total staff: 110.

Mr. Shomo is respected as a tough taskmaster, but one who delegates authority well and is considered eminently fair in his dealings. His fellow broadcasters admire him for his practical business insight and as a friend who keeps his own counsel.

Erwin Henry Shomo was born in Chicago July 3, 1907. His parents, who were originally from Pennsylvania, had been schoolteachers. But his father changed his career in the Midwest and became a salesman of farm equipment and real estate. Son Ernie was soon to acquire the selling spirit too.

Harvard Graduate ▪ During this time the family also lived for various periods in Madison, Wis., Kansas City, and Harvard, Ill., a fact which enables Mr. Shomo to keep right up to date with the New Frontier. "When they ask where I went to school, I can always say I graduated from Harvard—Harvard Public School No. 8, that is," he chuckles.

The Shomo family returned to Chicago and young Ernie attended Senn High School on the city's North Side. He was so busy with after-school jobs that there was little time for the sports or the other extra-curricular activities most boys enjoy. One of his better high-school jobs was with a local automobile dealer, teaching women how to drive.

"Part of the deal then in selling a new car to a customer was to teach his wife how to operate the car," he said. "I was the guy with the steel nerves and the patience."

High-school graduation in 1925 was to become another milestone in Mr. Shomo's career of selling "service" along with the "product." For several years he went to night school at Northwestern U. to study merchandising and related subjects. During the day, "I pumped gas, working primarily for tips." This system of monetary incentive quickly taught him the basic principle of giving good service before anticipating rewards. Cars seldom got away before windshields were washed, tires, oil and water checked.

In 1927, Mr. Shomo joined the classified advertising staff of the *Chicago Tribune,* starting behind the counter in the Loop office. Soon he was promoted to outside salesman in classified ads and in 1929 he was switched to New York to sell advertising for the *Ocean Times,* a sister publication printed aboard ships, which was considered a "hobby" venture of publisher Col. Robert McCormick. Both the job and the paper died soon after the stock-market crash and Mr. Shomo was sent back to Chicago to manage the *Tribune's* classified office in the Loop where he had started.



WBBM's Shomo
Tough but fair

The *Chicago Herald-Examiner* won him over in 1932 by doubling his salary. He was put in charge of the South Side classified territory. He recalled his biggest lesson in advertising during this period was learning well the viewpoint of the customer: "When you spend money, you've got to bring money back and then show a profit."

A Place to Grow ▪ Mr. Shomo moved to MacFadden Publications in 1934 as Midwest salesman for *Physical Culture* magazine, and later for *Photoplay* when MacFadden acquired that book. He remembered during his third trip to Cincinnati for *Photoplay* that Procter & Gamble had killed its 20-page ad schedule and put the money in radio instead.

His business acumen convinced him of the selling power of the newer medium. So in 1936, Mr. Shomo joined the Chicago sales staff of CBS. In 1940 he switched to the local sales staff of WBBM, and in 1944 he was elevated to sales manager.

One of his early successes at WBBM was convincing management of the sponsor and audience potentials of the football "game-of-the-week" format despite the higher production costs and other problems involved. It was but one of the many experiences that proved to him that a bigger investment of men and money and effort to create exciting live programming can be just that much more profitable.

CBS picked Mr. Shomo to become the manager of KMOX St. Louis in November 1949 and one year later asked him to return to WBBM as its manager. Soon after that he took on additional duties as assistant general manager of CBS Radio's western division, keeping his headquarters at WBBM, which was still under his charge. In June 1959 he was made a vice president of CBS Radio and general manager of WBBM, his present post.

Mr. Shomo is not a "joiner for the sake of joining," but he is active in several Chicago civic organizations. He is on the board of the John Howard Assn., which helps rehabilitate ex-convicts, and he works with the Boy Scouts and the Off-The-Street Club.

Mr. Shomo married Lorraine Becker of St. Charles, Mo., in 1951. When they first met, she had been at KMOX in charge of the page girls. The family, including Albert, 24; Mary Lou, 21, and Jimmy, 16, lives in Glenview, Ill. The boys join Dad on occasion for fishing or hunting trips, his chief hobby.

The not-so-tender trap

THE SPECIAL REPORT on radio in this issue will evoke among old-timers memories of the good old days.

It may also evoke the wish for a return to times that now seem less disturbing than the present. Anyone who feels that wish coming on is advised to suppress it. Radio cannot return to pre-television times when competition was less severe from other stations and other media.

Yet the unrealistic hope of recapturing the past is at work among those broadcasters who are urging the government to reduce the competition in radio. We speak here of those broadcasters who argue for a reduction in stations on economic grounds. They are seeking the institution of a government policy of economic protectionism. If they get it, they will also get the government controls over rates and profits that are inseparable parts of any protectionist policy. The FCC will be only too willing to lead them down the path toward the trap of their own making.

Last week, as reported elsewhere in this issue, the FCC set a hearing to decide, among other things, if there is enough revenue in Riverton, Wyo., to support an existing station and a new one for which applications have been filed. The day after announcing the Riverton hearing the FCC voted to reconsider its action this week. If it decides to stick with its original decision to make a finding about the capacity of the Riverton economy to support more stations, it faces the need also to decide if the existing station is making enough profit or too much. At that point a precedent for acceptable profit levels will be set.

There will soon be conferences between the FCC and NAB on economic questions involving the whole country. We fear the worst if the NAB, following the course announced by its president, enters those conferences with economic protection in mind.

Change at the AAAA

LAST month's convention of the American Assn. of Advertising Agencies differed from its predecessors in one especially striking way: Fred Gamble was observed one afternoon on a practice putting green.

For 33 years, the last 18 of them as AAAA president, Frederic R. Gamble had been too busy organizing these annual meetings and seeing that they ran smoothly to spend much convention time at play, even practice play. His appearance on the green at the Greenbrier was one of the few signs he ever gave that he was retiring, although his plan to do so—and indeed the election of his successor—had been announced months before.

Fred Gamble retired as of May 6. He obviously will be missed, but he is clearly entitled to a more leisurely pace as well as the thanks of the entire agency business. In John Crichton, former editor of *Advertising Age*, the AAAA board chose an able man to succeed him. Both deserve much luck and good wishes—Mr. Gamble on the putting green or wherever he chooses to enjoy himself, and Mr. Crichton in his new and difficult job.

Why the delay?

PRESIDENT Kennedy now has his second opportunity to make an appointment to the FCC. His first was Chairman Newton N. Minow, who assumed office in March 1961, giving the Democrats a 4-3 majority over the Republican members, shifting the balance from what it was under the Eisenhower administrations.

The term of Commissioner John S. Cross expires on June 30. He wants reappointment and his Arkansas congressional delegation is behind him. He is experienced in communications and in diplomacy, too. He is an engineer, an ex-Naval officer and served in the State Department's Telecommunications Division before his first appointment to the FCC four years ago.

The White House evidently has been in no hurry because of a change in law last session which allows a commissioner to serve until his successor is qualified. But it would make for a tidier condition if time were not permitted to run out.

T. A. M. Craven is the only other engineer on the FCC. He is renowned as an international negotiator. He will be ineligible for reappointment when his present term expires on June 30, 1963 because he will have reached the retirement age of 70.

We do not always see eye-to-eye with Mr. Cross. But we believe it would be in the nation's best interest to have him continued on the FCC because of his expertise. At least one of the seven members should have an engineering background and be equipped to take over the Craven role a year hence.

World trade is local too

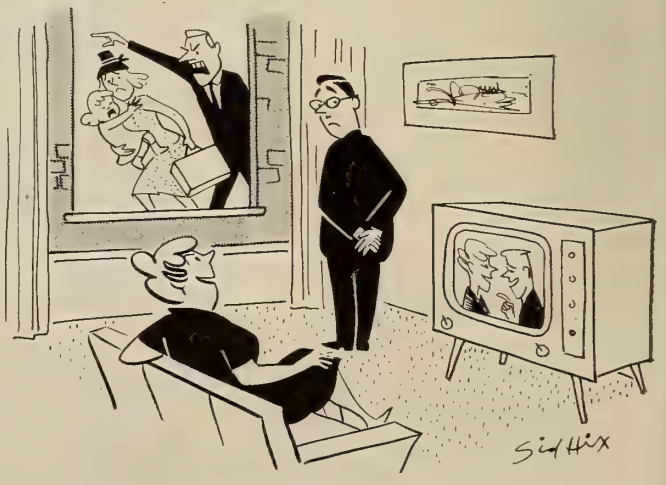
WORLD trade is a complex subject. It affects our basic economy and our relations with a troubled world.

President Kennedy has proclaimed the week of May 20-26 as World Trade Week. He urges all business as well as the public to observe the week with local gatherings, discussions, exhibits and other activities designed to promote continuing awareness of the importance of world trade toward strengthening our economy and the unity of a free world. He calls for a better understanding of the vital problems involved.

As is always the case, there are two sides to this major issue. There are those who are opposed to the President's program. Both sides are organized.

The public cannot decide unless it is informed. Here radio and television are presented with another opportunity to demonstrate that they are the most efficient and effective of the mass media. By working with their businessmen at the local level they can contribute importantly to the public's knowledge.

Spots and other materials are available through local groups in support of the President's program. The Committee for a National Trade Policy in Washington is offering help in the planning. No doubt stations will be importuned by the opposing forces to present their side. Both sides should be heard.



Drawn for BROADCASTING by Sid Hix

"Thought you didn't care for soap operas."

'TIS THE TILL THAT TELLS THE TALE

OF ADVERTISING EFFECTIVENESS . . . .

The moment of truth comes to all advertisers at the cash register. Make no mistake about it, whether you bought time for this market from your office in New York, Chicago, St. Louis, Minneapolis, or where are you, you bought it to make sales for your client's product here in central Iowa.

In selling anything, who says what to whom is a prime factor in getting results. Do you know that this station telecasts around 80% of all the local business placed in this market? Do you know this has been true since the inception of the station?

Such acceptance must be deserved.

When all the tumult and the shouting is over . . .

'Tis the till that tells the tale . . . and as far as you are concerned it's your till and it tells your tale.

Ask your local representative or broker or jobber or relative or ask Katz about this nationally known, most effective television station.

KRNT-TV

DES MOINES

H-R OUTSELLS ITS COMPETITORS BECAUSE

H-R is a completely-equipped spot sales organization. Its fully-staffed Sales Promotion and Research Departments feed H-R salesmen a never-ending stream of business-getting facts.

H-R salesmen in turn use this material more aggressively, creatively and intelligently. Agencies and advertisers **know** they can rely on their H-R man for accurate, thorough knowledge of each H-R-represented market and station, and of each competitor!

Because H-R salesmen use the most effective sales material and efficient selling methods in their presentations, they consistently get **a larger share of spot dollars for their stations.**

If **you** want a larger share for **your** station, we'll show you many more reasons why H-R Outsells Its Competitors. Please call us.

HR
Representatives, Inc.
Television, Inc.



35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 21, 1962

A showdown on spot tv product protection? Bates, Westinghouse square off 27

ABC ran school for tv network sex, violence, charges Senate's Dodd 44

A report on broadcasting's new bankroller—the small business investment firm 76

Brewers & toy makers: a report on buying in television last year 34

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HONORED AGAIN BY
NATIONAL RECOGNITION
DEVOTED ALWAYS TO
LOCAL ACHIEVEMENT
recipient of
THE OHIO STATE UNIVERSITY AWARD FOR AN EDUCATIONAL TELEVISION SERIES . . . 1961

WBAL-TV
BALTIMORE, MARYLAND
MARYLAND'S BROADCAST CENTER
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

PUBLIC SERVICE IN ACTION



Recently, John J. Coyle, President of Radio Station KVIL, Dallas, broadcast an editorial challenge to the six Democratic gubernatorial candidates to get together under one roof and try to clear up the maze of charges and countercharges that had been hurled about amid the dust of the pre-primary activity. Governor Price Daniel, Marshall Formby, Don Yarborough and State Attorney General Will Wilson accepted. This highly interesting hour-long, live program has since been followed in rapid succession by debates between the two Republican gubernatorial candidates, Jack Cox and Roy Wittenberg; and the Democratic candidates for the office of state attorney general.

This is creative programing in the public interest carried to its most beneficial degree. Just another far-reaching, vital activity that makes Radio Station KVIL, Dallas, "the" good-music buy. Check your March-April Hooper and see what we mean.

KVIL
DALLAS

"The contemporary sound for young adults"
AM-FM SIMULCAST
Represented nationally by The Bolling Company



Charles A. Roeder



John Katz



John F. Lewis



Bob Gneiser

PREFERRED BY ADULTS

Jerry Mares



Eddie Fenton

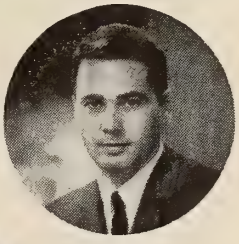
AROUND THE CLOCK!



Toby Joyce



Lee Case



Tom Cole



Bill Neal

CBS RADIO NETWORK FEATURES



Fred Neil

These men—members of WCBM's crack announcing staff—are constantly at work around the clock every day—from 5 A.M. to 1 A.M.—presenting the intensive news coverage, the pleasant-to-listen-to music and the special programming that adults in the Baltimore metropolitan area have long preferred.

These are the men who can sell your products or services to **adult** radio listeners—the DECISION MAKERS—people with the power to buy and the money to spend—in this vast and rapidly growing market—the 12th largest in the nation!

Get the most for your radio dollar by taking the direct route to the **adults** who mean the most in your sales picture in this area. For any product or service—make sure that WCBM is in the Number 1 spot on your radio schedule!

WCBM

A CBS RADIO AFFILIATE

10,000 WATTS ON 68 KC & 106.5 FM · Baltimore 13, Md.

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives



from the Ralph D. Gardner Collection

WGAL-TV history reads like a Horatio Alger book. It is a story of years of successful striving, pioneering, and conscientious endeavoring to serve *all* listeners in the many cities and communities throughout its region. In this multi-city market, advertisers find an interesting success story. WGAL-TV delivers a vast and loyal audience because it is far and away the favorite of viewers throughout its coverage area.

WGAL-TV

LANCASTER, PA. · NBC and CBS

WGAL-TV Channel 8

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York · Chicago · Los Angeles · San Francisco

CLOSED CIRCUIT®

Sale of WTCN-AM-TV talked

Group of Minneapolis businessmen will acquire WTCN-AM-TV from Time-Life Broadcast Inc. if current negotiations jell. Price understood to be $2.5-$3 million. Group comprises Ed Cashin, who handled General Mills account for BBDO (account recently left agency for Needham, Louis & Brorby), Bert C. Gamble, of Gamble-Skogmo Inc. (food stores), Grady Clark of Investors Diversified Services Inc. and H. P. Skoglund, North American Life Insurance Co. Ch. 11 WTCN and am affiliate were purchased by Time-Life in 1957 as part of $16,750,000 transaction that involved Indianapolis, Grand Rapids as well as Minneapolis stations. Both are independents but had been affiliated with ABC. Other Time-Life stations: KLZ-AM-TV Denver; WFBM-AM-FM-TV Indianapolis; WOOD-AM-TV Grand Rapids and KOGO-AM-FM-TV San Diego.

Miami's ch. 7 status

Pending for several months has been unprecedented proposition whereby facilities of Miami's ch. 7 WCKT (TV) would be donated to U. of Miami by Biscayne Television Corp., now under FCC order to relinquish its license at date to be set because of *"ex-parte"* findings. Gift would be from James M. Cox Jr., John S. Knight and Niles Trammell, along with minority stockholders but, as of last Friday, no final arrangement had been reached. U. of Miami officials in turn have been in negotiation with Sidney D. Ansin, president of Sunbeam Television Corp., surviving applicant in *"ex-parte"* proceedings to whom FCC has assigned ch. 7. Sunbeam is awaiting FCC construction permit to begin building its own facilities.

U. of Miami, it's understood, has proposed acceptance by Sunbeam of minority ownership in station but Sunbeam rejected this, insisting it is under FCC mandate as new licensee. Sunbeam had proposed an alternative, to lease entire WCKT plant, one of show places in southern Florida, along with assumption of NBC affiliation, film and other contracts. Gift of properties, worth several million, to nonprofit educational institution would provide tax benefits to donors but figure would not be comparable to value of ch. 7 outlet as profitable going concern. If plan, subject to FCC clearance, is agreed upon, there would be no break in continuity of ch. 7 service. If, on other hand, it fails, Biscayne will resist FCC's deletion order in courts.

Product protection spreading?

On theory they may find clue to extent to which product-protection hassle may spread, observers are keeping eye on "other four" agencies of Colgate-Palmolive, which instructed them—along with Ted Bates & Co.—to withhold business from Westinghouse Broadcasting's tv stations because of new WBC protection policy (see page 27). Best information out of those shops indicates they aren't inclined to recommend cancellation to other clients. Bates' position is well known: It says it'll recommend all its clients get off stations with "substandard" protection policies. Other Colgate agencies will follow Colgate's instructions, of course, but point out they're not much involved because by far the bulk of Colgate's spot tv is handled by Bates.

Similar situation exists—only more so—with Brown & Williamson, serviced by Bates and Keyes, Madden & Jones. B&W, reportedly prime enthusiast for Bates' move, has told Bates and KMJ to steer clear of Westinghouse in placing B&W business. But again Ted Bates is B&W's dominant spot handler; KMJ has no tv spot running or scheduled for B&W —or any other client—either now or for summer.

Protection probe by ANA

Though it's staying out of current product-protection hassle (see page 27), according to spokesmen, Assn. of National Advertisers' Broadcast Committee intends to investigate whole subject of competitive protection. It is No. 4 on list of six problems set down months ago for exploration by committee, composed of representatives of 34 leading tv advertisers. Thus far committee has concentrated on nos. 1 and 2, both dealing with so-called "clutter" between tv programs. No. 3 is pre-emptions and withholdings; nos. 5 and 6 are renewal rights and safe-guarding against increased program costs during initial term of contract (BROADCASTING, March 5).

Rogers hits raw nerve

Rep. Walter Rogers touched at least one nerve when he criticized television broadcasters for failure to fight for their rights (BROADCASTING, May 14). Within few days after his free-swinging speech at Station Representatives Assn. luncheon, he was deluged with material from Television Information Office under covering letter expressing regret that TIO had failed to keep him informed of work it was doing on behalf of broadcasters. In his speech Rep. Rogers said he hadn't heard anything about TIO since it was founded to improve television's image. "No one has shown me any of the new images," he said.

Sugg in Tampa

P. A. (Buddy) Sugg, executive vice president, NBC owned stations and NBC Spot Sales, is at his Tampa (Fla.) home recuperating from recent illness. He plans to remain in Tampa for several weeks but is in constant contact with his New York headquarters.

Appeals Board seen

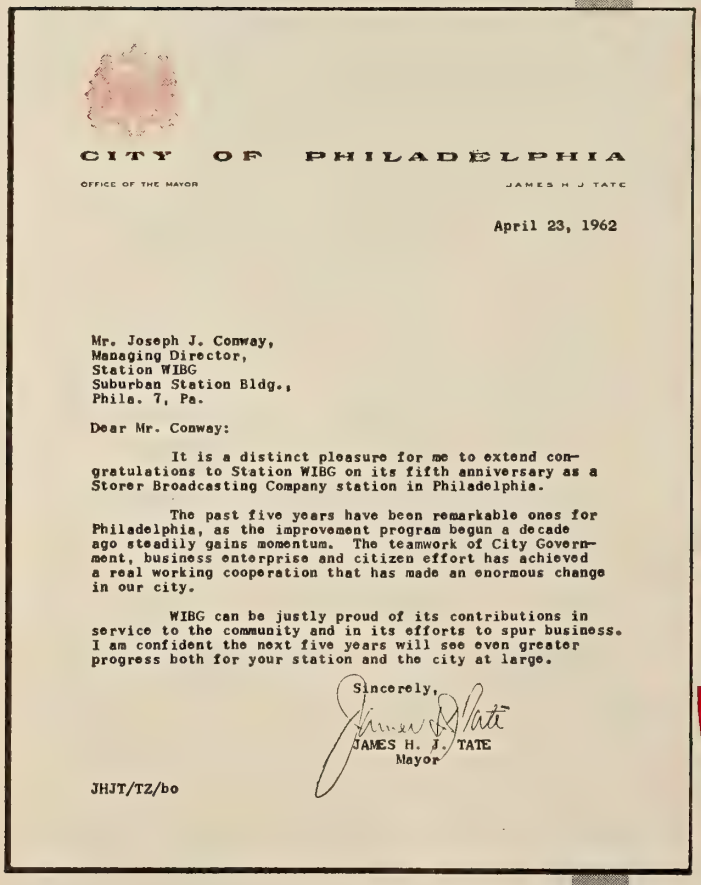
Creation of FCC Appeals Board, which would sit as junior commission in deciding cases but with right of appeal to FCC, is headed for favorable action—probably this week. Rules for creation of oft-proposed board have been prepared and embody changes made after meeting of FCC committee with committee of Federal Communications Bar Assn. Initial plan is for board of three members, although there's support for membership of five because of anticipated workload.

Commission is expected to screen membership from senior echelons of its legal and professional staffs (although all members are expected to be lawyers). Among names mentioned are Daniel R. Ohlbaum and Dee W. Pincock, assistants general counsel; Joseph N. Nelson, chief, Renewal & Transfer Division; Donald J. Berkemeyer, chief, Office of Opinions & Review; Robert J. Rawson, chief, Hearing Division; Arthur L. Gladstone and Asher H. Ende, examiners; Philip S. Cross, legal assistant to Commissioner Bartley; Robert M. Koteen, legal assistant to Commissioner Craven; Evelyn H. Eppley, attorney, Rules and Standards Division, and Sylvia Kessler, attorney, Renewals and Transfer Division.

Published every Monday, 53rd issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

Philadelphia's Leading Citizen Salutes WIBG

50,000 watts
WIBG
Radio 99



CITY OF PHILADELPHIA

OFFICE OF THE MAYOR — JAMES H J TATE

April 23, 1962

Mr. Joseph J. Conway,
Managing Director,
Station WIBG
Suburban Station Bldg.,
Phila. 7, Pa.

Dear Mr. Conway:

It is a distinct pleasure for me to extend congratulations to Station WIBG on its fifth anniversary as a Storer Broadcasting Company station in Philadelphia.

The past five years have been remarkable ones for Philadelphia, as the improvement program begun a decade ago steadily gains momentum. The teamwork of City Government, business enterprise and citizen effort has achieved a real working cooperation that has made an enormous change in our city.

WIBG can be justly proud of its contributions in service to the community and in its efforts to spur business. I am confident the next five years will see even greater progress both for your station and the city at large.

Sincerely,

JAMES H. J. TATE
Mayor

JHJT/TZ/bo

WIBG has been rated No. 1* in the thriving Philadelphia market for four consecutive years . . . a testimonial to the success of 5 years of Storer Broadcasting Company ownership.

5

5th anniversary

**Pulse, Hooper, NCS*

Represented by Katz Agency

LOS ANGELES *KGBS*	**PHILADELPHIA** *WIBG*	**CLEVELAND** *WJW*	**MIAMI** *WGBS*	**TOLEDO** *WSPD*	**DETROIT** *WJBK*	*STORER* BROADCASTING COMPANY
NEW YORK *WHN*	**MILWAUKEE** *WITI-TV*	**CLEVELAND** *WJW-TV*	**ATLANTA** *WAGA-TV*	**TOLEDO** *WSPD-TV*	**DETROIT** *WJBK-TV*	

WEEK IN BRIEF

The problem of competitive adjacencies, or product protection, is due for a showdown. Westinghouse has reduced its time separation; NBC had switched earlier. Agencies are unhappy, of course. See lead story . . .

PRODUCT PROTECTION FIGHT . . . 27

FCC's radio freeze drew a dim reaction from the communications bar. Some applicants and engineers are also unhappy. Seven applications were filed anyhow last week; 60 are in the processing line. See . . .

BAR MILDLY BITTER . . . 48

The beer that made Milwaukee famous is the beer that's using the most tv time, according to Television Bureau of Advertising. Schlitz tops industry's tv list with Anheuser-Busch as top all-media buyer. See . . .

SCHLITZ TOP TV BREWER . . . 34

NAB has named its radio development committee to work with the FCC in seeking an answer to the overpopulation problem. George C. Hatch, KALL Salt Lake City, named as chairman of nine-man committee. See . . .

NAB RADIO UNIT NAMED . . . 48

Another source of investment money is developing—small firms that supply funds for radio and tv stations. Some are publicly owned and must file reports with the Small Business Administration in Washington. See . . .

NEW RADIO-TV ANGEL . . . 76

Sen. Dodd has wound up his television probe convinced that networks order unsavory scenes inserted in programs to give them spice but he was unable to get any guilt pleas from officials of the networks. See . . .

DODD WINDS UP PROBE . . . 44

A new type of guidance service has been started by the Federal Trade Commission—advisory rulings to those who wonder if a business practice would be illegal. New rulemaking procedure also adopted. See . . .

NEW METHODS AT FTC . . . 58

Now a producer comes up with some thoughts on the way FCC is doing its job. Roy Huggins, 20th Century-Fox, says creativity doesn't thrive in an atmosphere of coercion, fear and censorship. See . . .

MINOW DRIES UP CREATIVITY? . . . 80

Business is looking up at ABC. Stockholders of parent company were told last week the second quarter will set a record for profits. Goldenson reviews long struggle to build network and its programs. See . . .

RECORD QUARTER FOR ABC . . . 60

There's nothing like experience in broadcasting, the FCC conceded when it granted firm with Frank Schreiber, formerly of WGN, a Moline, Ill., tv permit, disagreeing with recommendation of its examiner. See . . .

EXPERIENCE PAYS OFF . . . 46

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $12.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.



JUST ACROSS CONSTITUTION PLAZA!

Number One Hundred Constitution Plaza, a sleek onyx structure of eighteen stories, nears completion a few short paces across Constitution Plaza from Broadcast House. When completed, it will house yet another major Hartford office of the Hartford National Bank and Trust Company, an organization founded in 1792. Like Broadcast House, first of a complex of modern structures to be completed in Constitution Plaza, the Hartford National Bank and Trust Company is playing an important part in the urban rebirth of America's insurance capital by providing further stimulus to an already bustling market.

Burgeoning with Hartford is WTIC Television and Radio. Latest ARB and Nielson reports show WTIC-TV's clear leadership in southern New England. The superiority of WTIC Radio is delineated in the latest Alfred Politz Media Study of the Southern New England area.

WTIC TV 3/AM/FM

Hartford, Connecticut

WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INCORPORATED
WTIC AM-FM IS REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

AT DEADLINE

All-channel bill to Senate floor

Senate Commerce Committee approved all-channel-receiver bill Friday (S 2109), and measure may be voted on in Senate this week.

Bill, requested by FCC as means of boosting uhf television, would require all sets shipped in interstate commerce to be capable of receiving both uhf and vhf signals. It has already passed House (BROADCASTING, May 7).

As approved by Senate committee, bill contains amendment requested by FCC to provide more assurance that manufacturers will build sets which can "adequately" receive uhf as well as vhf (CLOSED CIRCUIT, May 14).

Committee action was taken on 14-2 vote, and staff began work on report immediately in anticipation of Senate action on bill this week.

Voting against bill in committee's executive session were Sens. Norris Cotton (R-N.H.) and John Marshall Butler (R-Md.). They submitted minority report holding that bill "sets a dangerous and far reaching precedent" for government action in other areas.

"It is a forerunner of the consumer controls of the future," they said, "and opens whole new vistas of coercion and confusion."

They also said bill would add $25 to cost of each set but would not help overcome "the basic disadvantage of uhf television, which can only be received at shorter distances" than vhf.

They warned bill "will lend new impetus to the drive to move all television to the uhf channels."

Several other committee members reportedly shared these views, at least to some degree. But they eventually swung over to support of bill after Sen. John O. Pastore (D-R.I.), chairman of Communications Subcommittee, urged its approval.

Army moves with plans for protection of ams

First move in federal government's plans for fallout protection for key am radio stations (BROADCASTING, March 5) gets underway in two to three weeks when U. S. Army Corps of Engineers begins surveying about 200 standard broadcast stations to determine best method of protecting transmitter technicians.

Army engineers will recommend modifications of transmitter buildings and will let contracts for purpose.

Department of Defense's Civil Defense division has $700,000 for this purpose, has asked Congress for $6 million more to cover basic 200 stations. Where broadcasters want to protect other personnel, government will modify plans so stations can, at own expense, expand protection.

Haas to KSL board

Shortly to be announced will be election of Saul Haas, president, chief owner and general manager of KIRO-AM-FM-TV Seattle, to board of KSL-AM-FM-TV Salt Lake City, owned by Mormon Church. Church, through parent Corporation of President, also controls KID-AM-TV Idaho Falls and KBOI-AM-FM-TV Boise, both Idaho. Mr. Haas was elected president of Washington State Assn. of Broadcasters last month.

Test marketing merit stressed by Hilton

Test marketing in new product introductions was to be stressed in speech Saturday (May 19) at second district meeting of Advertising Federation of America at Pocono Manor, Pa.

Peter Hilton, president, Kastor, Hilton, Chesley, Clifford & Atherton agency, indicated belief in tests, noting that in one week last year his agency was involved in 54 test market operations for clients. He said most important element is selection of right man to "nurture" development.

Other AFA speakers included Malcolm A. McIntyre, president, Eastern Air Lines, who said there is "serious question" whether it would be "safe" to air certain flight information in its spot radio "Flite-Facts" campaign (MONDAY MEMO, May 14). He said company decided "truth would pay" when telling public when planes are not flying.

Robert F. Draper, president, Schick Inc., discussed "How the President Looks at Advertising." He said company presidents must assume ultimate responsibility for success or failure of company advertising, and concluded that presidents also should have right to see freshest ideas—any valid idea that can sell, no matter how offbeat it may seem. Too often "all the boldness has been sifted out of a program before he sees it," Mr. Draper said.

Television did it

Crediting tv with making possible his election as mayor of Los Angeles, against opposition of both Democratic and Republican organizations and local newspapers, Samuel Yorty told National Press Club Friday that only by tv was he able to answer campaign charges against him. He quoted unidentified survey as evidence that 85% of citizens got most information about campaign from tv, 65% basing their vote on tv programs and 22% on newspaper accounts.

Data to rate ratings urged by Kentuckians

Industry system of ratings recognition was asked in resolution adopted late May 14 by Kentucky Broadcasters Assn. at Louisville meeting (see page 49).

Resolution called for revelation in surveys of full particulars about ways ratings are made so competitors and others interested can check their authenticity. Measure was introduced by Alvis Temple, WKCT Bowling Green. It was adopted 17-11.

Mr. Temple said rating studies have been conducted for as little as $175, "too little to permit authentic surveys." He said broadcasters should have standard similar to that of Audit Bureau of Circulations in publication field.

Poor again treasurer of Brand Names board

John B. Poor, vice president, RKO General, was re-elected treasurer of board of directors, Brand Names Foundation, New York. Broadcasting executives also serving as directors on board are CBS-TV president James T. Aubrey Jr., elected for one-year term, and Kevin B. Sweeney, president, Radio Advertising Bureau, and Norman E. Cash, president Television Bureau of Advertising, who were appointed by their organizations to represent them on the board.

Kefauver space bill shelved by Senate unit

Senate Commerce Committee reportedly has shelved proposal for government-owned corporation to operate U. S. satellite communications system.

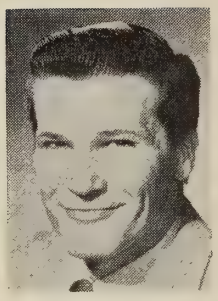
Sen. Warren G. Magnuson (D-

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Purcell



Mr. Blore



Mr. McCaffrey

Robert M. Purcell, president of Crowell-Collier Broadcasting Corp., and **Charles (Chuck) Blore,** vp in charge of programming, join headquarters staff of Crowell-Collier Publishing Co., parent organization. Both Messrs. Purcell and Blore, who are relinquishing their duties with broadcast-division, will be engaged in new Crowell-Collier project in audio-visual field. **E. J. McCaffrey,** vp and treasurer of publishing company, has been assigned responsibility for all Crowell-Collier broadcast operations. Mr. McCaffrey, who took part in negotiations leading to acquisition of corporation's three radio stations, is vp, treasurer and director of Crowell-Collier Broadcasting Corp. Mr. Purcell, who has served as president of broadcast division since 1956, was elected vp of publishing company in 1960. Mr. Blore was elected vp in charge of broadcast programming in 1959.

C-C stations—KDWB Minneapolis, KFWB Los Angeles and KEWB San Francisco-Oakland—are having renewal troubles with FCC because of stations' programming (BROADCASTING, May 1, 1961) and KDWB was fined $2,500 for technical violations.



Mr. Foley

Donald Foley, manager of trade and owned station advertising, NBC, New York, elected vp and director of advertising and promotion for broadcasting division of ABC, that city. He will be in charge of all advertising and on-the-air promotion for all ABC divisions, both radio and tv. Mr. Foley started with NBC as page and guide in 1947 and was promoted to manager of playreading, script division, and coordinator of program promotion. He joined CBS in 1950 as director of promotion for WCBS New York, and was director of promotion for CBS-TV stations and director of advertising for CBS-TV Spot Sales. He rejoined NBC in 1956.

Jack J. Bard, former vp for marketing services and director of Edward H. Weiss & Co., Chicago, named director of media activities, effective July 1, at Tatham-Laird, that city. He takes over responsibilities of **John Singleton** and most of media responsibilties of **George A. Bolas.** He will report to Mr. Bolas, who continues as vp and management director of T-L. Mr. Singleton recently became account supervisor on Procter & Gamble soap division accounts handled by agency.

Henry O. Pattison elected chairman of executive committee of Benton & Bowles, New York. He succeeds **Atherton W. Hobler,** who was recently named founder chairman of agency (WEEK'S HEADLINERS, May 14). Mr. Pattison will continue as head of B&B's plans board. He joined agency in 1942 as copy group head after 10 years at J. Walter Thompson as copywriter and later copy group head. Mr. Pattison was elected vp at Benton & Bowles in 1943 and elected to board of directors in 1947. In 1952 he was named senior vp and chairman of plans board. He served as head of creative services until February 1956, when he was named vice chairman of board and management supervisor for number of agency's major accounts.

Earle Ludgin, board chairman of Earl Ludgin & Co., Chicago advertising agency, has been chosen "advertising man of the year" by Chicago Federated Advertising Club. He founded agency in 1927.

For other personnel changes of the week see FATES & FORTUNES

Wash.), chairman, made announcement after first closed session on legislation Friday. Others, however, indicated group voted to postpone S 2890, introduced by Sen. Estes Kefauver (D-Tenn.), indefinitely. Committee resumes work on legislation today (Monday).

FCC staff to meet on revamping study

FCC staff evaluation of Booz, Allen & Hamilton report (CLOSED CIRCUIT, May 7) reaches climax today (Monday) with meeting of key bureau and office heads. Project was given top priority within agency and FCC's own evaluation to Budget Bureau is due June 1.

Bureau chiefs already have prepared recommendations for their departments and Monday meeting will delve into overall evaluation for full FCC consideration.

Strongest opposition on both commission and staff level is being expressed against broad powers for chairman and proposed executive director. New rules to establish three-member employe review board are moving forward and will be ready for adoption by June 1.

Bar opposes FCC fee plan

American Bar Assn. has joined opposition to FCC application fee plan (see page 50). ABA noted that in 1955 it urged repeal of Title V of Independent Offices Appropriations Act of 1952, upon which fee proposal is based.

Examiner asks details on ch. 6 legal fees

Breakdown on legal services rendered for $59,846.25 in fees (from 1957-62) was asked by FCC Chief Hearing Examiner James D. Cunningham Friday in South Miami-Perrine, Fla., ch. 6 case to determine if South Florida Amusement Co. "legitimately and prudently" spent $65,000 prosecuting application.

South Florida, winning applicant, and Coral Tv Corp. have asked dismissal of South Florida and grant to Coral, Coral to pay expense of $65,000 to South Florida (BROADCASTING, May 7). Mr. Cunningham said he was not suggesting any "impropriety" but just wants details.

IMPACT
IMAGE
IMPETUS



Market baskets — and other consumer needs and desires — are filled at the rate of more than 2 billion dollars a year in the WOC-TV coverage area. To meet the demands of these Iowa-Illinois consumers, this has become a major regional distribution area for food, drugs, automotive and many other product classifications. There is also a growing recognition of this trade area as an excellent test market. WOC-TV is your best method of reaching this tremendously important market.

WOC is more than a member of the community . . . it's a member of the family. With responsible local programming, WOC-TV has created a loyal audience that responds with enthusiasm.

Such attention carries a tremendous **impact** on the 2 billion dollar market covered by the WOC-TV signal. The average household spends $4,246 on retail sales and part of that expenditure has come about because they heard and saw it on WOC-TV.

The image and impact created by WOC-TV is given **impetus** by an effective sales co-ordinating staff that establishes constant liaison between the advertiser and his retail outlet.

For full information about WOC-TV, see your PGW Colonel . . . today!

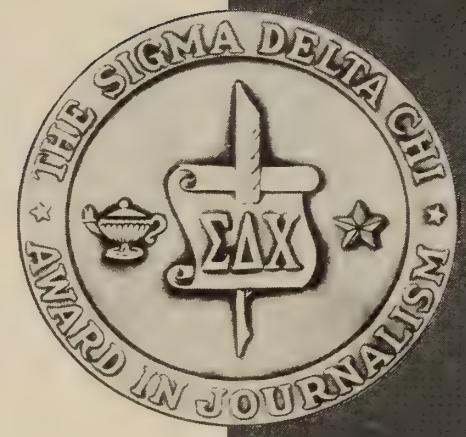
WOC TV 6

Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

DAVENPORT, IOWA

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

WKY-TV WINS 3 MORE NATIONAL AWARDS



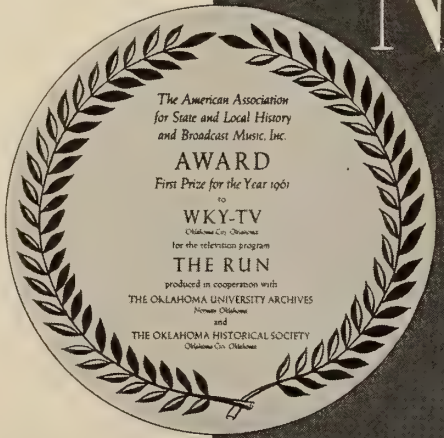
Sigma Delta Chi Award

For distinguished service in the field of television reporting during 1961. Winning news film was entitled "Mississippi U.S.A.," produced by WKY-TV News.



Western Heritage Award

For the best Western Documentary of 1961. Program was entitled "101 Ranch," produced by public affairs department of WKY-TV News.



Television History Award

For the best documentary on state history produced during 1961, in competition co-sponsored by the American Association for State and Local History and BMI. Film was entitled "The Run," produced by public affairs department of WKY-TV News.

3 MORE EXAMPLES OF WKY-TV'S EMPHASIS ON SERVICE

WINNING AWARDS doesn't make a station first in the market. It's the result of a station fulfilling its obligation to viewers by creating programs that inform in depth as well as entertain in breadth.

We have found that by thinking of community interests first . . . the community thinks of us first.

This is reaffirmed by latest ARB ratings. WKY-TV (in a three-station market) has 46% of the audience between 9:00 AM and Midnight, 7 days a week.

Prime Communicators to 1½ Million Oklahomans

WKY-TV

NBC CHANNEL 4

OKLAHOMA CITY

The WKY Television System, Inc. ■ WKY Radio, Oklahoma City ■ WTVT, Tampa-St. Petersburg, Florida ■ Represented by the Katz Agency



Sales Are Blooming Down South!

WCCA-TV
Columbia, S. C.

WCCB-TV
Montgomery, Ala.

NATIONAL REPRESENTATIVE
WEED TELEVISION CORP.

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

MAY

May 20-22—**Assn. of National Advertisers,** spring meeting. Hotel Commodore, New York.

May 21—**Southern California Broadcasters Assn. annual Wingding, golf and dinner, at Lakeside Golf Club, Burbank.**

May 21-24—**25th anniversary Electronic Parts and Distributors Show and Conference. Conrad Hilton Hotel, Chicago.**

May 22—**National Academy of Television Arts & Sciences, 14th annual Emmy Awards presentation. Originating in New York, Hollywood, and Washington, D. C.**

*May 23—**Advertising Women of New York,** 50th anniversary banquet, Hotel St. Regis Roof, New York.

May 23-25—**Electronic Industries Assn., 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.**

*May 24—**Connecticut Broadcasters Assn.** general spring membership meeting. Luncheon speaker is Ralph Daddio, advertising director, G. Fox & Co., Hartford; main evening speaker is Stephen B. Labunski, vp and general manager, WMCA New York. Grantmoor Motor Lodge, Berlin Turnpike, near Hartford.

May 24—**Radio-Television-Recording & Advertising Charities:** annual luncheon meeting at Michale's Restaurant, Hollywood, 12 noon.

May 24-25—**Iowa Broadcasters Assn.,** annual meeting. Hotel Fort Des Moines, Des Moines.

May 24-26—**Institute of Radio Engineers seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.**

May 25-26—**South Dakota Broadcasters Assn.** meeting, Watertown.

*May 29—**Board of Broadcast Governors** public hearings. Cathedral Hall, 425 Sparks St., Ottawa, Ont., Canada.

JUNE

June 1—**UPI Broadcasters of Michigan,** spring meeting. Normandy N-C Room, Sheraton-Cadillac Hotel, Detroit.

June 2-3—**Oklahoma AP Radio-Tv Assn.** Tulsa.

June 10-16—**American Women in Radio & Television** "Century 21" seminar, on communications and broadcasting with a view toward space age living. Registration deadline May 15; registration fee $150. World's Fair, Seattle.

June 11-12 — **North Carolina Assn. of Broadcasters annual convention, Heart of Charlotte Motel, Charlotte.**

June 11-14—**Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.**

June 11-15—**American Federation of Musicians 65th annual convention. Public Auditorium and Hotel Penn-Sheraton, Chicago.**

*June 13-16—**Florida Assn. of Broadcasters** annual convention. International Inn, Tampa. Speakers include Kenneth Cox, Broadcast Bureau Chief, FCC; Charles A. Sweeney, chief, Div. of Food & Drug Advertising, Bureau of Deceptive Practices, Federal Trade Commission; John F. Meagher, NAB vice president for radio; George W. Thorpe, president, WVCG-AM-FM Coral Gables, and Dr. David Schwarts, Georgia State College of Business Administration.

June 14-15 — **Western Assn. of Broadcasters,** convention. Jasper Park Lodge, Alta.

June 14-16—**Florida AP Broadcasters Assn.** meeting, Tampa.

June 15-16—**Wyoming Assn. of Broadcasters,** annual meeting. Jackson Lake Lodge, Jackson.

June 16—**Florida UPI Broadcasters Assn.** annual meeting. International Inn, Tampa.

June 16—**New deadline for reply comments on FCC proposal to charge fees for applications for new stations, license renewals, transfers of control or major facilities changes, and for other non-broadcast licenses.**

June 16 — **Georgia Assn. of Broadcasters** annual Golf Day, Athens.

*June 17—**Wyoming AP Broadcasters** meeting. Jackson Lake Lodge, Grand Teton National Park.

June 17-22—Annual convention of the **National Community Television Assn. Shoreham Hotel, Washington, D. C.**

June 18-19—**Institute of Radio Engineers,** Chicago spring conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 19—**Georgia Assn. of Broadcasters** first annual Tv Day. Atlanta.

*June 19-21—**Iowa Tall Corn Radio Stations,** annual meeting. Crescent Beach Lodge, Lake Okoboji, Iowa.

June 20-22—**Virginia Assn. of Broadcasters,** annual meeting. Cavalier Hotel, Virginia Beach.

June 20-22—**American Marketing Assn., 45th** annual conference. Netherland Hilton Hotel, Cincinnati.

June 21-23—**Mutual Advertising Agency Network** national meeting. Palmer House, Chicago.

June 22—Deadline for reply comments on **FCC proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets.**

June 22-23—**Colorado Broadcasters Assn.** annual convention. Harvest House, Boulder.

June 23-27—**American Academy of Advertising,** fourth national convention. Denver-Hilton Hotel, Denver.

*June 23-28—**Advertising Federation of America, 58th national convention, in conjunction this year with Advertising Assn. of the West.** Theme of the joint meeting will be **"All-American Advertising Roundup."** Denver-Hilton Hotel, Denver. Speakers include Mrs. Esthe Peterson, assistant secretary & director of Women's Bureau, U. S. Dept. of Labor; Max Banzhaf, director of advertising, Armstrong Cork Co.; Whit Hobbs, vp, BBDO; John Crichton, president, AAAA; David F. Bascom, board chairman,

TVB sales clinics

May 29—Hillsboro, Tampa
May 31—Dinkler Plaza, Atlanta
June 5—Statler Hilton, Buffalo
June 5—Sheraton-Belvedere, Baltimore
June 7—Sheraton-Cleveland, Cleveland
June 7—John Marshall, Richmond
June 19—Tropicana Motel, Fresno
June 21—Benson, Portland, Ore.
June 22—Vancouver, Vancouver
June 26—Writers' Manor, Denver
June 28—Sheraton-Fontenelle, Omaha



SHE APPRECIATES THE *QUALITY TOUCH!*

Audience is not only "numbers"; it's people — women like this one. She wants the best for herself and her family. She's sensitive to television programming and station responsibilities. She's our viewer and your customer, and we're loyal to both of you. It's the quality touch that delivers the audience for quality products.

WFAA-TV dallas

AT COMMUNICATIONS CENTER abc

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

Represented by Edward Petry & Co., Inc. *The Original Station Representative*

WIBC The Friendly Voice of Indiana

Another WIBC exclusive!



LEADS IN ACCEPTANCE

Sid Collins, WIBC Sports Director and Chief Announcer for the WIBC-originated Indianapolis Motor Speedway Network, receives the key to the city from Indianapolis Mayor Charles H. Boswell, the first time this award has ever been made to a radio personality.

LEADS IN SERVICE

WIBC is pleased and proud of the recognition shown Sid Collins. This is the 17th consecutive year that WIBC has originated the famous 500 mile race broadcast and Collins has been Chief Announcer since the inception of the Speedway Network. He heads a 35-man broadcast team that will bring the Speedway race to an audience of 100,000,000 via the 450-station network and Armed Forces Radio.

LEADS IN AUDIENCE

WIBC devotes the same care and employs the same experienced air personnel in its daily broadcasting. This winning formula enables WIBC to offer you, the national advertiser, the largest Indiana radio audience morning, afternoon and night.*

*Pulse 46-County Area Survey, April, 1961
*Pulse Metropolitan Area Survey, October, 1961

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS WIBC 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF THE BLAIR GROUP PLAN

Guild, Bascom & Bonfigli; Thomas B. Adams, president, Campbell-Ewald; Don Tennant, vp for tv, Leo Burnett Co.; William Tyler, New York advertising consultant, and Russell Z. Eller, advertising director, Sunkist Growers, Los Angeles.

June 23—Advertising Federation of America, ninth district meeting. Denver.

June 25-29—Workshop on television writing, sponsored by **Christian Theological Seminary.** Featured guest will be tv writer John Bloch. Christian Theological Seminary, Indianapolis.

June 25-Aug. 18—Stanford U. 20th annual radio-tv-film institute. Stanford U., Stanford, Calif.

June 27-July 2 — National Advertising Agency Network national meeting. Dorado Beach Hotel, San Juan, P. R.

June 29-30—**Texas AP Broadcasters Assn., 15th annual meeting. Hotel Texas, Fort Worth.**

JULY

July 15-27 — Advertising Federation of America, Harvard Management seminar for advertising and marketing executives. Harvard U., Cambridge, Mass. Deadline for candidates' applications May 15.

July 25-29—First International Sound Fair, Cobo Hall, Detroit. Trade exposition and simultaneous business congress for dealers, distributors of records, phonographs and components, and radio programmers.

July 31 — **Radio & Television Executives Society's** fourth annual Fun Day. Wykagil Country Club, New Rochelle, N. Y.

July 30-Aug. 4—**Cornell U.'s** fourth annual Public Relations Institute. Speakers will include Dr. Carl A. Menninger, chairman of the Board of Trustees and chief of staff of the Menninger Foundation, Topeka, Kan.; Clarence Randall, retired president and board chairman of Inland Steel Co. and former special assistant to President Eisenhower, and Edward Bursk, editor of *Harvard Business Review*. Ithaca, N. Y.

AUGUST

Aug. 5-7—Georgia Assn. of Broadcasters, annual convention. Holiday Inn, Jekyl Island, Ga.

Aug. 21-24—**Western Electronics Show and Convention,** Los Angeles Memorial Sports Arena. **Papers, abstracts and summaries due April 15.**

Aug. 31-Sept. 9—**1962 World's Fair of Music & Sound. An international exposition devoted to every area of the music and sound industries. McCormick Place, Chicago. Paper titles and abstracts due March 15.**

SEPTEMBER

Sept. 11-13—Electronic Industries Assn., committee, section division and board meeting. Biltmore Hotel, New York.

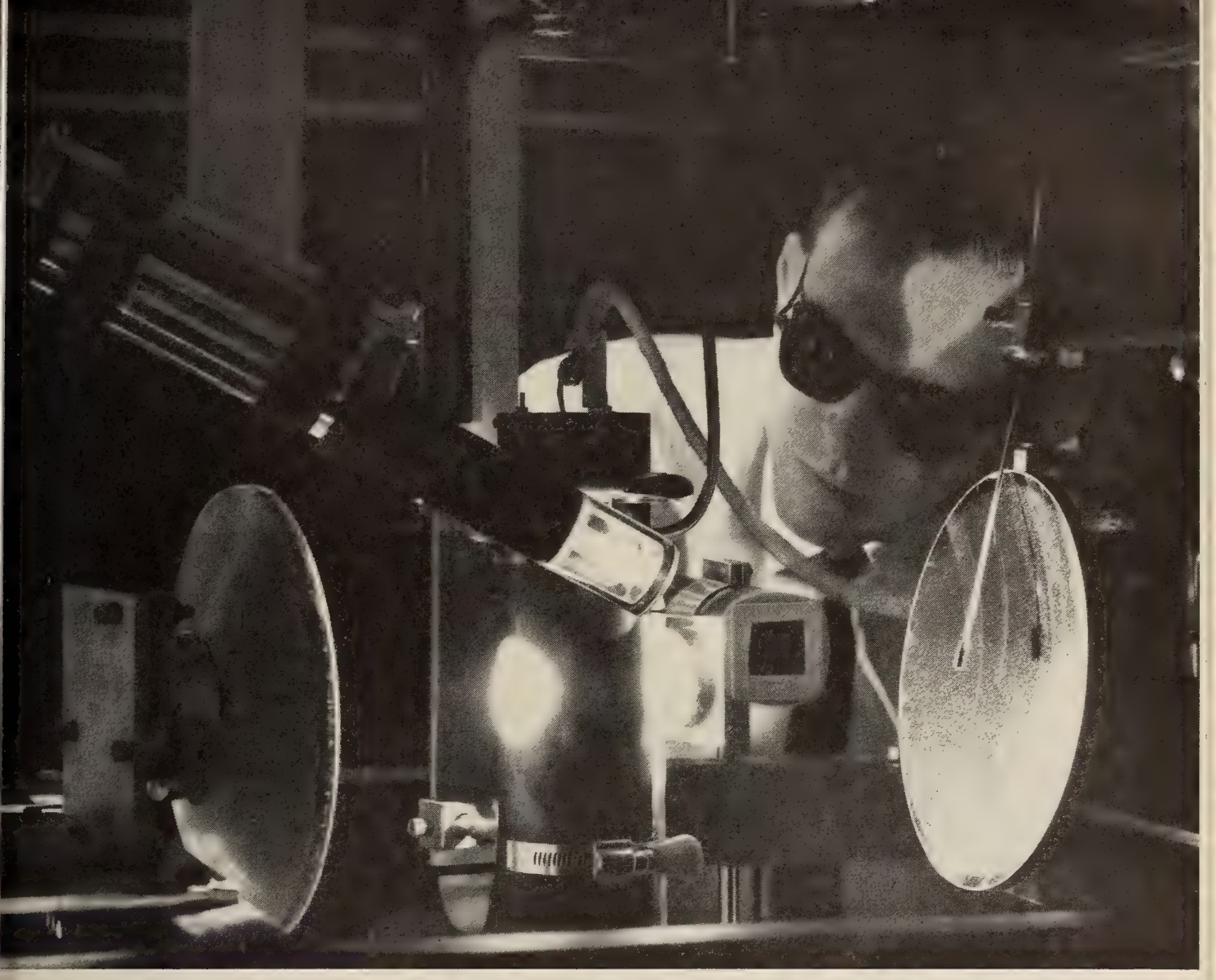
Sept. 12-13—**CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, New York.**

Sept. 12-14—Michigan Assn. of Broadcasters, fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 14—Advertising Federation of America, first district meeting, Cape Cod area.

***NAB Fall Conferences**

Oct. 15-16—Dinkler-Plaza, Atlanta
Oct. 18-19—Biltmore, New York
Oct. 22-23—Edgewater Beach, Chicago
Oct. 25-26—Statler-Hilton, Washington
Nov. 8-9—Sheraton Dallas, Dallas
Nov. 12-13—Muelbach, Kansas City
Nov. 15-16—Brown Palace, Denver
Nov. 19-20—Sheraton-Portland, Ore.



VOICES OVER A BEAM OF LIGHT. Latest in a series of optical maser developments at Bell Telephone Laboratories, this new model is a solid state type using a ruby crystal and capable of continuous operation. The optical maser (or "laser") generates a kind of light beam that may some day transmit telephone calls, TV and data. Could conceivably carry far more communications than any radio system. Also a remarkably precise tool for study of atomic processes.

The Constant Search for a Better Way

Research and organization of the Bell System are vital factors in improving your communications services and holding down cost

The zest for discovery is a powerful factor in the vitality of the Bell System and its far-reaching progress in communications.

Today there are more than four thousand scientists and engineers at Bell Telephone Laboratories. They conduct research in behalf of the Bell Telephone Companies and Western Electric, the manufacturing and supply unit of the Bell System.

Without the close co-operation of research, manufacture and operations in one organization, your telephone service would surely cost you more and the quality would be less.

Behind the day-to-day research for communications is a program of basic scientific research into wholly new ideas, principles and materials.

Out of it have come far-reaching discoveries that have brought countless benefits not only to telephone users but to many other businesses and the defense of the nation.

It was the basic scientific research of the Bell Laboratories that resulted in the invention of the transistor, one of the biggest technological advances of all time.

The electronic "brains" that are capable of guiding missiles first took form in bold adventuring along unknown paths by Bell Laboratories scientists.

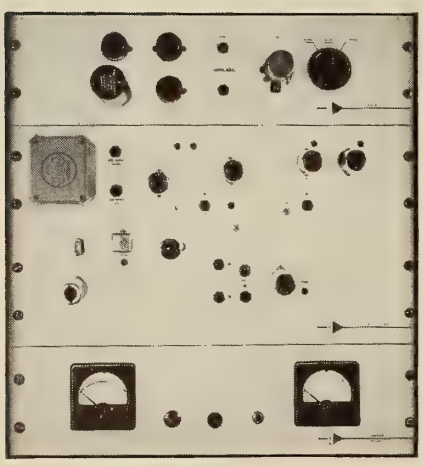
Telephone research and development, which have brought so much to so many, have but touched the fringe of still greater progress to come.

BELL TELEPHONE SYSTEM

Owned by more than two million Americans

GO STEREO

IT'S PROFITABLE



Go Stereo now and earn greater stereo income with a tested, ultra-reliable GEL STERE-O Generator. Many stations have been quick to capitalize on the new rich area of Stereo Broadcasting. Radio KQAL-FM, on the air on November 23, 1961, — within 24 hours of receiving their GEL STERE-O Generator — reports, "Within a few days we were almost completely sold out on Stereo time through Christmas."

Find out how easy it is to go Stereo with GEL. **NEW STERE-O DATA SHEET AVAILABLE — SEE COUPON BELOW.**

GENERAL ELECTRONIC LABORATORIES, INC.

195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.

Marketed in Canada by Canadian General Electric, Toronto 4, Ontario

TO: Mr. Sal Fulchino 15
Broadcast Sales Manager
General Electronic
Laboratories, Inc.
195 Massachusetts Ave.
Cambridge 39, Mass.

Please send me your new Data Sheet containing complete product description, specifications and block diagram on the GEL STERE-O Sub-Channel Generator, Model SCX-B.

Name _____ Title _____

Station _____

Address _____

City _____ State _____

OPEN MIKE ®

Beats psychiatry

EDITOR: It's always a good feeling to get something off your chest, particularly when one unburdens himself to several thousand of his peers. I've discovered that a "Monday Memo" is better than a psychiatrist's couch for this purpose.

Please accept my thanks for the opportunity you gave me to vent my spleen [MONDAY MEMO, April 30].

From some of the comments I've received, it's apparent that many others would like the same opportunity. So I'm doubly grateful to you for giving me mine—*John K. Cole, director, radio-tv-films, Buchen Advertising, Chicago.*

Qualitative progress

EDITOR: Maurie Webster is right, of course, when he says more must be learned about audiences, "not just their size, but who they are," and so on [THE MEDIA, May 7].

But in the over-all journalistic treatment, it comes out the way statements always seem to come out—sounding as though the need for qualitative information were not being met.

Actually, that need is being met to a far greater extent than the article suggests. Pulse has been conducting such studies (at the behest of individual stations) for quite a few years. So far, we have done over 100 qualitative audience analysis studies ranging from a simple age composition report to reports covering 40-50 audience characteristics and image factors. Scores of such projects are in the works now, and we expect to be doing more and more of them.

In addition, Pulse is now processing its national radio dimensions study, supported cooperatively by AM Radio Sales; H-R Inc.; The Katz Agency; Radio-Tv Reps; and Venard, Rintoul & McConnell Inc. And this week we have issued the first National-Total U. S. FM Report, showing the qualitative make-up of fm owners.—*Sydney Roslow, president, The Pulse Inc., New York.*

Radio anniversary story

EDITOR: WNAC is the station that you should seek out for the 40th anniversary celebration [SPECIAL REPORT, May 14].

Although the facilities of 1260 kc are 40 years young, the original occupant —WNAC—moved to 680 kc a number of years back; thus, the birthday candle should glow for them.—*Arthur E. Haley, general manager, WEZE Boston.*

[The birthday candle does glow for WNAC in all other mentions in the 40 year report. Under the impression that WEZE's assump-



William H. Sylk, president of Station WPEN and broadcaster Frank Ford hold Citations of Merit presented to them by Reginald A. Beauchamp, president of the Poor Richard Club and James H. Tate, Mayor of Philadelphia. On left is Harry S. Sylk, chairman of the station's Board of Directors.

"Typifying The Highest Ideals Of Public Service"

Mayor of Philadelphia and Poor Richard Club honor WPEN

On April 6, 1962, Station WPEN was saluted by the great city it serves at a luncheon at the famous Poor Richard Club.

The tribute was to WPEN's popular daily "late night" show, a 3 hour period of free and open discussion, controversy, opinion and commentary now in its 15th year and to Frank Ford, its conductor for the last 6 years.

"It is only fitting," said Mayor James H. Tate, to William H. Sylk, president of the station, "that the City of Philadelphia extend this tribute to Radio Station WPEN for its abiding faith in the democratic process, its outstanding contribution in furthering good government, human relations and civic endeavors, all typifying the highest ideals of public service."

The Citation of Merit for Frank Ford, presented by Reginald A. Beauchamp, president of the Poor Richard Club was "for his dedicated and courageous efforts resulting in a greater public understanding of racial, religious, civic and community affairs."

We of the station are grateful for these inspiring awards and hold them high as a reminder of radio's first responsibility. We are proud too, of the dimensional image that permits WPEN to remain in the forefront as both an outstanding sales medium and for "typifying the highest ideals of public service."

WPEN PHILADELPHIA

"THE STATION OF PERSONALITIES"

Represented nationally by Gill-Perna, Inc., New York



TRICK OR TREAT? *"Depending upon how you feel about Picasso, a lot of it looked more like trick than treat."—Variety.*

The subject: "Picasso: An American Tribute"—presented by WNBC-TV in cooperation with the Public Education Association on Wednesday, April 23. Repeated Sunday, April 29.

Variety also said it was "wholly exhilarating." Not everyone agreed. To the Herald Tribune it was "anything but a happy harbinger." The N.Y. Times noted that the "artist's cubist period certainly provided something new in the way of test patterns." The Newark Evening News, however, headlined the program as "Brilliant"... and Newsday called it "a most thrilling experience."

But more important than the tone of reviews: a program based on a representative collection of Picasso originals in full color, underscored by the comments of art authority Brian O'Doherty, was brought to the New York area. People interested, or just curious, could choose to tune in. It was not expected that all who watched (including the critics) would shout in praise.

Yet—so many did. Letters from viewers are still pouring in. "A magnificent feat," writes a designer. "A superb show," says a New York housewife. And from a young lady in the Bronx: "Amazingly rewarding." More letters from art teachers, librarians, university faculty members... all unanimous in their praise!

That's why many stations around the country have asked to show "Picasso: An American Tribute" to their audiences. That's why WNBC-TV has made it available through NBC Films.

This kind of response is not new to WNBC-TV—the station which devotes more hours to public affairs and informational programming than any other New York channel. Such varied programs as Open Mind, Direct Line, Youth Forum, Invitation to Art, Library Lions, Modern Farmer, Recital Hall, Space Log, A Moment With - - -, representing nine of the top ten among all regularly-scheduled local sustaining, community-service programs in New York. One picture is clear—WNBC-TV strives to provide programs to cover the wide range of interests of the New York television audience.* ***WNBC-TV***



**Source: Nielsen, April 1962*

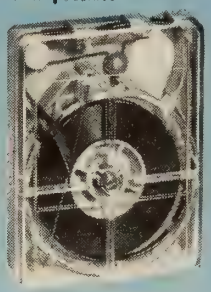
"Picasso: An American Tribute" will soon be seen on NBC-owned stations WRCV-TV, Philadelphia; WRC-TV, Washington; WNBQ, Chicago; and KRCA, Los Angeles. Available in other cities through NBC Films.

FIRST in Acceptance

FIDELIPAC

AUTOMATIC TAPE CARTRIDGES by CONLEY

The cartridge that made station automation possible



. . . Fidelipac Tape Cartridges by Conley. First and still best. Result! More successful broadcasters use Fidelipac Cartridges by Conley than any other.

Fidelipac assured dependability—its greater acceptance—result from these features:

• easily handled • easily stored • easily reloaded • minimized tape breakage • your present equipment was made to handle Fidelipac • increased tape life • varying sizes permit programming from seconds to hours on a single cartridge • automatically cued and ready for instant use • technical perfection in every detail.

Be sure every time . . . put efficiency, economy, quality into your broadcast operations by putting Fidelipac Cartridges by Conley to work for you . . . for spot announcements, themes, station breaks, and delayed broadcasts.

Standard Lengths
In Three Cartridge Sizes:

Model 300 —with up to 300 feet of single coated tape

Model 600 —with up to 600 feet of single coated tape

Model 1200 —with up to 1200 feet of single coated tape

Ask for
FIDELIPAC "THE STANDARD OF THE INDUSTRY"
from your regular source of supply

CONLEY

CONLEY ELECTRONICS CORPORATION
1527 Lyons Street • Evanston, Illinois

tion of the original 1260 kc entitled it to mention, the editors added a brief capsule for that station.]

EDITOR: Your staff's collection of historical materials on radio [SPECIAL REPORT, May 14] is impressive.

If you have not already planned to do so I would recommend that you consider reprints in pamphlet form. Undoubtedly it would have use in this form in colleges and universities.—*Marlowe Froke, major in broadcasting, Pennsylvania State University, University Park, Pa.*

EDITOR: May we have 10 reprints of your very fine article. . . .—*Sydney E. Byrnes, president & general manager, WADS Ansonia, Conn.*

EDITOR: I would like to purchase 12 reprints. We can use these to good advantage in our courses dealing with broadcasting history. . . .—*Elmer G. Sulzer, director of radio & television communications, Indiana University, Bloomington.*

[Reprints of BROADCASTING's look back at 40 years of radio are available at 25 cents each.]

Re-ranking Weiss

EDITOR: . . . In your Nov. 20, 1961, issue you published an estimated total broadcast billing for this agency of $10.1 million. We have rechecked this figure, and we find that the billing was approximately $9.8 million instead.—*Nathan Pinsof, vice president, media, Edward H. Weiss & Co., Chicago.*

[The recalculation of Weiss's 1961 billings changes the rank order of the agency from No. 41 to 43 among the top 50 agencies in radio and television volume.]

Minow sympathizer

EDITOR: I have for a number of years now enjoyed your excellent coverage of broadcast news. However, I find myself increasingly irritated by your childishly biased attitude toward FCC Commissioner Minow and everything he does. Your April 23 debacle, "Time to bury the Peabody," an angry, irrational outburst against the system because it disagrees with your editorial policy, is the last straw. . . . I think Mr. Minow richly deserves his Peabody Award . . . —*Richard J. Scholem, general manager, WTIG Massillon, Ohio.*

PTA approval

EDITOR: Everyone seems to have forgotten that the Parent-Teachers Assn. (PTA) magazine in its December 1961 issue approved and praised the [CBS-TV] *Route 66* television show. . . .

It is inexcusable that both Dr. Stanton and Mr. Aubrey failed to mention this at the hearing [AT DEADLINE, May 14]. An editorial by BROADCASTING on the PTA magazine's review of the show would be most appropriate.—*Paul Rodriguez, New York City.*

[Mr. Aubrey did in fact read the PTA magazine review at the hearing, but it was not carried in BROADCASTING's AT DEADLINE coverage because of space limitations in that section.]

BROADCASTING PUBLICATIONS INC.
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VICE PRESIDENT ..... MAURY LONG
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SECRETARY ..... H. H. TASH
TREASURER ..... B. T. TAISHOFF
COMPTROLLER ..... IRVING C. MILLER
ASST. SEC.-TREAS. .... LAWRENCE B. TAISHOFF

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

EDITOR AND PUBLISHER
Sol Taishoff

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VICE PRESIDENT AND EXECUTIVE EDITOR
Edwin H. James

EDITORIAL DIRECTOR (New York)
Rufus Crater

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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TURNED A SET ON LATELY?

And if you have, is it tuned in on you? Only by top consistent programming can you get your audience...and if you don't keep them you don't keep sponsors either. In Cincinnati* recently, Seven Arts' "Films of the 50's" demonstrated their strength again as Friday night (11:30 PM-1:00 AM) sets-in-use figures jumped 40%! Further, the stations' share of audience increased from 17% in March 1961 to 59% in March 1962. Would you like to turn more sets on in your market? You can with "Films of the 50's—Money Makers of the 60's."

*For the complete story of WKRC-TV increase of sets-in-use contact your nearest Seven Arts sales office.

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A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717
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DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

MONDAY MEMO

from J. P. GLEDHILL, president, J. Lyons & Co. (Canada) Ltd., Toronto

The border was no barrier to the tea that was made for tv

If there is anything to be learned from launching an off-beat product, it is this: No one knows what the public will accept, and I don't believe there is any research that can provide an adequate yardstick for the performance or success of a new product.

About two years before The Tea That Dares To Be Known By Good Taste Alone (God bless it) was launched in Canada, we decided to have it researched by genius. Now genius is no more native to the U. S. than to Canada and it costs more down there, but because they have learned to sell the never land of marketing rather more efficiently than in Canada, I hurried off to Madison Avenue and a building containing 2,400 people and the ashes of Bruce Barton. There I told the story of The Tea That Dares to the president and an assortment of vice presidents. Boy! did they know I was crackers!

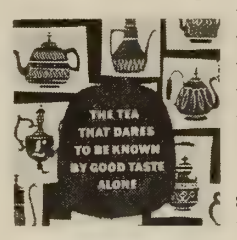
They said, You are wasting your time; there's no sense spending a lot of money on off-beat promotions that can't possibly appeal to the mass market; what you need, my friend, is a good stud horse advertising campaign with money off and gimmicks in the package.

Too Good ▪ So we designed our hard-hitting stud horse advertising campaign and we gimmicked up a package of one of our standard items, and a hundred thousand dollars later we had no more volume than we had in the first place. Nobody had criticized this campaign. Nobody found any fault with it. And nobody noticed it.

Another gem you can well afford to forget is the talk about the fickle attitude of the consuming public and its complete lack of brand loyalty. I believe that if consumers are given nothing but space ships in their cornflakes, simulated pearls in their detergents, and free vacations in queer places in their beverages, they have every right to play fast and loose with their brand loyalty; advertisers should begin to look to their own house and wonder if they have any product integrity.

Thine and Mine ▪ Having got the best advice that my idea was worthless, I knew that I would never be happy until we tried it out. Having been a peddler all my life and having never acquired the sophistication that allows me to look upon the consuming public as a mass market (I still think of the consuming public as your wife and my wife and the wife down the street), I thought we might appeal, not to the mass market, but to the individual, discerning people who make up the mythical, undiscerning mass market.

Because we had nothing except a product to market, we were able to start with our method of marketing and work back to the package and then to the excellent base product. We decided that practically nobody was using television with material created especially for television. So many commercials are extensions of newspaper ads or of radio commercials with picture added, and, yet, surely the greatest value of tv is in its visual presentation and the exclusivity of the screen while that presentation is being made. We decided that we would put together a package that came through well in black and white, was devoid of the type of circles that become so distorted on television and that would generally have appeal as a picture, the voice over becoming more correctly the voice under.



Pure Maple Leaf ▪ The commercial for tv was put together by the J. H. Burley Advertising Agency and was directed by Bob Rose of Robert Lawrence in Toronto, and the talent, Doreen Hunt and Bruce Marsh, are, of course, Canadian. The only foreign contribution was the Mantovani music track. Jack Burley sent the completed commercial down to New York to compete in the Tv Academy Award contest with 2,800 others for 1961. Well, our commercial produced in Canada with Canadian creativity won all the marbles. It has run thousands of times. It consistently gets fan mail, and I have paid Bruce Marsh so much in residuals he is now sending me CARE parcels.

I could tell you how the product was test marketed in Regina and how it didn't achieve much success because the Regina market was not right for it, and I could give you my third bit of experience which is that all you learn in a test market is what happened in the test market, and then I could tell you about going into Vancouver and British Columbia and in 16 weeks becoming the leading seller, competing successfully with two brands that have dominated the market 30 years, and I could tell you about winning perhaps 17% of the market in 12 weeks in the Ontario area we hit and holding it, and about redeveloping our product for the French market as *Le Thé Sans Nom Son Gout Dit Tout,* and how acceptance there has been perhaps greater than in Ontario or British Columbia.

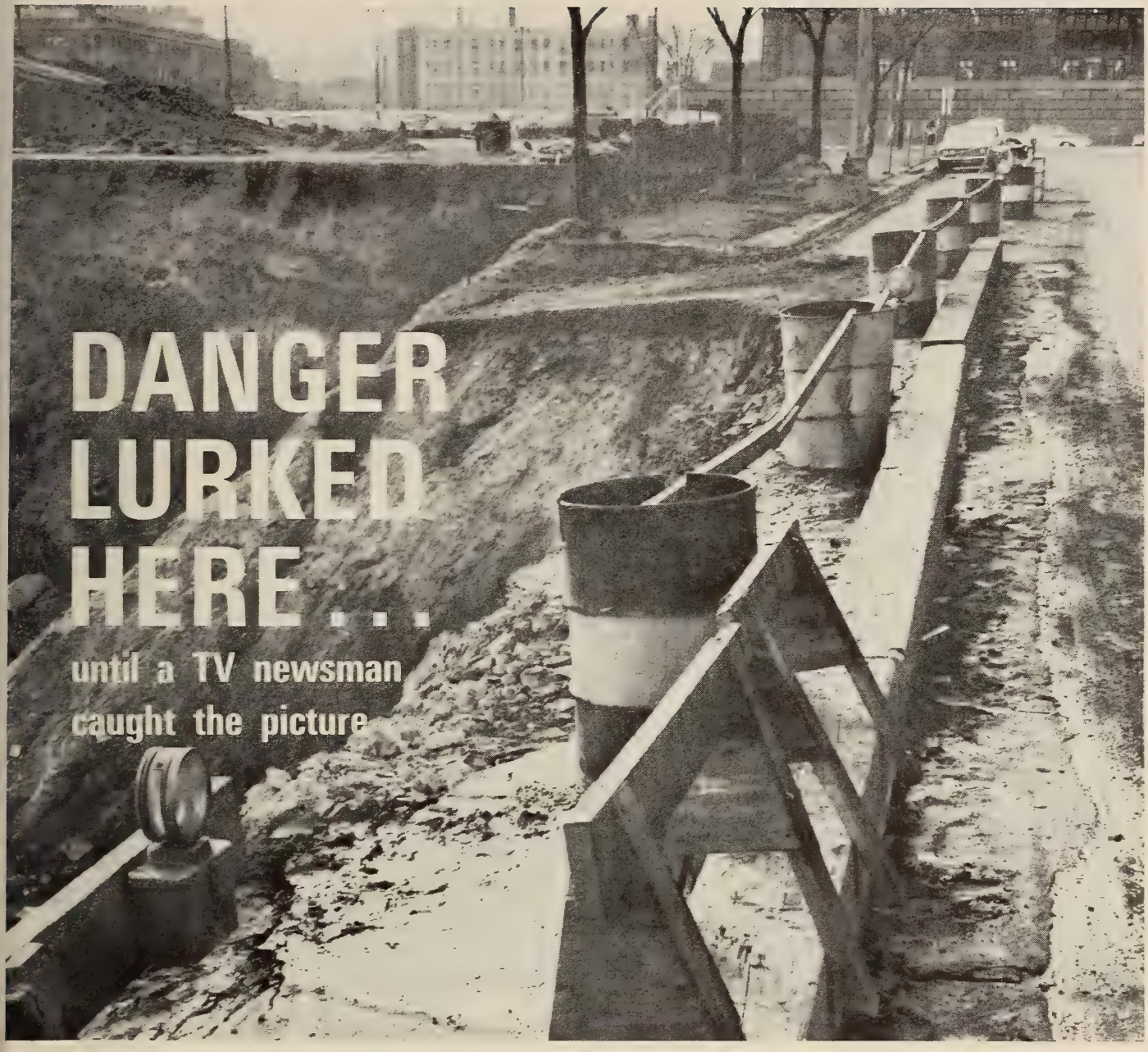
The Redcoats ▪ To penetrate the Ontario market, it is necessary to buy advertising over tv stations in the country to the south of us whose name I forget. Four or five months after we started cramming tv messages into Canada from Buffalo the Loblaw and the A&P organizations in Buffalo came to us to buy our product. We pointed out that the product was the wrong shape, size, weight and price for Americans. Furthermore, we did not have tags on our bags—more important in the U. S. than putting tea in them. But they wanted it on their counters anyway.

We not only obtained a placing in Buffalo and the surrounding market, but A&P decided to move it into Rochester, and here we had to run after our product with advertising instead of using our advertising to introduce it.

We have now moved successfully into most of the northern New York market and I believe at last count we were the second leading seller. It is our intention to move farther into the U. S. Ever since George III lost the United States over something called the Boston Tea Party, there has been no duty on tea imported into that country, and we see great things ahead.



Mr. Gledhill was educated in England but returned to his native Canada in 1929. He sold across Canada and the far north. He entered the army and was farmed out to direct the War Assets Corp., selling corvette vessels to bootleggers and Fairmiles craft to the Mounties to catch them. He worked on Madison Avenue a while, acquired a razor blade factory in Britain, then returned to New York and to Canada. Lyons is one of Canada's biggest tea and food merchandisers.



more evidence that

Milwaukee reacts to WTMJ-TV

WTMJ-TV's news department not only reports what happens, it often *makes* things happen. News editor Jack Krueger saw this flimsy, poorly lighted barricade around a 50-foot deep excavation, had news films taken, contacted the Milwaukee Safety Commission. Immediate action was taken to strengthen the barricade, add more light.

This WTMJ-TV newscast brought a deluge of compliments from viewers, even prompted several to report other safety hazards. It's typical of WTMJ-TV's ability to attract and *influence* viewing Milwaukee. Surveys show WTMJ-TV's award-winning newscasts frequently doubling the total audience of competing news presentations and topping the viewership of competing entertainment programs.

Find out *all* the reasons why WTMJ-TV is still the number one station in Milwaukee for both viewers and advertisers. Ask us to send the WTMJ-TV "TOTAL IMAGE" STORY.

WTMJ-TV
THE MILWAUKEE
JOURNAL STATION
WTMJ-AM-FM
NBC in Milwaukee

Represented by: **HARRINGTON, RIGHTER & PARSONS** — NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, BOSTON, DETROIT, LOS ANGELES



Damn the torpedoes. Full speed ahead.

This is Ernest Borgnine in another great role—the no-spit, no-polish skipper of a crazy PT boat crew in the South Pacific.

Don't be fooled by that old tub. When Lt. Commander McHale goes into action, he runs a tight ship.

But McHale—like many a Navy man whose unit was temporarily isolated by our island-skipping campaign in the South Pacific—has been left to do his fighting in highly improvised fashion.

Survival, let alone victory, under such conditions calls for heroism. And humor. In equal parts.

This is how it is with *McHale's Men*, ABC's new breezy brawling action comedy. In it, Ernest Borgnine creates another of his believable masterpieces of great make-believe.

Whether *McHale's Men* are cooking up a potable jungle brew for their island hosts or dishing up a diet of homemade tinfish for the Japanese, the action is fast, the farce is furious.

It may be a funny way to fight a war, but it's a sure way to win an audience.

Get, as they say, aboard.

COMING ON ABC-TV: "McHALE'S MEN"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 21, 1962, Vol. 62, No. 21

PRODUCT PROTECTION BATTLE RAGES

■ Biggest spot agency, Bates, demands full 15-minute separation
■ Westinghouse gives notice of cut to 10-minute tv guarantee
■ Other stations have cut standards; other agencies follow Bates

The battle lines were drawn last week for a showdown that may decide the fate of the ancient but thus far gradually tumbling structure of product protection in television advertising.

Irresistible force appeared headed for collision with immovable object on a scale whose potential breadth and impact may be measured from these developments:

▪ One major group operator, subsequently identified as Westinghouse Broadcasting Co., gave official notice that the standard 15 minutes' separation between commercials for competing products was no longer feasible and would be cut to 10—and to zero for adjacencies to network "spot carrier" (participation) programs and to sports, public affairs, special events and news programs of indefinite length (see text of Westinghouse policy and explanation to agencies, page 29). Another major group operator, NBC, said its stations had switched to the 10-minute protection base last fall.

▪ Ted Bates & Co., No. 1 agency in spot television, said it would recommend that its clients place no business on tv stations which give less than 15 minutes' protection. Bates officials said they already had cancelled business on stations owned by one group operator —also identified later as Westinghouse —and were reassigning it to stations that have pledged to observe the 15-minute protection standard.

▪ Bates planned to canvass all tv stations within the next few days asking for reassurance that the stations will give at least 15 minutes' protection. The threat to withdraw or withhold Bates business from stations not giving this assurance will be implicit in the letters.

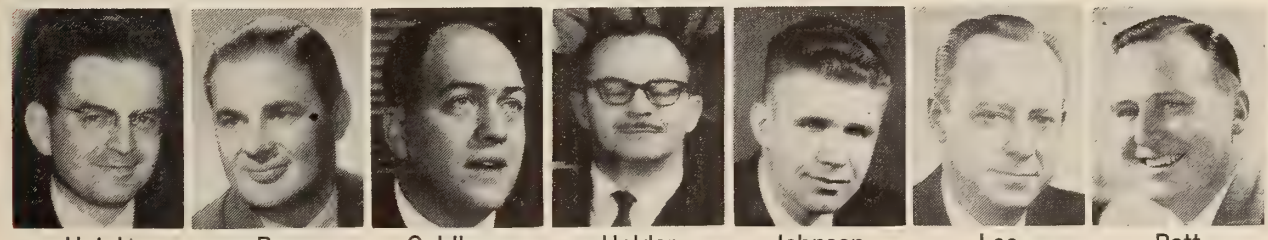
▪ Colgate-Palmolive Co. was reported authoritatively to be instructing its agencies to follow Bates' lead on cancellations for "sub-standard" protection. Colgate's agencies include Bates and Lennen & Newell, D'Arcy, Norman, Craig & Kummel, and Street & Finney.

▪ A number of stations appeared to be giving Westinghouse at least moral support by cutting back on the amount of product protection they give—but without notifying agencies of the cutback.

▪ Leading agencies gave Bates' insistence on full-15-minute protection varying degrees of support, ranging from solid to somewhat porous.

▪ The prospect that the whole product-protection issue might flare into a widespread dispute with serious economic overtones led some sources to suggest a general conference to try to solve it. Others, especially on the agency side, thought it a problem for NAB or TvB. It is known to have been brought to the attention of the broadcast committee of the American Assn. of Advertising Agencies but the com-

Radio freeze chills industry; NAB development group named

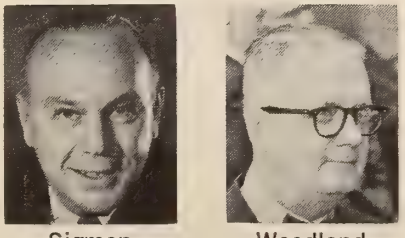


Hatch Box Goldberg Holder Johnson Lee Patt

Last week the impact of the FCC's radio freeze was felt in the grass roots. At least sixty prospective applicants on the verge of filing are affected (page 48). Federal Communications Bar Assn. plans to ask FCC to reconsider the freeze and seven new am applications were filed anyhow.

At weekend NAB annnounced composition of its Radio Development Committee. This nine-man group will plan strategy and confer with the FCC (page 48). Members are: George C. Hatch, KALL Salt Lake City, chairman; John F. Box Jr., Balaban Stations; Melvin Goldberg, Westinghouse Broadcasting Co.; H. Randolph Holder, WGAU Athens, Ga.; Ray Johnson, KMED Medford, Ore.; Carl E. Lee, Fetzer Stations; John F. Patt, WJR Detroit; Loyd Sigmon, KMPC Los Angeles; Cecil J. Woodland, WEJL Scranton, Pa.

But Charles H. Tower, Corinthian



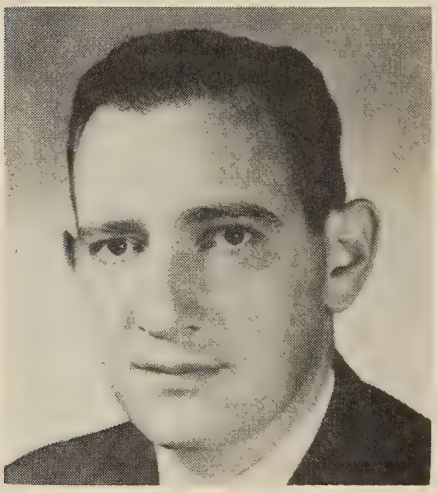
Sigmon Woodland

Stations, warned of the implications of any formula dealing with "economic protection" of broadcasters.

mittee members, while expressing concern, reportedly felt that for legal (presumably antitrust) reasons they should not become involved as a group.

Edward A. Grey, Bates' senior vice president in charge of media operations, who disclosed his company's stand against any watering-down of current protection policies, declined to identify the operator whose business already had been cut by Bates—except to say it was one whose stations had carried from $2 million to $3 million in Bates-placed billings in 1961.

Statement Issued ▪ Subsequently the operator was identified by other sources as Westinghouse, and a WBC spokesman issued this statement late Thursday: "We regret the decision of the Ted Bates Agency, which has been a substantial buyer of the WBC stations for many years, to cancel business be-



Edward A. Grey
Senior Vice President-Media
Ted Bates & Co.

cause of our recently announced policy on product protection. This policy is a revision that reduces the amount of product protection but definitely does not eliminate it.

"There are substantial segments of the program schedule that will give advertisers as much protection as before, despite the revision in policy. This is due to WBC's standards on commercial content.

Policies Change ▪ "However we believe after more than a year of thought and study of this matter that policies relating to product protection must evolve as the medium evolves. The growth of network spot carriers and the multiplicity of products advertised are changing facets of the industry that require this revision.

"WBC does not expect any increased revenue, nor will there be an increase in commercial frequency or volume or in the number of commercial positions. WBC is making this change in order to afford equal opportunity to all categories of advertisers to buy comparably on the WBC stations. The effectiveness of the advertising will not be affected in any way."

Officials of NBC's owned-stations division confirmed that their stations individually went to the 10-minute protection base last fall at the beginning of the 1961-1962 program season. They said they did not officially announce the change but disclosed it to any agency that asked. They said that in the months since then they have encountered agency-advertiser resistance in only one case and that this was resolved satisfactorily.

Long a Problem ▪ Product protection has been a recurring and steadily intensifying problem since the early days of radio, when sponsors were so few that a corporate advertiser could be virtually certain that no competitor would appear on the same network on the same night his own program was on. As the number of broadcast advertisers increased, first in radio and later in tv, the amount of protection was gradually shortened and made to apply only to advertising of competitive products, not to entire companies regardless of what products they were promoting.

For the past few years 15 minutes' separation, fore and aft, has been the generally accepted standard which networks and stations have tried to give. The first big crack developed in this edifice a year ago when NBC-TV announced it could no longer guarantee more than 10 minutes' separation (BROADCASTING, March 20, 1961).

Network as well as station authorities have made no secret—unofficially—of their belief that the growing magnitude and variety of advertised products will doom product protection in its present form, perhaps within a year or so, and usually they make it plain that they'll be happy when that time comes. Some of them foresee the day when product protection will forbid nothing more than (1) competing products within the same show, (2) handling of competing-product commercials by the same star, and (3) back-to-back scheduling of commercials for competing products.

Agencies and especially advertisers not only do not, for the most part, share this view but in many cases disagree vigorously. Yet a number of them—agencies perhaps more than advertisers—temper their disagreement by saying they can understand the broadcaster's problem—and that they make allowances for it when full 15-minute protection is clearly not possible. Some go so far as to acknowledge that their own buying practices sometimes contribute to the broadcaster's problem.

Bates' Charge ▪ At the other extreme are advertisers and agencies—including, obviously, Bates—who contend that while assuring 15-minute protection is clearly difficult, any shortening of that period would seriously dilute the effectiveness of the commercials involved and probably lead in time to commercial scheduling in publication fashion akin to that used in British television.

Mr. Grey said Bates decided to recommend against the use of stations having less than 15-minute protection policies because the agency was firmly convinced that any shorter period would weaken commercial impact and that "the line has to be drawn at this point." He said Bates has research supporting its contention that shorter separations reduce effectiveness "by a considerable percentage."

"We feel that our kind of clients would be hurt worst by this new and



Alexander W. Dannenbaum
Vice President-Sales
Westinghouse Broadcasting Co.

shorter protection policy," Mr. Grey asserted. "We buy a lot of run-of-station campaigns, as opposed to fixed positions. We must depend on the stations to schedule our announcements properly and give us the protection we need. Putting competitive copy less than 15 minutes away from our's or less than 15 minutes away from theirs, would diminish the effectiveness of our copy and the consumer awareness of our product claims.

Strong Conviction ▪ "We believe very strongly that reduction of product protection from 15 minutes to 10 cannot help but have a vitiating effect on copy impact. The line has to be drawn somewhere, and we feel that this is the line—15 minutes—beyond which we dare not tread."

Mr. Grey made clear that as an agency, Bates can only recommend to its clients, and he said its recommendation did not necessarily mean that all clients would go along with the proposal to

Text of Westinghouse announcement on product protection

Westinghouse Broadcasting's new product-protection policy which figured prominently in agency-broadcaster furore last week (see story, page 27), is printed below in text. It was distributed to agencies several weeks ago and came to light through agency sources after Ted Bates & Co. proposed to embargo business with all tv stations who drop below current 15-minute protection practices. Explanatory letter from Alexander W. Dannenbaum Jr., WBC sales vp, accompanied statement of new policy to agencies and is also reproduced here:

For some time it has been evident that a revision of Westinghouse Broadcasting Co.'s television product protection policy has been needed. As variations of advertiser usage grow in number, and as the medium itself becomes more flexible in accommodating the great variety of products seeking exposure, it becomes increasingly difficult to adhere to product protection practices developed to meet the needs of the past. We have, therefore, felt it necessary to issue a new policy, a copy of which is attached, which we believe will enable our television stations to respond more efficiently to your advertising needs. This policy will apply to all WBC television stations: WBZ-TV Boston, Mass.; KDKA-TV Pittsburgh, Pa.; KYW-TV Cleveland, Ohio; WJZ-TV Baltimore, Md., and KPIX San Francisco, Calif.

Assuring you of our continued cooperation, we are

Sincerely,
Alexander W. Dannenbaum, Jr.
Vice President—Sales

Westinghouse Broadcasting Company
Product Protection Policy

Effective May 1, 1962

While the separation of directly competitive product or service advertising is not a part of any contractual relationship, effort will be made by station to provide at least ten minutes separation of products or services that in the view of the station are directly competitive.

Advertisers are required to give minimum of two weeks' notice of desire to change products or services to be advertised in their existing schedules.

Nothing stated above should imply that protection of competitive products or services will be afforded in the following circumstances:

1. Advertising in or adjacent to end of sporting events, public affairs programs, or special events or news programs of indefinite lengths.
2. Advertising in or adjacent to non-regularly scheduled programs of the above nature.
3. Advertising in or adjacent to network spot carriers.

put an embargo on stations offering "sub-standard" protection. He said he assumed and hoped stations would continue to give 15-minute protection not only to Bates clients but to all advertisers, because Bates was convinced that all tv advertising would otherwise suffer.

He said the business which has been or will be cancelled by Bates on the group of stations involved will be placed on other stations in the same markets provided the other stations agree to give 15 minutes protection. He said business already withdrawn has already been reassigned on this basis, and that in every instance Bates was assured of full protection.

It's 'Imperative' ▪ The letters going out over the past weekend or the first of this week to all television stations will stress Bates considers 15 minutes' separation "imperative" for both spot and network advertisers, Mr. Grey said.

"As an agency," he continued, "we are acutely aware of the help we have received from stations and their representatives. We don't want to do anything that might be interpreted as not being in their best interests.

"We feel that television, in terms of its long-range development, is certainly the most important medium for any advertiser. But anything that detracts from the efficiency of television is not in its best interests, and we are deeply convinced that any shortening of protection policies will work to tv's disadvantage as well as to the disadvantage of the advertisers using it."

Various Needs ▪ Mr. Grey drew a distinction between the degrees of need for protection in tv and print media. Most magazines, he said, generally put 10 or 12 pages between ads for competing products. But apart from the physical separation of ads, he continued, magazine readers are selective audiences, not the "captive" audiences that tv viewers are, and thus the need for adequate separation is even more imperative in tv than in magazines.

He acknowledged NBC-TV for some time has been following a 10-minute protection policy and said this might be a problem which Bates would have to confront, but that in practice it has not yet proved to be a problem "because in nighttime programming, where the situation is most acute, we have been able to arrange our buys so that we get the protection we need."

Mr. Grey said Bates' position on 15-minute separation applied to tv and not to radio because (1) as a rule, adequate separation is not hard to get in radio and (2) Bates is not currently heavy in radio.

Collision Complete ▪ Although Mr. Grey declined to name names, and Westinghouse declined to comment beyond its statement, it was obvious that in their case the collision between the irresistible and the unmovable already had occurred.

It was apparent that Westinghouse had made its stand, and Bates its effort to upset it by cancellation of business, before either of these developments came to light. Both final decisions were believed to have been reaffirmed in a head-to-head session between Bates and Westinghouse officials early last week.

Bates' decision to recommend an embargo on all stations defecting from 15-minute protection was disclosed shortly thereafter, meanwhile, copies of the general notice which Westinghouse had circulated to all agencies several weeks ago also became available from other agency sources.

Signed by Alexander W. Dannenbaum Jr., WBC sales vice president, it said that the growth in variations of advertiser usage of television and tv's own increasing flexibility in accommodating a greater variety of products made the old standards "increasingly difficult to adhere to" and that the new policy "will enable our television stations to respond more efficiently to your advertising needs" (see text, this page).

By virtually all accounts, agency and station, the "variations in advertiser usage" and television's "increasing flexibility" in accommodating more products all boil down to one thing: the growth in number of participation or "spot-carrier" programs on the tv networks.

Rotation Problem ▪ These programs, which have reached the point where in the current season they represent close to 75% of ABC-TV's prime-time availabilities, 55% of NBC-TV's and 25% of CBS-TV's (BROADCASTING, May 7), carry a large number of advertisers—often with several advertised products per advertiser—and the commercials are rotated from week to week. Thus it has become increasingly diffi-

cult for network affiliates to schedule national spot and local advertisers in adjacent periods with any assurance that these advertisers won't conflict with those in network participation shows.

The situation, according to affiliates, has been especially aggravated by NBC-TV's introduction this season, and ABC-TV's more recently, of two-hour feature films. These may carry as many as 20 different advertisers—and perhaps 50 or so different products—which are rotated through the movie. Many of them feel that simply stopping the rotation would give the affiliates a more dependable pattern of network product scheduling on which to base their own planning, though they see this more as a help than as any substantial cure.

NBC-TV Argument ▪ To show the complexity on a simpler scale, NBC-TV stations recently made this argument to network officials: American Home Products, recently signed as a sponsor of the Huntley-Brinkley newscasts for next season, makes and presumably will advertise numerous products that almost inevitably will compete with those that affiliates insert in Huntley-Brinkley adjacencies.

Officials at all three networks have had this sort of problem called to their attention by affiliates—sometimes forcefully. And network officials have generally indicated they are sympathetic to the stations' problems. What solution, if any, they may be able to devise remains a moot question.

For their own parts, CBS-TV and ABC-TV say they try to assure their clients of at least 15 minutes' separation from directly competitive products within the network schedule, and try to encourage their affiliates to follow suit in protecting network advertisers against national spot and local insertions. When NBC-TV went to the 10-minute base last spring it also excluded irregularly scheduled news, sports and public affairs programs and programs of indeterminate length from its guaranteed-protection policy.

Earlier Changes ▪ The same sort of policy changes of which Westinghouse formally notified agencies appear also to have been made by a number of other stations—but quietly, without notification to agencies. Moreover, leading agencies are aware that they're not always getting a full 15 minutes' protection from some stations, although some of the agencies appear to wink at the practice. Several said they knew of no broadcaster besides Westinghouse who had officially adopted a shorter-protection policy but they do frequently find instances of inadequate protection and when they do, they demand—and are given—make-goods by the stations involved.

One broadcaster who acknowledged he had written off product protection several months ago—without notifying agencies—said he had not yet received a complaint. "Our way may have been chicken," he said, "but it has protected our business and I think our way was right."

A sampling of leading agency views found many executives who, like many broadcasters, preferred to remain anonymous. Some, however, spoke out. William E. Matthews, vice president and media director of Young & Rubicam, said he had protested Westinghouse's new policy after he received notice of it. He said Y&R's position is that protection should be at least 15 minutes and that Y&R is almost constantly negotiating with stations about discrepancies.

Understands Problem ▪ But he said he also could see that stations have problems, especially with respect to rotation of advertisers through network spot carriers and in some cases through advertiser purchases of so-called scatter plans. He said he also recognized that many stations feel that agencies aggravate the problem by encouraging these buying practices, but that Y&R reserves the right to protest and seek redress—not always in make-goods but, where possible by getting stations to move conflicting commercials.

Mr. Matthews also said he thought networks could help reduce the problem for their affiliates by informing stations as promptly as possible regarding the products to be promoted in participating shows. In most cases, he noted, networks know two weeks in advance which products will be advertised.

Lee Rich, senior vice president in charge of media and programming at Benton & Bowles, said B&B holds the networks to their announced policies and that, in spot, if a station gives inadequate protection "we just don't pay them." He said B&B checks schedules carefully in search of protection lapses.

An associate media director at another major agency said his company seeks "maximum, reasonable protection," that the agency is "worried about the continual reduction in protection" but realizes it is hard to police.

Accept Deviations ▪ A top corporate executive at another leading tv agency said he and his colleagues had been deeply concerned about the product-protection situation for many months but occasionally accepted deviations from the 15-minute standard when deviations clearly were unavoidable. He also said his agency had devised a new way, "most efficient and not too costly," to police protection policies.

The media director at another large agency said he found the protection problem "worrisome" but without "easy solution." He reports that a study by his agency last year found that cigarette brands were on 54 of 128 network programs. "It would have been asking too much to have insisted on the accepted spacing of commercials in this situation," he asserted. "We do keep up a battle when we believe a station is too flagrant, but we understand the problem the stations are faced with, too."

Meanwhile, the suggestion by some agency officials that NAB and/or TvB might be well advised to seek a solution to the problem brought responses from both those organizations.

TvB President Norman E. Cash said TvB "sees nothing wrong" in cutting back protection time. Considered in context with other media, he said, a reduction by television is understandable and clearly defensible. "Print media," he said, "also have many competing products advertised in any given issue, but these are seen by a reader for a much shorter time than commercials on television. The trend is to less and less product protection in all media."

The NAB code authority noted that the television code contains no provision dealing with competitive adjacencies. Officials there said this had been pointed out to both stations and agencies who have inquired about the protection given to products. NAB, they said, has not entered this field since the code was adopted a decade ago, and hence a relaxation of competitive commercial practices is not in violation of the code.

Tv gains from newspapers

The top newspaper advertisers are investing more of their ad money in tv, according to Television Bureau of Advertising.

TvB arrives at this conclusion as follows: The top 100 newspaper advertisers spent 3.6% less for newspapers in 1961 than in the previous year (down from $350.1 million to $337.4 million). They increased their use of tv by 8.3% (up to $763.4 million from $704.9 million). TvB estimated the tv-to-newspaper spending ratio of the top 100 at 2 to 3. General Motors, the leading newspaper advertiser, cut its newspaper budget by $10.7 million but increased tv spending, according to TvB, and 48 of the remaining 99 advertisers cut their newspaper expenditures.



Toss-up

Both sides of the coin are the same when you compare the audiences of New York's top Network station and WPIX-11, New York's Prestige Independent. A. C. Neilsen has *proved* that the "content" of a rating point on both stations is *the same:* same income levels, home and automobile ownership characteristics, job occupations, etc. Moreover, 98% of WPIX-11 clients are national advertisers. Prime evening Minute Commercials, National Advertisers and "Network Look" programming night after night — a combination available to national spot advertisers in their number one market *only* on WPIX-11.

where are your 60 second commercials tonight?



United's radio spots produced on the spot

To many advertisers a radio campaign originating in the sky might be merely a flight of fancy. But to United Air Lines, it's as natural as a jet flight to Los Angeles.

A believer in on-the-spot promotion, United records its radio spots in the air, from the terminal and in various vacation spots across the country. The airline is on a 52-week radio schedule in 18 major markets, with 30- and 60-second spot announcements supplemented in some cases by five-minute news programs. The markets are Atlanta, Chicago, Cleveland, Detroit, Denver, Honolulu, Los Angeles, Minneapolis, Milwaukee, New York, Pittsburgh, Philadelphia, Portland (Ore.), San Bernardino, San Diego, San Francisco, Seattle and Washington, D. C.

To relay its message, the airline uses the services of Rod Mitchell, a former radio announcer who is now an account executive for N. W. Ayer, advertising agency for United. Known as the "United Air Lines Reporter," Mr. Mitchell, with a recording engineer, hops from coast to coast, and sometimes a little farther, telling radio listeners why it's better to fly United.

The idea originated last year when United was worrying over how to effectively dramatize on radio that the Caravelle jet is "the quietest jet in the world." First, a conventional studio-type commercial, complete with orchestra, was recorded on the ground. Then the Chicago office came up with its fanciful flight. Why not record the commercials in the air so the audience can actually hear how quiet the Caravelle is?

In the cabin of a Caravelle on a regular flight, Mr. Mitchell described the trip, a bi-lingual singer sang the United jingle in both French and English to accompaniment by a guitar and the recording engineer recorded.

Off We Go ▪ A few times during the year, United pushes vacation travel, and often when Mr. Mitchell is not airborne, he is between flights,



recording his message from an unusual and colorful landmark in a featured vacationland. He recently completed 14 commercials from four islands in Hawaii, as part of United's upcoming campaign promoting travel to that state and Miami. One of the commercials was recorded aboard an outrigger canoe riding a wave in toward Waikiki Beach.

The commercials usually begin with Mr. Mitchell naming and describing some aspect of the vacation spot he is visiting. He then notes that the place is "only hours away by United Air Lines jet" and suggests that listeners plan their vacations soon. The local announcer, who delivers the commercial's live introduction, then takes over and tells when flights leave the local city for the place described.

United's "Just for Fun" vacation promotion, which ends this month, took Mr. Mitchell from San Francisco to New York. During his travels, he shared the magnetic tape with a talkative porpoise in Marineland of the Pacific in Los Angeles (picture). He described New York City from the 86th floor of the Empire State Building, during intermission from the theatre lobby of a hit show and amid sounds of the crowds and traffic in Times Square. He also recorded spots in Denver, Seattle, Boston, Philadelphia, Washington, Williamsburg, Va., New Orleans and Miami.

More student ad study urged by Fla. AFA unit

Members of the 4th district of the Advertising Federation of America, meeting in Jacksonville, Fla., May 12, unanimously endorsed a resolution asking expansion of the advertising curricula in Florida schools.

The resolution recognized advertising's obligation to meet the productivity and social goals predicted for the next decade, stressing the state's three-point economic program—agriculture, tourism and industry.

Arno Johnson, vice president of J. Walter Thompson Co., who addressed the meeting, said, "Advertising will have to carry a heavy part of the burden, to overcome the inertia—the habit lag that slows down the needed upgrading of living patterns and consumption patterns if the added production and high employment goals are to be achieved."

Another opinion was given by Joseph L. Brechner, WLOF-TV Orlando, treasurer and director of the 4th district. He said, "We can no longer fill our advertising needs in this state with the sick, the tired, the drunk and the incompetent who retire to Florida to dabble in advertising as if it were occupational therapy. We will have to develop more of our own talent."

AFA-AAW merger plans appear dead for present

Plans for a merger between two advertising organizations, Advertising Federation of America and Advertising Assn. of the West, seem about dead, at least for the immediate future. Instead of the joint AFA-AAW convention in Denver next month voting on the merger proposal, present indication is that what will be offered for action is a plan whereby the two associations would maintain their present independent organizations but would cooperate on such mutual problems as legislation, education and public relations where joint action may be desirable. The resolution to be submitted is expected to call for the establishment of a joint AFA-AAW commission to work out a plan for unifying the efforts of the two organizations toward mutually agreed-on objectives.

James S. Fish, vice president and director of corporate advertising, General Mills, is chairman of the AFA committee which has been studying merger plans; Robert Hemmings, president, Smith & Hemmings, Los Angeles, is head of a similar AAW committee.

Rep appointments...

▪ KQV Pittsburgh: Ohio Stations Representatives, Cleveland, as exclusive representative in that state.

▪ KWIZ Santa Ana, Calif.: Forjoe & Co. as exclusive representative in all markets except Southern California.

▪ WTAF-TV Marion, Ind., (which plans to start telecasting sometime this summer): Weed Tv Corp., New York.



It's BROADWAY in DENVER...



It's MAIN STREET in Ohio's Third Market

Broadway in the Mile High City puts Denver shoppers about 4,000 feet over the heads of the people who spend their money along Main Street in Dayton and the 23 other main streets called just that in our primary viewing and listening area. And the difference is not just one of altitude, but of attitude—tastes and preferences, too. Not that Denver's are any loftier—just different. That's why we take very particular pains to keep our programing on a people-pleasing plane here in Ohio's Third Market. There's evidence aplenty that we succeed, too. Ask George P. Hollingbery about our rarefied ratings. And oh, yes—there's one thing piled mile-high here. Money.

DAYTON, OHIO WHIO-AM-FM-TV

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO AM—1290 KC FM—99.1 MC
WHIO-TV CBS Channel 7 Dayton Ohio

Top brewer in television is Schlitz

TOTAL AD BUDGETS OF BREWERS ROSE 4.5% IN 1961, SAYS TVB

Jos. Schlitz Brewing Co. maintained its rank in 1961 as the leading tv advertiser among brewers, Television Bureau of Advertising said Friday (May 18) in a summary of the brewing industry's expenditures in all measured media. Schlitz, with tv gross time expenditures of $5,409,558, and total ad expenditures of $12,710,220, also replaced Anheuser-Busch as the No. 1 spender in the measured media last year.

Altogether, the nation's brewers increased their advertising investments by 4.5% in 1961, with more than one-half of the total going to network and spot tv. Measured advertising in tv, magazines, newspapers and outdoor was $99,222,791 in 1961 against $94,925,017 in 1960. Tv's gross time billings represented 52.2% or $51,764,849 last year.

TvB noted that the nation's top 10 brewers continued to lead the industry in several respects. Their sales increased 4.1% in 1961 against the brewing industry's average of 1.3%; their sales

Top 10 brewers' advertising expenditures in major media (Ranked by 1961 sales—gross time or space) Distributors not included

1961

	Total Tv	Magazines	Newspapers	Outdoor	Total	% Tv
Anheuser-Busch	5,228,468	1,930,851	910,175	4,416,289	12,485,783	41.9
Jos. Schlitz Brewing	5,409,558	2,112,393	1,119,356	4,068,913	12,710,220	42.6
Pabst Brewing	3,816,143	.....	909,745	1,019,095	5,744,983	66.4
Falstaff Brewing	3,948,868	.....	75,036	1,657,221	5,681,125	69.5
Canadian Breweries (Carling)	3,350,379	702,172	353,808	485,063	4,891,422	68.5
P. Ballantine & Sons	1,489,199	323,522	713,927	1,029,231	3,555,879	41.9
Theo. Hamm Brewing	2,161,712	69,835	135,613	1,644,333	4,011,493	53.9
F. & M. Schaefer Brewing	1,450,440	.....	183,511	754,916	2,388,867	60.7
Liebmann Breweries	1,325,700	76,204	1,501,889	557,151	3,460,944	38.3
Miller Brewing	1,127,410	831,818	423,362	.....	2,382,590	47.3
Top 10 totals	29,307,877	6,046,795	6,326,422	15,632,212	57,313,306	51.1

1960

	Total Tv	Magazines	Newspapers	Outdoor	Total	% Tv
Anheuser-Busch	4,361,873	1,905,241	984,469	4,464,876	11,716,459	37.2
Jos. Schlitz Brewing	4,509,700	1,930,610	534,045	3,096,042	10,070,397	44.8
Pabst Brewing	2,974,749	428,935	345,008	998,916	4,747,608	62.7
Falstaff Brewing	3,639,929	107,587	263,373	1,418,583	5,429,472	67.0
Canadian Breweries (Carling)	3,603,849	536,623	244,722	372,787	4,757,981	75.7
P. Ballantine & Sons	1,462,212	3,200	562,440	1,187,496	3,215,348	45.5
Theo. Hamm Brewing	2,773,598	413,873	440,207	1,855,477	5,483,115	50.6
F. & M. Schaefer Brewing	1,279,320	.....	188,829	891,131	2,359,280	54.2
Liebmann Breweries	523,717	174,013	1,668,233	849,365	3,215,328	16.3
Miller Brewing	1,759,040	817,340	187,241	947,371	3,710,992	47.4
Top 10 totals	26,887,987	6,317,422	5,418,567	16,082,044	54,706.020	49.2

Toymakers spend $15.3 million in tv in 1961, up 111.3%

Television's toy advertisers in 1961 surpassed their spending the previous year 111.3%, one of the medium's "most dramatic gains," Television Bureau of Advertising reports today (May 21). Toy gross time billings in network and national spot tv rose from $7,263,404 in 1960 to $15,347,304 in 1961.

TvB reports spot tv billings went from $5,203,000 in 1960 to $10,805,000 in 1961, while network tv billings climbed from $2,060,404 to $4,542,304.

Led by Mattel Inc., which TvB called the toy industrys pioneer user of the medium on a year-round basis, all of the top ten toy advertisers in measured media showed gains in 1961. Mattel spent $2,365,536 in 1961, compared with $1,471,270 the preceding year. DeLuxe Reading Co., in the most substantial increase by a single toy advertiser, spent $2,023,850 in 1961 to move into second place. Louis Marx & Co. made a large increase to remain in third place, with gross time billings of $1,883,810 in 1961, against $483,990 in 1960.

Virtually all toy advertising was again concentrated in tv, the bureau says. TvB said only one toy advertiser was in the $1 million class in 1960, but in 1961 five companies topped this figure.

Shown here are the gross time and space billings of the top 10 advertisers of toys and games for the last two years (no figures are available on spot radio expenditures).

TOP TEN ADVERTISERS
1961 GROSS TIME AND SPACE BILLINGS

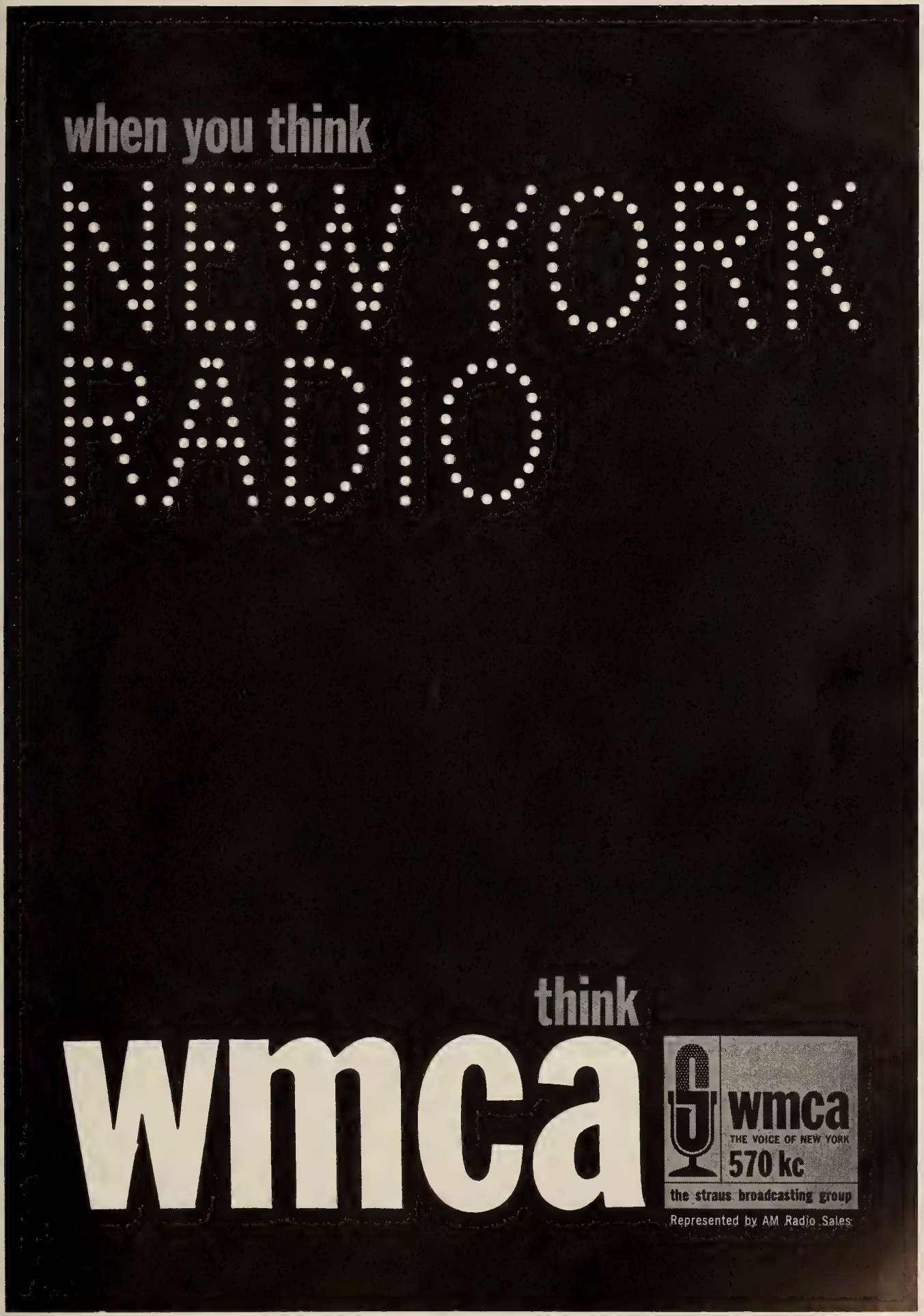
	Magazines	Spot tv	Network tv	Total tv	Newspapers	Total
Mattel Inc.	11,386	954,210	1,399,940	2,354,150	.....	2,365,536
DeLuxe Reading	6,850	1,824,180	192,820	2,017,000	.....	2,023,850
Louis Marx	.....	1,883,810	.....	1,883,810	.....	1,883,810
Remco Toys	15,450	990,210	514,136	1,504,346	.....	1,519,796
Ideal Toy	6,290	526,000	694,032	1,220,032	.....	1,226,322
Eldon Industries	.....	44,080	484,221	528,301	.....	528,301
Lionel Corp.	21,372	434,540	49,663	484,203	.....	505,575
American Doll & Toy	8,890	118,200	319,502	437,702	.....	446,592
Milton Bradley	151,570	120,400	153,600	274,000	.....	425,570
Kenner Products Mfg.	.....	332,680	.....	332,680	.....	332,680

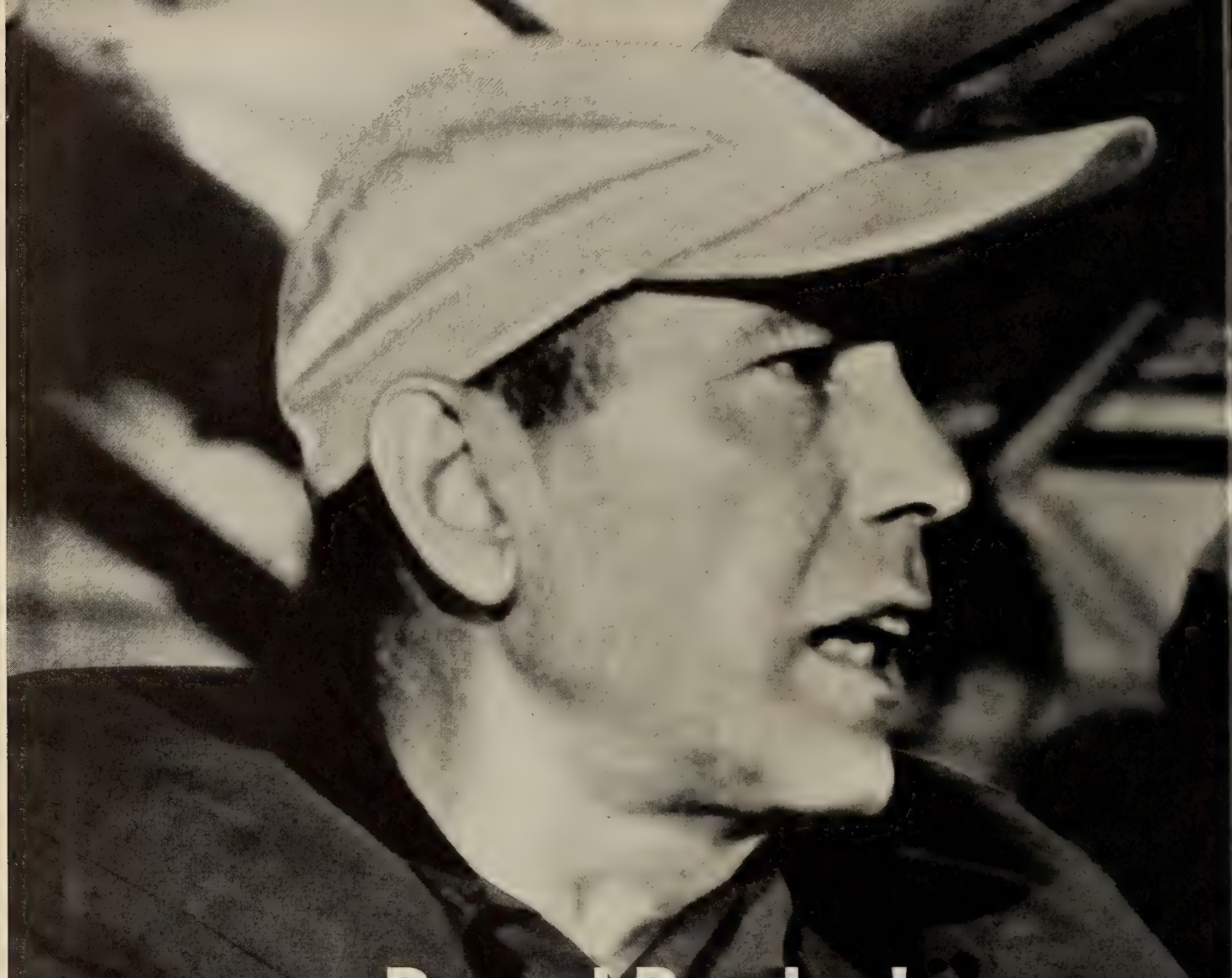
TOP TEN ADVERTISERS OF 1961
1960 GROSS TIME AND SPACE BILLINGS

	Magazines	Spot tv	Network tv	Total tv	Newspapers	Total
Mattel Inc.	.....	198,580	1,272,690	1,471,270	.....	1,471,270
DeLuxe Reading	95,277	53,690	17,632	71,332	25,204	191,803
Louis Marx	.....	483,990	.....	483,990	.....	483,990
Remco Toys	.....	750,990	46,000	796,990	.....	796,990
Ideal Toy	32,014	618,760	37,790	656,550	.....	688,564
Eldon Industries	.....	.....	.....	.....	.....	.....
Lionel Corp.	3,300	255,920	37,790	293,710	.....	297,010
American Doll & Toy	.....	316,760	80,804	397,164	.....	397,164
Milton Bradley	168,544	204,850	.....	204,850	.....	373,394
Kenner Products Mfg.	.....	150,170	.....	150,170	.....	150,170

Sources:

Television: TvB-Rorabaugh and LNA-BAR Magazines: Leading National Advertisers
Newspapers: Bureau of Advertising Outdoor: Outdoor Advertising Inc.


when you think
NEW YORK
RADIO
think
wmca
wmca
THE VOICE OF NEW YORK
570 kc
the straus broadcasting group
Represented by AM Radio Sales



Record Breaker!

"THE CAINE MUTINY"

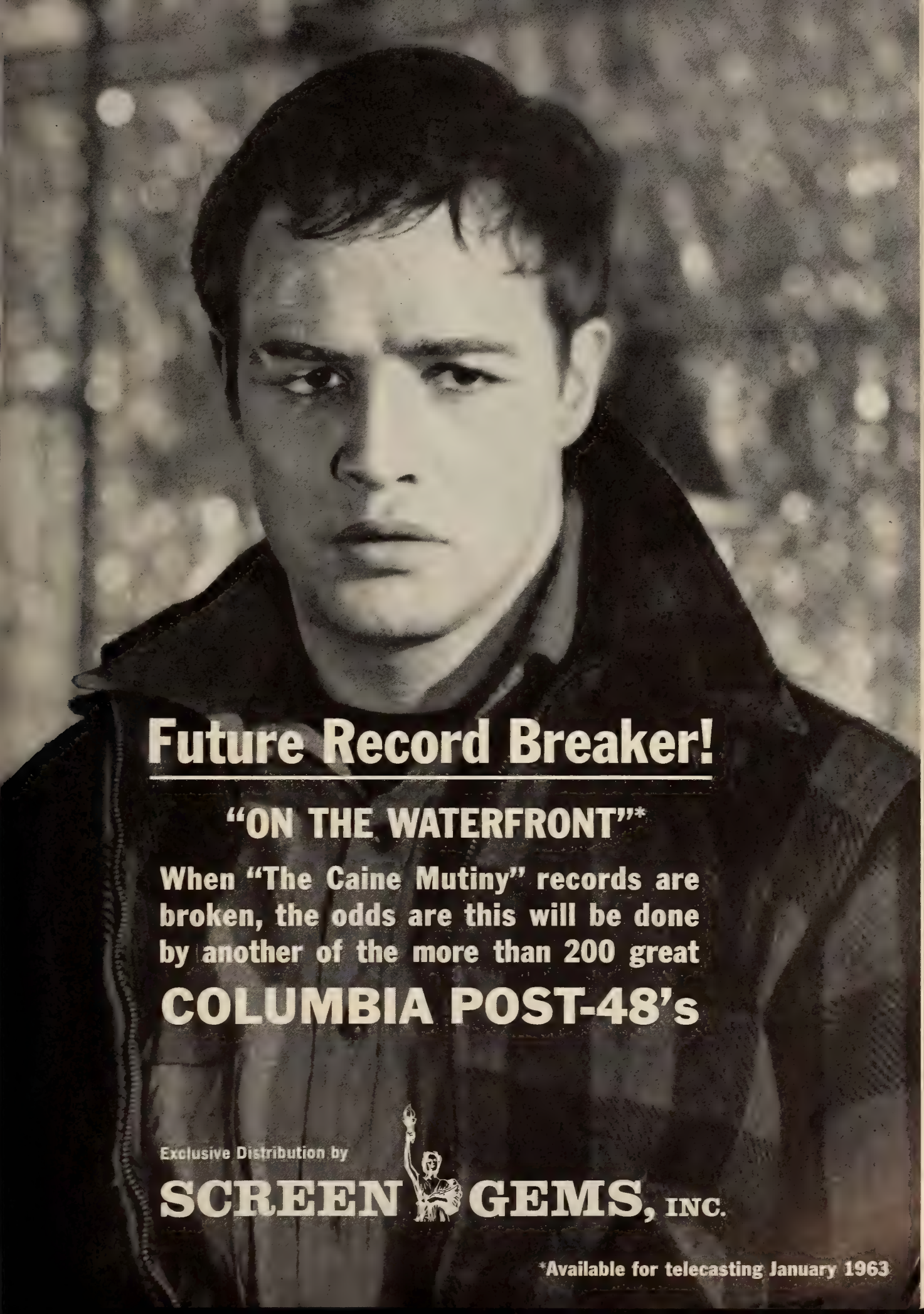
Just shattered all ratings records...

NEW YORK CITY	34.2
PHILADELPHIA	31.1
SALT LAKE CITY	27.0

Source: ARB, Trendex

Now Sold In These Markets:

WCBS-TV New York • WTCN-TV Minneapolis • WTMJ-TV Milwaukee • KCMO-TV Kansas City, Mo. WCAU-TV Philadelphia • KLZ-TV Denver • WBBM-TV Chicago • WLW-A Atlanta • KNXT Los Angeles WBTV Charlotte • WTIC-TV Hartford • WOAI-TV San Antonio • WKBW-TV Buffalo • WSYR-TV Syracuse WAPI-TV Birmingham • WTPA Harrisburg • WHBF-TV Rock Island • WOOD-TV Grand Rapids • WKRG-TV Mobile • WGAN-TV Portland, Me. • W-TEN Albany, N.Y. • WTVD Durham-Raleigh • KLAS-TV Las Vegas WTVJ Miami • WFGA-TV Jacksonville • WLOS-TV Asheville • KVOS-TV Bellingham • KMJ-TV Fresno KPHO-TV Phoenix • WNEM-TV Bay City-Saginaw • WRBL-TV Columbus, Ga. • WKBN-TV Youngstown KHVH-TV Honolulu • WBRE-TV Wilkes-Barre • KOIN-TV Portland, Ore. • KMOX-TV St. Louis • KTUL-TV Tulsa • KAVE-TV Carlsbad • WCCB-TV Montgomery • WREC-TV Memphis • WTVT Tampa • KCPX-TV Salt Lake City • WTOP-TV Washington, D. C. • KPLC-TV Lake Charles • WITN-TV Washington, N. C. KALB-TV Alexandria • KGGM-TV Albuquerque • WSAU-TV Wausau • KFVS-TV Cape Girardeau WKYT Lexington • WEAU-TV Eau Claire • KCTV San Angelo • WJHG-TV Panama City, Fla. • WALB-TV Albany, Ga. • WBAY-TV Green Bay • KKTV Colorado Springs • KFMB-TV San Diego • KSBW-TV Salinas KHSL-TV Chico • KGO-TV San Francisco • WTVW Evansville • WNDU-TV South Bend • WWL-TV New Orleans • WXYZ-TV Detroit • WBZ-TV Boston • KETV Omaha • WTAR-TV Norfolk


Future Record Breaker!
"ON THE WATERFRONT"*
When "The Caine Mutiny" records are broken, the odds are this will be done by another of the more than 200 great
COLUMBIA POST-48's
Exclusive Distribution by
SCREEN GEMS, INC.
*Available for telecasting January 1963

represented 52.9% of the industry total; their advertising was 57.8% of the total in measured media; their tv spending rose 9%, and tv's share of the top 10 budgets went from 49.2% in 1960 to 51.1% in 1961.

Of the brewers' total tv last year, $45,977,000 was in spot and $5,787,849 went to network tv. In 1960, spot billings were $43,807,000 and network $7,208,307.

The heavier use of spot tv, the bureau said, is explained by the fact that more brewers are regional than national. While a number of brewers use network tv on a national or regional basis, others concentrate in their own regions to match their distribution.

Falstaff Brewing Corp., which ranked in third place in total tv as well as in total ad spending last year, placed 69.5% of its major media expenditures in tv last year. Followed closely by Carling, this was the highest percentage share in tv.

Listed on page 34 are media expenditures by individual companies for the years 1960-61, and also the combined tv gross time billings of brewers and distributors for 1961 (no figures are available on spot radio expenditures).

Gross time billings at tv networks

NETWORK TELEVISION GROSS TIME BILLINGS
Source: TvB/LNA-BAR

	February			January-February		
	1961	1962	% Change	1961	1962	% Change
ABC-TV	$14,939,180	$15,757,364	+ 5.5	$30,837,490	$32,431,026	+ 5.2
CBS-TV	20,354,326	23,539,702	+15.6	42,732,334	49,068,220	+14.8
NBC-TV	19,286,372	21,971,653	+13.9	40,385,625	45,550,232	+12.8
Total	$54,579,878	$61,268,719	+12.3	$113,955,449	$127,049,478	+11.5

Month by Month 1962

	ABC	CBS	NBC	Total
January*	$16,673,662	$25,528,518	$23,578,579	$65,780,759
February	15,757,364	23,539,702	21,971,653	61,268,719

*January 1962 figures revised as of May 8, 1962

American Motors buys three-network coverage

American Motors Corp. purchased sponsorship on three radio networks—ABC, CBS and NBC—of coverage of the second U. S. manned orbital flight which is scheduled for Tuesday (May 22). The agency for the purchase was Geyer, Morey, Madden & Ballard Inc.

American Motors also bought international coverage (in English and Spanish) on short wave station WRUL New York. RCA International signed to sponsor 5-minute newscasts on WRUL every hour during the flight.

Television sponsors announced by last Thursday: Standard Brands Inc., through J. Walter Thompson, on CBS-TV; and Gulf Oil Corp., through Young & Rubicam, on NBC-TV.

In addition, Whitehall Pharmacal and Colgate-Palmolive (both through Ted Bates & Co.) are scheduled for a special evening re-cap of the event on CBS-TV.



Culligan, McDaniel, Murrow at RTES meeting

Change of name and of command at the Radio & Television Executives Societys' annual meeting in New York last week included a filmed report featuring (l to r) RTES retiring president, Matthew J. Culligan, general corporate executive, Interpublic Inc.; the newly elected president of the new International Radio & Television Society, William K. McDaniel, executive vice president of NBC Radio, and Edward R. Murrow, director of the U. S. Information Agency.

Mr. Murrow said that at the end of the year there were 2,000 transmitters and 54 million receivers in television outside the U. S. compared with 28 transmitters and one million receivers reported 10 years ago. He said overseas tv is expanding by two new transmitters coming into operation each day of the week. He emphasized the impact of U. S. tv programs sent abroad and suggested broadcasters "consider it not only in terms of the income you receive."

Also in advertising...

Producer-packager ▪ Brown & Assoc. Inc., New York, a new company for the production and packaging of radio-tv commercials and programs, has opened at 244 E. 48th St. The company has been formed by Arnold Brown, who has resigned his position as executive producer of the radio-tv department of Dancer-Fitzgerald-Sample Inc., New York. All phases of commercial production will be offered; program properties will be announced at a later date. Telephone: Plaza 2-6670.

Drugstore round-up ▪ Television Advertising Representatives Inc., New York, has released an eight-market study entitled "Drugstore Spending and Viewing," the sixth in a continuing series of surveys designed to pinpoint the viewing habits of particular segments of the tv audience.

Appoints pr firm ▪ Broadcast Clearing House, New York, spot radio-tv billing company, has appointed Jane Pinkerton Assoc., that city, as public relations and promotion counsel.

Co-op ad book ▪ The National Research Bureau, Chicago, has announced the availability of its 1962 Directory of Cooperative Advertising Plans, a study containing the advertising practices of more than 600 American firms. Copies of the 100-page directory are available at $5 per copy from the bureau at 415 N. Dearborn St., Chicago 10, Ill.

a new symbol

a new company



This new symbol represents more than a new company. It represents a new standard of quality in station jingles, musical signatures and commercial jingles.

PFO RADIO AND TELEVISION PRODUCTIONS is the result of a merger of IMN Productions, Inc. and Target Jingles. It teams together two outstanding talents – Tom Merriman, Vice President, Creative, and Rod Kinder, Vice President, Business – each long recognized for their achievements in this field. Backing them is a greatly expanded creative staff of composers, lyricists, musicians and singers. All are headquartered in Dallas. Facilities include the finest recording equipment available anywhere.

The Peter Frank Organization, Inc. is proud to introduce this, the newest member of its corporate family, to the broadcasting industry.

PFO RADIO AND TELEVISION PRODUCTIONS
station and commercial jingles will be distributed exclusively by

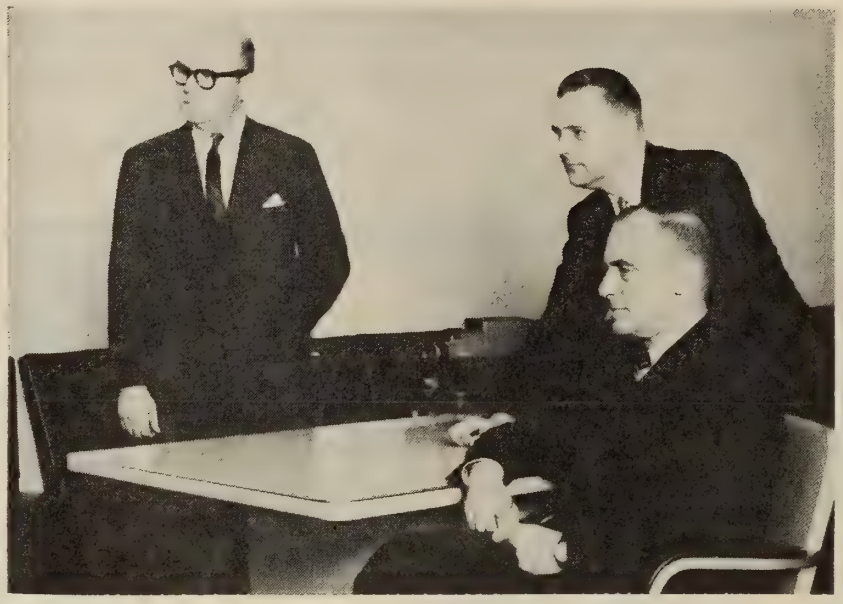
RICHARD H ULLMAN, INC.

Marvin A. Kempner, Executive Vice President 1271 Avenue of the Americas, New York 20, New York PLaza 7-2197
Richard Morrison, Vice President 3101 Routh Street, Dallas 4, Texas RIverside 2-3653

DISTRIBUTORS OF
THE BIG SOUND, DIMENSIONAL RADIO, FORMATIC RADIO, COUNTRY AND WESTERN RADIO, SPOTMASTER TAPE CARTRIDGE EQUIPMENT

THE PETER FRANK ORGANIZATION, INC. HOLLYWOOD, NEW YORK/DALLAS

DIVISIONS: PFO RADIO AND TELEVISION PRODUCTIONS, INC.; RICHARD H ULLMAN, INC.; STARS INTERNATIONAL



TvB, Avery-Knodel join in spot presentation

A team effort by Avery-Knodel and the Television Bureau of Advertising has enabled a sizeable group of advertisers to view TvB's new study, "Selectronic Marketing." Al Nelson (seated), spot supervisor of the Colgate-Palmolive Co., views the study, flanked by Bill MacRae of TvB (l) and Al Larson of Avery-Knodel (r). The study is intended to demonstrate that spot tv provides advertisers with necessary "control" over their purchases in terms of product requirements. Other advertisers on the TvB-Avery-Knodel schedule are American Tobacco, American Home Products, P. Lorillard, Lever Bros., Carter Products, Beecham Products, Corn Products, National Assn. of Insurance Agents and Avon Cosmetics. First presentation was at last NAB convention.

Business briefly...

General Mills Inc. and **Bristol-Myers Co.,** the latter a renewal only, have ordered sponsorship of NBC-TV news programs. General Mills, through Knox Reeves Adv., Minneapolis, will sponsor a new Monday through Friday five-minute *NBC News Morning Report,* which begins next season. It also renewed sponsorship of *NBC News Day Report.* Bristol-Myers, through Young & Rubicam, New York, has renewed *NBC News Afternoon Report.*

American Tobacco Co., Glenbrook Labs and **Edward Dalton Co.** will sponsor *The Gentle Persuaders,* a one-hour special to be telecast on NBC-TV Mon., July 30 (10-11 p.m. EDT). Agencies: Sullivan, Stauffer, Colwell & Bayles (American Tobacco); Dancer-Fitzgerald-Sample (Glenbrook), and Kenyon & Eckhardt (Dalton).

Calgon Co., Pittsburgh, has bought a schedule of 60-second announcements on four ABC-TV daytime shows, to run May through November. Agency: Ketchum, MacLeod & Grove Inc., Pittsburgh.

California Oil Co., Perth Amboy, N. J., is starting a spot radio-television campaign tomorrow (May 22) to persuade the driving public to install auto seat belts. Both 20 second and one-minute spots will be used on radio stations in 75 markets and one-minute spots on tv stations in 18 markets in a 12-state area in the Northeast, extending from Maine to Virginia. Agency: BBDO, New York.

Fel & Co., Philadelphia (detergents), will introduce Felsoft, a new fabric softener with a "sanitized" germ-fighter in Columbus, Ohio; Davenport, Iowa, and Scranton, Pa. Spot television will be used heavily to support other media in the campaign. Agency: Richard K. Manoff, New York.

Ford Motor Co. will sponsor a new musical color broadcast series, *The Lively Ones,* with Vic Damone as host, on NBC-TV. Starting July 26, the series will replace *Hazel* for eight weeks (Thur. 9:30-10 p.m. EDT). The programs will present contemporary jazz, comedy, dancing and singing taped at various locations in and around Hollywood. Ford agency is J. Walter Thompson, New York.

Thomas Leeming & Co., New York, has bought participations in six NBC-TV daytime programs, beginning Oct. 8. Agency: William Esty & Co., New York.

U. S. Time Corp., New York, for Timex watches, has purchased an animated cartoon version of Charles Dickens' "A Christmas Carol," entitled "Mr. Magoo's Christmas Carol," to be presented as a one-hour special on NBC-TV Tuesday, Dec. 18 (7:30-8:30 p.m. EST). Agency: Warwick & Legler Inc., New York.

Star-Kist Foods Inc., Terminal Island, Calif., has signed to participate in eight ABC-TV prime time shows and eight daytime shows during the summer. Agency: Leo Burnett Inc., Chicago.

American Tobacco Co., Glenbrook Labs, Edward Dalton Co. (Metrecal), **Lehn & Fink Products Corp.** and **Singer Sewing Machine Co.** will participate in a series of 10 NBC-TV news specials to be presented Mondays (10-11 p.m. EDT) July 16 through Sept. 17. The series will include nine programs from the past season and one new program. Agencies: Sullivan, Stauffer, Colwell & Bayles (American Tobacco); Dancer - Fitzgerald - Sample (Glenbrook); Kenyon & Eckhardt (Dalton); Geyer, Morey, Madden & Ballard (Lehn & Fink), and Young & Rubicam (Singer).

Minnesota Mining & Mfg. Co., St. Paul, Minn., has purchased a segment of *Sam Benedict* that starts next fall on NBC-TV (Saturday, 7:30-8:30 p.m.). The order placed through MacManus, John & Adams, New York, completes the advertiser list for the new series. The time segment purchased is an alternate weekly minute.

United Motors Service, a division of General Motors Corp., has purchased sponsorship of the 1962 All-Star football game from Soldiers Field in Chicago on ABC Radio, Friday, Aug. 3 at 10 p.m. EDT.

'Time' study rates tv well below magazine

A new management study prepared by Eros & Morgan Research Service was offered prospective advertisers of *Time* weekly newsmagazine in newspaper advertisements last week. The study covered a "cross section" of more than 4.1 million "managers and professionals" in industry.

While not overly anti-television, the research in effect points up "exposure" of magazine advertising on the basis of every day in the seven-day week, asserts tv does not have a cumulative effect beyond the individual program period sponsored, and places the period "exposed" for newspapers at 24 hours.

The *Time* study makes the point that magazines have the carry-over effects of

Me older brudder's pretty hot, too!



This is WDAY Radio's 40th year of being the biggest ladies' man (and biggest man's man, too!) in the Red River Valley's RADIO history.

But then, nine years ago, little WDAY-TV came along—and now little brudder is a bigger boudoir boy than *big* brudder!

Seriously—if you want a really interesting story, ask PGW about how WDAY started, 40 years ago this year, and all about what's happened during these four decades since. You'll be fascinated.

WDAY-TV

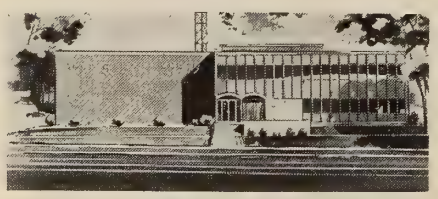
AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

IN MEMPHIS



THE GOOD MUSIC STATION IS WMC

— TYPICAL PROGRAM SEGMENT —

8:35-9:00 a.m., May 24, 1962

The Parent Trap
—Leroy Holmes

Laughing On The Outside
—Dinah Shore

Josephine
—Lawrence Welk

Too Young
—Snookie Lanson

Sweet Sue
—Randy Van Horne Chorus

Poor Butterfly
—Ray Ellis

- Distinctive programming . . . different from any other Memphis station!
- News every half hour . . . covered by Memphis' largest news staff!
- Weather casts . . . at every quarter past and quarter to the hour!
- No triple-spotting!
- More play-by-play sports coverage than all other Memphis stations combined!

WMC/MEMPHIS
NBC
790 KC
5,000 WATTS
BLAIR GROUP PLAN MEMBER

"repeat-exposure" unlike the nature of other media. The weekly newsmagazine comparison in the study depicts *Time's* supremacy and figures also are shown drawing attention to the business-professional high magazine readership (vs. "blue collar" readership), and attempts to infer a reverse ratio in television. The same trends are shown for wives.

Audience sits tight for commercials: TvB

Television Bureau of Advertising last week challenged the findings of a *New York Daily News* study which purportedly showed that the number of viewers watching station-break commercials is appreciably smaller than viewers watching the program before and after the commercials (AT DEADLINE, May 7).

TvB distributed to its membership a memorandum claiming that the *News* approach was to "show" that a very small proportion of *all* adults in the New York market (over 15 years old) say that they watch all station breaks without switching to another channel, sewing, talking or doing something else. TvB stressed that the base used for all of the percentages in the *News* presentation is the *total* adult population and not the average audience surrounding the station break.

The *News* study claimed there are 11.5 million adults in the New York market. During the average nighttime hour, 3.8 million (33.3%) are viewers. The number of viewers who turned off the set, switched channels or left the room before the station break, or who viewed tv following the station break, totaled more than 1.2 million. This left 2.6 million (22.5%) viewers with their sets on during part or all of station break.

TvB noted that by the *News'* own figures that average "before" and "after" station-break audience is approximately 3.2 million. Therefore, 82% of the program-viewing audience watched all or part of the station breaks, TvB claimed.

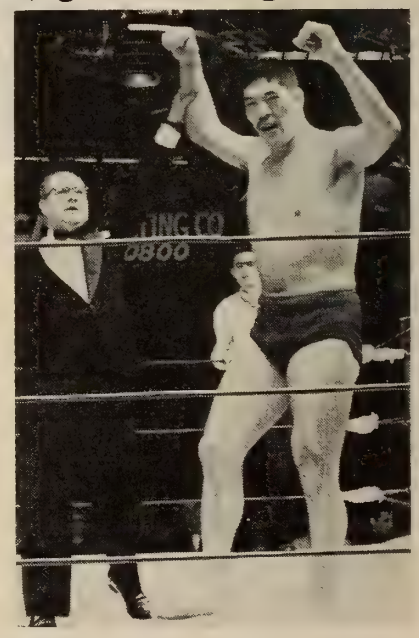
Agency appointments...

- General Mills, Minneapolis, has appointed Doyle Dane Bernbach, New York, to handle advertising for unspecified new product category.
- Oregon Fryer Commission, Portland, has appointed Showalter Lynch Adv., that city, as its advertising agency.
- Broadcast Clearing House (centralized spot radio-tv billing company), New York, has appointed Jane Pinkerton Assoc., that city, as public relations and promotion counsel.
- North Woods Coffee Co., Chicago, has appointed Waldie & Briggs, that city, as its advertising agency.

Heating firm revives wrestling in Pittsburgh

Three years ago WIIC (TV) Pittsburgh teamed up with a local sponsor, the American Heating Co., to present a weekly, Saturday-night wrestling show in the station's studio before a live audience. There was some trepidation about the project because Pittsburgh was considered by many as a "dead" town for wrestling attractions.

The results: over the past three years almost 100,000 persons have visited company branches to pick up tickets for the studio wrestling matches; American Heating, still the sponsor, reports the tv sponsorship has provided the company with "continuing traffic" beyond expectations, and Pittsburgh, according to well-known promoter Toots Mondt, has emerged as a "very live" wrestling town. Mr. Mondt credits the studio wrestling shows with having engendered so much enthusiasm for the sport that Mr. Mondt now stages regular wrestling cards at Forbes Field in Pittsburgh and at an arena in nearby Steubenville, Ohio. The agency for American Heating is Goldman & Shoop, Pittsburgh.



A sequence from WIIC (TV) weekly wrestling match staged in the station's studio before a live audience. The program has been sponsored continuously for three years by American Heating Co.



O-VATION
music

Quality is here to stay

O-VATION MUSIC — Programatic's sparkling new adult music with a new, audience-building format — shows the way for all broadcasters to upgrade their music quality at minimum cost.

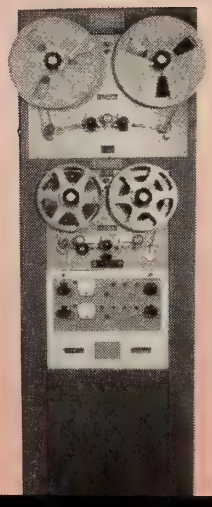
Each 8-hour O-VATION tape plays exciting *new* instrumental and vocal arrangements performed by top talent and programmed by experts for today's mature audiences. All O-VATION Music is beautifully reproduced with true tonal qualities.

And that's not all: O-VATION Music is *precision-automated!* Superb Programatic equipment starts and stops O-VATION tapes automatically; pre-selects other broadcast material and injects them at the times you select. You may insert local broadcasts, newsbreaks, commercials and public service programs. Automated O-VATION is your answer to programming flexibility, lower manpower and operating costs.

O-VATION Music is available to only *one* station per market. Make it yours and open new horizons of audience and profit potential.

PROGRAMATIC BROADCASTING SERVICE
AUTOMATED FOR ECONOMY

- **O-VATION MUSIC — For Adult Audiences**
- **Unlimited Programming Flexibility**
- **Significantly Reduced Operating Costs**



an international service of Wrather Corporation

Programatic Broadcasting Service
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Please send me complete information on O-VATION Music and Programatic equipment.

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Address_____

City_____ State_____

PROGRAMATIC REG. U.S. PAT. OFF.

ABC-TV acted as Fagin of tv—Dodd

SENATOR PINPOINTS CHARGES, APPEARS MIFFED AT NETWORK DENIALS

Sen. Thomas J. Dodd (D-Conn.), chairman of the Senate Juvenile Delinquency Subcommittee, concluded hearings on television sex and violence last week an admittedly frustrated investigator. He is convinced networks have ordered scenes laced into their shows that he considers unsavory. Network officials not only have declined to acknowledge responsibility, they have denied his charges.

Despite the absence of confessions, however, he indicated without quite saying it, that he thinks responsibility rests with three men—James T. Aubrey, president of CBS-TV; Robert E. Kintner, president of NBC; and Oliver Treyz, former president of ABC-TV.



Subcommittee as it questioned Dr. Stanton. Reading down the table are Paul Laskin, counsel; Carl Perian, staff director; Sen. Thomas J. Dodd (D-Conn.), chairman, and Sen. Kenneth Keating (R-N.Y.)

He suggested they all learned to "entice" an audience with crime and sex at the same school, ABC. And he implied the three sparked the "race for ratings," which, he said reflects a lack of responsibility and imagination on the part of the networks.

But although he expressed dissatisfaction with network programming practices, he didn't say whether he will introduce legislation for government regulation of the networks. The subcommittee staff has prepared such a bill.

The heads of three radio-tv networks, final witnesses at the hearings, denied sex and violence were ordered for their own sake in network shows. In addition, President Frank Stanton of CBS, Mr. Kintner, and President Leonard Goldenson of American Broadcasting-Paramount Theatres, said the action-adventure show has passed the peak of its popularity and is occupying a decreasing share of their networks' schedule.

Frustration ▪ Sen. Dodd, whose staff has produced a small mountain of documentary evidence which would show that network executives have urged sex and violence on producers of their shows, calls it "frustrating" to hear constant denials. The controversial material "is there, it's on the screen, but nobody will acknowledge being part of it," he said.

Sen. Dodd linked the names of Messrs. Aubrey, Kintner and Treyz in a statement closing the hearings, which began last June as an inquiry in television's effect, if any, on juvenile delinquency. The statement was prepared in advance of the public session and copies were distributed to reporters as he read it.

"We have heard," he said, "such terms used as the 'Aubrey Dictum,' the 'Kintner Edict,' and what could be termed the 'Treyz Trend.'" All three men, he noted, were high officials at ABC in the late 1950s, during the "development of ABC's concept of how to entice an audience." And this concept, he added, "emphasized crime, violence, and sex."

"These men eventually became the operating heads of our giant networks," he said, "and the race for ratings was on." This race, he continued, "is not a philosophy but a hackneyed formula worn out by the pulp magazines years ago. The high regard it is given by the industry reflects a deep lack of imagination, but a deeper lack of responsibility."

Mr. Aubrey earlier had denied issuing a so-called dictum allegedly requesting more "broads, bosoms and fun" in CBS's *Route 66* (AT DEADLINE, May 14). Mr. Kintner said he never issued an "edict" demanding sex and violence in NBC shows. He also denied responsibility for starting the action-adventure trend when he was operating head of ABC-TV. He left that network for NBC in 1958.

Unconfessed ▪ Sen. Dodd evidently hoped the top network brass would concede errors in the past and promise better performance in the future. But Dr. Stanton wouldn't agree that CBS ordered its shows pepped up with sex and violence, and would concede only that "there's always room for improvement in television."

He backed Mr. Aubrey in his denial he had ever asked for more sex and violence. He said neither Mr. Aubrey nor anyone else at CBS ever gave such an order. "No one did it," he said. "It never happened."

Dr. Stanton and Sen. Dodd got into a heated exchange about the way CBS handled a complaint from Chevrolet, one of the sponsors of *Route 66*. Sen. Dodd said a network memo indicated Chevrolet was sharply critical of separate scenes in one episode in which a teenager was chainwhipped and someone gave drinks to a striptease dancer.

When Dr. Stanton said he was unfamiliar with the memo, Sen. Dodd

said, "Isn't this the sort of thing that should be brought to your attention?"

"No," said Mr. Stanton, "CBS Inc. is more than a tv network. There must be 5,000 programs a year . . . I don't think I should get into each secretary's telephone notes about each show."

"I was hopeful some of the higher officials would say this should be brought to their attention," said Sen. Dodd. "But if you're going to take the attitude that your head is in the clouds, then I don't think there's any hope for us."

Flag System ▪ Dr. Stanton insisted he has a "good system for being flagged" on important matters, "but I don't see how I could have taken steps to be flagged about this particular complaint."

He also said CBS has never had as many action-adventure type shows as the other networks and is now cutting back on the number it does carry. The public has been "surfeited" with that kind of programming, he said.



Dr. Stanton



Mr. Kintner



Mr. Goldenson

Mr. Kintner, who was a more conciliatory witness, conceded the networks may have suffered "lapses" in the production of some action-adventure programs. But he said there is "absolutely no truth in any statement that I have directed the inclusion of any improper elements of sex and violence in any NBC programs."

He specifically denied insisting on the inclusion of such elements as a condition for the acceptance of *The Man and the Challenge* series. The charge was made last summer by Ivan Tors, a producer for Ziv-UA, which supplied the series. The reference to the Kintner Edict appears in a May 19, 1959, memorandum written by Joseph Bailey, of Doyle, Dane, Bernbach, to John L. Sinn, of Ziv-UA. Other officials of that company said the edict was a request for sex and violence.

Unfactual ▪ This claim, said Mr. Kintner, "has no basis in fact." He said he and other network officials who considered the series felt "it needed more dramatic action and more romantic interest. We agreed that we should accept it with the addition of these elements. The meaning of the discussion had nothing to do with anything salacious, violent or otherwise improper."

He said he feels that all three networks "over-reacted" in pursuing the action-adventure format between 1958 and 1961. He said he now feels some NBC shows contained scenes in which the sex interest "wasn't handled properly." He mentioned the series, *Five Fingers.*

But he denied that anyone at NBC ordered sex for its own sake "in a salacious way, or violence or sadism." The network, he said, "wanted programs that would attract an audience, and this requires romantic interest—boy-meets-girl—and action."

He said the network is taking steps to tighten up procedures to guard against "lapses" and he pointed to NBC's decision to strengthen its liaison with the NAB Code Authority. This closer cooperation with the code, which includes pre-broadcast screening, he said, will give NBC "the benefit of the Code Authority's views" in making programming decisions.

For Children ▪ He also said the network is taking steps to use television's potential as a means of "contributing affirmatively to the development of children." He said the network will produce a one-hour weekly series next season for children 5 to 11. He described it as an entertainment vehicle to teach music, science, history and other subjects.

Mr. Goldenson said ABC is improving procedures to prevent improper programming from reaching the home screen. "Improvements can be made and will be made."

He said the question of whether there is "too much sex and violence" has to be considered in the context of particular programs. These elements sometimes are required by the plot, he said. "But if writers or producers take liberties, they should be watched."

All three network presidents praised Sen. Dodd's idea for a government-sponsored study of television's effect on children and said they are prepared to cooperate. Dr. Stanton, however, said any study of the causes of juvenile delinquency should deal with all possible factors, not just television.

EXPERIENCE PAYS OFF

Moline Tv Corp awarded ch. 8 grant as FCC majority notes Schreiber's extensive background

The past broadcasting experience of Frank P. Schreiber was the key factor in the FCC's grant last week, on a 3-2 vote, of Moline, Ill., ch. 8 to Moline Tv Corp.

Mr. Schreiber, president and 10% owner of Moline, is a former director of Mutual, spent 15 years with WGN-AM-TV Chicago and is a past director of WPIX (TV) New York. In granting Moline Tv Corp. the FCC majority upset and reached entirely different conclusions to those of Hearing Examiner Charles Frederick.

In an April 1960 initial decision, Mr. Frederick favored Community Telecasting Corp., as did Commissioners Frederick W. Ford, who issued a strong dissent, and John S. Cross last week. Voting for Moline Tv were Commissioners Rosel Hyde, Robert E. Lee and Robert T. Bartley while Chairman Newton N. Minow and Commissioner T. A. M. Craven did not participate.

Although receiving the grant, Moline Tv was prohibited from starting construction until long and protracted rulemaking involving ch. 8 is finalized. In 1957, the FCC shifted ch. 8 from Peoria, Ill., to Davenport-Rock Island-Moline but that action was remanded in 1959 by the courts (BROADCASTING, May 18, 1959). The remand came when the court tied ch. 8 into the St. Louis-Springfield, Ill., ch. 2 ex parte case. Ch. 2 now is awaiting a new decision by the FCC, which has been instructed by the court to then reconsider the ch. 8 shift since both deintermixture actions were in the same general area.

Other ch. 8 losing applicants, in addition to Community, were Illiway Tv Inc., Midland Broadcasting Co. and Tele-View News Inc.

Stormy Past ▪ The Moline ch. 8 contest has had a stormy past since the FCC issued staff instructions last summer favoring Moline Tv (BROADCASTING, July 3, 1961). Three of the applicants charged the action was "wholly incredible" since Moline Tv was the only party which did not survey local programming needs (BROADCASTING, July 24, 1961). (In its decision last week, the FCC said it could not grant a preference to any of the applicants for program proposals.)

A week later, Rep. Robert H. Michel (R-Ill.) charged Chairman Minow with "politicial favoritism" in the proposed grant to Moline Tv because the chairman had campaigned for stockholder Richard Stengel, a former Democratic state legislator (BROADCASTING, July 31, 1961). Chairman Minow replied that he did not participate in the staff instructions because of his former association with Mr. Stengel.

The FCC reversed its examiner's preferences for Community in several criteria, including civic participation, and past broadcast experience (where it rated Community fourth among the five applicants). Community was given a slight preference over Moline Tv in integration of ownership with management, diversification of mass media and local residence but said that these preferences do not outweigh Moline Tv's substantially better showing in past broadcast experience.

It is evident, the FCC said, that Mr. Schreiber's broadcasting background gives that applicant a strong favoritism in this criterion. The commission especially noted his contributions to programming during 15 years with WGN-AM-TV and as its general manager. His scope of broadcasting activity was broader than that of principals in the other applicants, the FCC ruled.

Critical of Community ▪ The FCC was especially critical of a petition filed by Community charging that a Moline Tv principal had gained control of KROS-FM Clinton, Iowa, through an advertising contract. If the charges here against Moline were true, then every one-time buyer of a spot would have to be reported, the agency said.

Additionally, the commission said that the fact Moline Tv has lost its proposed site is not important and that it need not take into account the death of a stockholder who owned ½ of 1% in answer to other questions raised by Community.



Mr. Schreiber

In a written dissent favoring Community, Commissioner Ford said the majority decision placed "an entirely unwarranted importance" to the past broadcast experience criteria. Therefore, he maintained it is not an adequate basis for a grant to Moline Tv. He noted the majority favored Communtiy over Moline Tv in local residence, integration of ownership with management and diversification of mass media.

Factors favoring the winning applicant are not enough to outweigh those which point to Community, Mr. Ford said. The lack of experience is only a temporary handicap which can be corrected in time, he stressed.

Commissioner Cross also voted for Moline. Further, he said, the FCC should not make any grant until it has finally decided the ch. 8 allocation and related deintermixture cases.

In addition to Mr. Schreiber and Mr. Stengel (9%) other Moline Tv principals include Francis J. Coyle (12½%), Victor B. Day (10%), David Parson (10%) and over 15 others.

Minow exhorts mayors to speak up about tv

Mayors of U. S. cities were urged last week to "speak out" both to the local broadcaster and the FCC when they feel the local tv station has "short-changed" the public or when they think it does a good job.

Addressing the Conference of Mayors in Miami, FCC Chairman Newton N. Minow advised them to "let the station owners know when you think they've defaulted on their public service responsibilities and you can mobilize support within the community for more responsible local programming." When a local broadcaster "breaks through the crust of conventional and routine programming," he said, let him know he has done a good job.

Mr. Minow said Congress approval of all-channel legislation will greatly expand local tv service to municipalities in education as well as entertainment. He urged the mayors to use the local broadcast facilities and make themselves available to broadcast newsmen. He said only 57 cities used radio-tv in 1960 to present programs about municipal government. "This means there are a lot of dead microphones," he said. "I would urge you to do better."

He predicted that with $32 million in federal funds now available for educational tv, the country will have a "full-blown, non-commercial, high quality network" in a few years. Uhf, he said, offers great potentials for specialized services to municipalities.

NOW A PROFESSIONAL PHOTO LIGHT THAT FITS THE PALM OF YOUR HAND... SO SIMPLE ANYONE CAN USE IT



COOLING VENTS for instant escape of heat.

ADJUSTABLE HEAD tilts for bounce lighting, is calibrated 30° below and 90° above horizontal. Control arm makes it easy to tilt and lock head at any angle.

SILICON RECTIFIER LIGHT SWITCH has dimmer control for modeling and setup lighting levels, is conveniently located on handle for instant light control.

ORIGINAL EQUIPMENT ALSO INCLUDES:

FLOOD LENS Dual-purpose lens affords choice of 110° x 48° or 60° x 54° beam for broader light coverage of subject area.

PORTRAIT LENS Made of specially tempered glass for close-up work. Softens light and reduces contrast.

BARN DOORS of ruggedized aluminum construction for easy adjustment and placement of light.

12-FOOT CORD

UNIVERSAL BRACKET fits all cameras. Special bi-position mounting hole allows unit to be located at the side or 30° to the rear of camera.

SUN GUN PROFESSIONAL PHOTO LIGHT

Optional accessories quickly adapt SUN GUN Professional Photo Light for every indoor lighting need.



Accessory holder. Adapts SUN GUN Professional Photo Light to accept the wide variety of specialized optional accessories.



Daylight filter. Corrects color temperature of basic 3400°K lamp to permit use with daylight type color film. Eliminates need for conversion filters on camera, retaining full efficiency of expensive camera lenses.



Snoots. Provide a finely controlled beam for spot highlighting of small areas. Two sizes—large, and special optical "Sniper Snoot."



Super-Spread Lens. Spreads beam to match field of extra-wide-angle camera lenses.



Large Barn Doors. Permit horizontal control of light beam to conform to specific area lighting requirements or to keep light out of camera lens.



Special 3200°K filter. Converts color temperature of light for use with Type B color film.



Diffusing Filter. Spun-glass scrim provides soft, even, diffused light for close-up work. Includes removable spread lens.



Carrying case. For convenient carrying of SUN GUN and accessory lenses.

Here's the finest in professional photo lighting. Professional photographers across the country are using it to shoot their commercial productions – both movies and stills.

This SUN GUN® Professional Photo Light takes the place of studio lights 10 times bigger, 10 times heavier, 10 times more expensive. It produces 5000 watts of exposure at only 1000 watts' electrical cost – does the work of much studio lighting equipment easier and better.

If you want to light your shots the way professionals are lighting theirs, get this new SUN GUN Professional Photo Light. Ask your photo dealer—or mail the coupon for more information.

MAIL THIS COUPON TODAY FOR MORE INFORMATION

Sylvania Lighting Products
Division of Sylvania Electric Products Inc.
60 Boston Street, Salem, Mass.

Please send me free technical information on the new SUN GUN Professional Photo Light.

Name_____

Address_____

City_____ Zone____ State_____

SYLVANIA

SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS

The bar found the taste mildly bitter

AM FREEZE ALSO BRINGS SOUR REACTIONS FROM ENGINEERING CLIENTS

The Federal Communications Bar Assn. plans to file a petition this week asking the FCC to reconsider its am freeze order, issued 10 days ago (BROADCASTING, May 14). That is the judgment of the FCBA executive committee, which approved the establishment of a special committee on the am freeze last week. The committee is headed by Norman E. Jorgensen, Washington attorney.

Washington lawyers generally agree that the FCC's am freeze was imposed arbitrarily and capriciously. Most of the practitioners feel—like Commissioner Rosel H. Hyde—that the fairest thing the FCC can do is hold a public rulemaking hearing on an am freeze. This is in accord with the Administrative Procedures Act, they say.

At the least, and in justice, the lawyers feel, the FCC ought to permit a 30-day cutoff period to permit the filing of applications now in preparation before lowering the curtain on further am processing.

Seven applications for new am stations were tendered at the FCC last week—five seeking a waiver of the freeze. KODA Houston asked the commission to accept its application to increase power from 1 kw to 5 kw daytime on 1010 kc.

Gold-Sonics Inc., applying for 1510 kc in Midland, Tex., noted that Mid-Texas Broadcasting Co. has applied for the same frequency in Midland and stands to get the grant unopposed during the freeze. Portage Broadcasting Co. said its application for 1560 kc in Portage, Mich., was completed and mailed to Washington counsel on May 10—the same day the FCC adopted its freeze without warning.

The applicants seeking waivers all stressed that the FCC normally gives 3 to 30 days warning before taking such drastic steps and urged that the same consideration be applied in the freeze. They used such terms as "grossly unfair," "equity and fair play," "unlawful" and "procedural fairness dictates that. . . ."

Frozen assets ▪ Almost 60 applications were in various stages of preparation in the offices of consulting engineers in Washington on the day the FCC imposed a freeze on further am applications for new facilities or major changes in existing facilities.

And those 60 clients, a survey of Washington consulting engineers indicated last week, had paid or obligated themselves to pay almost $100,000 in engineering fees.

On the assumption that legal fees are about the same, this means that the 60 prospective applicants are out almost $200,000 because of the FCC's freeze on am applications.

The consulting engineers, who are with the top firms in the field, were especially irked at the suddenness with which the standard broadcast ban was imposed.

"We've just come through 15 years of a freeze, to all practical purposes, on the clear channel frequencies," one engineer remarked, "and finally only three months ago the FCC lifted this freeze to some extent. Now here's another freeze. Any housewife knows you can't refreeze something that has begun to thaw."

Another engineer noted that on April 19, the FCC inaugurated its monthly am processing line which lists the applications ready to be processed beginning May 28. As usual, he said, the notice carried the warning that any prospective application competing with the listed applications would not be considered if not filed by May 25.

"And within a month, they [the FCC] come out with a new freeze which doesn't even take into account what the Broadcast Bureau had given as the deadline," he observed acidly.

The commission, a third engineer remarked, could have accomplished its purpose without a blackout on am applications by enforcing the technical rules it already has on its books. This could have kept matters in line without upsetting the whole works, he said.

NAB NAMES PLANNERS

Hatch heads strategy group for talks on 'birth control'

A new NAB Radio Development Committee to plan NAB's role in the upcoming radio birth-control discussions with the FCC was named May 18 by NAB President LeRoy Collins. George C. Hatch, KALL Salt Lake City, an active backer of the move to study the radio overpopulation problem, was named committee chairman. The committee will hold its first meeting in the near future (see pictures, page 27).

Named to serve with Chairman Hatch were John F. Box Jr., Balaban Stations; Melvin Goldberg, Westinghouse Broadcasting Co.; H. Randolph

THE ASPIRANTS TO BE ON CLEARS

Dozen duplication bids pend under controverted proposal

Although the FCC's decision to duplicate 13 of the 25 Class I-A clear channel radio stations may be blocked for at least a year by a bill pending in Congress (BROADCASTING, May 14), a dozen applicants for Class II-A stations on the specified frequencies have filed with the commission. Under terms of the FCC's recently announced partial freeze on am applications, requests for these frequencies are still being accepted.

The FCC announced which channels would be duplicated last fall (BROADCASTING, Sept. 18, 1961).

Most of the applications have been filed by existing radio stations seeking a change of frequency to the clear channels, accompanied in most cases by requests for increased power.

Not unexpectedly, dominant stations on the duplicated channels have protested the applications. A repeated theme in the protests is: granting another station on the clear channel constitutes modification of the dominant station's license and may not be legally done without a full evidentiary hearing.

CBS' Position ▪ In the case of the CBS-owned dominant stations threatened with another station on their frequency (WBBM Chicago, WCBS New York, KMOX St. Louis and WCAU Philadelphia), the network has vigorously objected and demanded hearings. The applicants have replied that since CBS's licenses have not been renewed (pending settlement of antitrust and other matters), the network does not actually have licenses to be modified; that the FCC can make the modification a condition of any subsequent renewal.

To contentions by dominant stations that the FCC acted without due consideration, applicants contend that the 16 years of clear channel litigation, rulemaking, oral arguments and hearings gave the commission sufficient basis for amendment of its fundamental rules to legally decide to break down the clear channels.

The FCC has the right to effect allocation changes by adoption of rules, as in deintermixture proceedings, with-

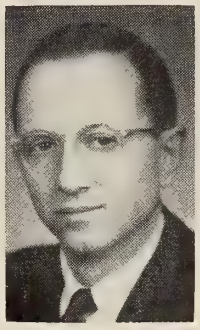
Ten questions regarding the FCC's proposal

Broadcasters should give critical thought to the implications of the FCC's radio "birth control" proposal, Charles H. Tower, administrative vice president of Corinthian Broadcasting Corp., told a meeting of the Kentucky Broadcasters Assn. in Louisville last Thursday (May 16).

Mr. Tower raised 10 questions regarding the issue: "(1) What is meant by 'economic protection' in broadcasting? (2) Why is 'economic protection' being advocated now? (3) What are the implications of the proposal? (4) What sort of formula for 'economic protection' is likely to be developed? (5) Will the proposal, if adopted, mean more control over programming?

"(6) Will it mean more supervision over station finances? (7) Will broadcasters support the proposal? (8) Will broadcasters be better off if the proposal is adopted? (9) Will the public be better off? and (10) What are the implications for television?"

Mr. Tower asserted that many of those who advocate the policy "are not primarily concerned with saving your dollar but are concerned with what they regard as lack of the content quality of the service." He said that if "economic protection is given," broadcasters are "admitting that a competitive profit system does not provide a satisfactory service."



Mr. Tower

"Broadcasters should ask what is the *'quid pro quo'* for economic protection," he continued. "Economic protection will, in all likelihood, mean substantially more control over programming and a much closer supervision over the financial matters of broadcasting. Its chief impact will be in the smaller markets," Mr. Tower said.

Mr. Tower said the implications for television are "obvious and substantial," adding: "Expansion in television has been to some degree limited by a scarcity of spectrum space. If this barrier is broken, some expansion is likely, although nothing like the expansion that has occurred in am radio."

He urged broadcasters to speak out "intelligently and responsibly" about their beliefs, pointing out that "broadcasters know most about broadcasting" and, as a group, are "as ethical, just as public spirited and just as conscientious as any other group in society, in or out of government."

Holder, WGAU Athens, Ga.; Ray Johnson, KMED Medford, Ore.; Carl E. Lee, Fetzer Stations; John F. Patt, WJR Detroit; Loyd Sigmon, KMPC Los Angeles; Cecil J. Woodland, WEJL Scranton, Pa.

Messrs. Box, Johnson, Sigmon and Patt are members of the NAB Radio Board; Messrs. Hatch, Patt and Johnson served as a Radio Board steering committee that met April 25 with Gov. Collins and FCC Chairman Newton N. Minow to discuss the radio overpopulation problem.

Gov. Collins said the committee along with an NAB staff group headed by John F. Meagher, radio vice president, will meet with FCC members and staff to plan studies and ultimately a conference seeking to set up clear lines for the future development of radio broadcasting.

"We have sought a cross-section of the radio industry," Gov. Collins said. "We will be entering this project with no preconceived solution in mind. The major areas to be studied will probably be engineering, economic and legal. We plan to set up further working groups to deal with specific areas. They will develop research data to be considered at a later conference of representative broadcasters and the FCC, to be held next autumn."

Chairman Minow proposed a joint NAB-FCC study of the radio development in his April 3 address to the NAB Chicago convention. Gov. Collins had offered a similar idea in an address last summer at a Northwestern U. forum.

Gov. Collins said the NAB group consists of highly capable and well-qualified broadcasters.

He added, "we hope that out of the conferences will come substantial lines of development of the radio industry upon which the industry and the Commission will be in agreement."

No date was announced for the first meeting of the new committee but it is expected in the near future.

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out going through the hearing process, the applicants maintained.

CBS has replied that the hearings on clear channels were held in 1945 and that situations have changed drastically; that an FCC reappraisal is necessary. The network cited the Administrative Procedures Act, which rules that a license shall be continued in effect until the FCC has made final disposition on the renewal application.

Who wants What ▪ Following are the 13 clear channels which the commission has opened for duplication, the dominant station on the channel and the applicants:

670 kc (WMAQ Chicago): No applications.

720 kc (WGN Chicago): KID Idaho Falls seeks change from 590 kc, 5 kw-D, 1 kw-N to 720 kc, 50 kw unl. Majority ownership of KID is held by the Church of Latter Day Saints.

750 kc (WSB Atlanta): to go to KFQD Anchorage, Alaska, which was required to shift from Mexican clear 730 kc. WHA Madison, Wis., owned by the State of Wisconsin, U. of Wisconsin educational station, has applied to shift from 970 kc, 5 kw-D to 750 kc, 10 kw unl.

760 kc (WJR Detroit): to go to KFMB San Diego, which is required to shift from Mexican clear 540 kc.

780 kc (WBBM Chicago): KPTL Carson City, Nev., has applied to shift from 1300 kc, 5 kw-D, 500 w-N to 780 kc, 10 kw unl.; John E. Vernor owns KPTL. KORK Las Vegas, Nev., has asked to shift from 1340 kc, 250 w unl. to 780 kc, 50 kw, unl. Donald W. Reynolds owns KORK. Circle L. Inc., owned by Charles E. and E. L. Cord, has applied for a new station on 780 kc with 50 kw, unl. in Reno, Nev.

880 kc (WCBS New York): KMMJ Grand Island, Neb., owned by Don Searle and family, has asked for this frequency with 50 kw power. KMMJ is now on 750 kc with 10 kw. KRVN Lexington, Neb., wants to shift from 1010 kc, 25 kw-D, to 880 kc with 50 kw unl. KRVN is owned by Nebraska Rural Radio Assn., a nonprofit farm group. KOTA Rapid City., S. D., has requested a shift from 1380 kc, 5 kw, to 880 kc with 50 kw. Helen S. Duhamel is majority stockholder of KOTA. Midcontinent Broadcasting Co. (owned equally by Joseph L. Floyd, N. L. Bentson and Edmond R. Reuben) has applied for a new station on 880 kc with 50 kw unl. at Rapid City.

890 kc (WLS Chicago): No applications.

1020 kc (KDKA Pittsburgh): Merrill B. Johns, Jr., has applied for a new station on 1020 kc with 10 kw unl. in Santa Fe, N. M.

1030 kc (WBZ Boston): No applications.

1100 kc (KYW Cleveland): KREX Grand Junction, Colo., owned by Rex G. Howell and family, has applied to shift to 1100 kc with 50 kw from 920 kc,, where it operates with 5 kw-D, 500 w-N.

1120 kc (KMOX St. Louis): No applications.

1180 kc (WHAM Rochester, N. Y.): No applications.

1210 kc (WCAU Philadelphia): KWHK Hutchinson, Kan., seeks to shift from 1260 kc, 1 kw-D, 500 w-N, to 1210 kc with 50 kw unl. KWHK is owned by Lyle R. Foy, William L. Mitchell, David R. Mackey and George F. Stuckey, one-quarter each. Cletius E. Nelson and C. V. Edwards, who applied for a daytime 10 kw station on 1210 in Oklahoma City three years ago, have amended their application to seek fulltime 10 kw power.

Nobody seems to like the FCC fee idea

COMMISSION GETS 800 REASONS FOR JUNKING PLAN

Not a kind word was said for the FCC's proposal to charge fees for all applications in over 800 comments filed in that docket. The nearest thing to approval of the plan came in remarks from amateur operators, safety-services and educational broadcasters who feel that there might be some merit in charging commercial services —provided that the FCC doesn't demand payment from them.

The FCC contemplates charging $150 for applications for new commercial stations, major changes, renewals, assignment of license, transfer of control for radio stations (both am and fm). The fee for such tv applications would be $250. For other broadcast applications (including tv translators and *pro forma* transactions) the fee would be $30 (BROADCASTING, Feb. 19). All other FCC licensees would be charged smaller amounts.

Commercial broadcasters tended to respond through state associations, communications law firms and other industry groups, rather than individually. Their comments constituted less than 10% of the total filed. The bulk of the protests came from amateurs, state and municipal governments, safety and special services. Industrial services also commented through organizations.

Objections to the application-fee plan were essentially uniform despite the diversity of sources. Perhaps the most often employed argument was that, by charging such fees on its own motion, the FCC would be usurping the taxation functions of Congress; that the FCC could at best ask Congress to pass enabling legislation for the fee schedule after hearings before congressional appropriations committees.

NAB Cites History ▪ The NAB cited the history of FCC attempts to get Congress to approve such plans and pointed out such efforts always failed.

Another point stressed was that the FCC exists for the benefit of the public, not the industry regulated and it is therefore fitting that the public bear the agency's expense (through total tax support). Some stations added that the taxes paid by all profitable stations "constitute more than a fair contribution to the cost of regulation."

The fees proposed could make the difference between a small profit and a deficit for marginal or "borderline" operations, according to some comments. Several broadcasters said fees would inhibit development of uhf and fm broadcasting, which are currently not very profitable.

The National Assn. of Educational Broadcasters and the Intercollegiate Broadcasting System emphasized that noncommercial stations operate on strict, rigid budgets and would be adversely affected by the fees.

The NAB and several state associations of broadcasters (among them Texas, Pennsylvania, Oklahoma, Maine, Michigan, and Florida) said that while the FCC would assess "what in some quarters may be considered a nominal fee, in reality adoption of said assessment could easily be used by opponents of free broadcasting to support proposals designed to deny it other privileges and rights guaranteed a free press. Broadcasting should not be placed in an embarrassing . . . or second-class position in relation to the print media." Several broadcasters said that publications, far from being charged additional fees, are in effect subsidized by government postal rates

Public Service Mentioned ▪ Several complaints were based upon the value of time broadcasters devote to government public-service announcements; this value was said to exceed by far the proposed fee. Amateurs and safety radio groups unanimously mentioned the services they provide the public. Broadcasters just as strongly pointed to Conelrad expenses and suggested that fees might have a deleterious effect on programming and the number of noncommercial public-service announcements they could afford to carry.

Among communications law firms filing in joint statements for clients were Dow, Lohnes & Albertson; Smith & Pepper; Covington & Burling. These comments tended to stress that license fee imposition is a function of Congress, not the FCC.

The Tri-State Tv Translator Assn., representing some 300 translator organizations, emphasized the public service it performs for sparsely settled areas. Furthermore, licensing of translators should not even be necessary, the group said.

Aeronautical Radio Inc. and the Air Transport Assn. of America said if the regulated must pay directly for regulation, they should have a voice and right of participation in regulatory budgets and other matters.

The American Trucking Assn. said the added cost of operation caused by the fees "is bound to be reflected in the rates the general public will pay."

The plan to charge fees was set for rulemaking on a 4-3 FCC vote, with Commissioners Robert Bartley, Frederick Ford and John Cross opposed. Commissioner Bartley issued a sharp dissent, embodying many of the objections cited above. Some parties in commenting said merely, "I agree wholeheartedly with Commissioner Bartley's dissent."

FTC, Dormeyer sign

False advertising about a company's promotion was the basis on which a Federal Trade Commission consent order was obtained last week.

Dormeyer Corp., Chicago, and its agency, North Adv., there, agreed to refrain from falsely advertising in national trade magazines that its household electrical appliances have been featured as gifts or shown on each of 12 specified network television giveaway programs. The challenged trade ads also implied that arrangements were made for Dormeyer products to be shown on each of the shows and that Dormeyer would sponsor such programs, the FTC charged.

SOMEONE GOOFED

Pending Riverton decision printed as final in 'Register'

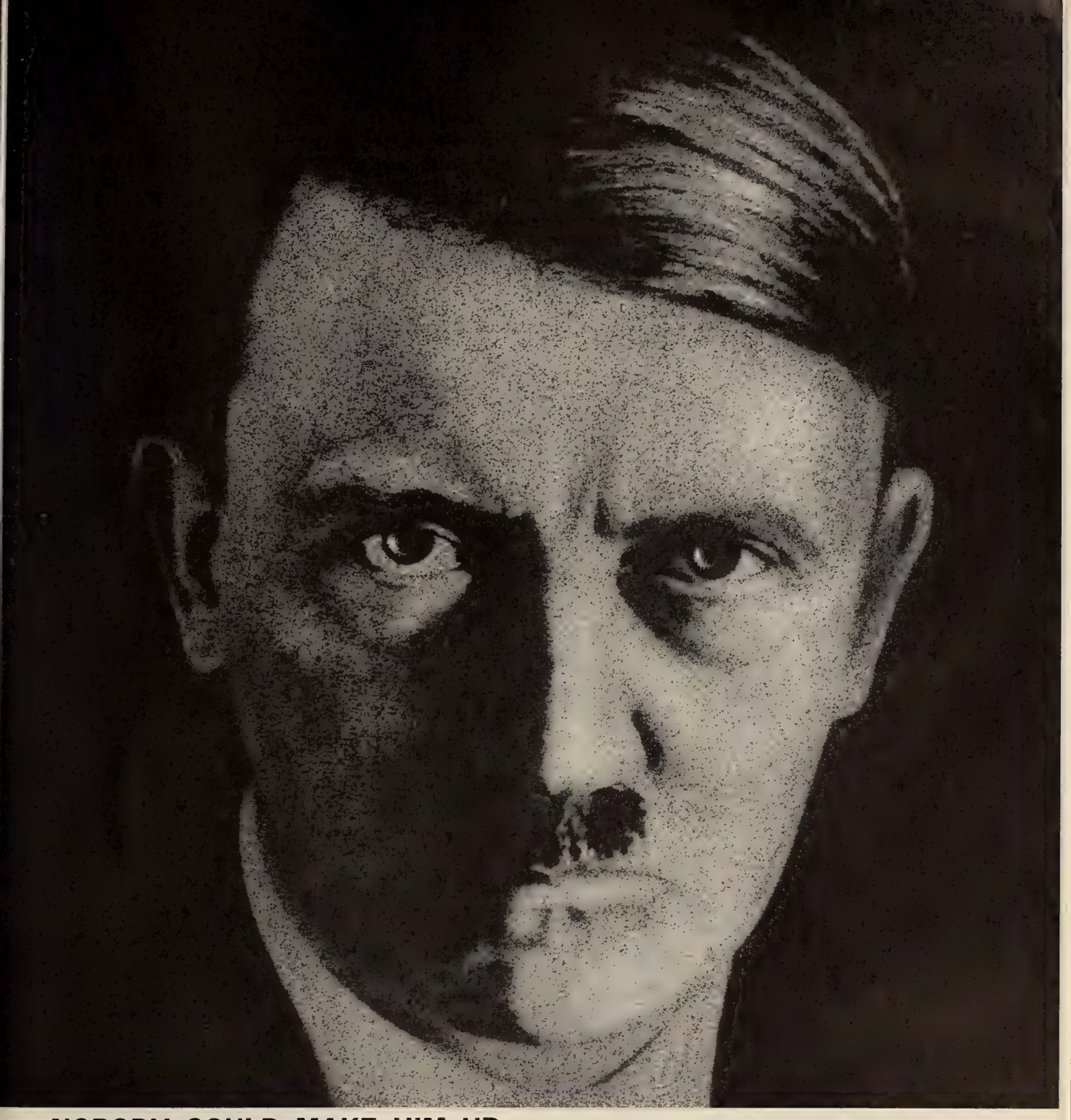
That consequential Riverton, Wyo., am radio case (BROADCASTING, May 14) took a turn for the comic last week when unbeknownst to the FCC commissioners—and in fact against their orders —the final decision appeared in the *Federal Register* of May 17.

The FCC on May 9 adopted an order setting for hearing two applications for new radio stations in Riverton, with one of the issues the ability of Riverton to support more than one radio station. Commissioner John S. Cross vigorously dissented to this action on the ground that the commission was opening the door to public utility regulation of broadcasting. Commissioner Rosel H. Hyde was not present at this time.

The next day, Commissioner T. A. M. Craven moved to reconsider the Riverton decision. Although no vote was taken on this motion, the FCC decided to review the case again the following week and instructed its staff not to issue the final order.

At the regular Wednesday meeting last week the Riverton case was passed over due to the absence of Chairman Newton N. Minow. It is on the agenda for the regular meeting this week.

Chain of Command ▪ Somewhere in the confines of the FCC the word didn't get through. This failure of communications resulted in the FCC's original order being published in the *Federal Register*. This still may be the final



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*FIRST IN MARKET

City	Station	Time	Rating
New York	*WNBC*	*7-7:30 P.M*	*16.2*
San Francisco	*KRON*	*7-7:30 P.M.*	*17.0*



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determination even after the commission this week mulls the question over for a second time.

For Daytimers ▪ The two applications are for daytime stations. One is by William L. Ross for 1370 kc. The other is by Hugh Jordan Stock, for 740 kc. Both ask for 1 kw. The applications are opposed by the existing station in Riverton, KVOW, on economic grounds. Included in its opposition was a study of the market by Richard M. Allerton, former NAB research director, which purportedly showed that Riverton could not support two or three stations.

In the commission's published order (the one which wasn't supposed to see the light of day until the FCC had had another look at it), the commission majority had this to say about the salient issue:

"The commission has fully considered the contentions of KVOW and of the instant applicants and is of the opinion that a substantial question of fact exists as to whether Riverton, Wyo., and surrounding area can support two or more standard broadcast stations. Accordingly the instant applications will be designated for hearing to determine whether the licensing of a second, or a third, Riverton station would serve the public interest. . . . In determining whether the licensing of one, or two, additional stations in Riverton would result in a net degradation of service to the public, it will be necessary to examine both quantitative and qualitative aspects of the question—i.e., to determine not only whether one or more stations would actually be forced to close down owing to lack of revenue, but whether, short of that end point, competitive practices would necessarily be engendered which would degrade the sum total of programming available to the listening public. . . ."

The FCC said also that if it were found that Riverton can support two but not three stations, a comparative hearing would then become necessary between the two applicants.

Year's Funds ▪ Mr. Allerton recommended that where there is a questionable economic base for additional stations, the FCC should require applicants for new stations to show they have sufficient resources to carry out a full year's operation. Under existing rule-of-thumb policies, Mr. Allerton pointed out, an applicant must show only that he can carry on for three months without income.

This proposal was vetoed by the FCC. The commission said, in effect, that it couldn't see where a new station's chance for survival would be increased substantially between holding out for three months without revenues or for a full year.

Oral argument in ch.9 'ex parte' case

INNOCENT OF INFLUENCE ATTEMPTS, GRANTEE SAYS

There are two distinct differences in the Orlando, Fla., ch. 9 *ex parte* case and others reheard by the FCC, counsel for Mid-Florida Tv Corp., winner of the 1957 grant, told the commission in oral argument last Thursday.

Attacking an initial decision which recommended that the grant to Mid-Florida be vacated and the applicant disqualified, attorney Marcus Cohn maintained that (1) neither opposing applicant WORZ Inc. nor the FCC's general counsel had contended that a Mid-Florida principal had off-the-record contacts with any commissioner and (2) the examiner rejected the contention that Mid-Florida principals had "secured or aided" the *ex parte* representations made by another.

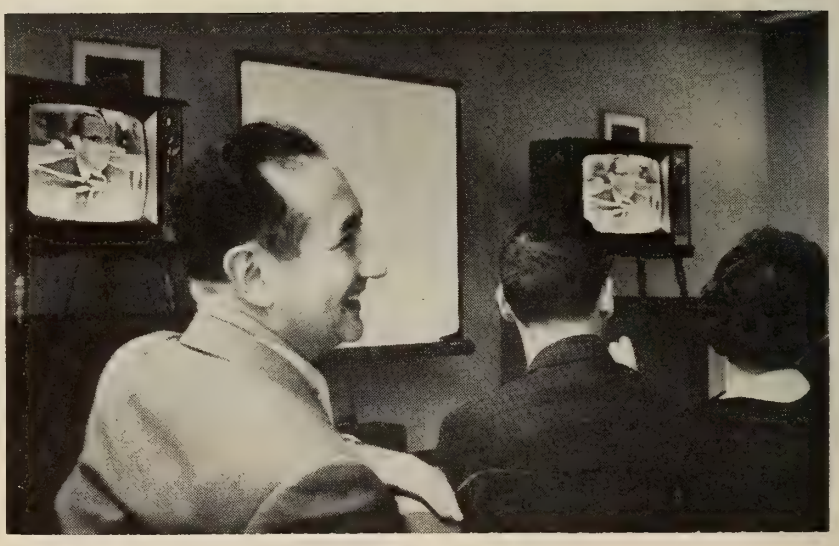
Both Eliot Lovett, attorney for WORZ, and Assistant to the FCC General Counsel Hilburt Slosberg maintained that Mid-Florida (WLOF-TV) should be disqualified and the grant revoked because of the *ex parte* attempt. WORZ said that it should additionally be given a four-month grant, the same action taken by the FCC in two Miami tv *ex parte* cases.

In his decision last fall, Chief Hearing Examiner James D. Cunningham found that Orlando attorney William H. Dial had discussed improperly the ch. 9 case with then Commissioner Richard A. Mack by attacking the application of WORZ Inc. (BROADCASTING, Sept. 25, 1961). He said that Mid-Florida "was not and could not" have been unaware of the Dial contacts and "ratified" them. The examiner placed no black mark against WORZ Inc. for *ex parte* activities. The case is one of six reheard by the FCC because of disclosures of *ex parte* contacts by the old House Legislative Oversight Subcommittee.

All seven commissioners were present for the argument and interrupted counsel frequently for questions.

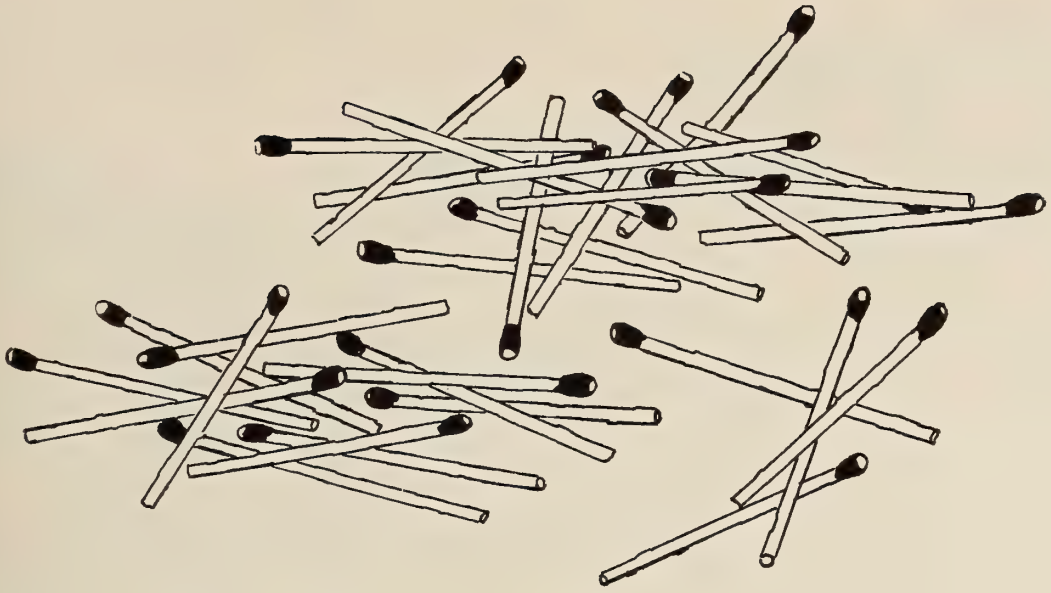
Dial Employment ▪ Mr. Cohn said that Mr. Dial had been employed by Mid-Florida following a 1955 initial decision favoring WORZ Inc. in connection with a letter written the FCC and purportedly signed by a Florida state bar official. The letter, it was brought out, had been sent by Hyman Roth, local attorney for Mid-Florida and a stockholder and officer of the company.

The examiner's conclusions are based on "circumstantial evidence" that one or more of the Mid-Florida principals



Reprise of the Chicago show

FCC Commissioner Robert E. Lee (l) gets a kick out of watching Comr. Lee and witnesses on the television screen during a special showing of a two-hour resume of the FCC's Chicago tv hearing. Approximately 35 commission executives—including Chairman Newton N. Minow and Broadcast Bureau Chief Kenneth Cox—reporters and attorneys attended the "theatre party" May 11 in the studios of WRC-TV Washington. Commissioner Lee chaired the two-week Chicago hearing (BROADCASTING, March 26, *et seq*). Also shown was a film of a Chicago tv program featuring Commissioner Lee. Joseph Goodfellow, vice president and general manager of WRC-TV, served as host for the commission personnel at the showing of the film.



HOW TO WIN AT MATCH STICKS (LEGALLY)

A pair of AE's were engrossed in the intricacies of the matchstick game.*

"The rules are simple," said Wilson. "Take 30 matches and divide them into 3 unequal heaps. Let's try 14, 11 and 5. Now each of us alternately removes any number of matches from any one of the heaps. The player who is forced to draw the last match loses. Simple?"

"Very," answered Robinson eagerly. "I'll take the whole pile of 14. OK?"

"Fine—for me," replied his wily opponent. "Then I can take 6 from the group of 11, leaving 2 equal groups of 5. And any time you can arrange it so that there are two equal heaps, with the exception of 1 and 1, you are certain of a win. Any move your opponent makes in one heap, you can duplicate in the other. Let's start again and I'll prove to you that with this particular arrangement of 14, 11 and 5, assuming you make the first move and I make no errors, there is no way for you to defeat me."

Three bleary hours later Robinson was forced to agree.

Try it yourself and see if you can figure out the underlying mathematical basis for all winning plays. Correct analyses will earn a matchless reward. We'll provide a general solution upon request.

* *In the intricacies of the media game, some facts emerge with unmistakable clarity. Like this one: WMAL-TV has the greatest share (31%) of the D. C. audience from 7:30 p.m. to 11:00 p.m., Sunday through Saturday (April '62 Nielsen). Contact your H-R representative to discuss availabilities.*

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knew that Mr. Dial had contacted Mr. Mack, Mr. Cohn argued. There is no evidence that the principals knew Mr. Dial had seen Mr. Mack during a trip to Washington at the request of Mid-Florida or that Mid-Florida knew the two were college classmates, he said.

Mr. Cunningham did not base his decision on the record but on what the examiner termed "human experience," according to Mr. Cohn. He said the examiner refused to face up to one issue—which permitted him to give a comparative demerit. The attorney pointed out that the FCC did just this in the Boston ch. 5 case when a third party made improper approaches to the commission.

Significant ▪ Mr. Lovett thought that it was "significant" Mid-Florida briefed Mr. Dial on the entire case if it wanted him only to check one thing. He pointed out that Mr. Dial tried to call Mr. Mack twice, immediately after the original oral argument, and before staff instructions, and that Mr. Mack also tried to call Mr. Dial during this three week period in June-July 1956.

He said it was a "small wonder" the examiner reached his decision in light of the "vagueness" of Mid-Florida principals in testifying about the activities of Mr. Dial. He maintained the Mid-Florida principals knew of, aided and ratified the Dial off-the-record activities.

In answer to a question, he said there was nothing in the record to indicate that the Mid-Florida principals had personally made *ex parte* contacts.

Mr. Slosberg said the FCC must determine why the improper contacts were made and the stigma they attach to Mid-Florida. He said Mr. Dial not only argued against WORZ Inc. but also on behalf of Mid-Florida in at least two talks with Commissioner Mack.

The Dial contacts would not have occurred except for his relationship with Mid-Florida and "stimulation" from the applicant, the FCC counsel argued. To rule that Mid-Florida knew nothing about them leaves unanswered many questions, he said.

Mid-Florida stockholders at the time of the original grant included Joseph Breckner, John Kluge (now president of Metromedia Inc.), Mr. Roth, and approximately 15 others. Mr. Brechner purchased Mr. Kluge's interest (25%) in 1959 for $350,000 and is now the largest single stockholder with 43% of the Class B stock.

More etv for South Dakota?

South Dakota's state superintendent of public instruction has asked the FCC to reserve two vhf channels for etv in that state. He asked ch. 11 for Rapid City and ch. 10 for Pierre. The two channels, ch. 8 at Brookings and the state university's ch. 2 at Vermillion (KUSD-TV) would be the nucleus for a state-wide (80% coverage) and interstate etv network, he said.

In requesting ch. 11, the superintendent opposed a request by KOTA-TV Rapid City for assignment of ch. 11 to Lead, to be used as a satellite. Since Lead is only 35 miles from Rapid City, there would be overlap and waste of spectrum space and Rapid City would be deprived of a "badly needed" educational service, he said.

Midcontinent Bcstg. Co. (KELO-AM-TV Sioux City and other properties) asked that ch. 11 be assigned commercially to Rapid City, or, as an alternative, ch. 12 to Rapid City and ch. 11 to Lead.

Yarborough admits Estes money help

Sen. Ralph W. Yarborough (D-Tex.), chairman of the Senate Watchdog Subcommittee, has acknowledged accepting $1,700 from Billie Sol Estes, the indicted Texas businessman, to defray part of the cost of his weekly radio broadcasts to Texas. He also said Mr. Estes contributed to several of his campaigns for office.

But in a statement issued by his office, Sen. Yarborough said there were "no strings" to these contributions from Mr. Estes, whose dealings with government officials is under investigation.

The Watchdog Subcommittee was created to oversee political broadcasts to assure their fairness.

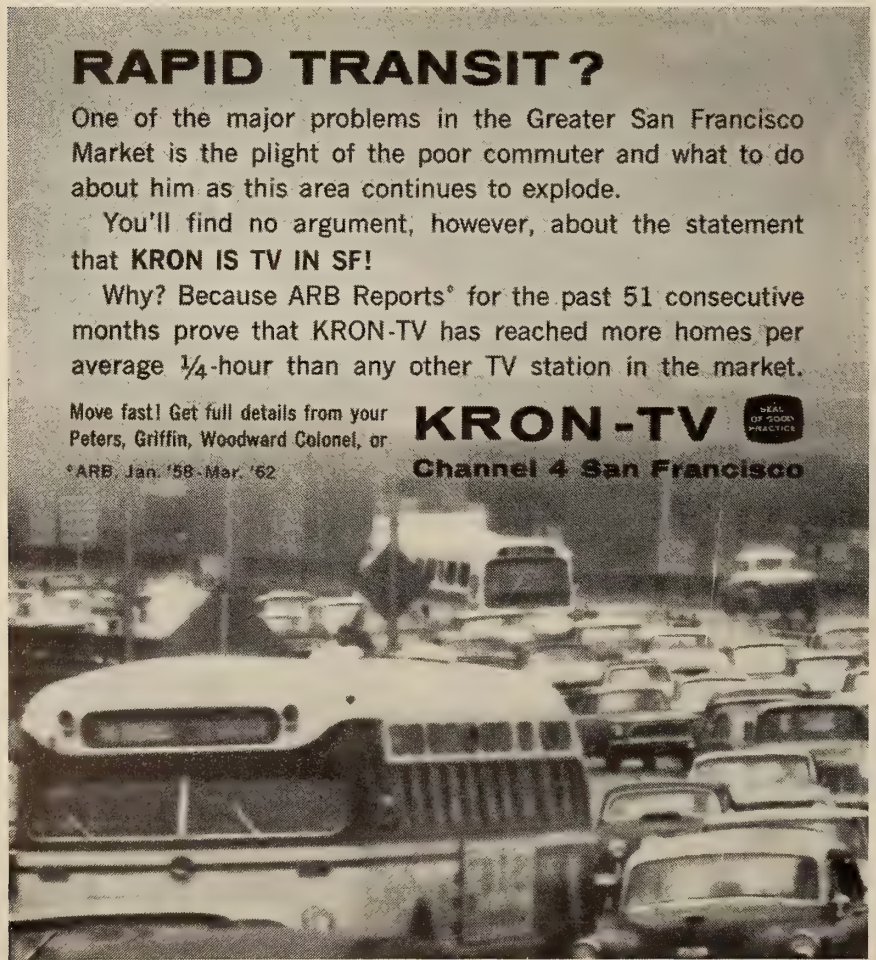
He said the contributions were received at a time "when Mr. Estes was being feted by chambers of commerce as the ideal young American. I knew him as a devout lay church worker and a devoted family man."

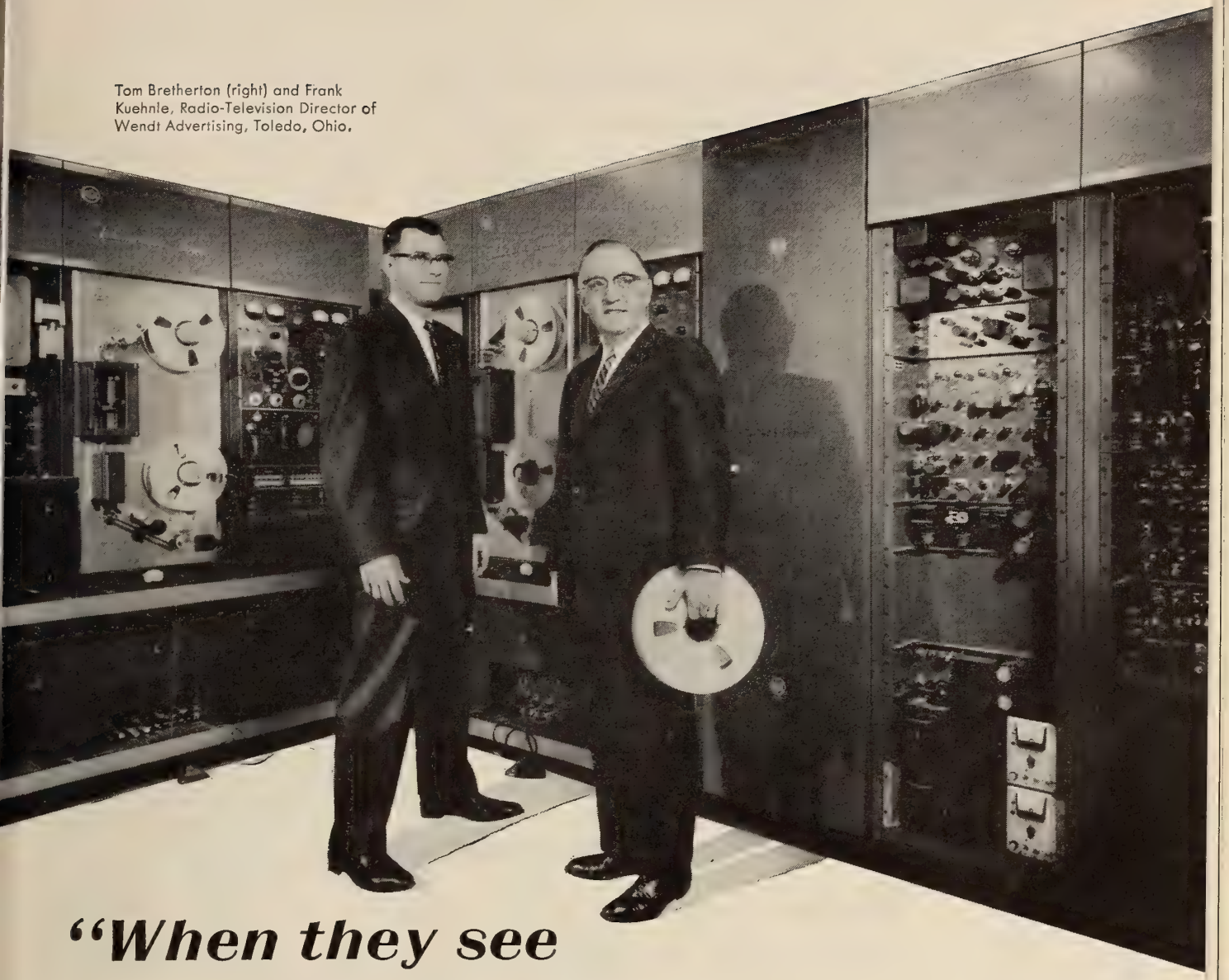
Sen. Yarborough said he has been broadcasting to Texas since he entered the Senate in January 1959. The total cost of these programs, prepared in the Senate recording studio and carried over 100 stations, was $24,400, he said.

"I have paid $20,384 on this amount," he said, "and now owe the Senate studio $3,982.90. Of this amount paid, Billie Sol Estes, who had contributed to several of my campaigns in Texas, has contributed $1,700."

The senator said the last contribution from Mr. Estes was on Dec. 4, 1961, several months before Mr. Estes was indicted for fraud.

The senator issued his statement after a Texas newspaper reported that Mr. Estes' journal of expenditures listed a $1,000 payment to Sen. Yarborough on May 23, 1961. An aide to the senator said the story was incorrect. He said the check was made out to the Democratic National Committee for tickets to a fund-raising dinner.





Tom Bretherton (right) and Frank Kuehnle, Radio-Television Director of Wendt Advertising, Toledo, Ohio.

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...SAYS THOMAS S. BRETHERTON, GEN. MGR. WTOL-TV, TOLEDO

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TAX BILL HITS SELLERS, AIDS BUYERS

Station deals affected by House-passed omnibus proposal

Broadcasters who are thinking of selling their stations in the next few years might be better off if they dispose of them now instead of later if an omnibus tax bill now before Congress is approved.

That's the opinion of some tax authorities who say that under the bill (HR 10650), at least some of the gain would be treated as ordinary income for tax purposes instead of capital gain, as now. That would mean a bigger tax bite out of the sales price.

The administration bill has passed the House and is pending in the Senate Finance Committee.

In general, the bill defines as ordinary income any gain on the sale of certain depreciable property to the extent of the depreciation taken. The bill wouldn't apply to station land and buildings, however; real estate is excluded.

The full effect of the bill wouldn't be felt for several years, since the provision would apply only to gains after Dec. 31, 1961. That means that gains before that date would still be taxed as capital gains.

Authorities cited as an example a hypothetical station acquired in 1955 with physical property other than real estate valued at $1 million. If this property were depreciated at $50,000 a year and then sold in 1964 for $1 million, the capital gain would be $500,000. But the only gains to be taxed as ordinary income would be those realized between 1962 and 1964, or $150,000. The capital gains tax would apply to the remaining $350,000.

Investment Credit ▪ Though this provision would reduce the amount a seller would realize, authorities noted that another section of the bill might encourage the purchase of stations.

This section—which is the heart of the bill and which is intended to stimulate investment—would provide tax credits of up to 7% of the purchase price of new or used property, exclusive of real estate. The credit would be applied against the purchaser's income tax liability.

In the case of used property, the credit could be claimed only on the first $50,000 of the purchase price. The bill places some limits on the dollar amount of the tax credit that could be claimed in one year, but the purchaser could carry over unused credits for up to five years.

The administration originally requested an 8% tax credit, and it will seek to have the Senate substitute this figure for the 7% credit approved by the House.



Station insists FCC should rule on program

"You missed the point entirely," WDXI-TV Jackson, Miss., chided the FCC, in effect, petitioning the commission to reconsider its refusal to issue a declaratory ruling on whether the horse-racing program *Let's Go to the Races* constitutes a lottery (BROADCASTING, April 16).

The FCC refused to make a judgment on three grounds: (1) it might constitute censorship or prior restraint on the FCC's part (2) it is not the FCC's task to rule on matters of "propriety" or "taste" and would involve the FCC superseding the licensee's basic responsibility (3) issuing declaratory rulings in advance of programs would be too time-consuming in view of the many such requests that would undoubtedly ensue. Chairman Newton N. Minow would have made a ruling (see story on new Federal Trade Commission rules, page 58).

WDXI-TV said it had not asked for any judgment of the propriety or taste of the program and that it certainly did not wish to seduce the commission into censorship. But in view of FCC precedent on what constitutes a lottery conflicting possibly with a Supreme Court decision on the subject, WDXI-TV does want to know if the show is illegal. This is not a quest for the commissioners' "subjective judgment" but a desire not to violate federal statute, the station insisted.

If the FCC persists in refusing a ruling, WDXI-TV requests rulemaking which would reconcile the views of the FCC with court precedent on the matter of lotteries. Both FCC rules and federal law on the subject need clarifying, WDXI-TV claimed.

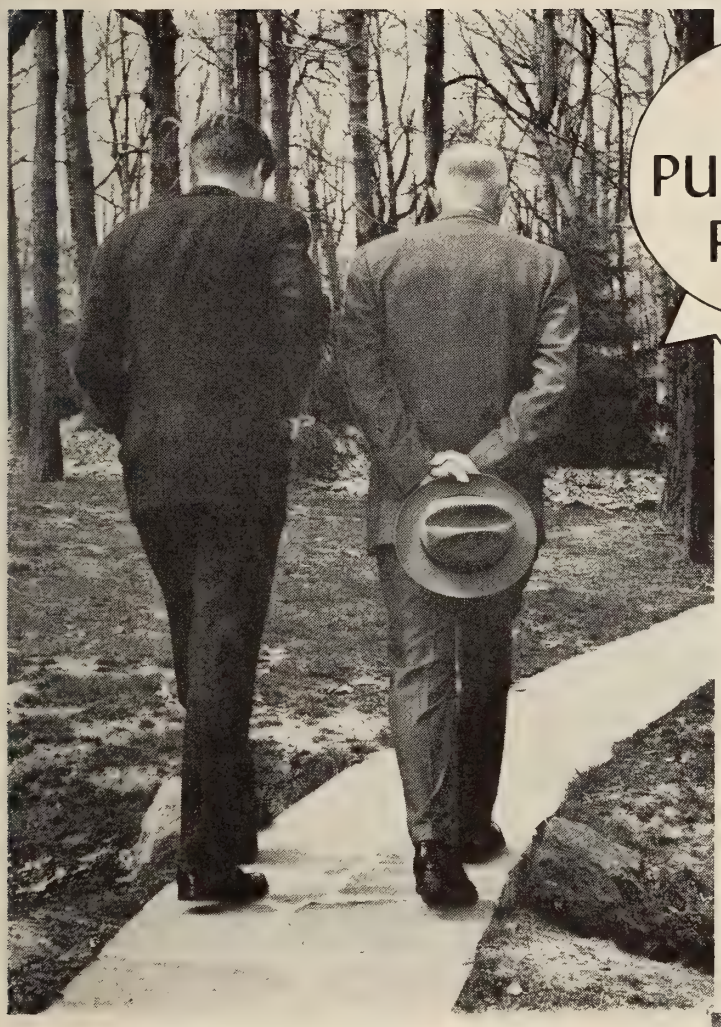
Attached to the petition was an affadavit from Walter Schwimmer, producer of the horse-racing program, stating that at least 50 stations are committed to broadcasting the program upon FCC declaration that it is not a lottery.

Seaton, Scranton win in GOP primaries

Two men with broadcasting connections won the Republican nomination for governor in their respective states last week.

Former Secretary of the Interior Fred Seaton who with his brother Richard owns Seaton Stations, won in Nebraska. William W. Scranton, former owner of

TV Stations with AP Photofax
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THE PULITZER PRIZE

OTHER RECENT AP PHOTO AWARDS:

GEORGE POLK MEMORIAL AWARD for news photography for the picture of cable cars after Alpine accident.

LOOK MAGAZINE ALL-SPORTS PHOTO CONTEST, a first place award to William C. Allen.

NEW YORK PRESS PHOTOGRAPHERS ASSOCIATION best-of-show award to John Rooney for picture of Soviet disarmanent specialist Semyon Tsarapkin at U.N. meeting and for best sports picture to John Lent.

HEADLINERS CLUB award to Jack Harris for best sports picture.

1962 PULITZER PRIZE was awarded to picture (above) "Serious Steps," taken by Paul Vathis of The Associated Press Harrisburg, Pa., Bureau. President Kennedy and former President Eisenhower are walking along a path at Camp David on April 22, 1961, as they ponder the crisis resulting from the failure of the Cuban invasion. *This is the fifth time an Associated Press staff photographer has won the Pulitzer Prize.*



FOUR MAJOR AWARDS were won by this AP Photofax (right), "Leap to Freedom": The national Sigma Delta Chi award for news photography; The Overseas Press Club award for best photographic reporting from abroad; The Headliners Club award for best spot news picture; and the National Press Photographers Association first prize among spot news pictures. The picture was taken by Peter Leibing of Conti-Press, Hamburg, Germany, and distributed worldwide by The Associated Press.

☆ ☆ ☆

THE ASSOCIATED PRESS

WARM-AM-TV Scranton and minority stockholder in Transcontinent Tv Corp., was successful in Pennsylvania.

Mr. Seaton, who was in former President Eisenhower's cabinet, easily beat out two primary opponents for the right to oppose incumbent Democratic Gov. Frank Morrison in the November election. Seaton Stations controls KHAS-AM-TV Hastings, Neb.; and KMAN Manhattan and KGGF Coffeyville, both Kansas.

Mr. Scranton, who is serving his first term in Congress, swamped his primary opponent and will oppose Democrat Richardson Dilworth, former Philadelphia mayor, in November.

In another development last week, Sen. Prescott Bush (R-Conn.), a former CBS director, announced he would not seek re-election. Mr. Bush, who was first elected to the Senate in 1952 and is now 67, said he doesn't feel he has the strength for the rigors of a campaign and another six-year term.

Atlas dropping bid for Grand Rapids tv

Atlas Broadcasting Co., one of six applicants for Grand Rapids, Mich., ch. 13, announced last week that it plans to ask dismissal of its application. The company, which owns WMAX-AM-FM Grand Rapids, cited many uncertainties involved in the proposed ch. 13 operation in announcing its plans. An affidavit will be filed with the FCC that no consideration was received by Atlas from any of the other applicants in return for the withdrawal.

The Grand Rapids comparative hearing is scheduled to begin tomorrow (Tuesday) in Washington. Remaining applicants are West Michigan Telecasters Inc., MKO Broadcasting Corp., Peninsular Broadcasting Co., Grand Broadcasting Co. and Major Tv Co. West Michigan, MKO and Peninsular all have signed an agreement for an interim operation on ch. 13 (At Deadline, May 14).

Bid to further empower FTC faces Hill scrutiny

Legislation that would give the Federal Trade Commission new temporary cease and desist powers is expected to encounter rough going at hearings of the House Commerce Committee this week.

Representatives of national advertising associations are expected to be among those opposing the measure (HR 8830) which would, among other things, permit the FTC to halt a contested advertising campaign pending a final agency determination as to whether the campaign was fraudulent.

Bar associations, business groups and at least one national corporation are also expected to appear in opposition. In all, some 20 witnesses are scheduled to appear Tuesday, Wednesday and Thursday.

FTC Chairman Paul Rand Dixon, who will testify on Thursday, and representatives of several small firms will support the bill. The FTC says it needs the injunctive power to enable it to move fast enough to protect a small business that might otherwise be put out of business by large competitor's illegal activity.

Friedman drops out of contest for ch. 12

Applicant Thomas B. Friedman is out of a three-way contest for ch. 12 at Lompoc-Santa Maria, Calif. Mr. Friedman had asked for dismissal without prejudice, but Chief Hearing Examiner James D. Cunningham dismissed Mr. Friedman's application with prejudice last week, thus precluding him from reinstating it.

Mr. Friedman said demands on his time by his employer, Aerospace Corp., brought about his request for dismissal. The remaining applicants for ch. 12: Santa Maria Telecasting Corp. and Central Coast Television.

Non-commercial tv proposed on 2000 mc

Rulemaking which would open up the 2000 mc band for specialized types of non-commercial tv is being prepared by the FCC staff, Commissioner Robert E. Lee told the Council on Medical Tv meeting in Bethesda, Md., last week.

The band, presently non-broadcast (uhf ends at 890 mc), would be used for instructional tv in various fields including medicine, Commissioner Lee pointed out. Present plans are for 20 channels, with the assignment of five to all major cities. Signals probably would be scrambled, he said, with transmissions not for home consumption since regular tv sets cannot receive that band.

Commissioner Lee proposed that teaching by tv could be made more effective through the use of two-way radio so that students could ask questions.

Long an advocate of uhf, he said that results of the FCC's uhf test on WUHF-TV will "open some eyes" when a final report is made late this year. He said the pictures are sharp and clean and, with more power, would compare favorably with vhf. He urged doctors to support financially local etv projects now that Congress has passed a bill for matching federal funds.

NEW FTC METHODS

Agency to offer opinions on proposed practices

Major changes in Federal Trade Commission practices were disclosed by the agency last week—including a new policy of issuing advisory rulings to businessmen who ask about embarking on certain courses.

The FTC will furnish "additional guidance" to business by issuing trade regulation rules covering specific unlawful practices.

The FTC in making the changes revises its adjudicatory processes, adopting a system of rulemaking and of exceptions-and-replies in hearing cases somewhat like the procedure currently followed by the FCC.

The new rules and policies, effective June 1, come in the wake of criticism of FTC methods; charges that the commission exposes businesses to unfavorable publicity by issuing complaints without warning and that the FTC does not give challenged companies adequate opportunity for defense.

Commissioner Everette MacIntyre told the Salesmen's Assn. of the Paper Industry last week, "Now that the commission has taken these important steps long advocated by businessmen, it is clearer that the commission is pro-business."

Commissioner Philip Elman dissented to that part of the rule under which the FTC would issue declaratory rulings to be binding until revoked. Any company acting on FTC advice that is later revoked would be given the opportunity to discontinue the practice without an FTC proceeding against him, the FTC said.

Heavy Burden ▪ Commissioner Elman felt the rule is "administratively unrealistic and impractible." The FTC, he said, would be obliged to divert substantial time, energy and personnel —"resources already in short supply" —from functions "not yet being performed with maximum efficiency and dispatch." In the past, FTC staff members gave informal advisory rulings not binding on the commission. The new rule would open the floodgates, Commissioner Elman indicated.

The FTC move came less than a month after the FCC denied a declaratory ruling to a station on whether a certain program was a lottery (Broadcasting, April 16). Among the reasons given by the FCC majority for denying the request were those advanced by Commissioner Elman (see story page 56).

FTC Chairman Paul Rand Dixon explained the reason for the new rules: "Businessmen in general want to and do abide by the law, and one of our



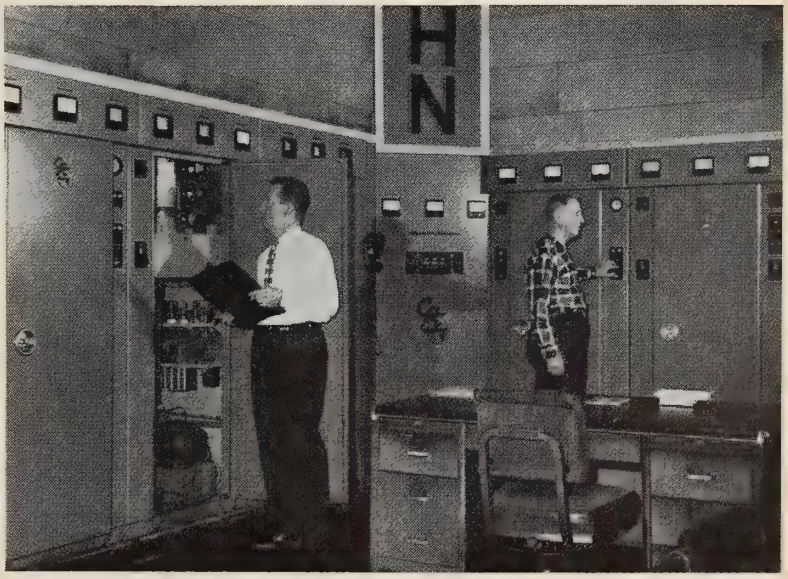
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Continental salutes the new sound of Storer Radio in New York!

* *formerly WMGM*



Partial view of Continental transmitters at WHN installation. Left, Bernhard Stahl, Engineering Supervisor and Ed Hopper, Engineer.

Continental Electronics

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primary functions is to show them as clearly as possible what activities are unlawful before and not after they are used."

The trade regulation rules will identify practices the FTC, from its factual knowledge, deems unlawful. They can be tailored to specific industries or to any type of business; they may have regional or nationwide significance.

Double-Edged ▪ The rules cut both ways, however. Chairman Dixon explained they "will not only enable businessmen to avoid legal pitfalls but also expedite disposition of our cases in which such rules are applicable by eliminating the necessity of proving again and again that the particular practice is unlawful."

Like the FCC, the FTC may initiate rulemaking on its own motion or by request. Comments from all interested parties will be received. Then the FTC will formulate a tentative rule, to which protests may be filed. After considering the comments and protests (and the record of a public hearing, if necessary), the FTC will adopt a final rule to become effective in a specified time limit.

One of the new procedures for adjudicative proceedings concerns cases where the commission feels prohibitions should be broader than those recommended in the hearing examiner's initial decision or where the FTC ruling is substantially broader than the initial decision. In these cases, a "tentative commission decision" will be served on all parties. The respondent will have 10 days to file exceptions and FTC staff counsel 10 days to reply to the exceptions, after which the commission will issue a final order.

The FTC has made staff and personnel arrangements to accommodate implementation of the new rules.

House unit deletes piracy provisions

A House Judiciary Subcommittee last week struck provisions from a bill aimed at counterfeit-record makers that broadcasters feared might be applied to stations. But the key section, which provides heavy penalties for interstate trafficking in illicit records, was sent to the full committee.

The subcommittee, on Patents, Copyrights and Trademarks, also approved a bill (HJ Res 627) extending until Dec. 31, 1965, the life of copyrights existing before that date. This is intended to protect copyrights that would otherwise expire until Congress acts on a general revision of the Copyright Law. One contemplated change would extend the term of copyright renewals from 28 to 48 years.

The counterfeit-record bill would make anyone dealing in the interstate commerce of records bearing counterfeit labels subject to a $10,000 fine or 10 years' imprisonment, or both. The proposal was urged by record makers and music publishers, who say counterfeiting has cost the record industry $20 million (BROADCASTING, May 14).

The eliminated provisions were opposed by the NAB on the ground they could be applied to broadcasters who transcribe records onto tape systems. One would have made record piracy—the unauthorized duplication of records—punishable by the same penalties as those pertaining to counterfeiting. The other section would have amended the Copyright Law to provide additional civil remedies for anyone injured by infringement of reproduction rights in copyrighted music.

Witnesses at the subcommittee's hearing also objected to the two provisions because, they said, they represent piecemeal changes in the Copyright Law. They said changes shouldn't be made in view of the study now being made of a general revision of the law.

FCC should expedite drop-ins, says network

The addition of third vhf stations in eight markets at short spacing—the FCC's drop-in proceeding—is now more urgent than ever because of the abandonment of deintermixture, ABC told the commission last week.

The network urged the FCC to proceed without delay to assign the channels. ABC said it supposes the FCC will postpone the June 22 deadline for reply comments on the eight deintermixture proposals in light of the agency's promise to Congress of a moratorium; the FCC could not reasonably expect parties to prepare lengthy comments on an issue which may became moot. But the June 22 deadline for drop-in replies should be strictly adhered to, ABC said.

Drop-ins represent all the FCC can accomplish in tv allocations "for the foreseeable future," the network said. Even if the all-channel set legislation passes Congress, it will be seven or eight years before its effects become manifest, ABC said; in the meantime, drop-ins are needed to assure competitive conditions in markets which now have only two tv services.

THE MEDIA

Record second quarter seen for ABC

GOLDENSON OPTIMISTIC IN REPORT TO STOCKHOLDERS ON RADIO, TV

The ABC Division of American Broadcasting-Paramount Theatres Inc. should have a "record second quarter in profits."

This optimistic view, voiced last week at AB-PT's annual stockholders meeting in New York, was indicative of the general tone set by AB-PT President Leonard H. Goldenson, who presided.

Mr. Goldenson kept matters under control and wound up the meeting in about 1½ hours despite scattered dissension. (Most vocal were women stockholders who took exception to Mr. Goldenson's characterization of ABC Radio's point of view that it seeks to reach the "young housewife" — the stockholders implied that the young mothers of the country are not "swing" or "jazz" fans.)

An earlier first quarter report for AB-PT had estimated net operating profit in the 1962 period, for all divisions, including broadcast operations, at $3,042,000 or 70 cents a share compared with the record $3,425,000 or 79 cents a share in the like period last year.

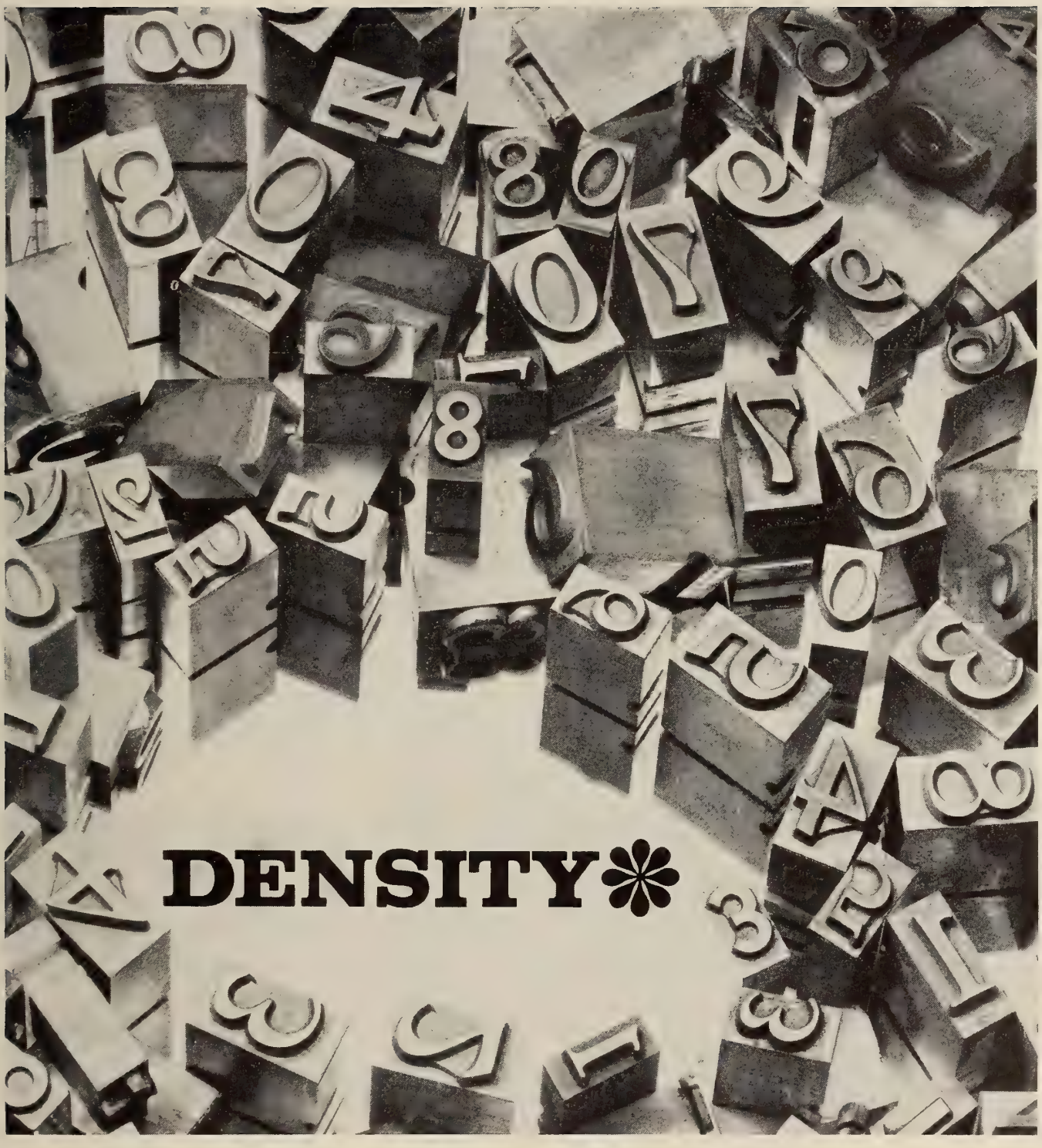
The first quarter results for the ABC Division alone, on the other hand, were said by Mr. Goldenson to have been at a record level, exceeding those of the comparable period in 1961, despite "the unusually high costs caused by the numerous delays of the orbital space flight which was telecast on Feb. 20." Thus, Mr. Goldenson's projection for the second quarter would continue the pace set in the first for the ABC Division.

Glenn Coverage ▪ Mr. Goldenson was brought up sharply on that statement by stockholder Wilma Soss who demanded to be told why ABC-TV persisted in covering Lt. Col. John Glenn's orbital flight when the network knew that would be "financially embarrassing." AB-PT's president, admitting an ABC-TV cost of more than $700,000, said he believed the three networks would work out "joint services" covering future manshoots.

Highlights of the meeting:

▪ ABC Radio—The network, Mr. Goldenson admitted, is still operating at a loss but is improving. "Revenue is coming up," he said, "and a great improvement has taken place."

Asked by a stockholder to discuss



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Leonard Goldenson (r), president of AB-PT, fields stockholder's question. Interested "spectator" (l) during the annual meeting is the new man in charge at ABC-TV, Vice President Thomas W. Moore.

attacks made in Washington on "sex and violence" in television programming, Mr. Goldenson denied the existence of an "excess" in violence and sex at ABC-TV and said they were emphasized only when necessary in the plot. ABC-TV opposes sex and violence in programming for their own sake, he said.

Mr. Goldenson told stockholders the Fabian episode telecast in the *Bus Stop* series was a "mistake" and that ABC officials so testified before the Dodd committee. "It was a mistake and I thought it was a mistake at the time," Mr. Goldenson emphasized.

How ABC-TV competed ▪ In an explanation of programming philosophies at ABC, Mr. Goldenson during a question-and-answer period outlined to stockholders how ABC-TV in its competitive drive in the early 1950s had to enter many markets on a delayed basis and thus turned to Hollywood and film for its programming.

Despite such handicaps, Mr. Goldenson said, ABC-TV was able to innovate. Examples, he said, include *77 Sunset Strip,* which he commented brought "class to whodunits"; *Flintstones,* "cartoons for adults"; *Maverick,* "humor to westerns." He said ABC had hoped to establish trends, create its own stars and make its own image. In continuing the trend-setting subject further, Mr. Goldenson mentioned this season's *Ben Casey;* the Winston Churchill series; next season's *Going My Way* (starring Gene Kelly); and two World War II series, *The Gallant Men* and *Combat.*

Mrs. Soss said that as a woman she deplored Mr. Goldenson's mention of World War II stories, which she surmised would be full of "violence."

The stockholders meeting itself was non-violent. The stockholders by an overwhelming number of votes upheld management and defeated three proposals which would have given stockholders certain pre-emptive rights and limited executive compensation.

Stockholders also heard these reports:

▪ AB-PT is incurring costs in setting up its tv rep arm (national station sales subsidiary), acquiring a new recording subsidiary, Westminster Records, and in broadening tv investments overseas. Also mentioned as newly-financed: building of a "major news and public affairs department in our broadcasting division."

▪ Recent moves by ABC-TV to shore up affiliations (competitively), new program plans, change in executives (President Oliver Treyz replaced by Thomas W. Moore, vice president in charge of ABC-TV) and colorcasting.

Illinois group urges NAB 'freedom' fight

NAB would take firm steps to guarantee full protection of the First Amendment to the broadcasting industry under a resolution adopted May 12 by Illinois Broadcasters Assn. The move was led by Joe M. Baisch, vice president-general manager of WREX-TV Rockford, Ill., chairman of the IBA Freedom Committee.

IBA proposes a campaign to erase Sec. 315 (equal-time clause) of the Communications Act; to alert stations of the dangers in the Senate's Yarborough subcommittee reporting calling for curtailment of political editorializing rights; to prevent any more FCC "Chicago hearings" or "any inquisition such as that involving 14 radio stations in San Francisco," to oppose the principle of pre-screening by the NAB Code Authority.

Mr. Baisch called on NAB and LeRoy Collins, its president, to preserve the "inalienable right to speak—to shout or to whisper—as we continue to seek the truth." The resolution suggested that NAB employ the best constitutional counsel and, if necessary, raise funds for a freedom fight.

Swezey criticizes BAR monitor plan

The proposal by Broadcast Advertisers Reports to rate tv code subscribers performance on a regular basis through its monitoring activities drew sharp criticism May 16 from Robert D. Swezey, NAB Code Authority director.

BAR monitoring reports have been used by the code authority in the past for NAB's review of station performance but the two groups split earlier in the year when Phil Edwards, BAR president, made public an irate letter to NAB (BROADCASTING, March 19, April 2, 9).

"The proposal that BAR engage in an independent program of fact-finding and evaluation, thereby substituting itself for the Code Authority, has never impressed as having the ring of reason or responsibility," Mr. Swezey said. "It can, of course, find and report facts but it has no proper place in interpretation."

Mr. Swezey conceded NAB's monitoring is expensive. "Quite frankly we have a long way to go before we can provide a frequent, regular and reliable monitor coverage of all of our subscribers," he said. "If the gratuitous efforts of BAR are effective they may well bring out facts which would otherwise escape the attention of our subscribers and at least prove helpful in that respect.

"I see no reason why we should be unduly sensitive about having somebody else point out the defects in our monitoring service that we know exist and which we are attempting to remedy."

Phil Edwards, chairman of BAR,

NAB lists fall dates

NAB will return to its 1½-day agenda for the eight annual Fall Conferences when the 1962 series gets under way Oct. 15 in Atlanta. The one-day plan tested in 1961 did not leave time for separate radio and tv sessions, President LeRoy Collins said.

The conference schedule is based on meetings at key transportation centers, with members free to choose the most convenient city. The schedule:

Oct. 15-16—Atlanta, Dinkler-Plaza.
Oct. 18-19—New York, Biltmore.
Oct. 22-23—Chicago, Edgewater Beach.
Oct. 25-26—Washington, D. C., Statler-Hilton.
Nov. 8-9—Dallas, Sheraton Dallas.
Nov. 12-13—Kansas City, Mo., Muehlebach.
Nov. 15-16—Denver, Brown Palace.
Nov. 19-20—Portland, Ore., Sheraton-Portland.



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said in reply to Mr. Swezey:

"Bob Swezey is correct in stating that monitoring is expensive, and he is also correct in saying it is highly improbable that BAR would return to code monitoring because (1) the industry would have to face up to the honest cost of self-inspection and (2) the results would have to be made known to everyone involved. Mr. Swezey also suggests that BAR might 'evaluate' or 'interpret' facts in our upcoming bulletin concerning code compliance. In this case, however, he is in error. BAR has never and does not intend now to evaluate or interpret. Our job is counting and timing commercials—which is what we will do; subjective work is not our cup of tea. In fact, we intend to preserve these standards by offering our data to stations for their confirmation prior to publication."

Telephones run third to radio, tv in homes

More U. S. homes had radios and tv sets than telephones in 1960, the U. S. Census Bureau announced May 17. Using previously published totals for radio-tv circulation, the bureau said: Of the 53 million households, 48½ million had radios and 46 million had tv sets when the 1960 census was taken whereas only 42 million had telephones in or near their housing units.

The bureau said about 40½ million households had radios and 5 million had tv sets in 1950, showing an increase of 8 million radio homes and 41 million tv homes in the 1950-60 decade. Detailed radio-tv household breakdowns are being carried in BROADCASTING (see Texas by counties and cities, page 94 and list of state figures carried in past issues).

NAB, educational group name liaison committee

A joint project to promote cooperation between commercial and educational broadcasting was set up last week by NAB and the Joint Council on Educational Broadcasting. Gov. LeRoy Collins for NAB and Dr. Robert C. Anderson, Auburn U., for JCEB, last week named a joint committee to carry out the program.

The NAB members are Rolland V. Tooke, Westinghouse Broadcasting Co., co-chairman; Robert Hyland, KMOX-AM-FM St. Louis. D. L. Provost, Hearst Corp.; Lee Ruwitch, WTVJ (TV) Miami; Harold P. See, KRON-FM-TV San Francisco.

Representing JCEB are James Robertson, National Educational Television & Radio Center, co-chairman; Dr. Lawrence Derthick, National Education Assn.; Dr. J. W. Edgar, State Commissioner of Education, Austin, Tex.; Dr. Clifford M. Hardin, U. of Nebraska; William Harley, National Assn. of Educational Broadcasters.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KEX Portland, Ore.: Sold by Westinghouse Broadcasting Co. to Golden West Broadcasters for a price reported to be $900,000 (CLOSED CIRCUIT, May 14). Golden West, whose owners include Gene Autry, cowboy singing star; Robert O. Reynolds and Loyd C. Sigmon, owns KMPC Los Angeles, KSFO San Francisco and KVI Seattle-Tacoma. The corporation also owns the Los Angeles Angels baseball club. Mr. Autry holds controlling interests in KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona. Westinghouse, which has just purchased WINS New York for $10 million (BROADCASTING, May 7), owns KDKA-AM-FM-TV Pittsburgh, WBZ-AM-TV Boston, WBZA Springfield (Mass.), KYW-AM-FM-TV Cleveland, WOWO Fort Wayne, WIND Chicago, WJZ-TV Baltimore and KPIX (TV) San Francisco. Westinghouse has offered to surrender WBZA if the FCC approves the WINS purchase. Last fall, WBC presented KEX-FM to the Oregon State Educational System. KEX is a 50 kw full-time on 1190 kc.

▪ KXGO-TV Fargo, KNOX-TV Grand Forks, KNCD-TV Pembina, all North Dakota: Sold in series of transactions to Ferris Traylor, 46% owner of WTVW (TV) Evansville, Ind., for an aggregate of $675,200. Mr. Traylor is buying 100% of the stock of Pembina Broadcasting Co. (KNCD-TV) from Harry Rice and Harry C. Lukkason group for $190,200. Pembina is buying 95% of KNOX-TV. Mr. Traylor is buying KXGO-TV from John W. Boler and associates for $390,000. Messrs. Rice and Lukkason will repurchase 20% of Pembina for $38,050. They will also retain ownership of KNOX Grand Forks. After completion of these transactions, the group intends to resite the transmitter of KXGO-TV between Fargo and Grand Forks and move ch. 10 from Grand Forks to Thief River Falls, Minn. The Thief River Falls and Pembina stations will be operated as satellites of KXGO-TV. KXGO-TV was established in 1959 and operates on ch. 11. KNOX-TV began in 1955 on ch. 10. KNCD-TV began operating in 1960 on ch. 12. All are affiliated with ABC.

▪ KAVR Apple Valley, Calif.: Sold by

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Shafto's three decades

At a surprise luncheon given by the staff of WIS-AM-TV Columbia, S. C., G. Richard Shafto, executive vice president of The Broadcasting Co. of the South, parent organization, was honored for his 30 years with the company and for his contributions to the industry. In photo, Mr. Shafto examines his award—a specially mounted radio tube that was used in WIS' first 5 kw transmitter in 1932.

Apple Valley Broadcasting Co. (Newton T. Bass, president) to BHA Enterprises for $200,000. M. D. Buchen, president-26% owner of BHA, is general manager of KRKD Los Angeles and president of South Coast Broadcasting Co. (KNEZ Lompoc, Calif.). KAVR operates on 960 kc with 5 kw daytime. Alan B. Skuba, formerly station manager of KRML Carmel, Calif., and more recently with KFWB Los Angeles, will be station manager. Wilt Gunzendorfer & Assoc., Los Angeles,

▪ KGB-AM-FM San Diego: Sold by Marion R. Harris to Willet H. Brown for $71,500 plus assumption of obligations totaling $78,500. No real estate is involved in the transaction. Mr. Brown was president of the Don Lee division of RKO General Inc. from 1950 to 1958 and is a 19.75% owner of KTVU (TV) Oakland-San Francisco. KGB is a fulltime station on 1360 kc with 5 kw daytime and 1 kw nighttime. KGB-FM operates on 101.5 mc with 80 kw. (Corrected version).

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 90).

▪ WEAU-TV Eau Claire, Wis.: Sold by Morgan Murphy group to *Appleton* (Wis.) *Post-Crescent* for $2.1 million. V. I. Minahan, president of publishing company and others in buying group have interest in WJPG Green Bay, Wis. Murphy stations include WISC-TV Madison, WLUK-TV Green Bay, both Wisconsin; WLUC-TV Marquette, Mich., and KVOL Lafayette, La. Mr. Murphy owns or controls the *Superior* (Wis.) *Telegram* and other newspapers in Wisconsin, Minnesota and Louisiana.

Tv must progress or retrogress—Swezey

Television faces the hazard of falling into uniformity, Robert D. Swezey, NAB Code Authority director, said May 15 in an address to the Washington Ad Club. Should the medium settle into the patterns of its past performance and fail to strike out aggressively and vigorously toward a fuller maturity and toward a new and more significant attainment, he warned, the result will be retrogression.

Mr. Swezey said tv is now "approaching mechanical perfection." He added, "It has a tremendous and sophisticated, or spoiled, audience. It has been financially successful beyond all reasonable expectations and as a consequence, to some extent at least has spoiled operators. It has demonstrated its enormous strength in many particulars. No new technical development has yet emerged which threatens to succeed it."

Noting the progress in broadcast editorializing, he said, "Almost without exception stations who have editorialized competently, vigorously and fairly have found that the opposition and difficulties encountered were far less serious than anticipated and that their efforts were well rewarded in terms of increased acceptance and stature in the community and in the real satisfaction which is the inevitable consequence of accomplishment."

Mr. Swezey said he couldn't recall a single complaint from a sponsor in two years of editorializing at WDSU-TV New Orleans while he was general manager. Instead the policy brought praise from sponsors though many complaints from those displeased, who were offered air time to state what they thought of the station's position.

Wilkey says parents should control tv set

"Television should be used effectively in the educational process for the benefit of children—not their detriment," Gene Wilkey, CBS-TV vice president and general manager of KMOX-TV St. Louis, said last week in a speech at Southern Illinois U.

Mr. Wilkey said the parent is responsible for how much television a child should watch. "To use television as a convenient baby-sitter, to allow free access to the on and off buttons before

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KABC
conversation
RADIO 79

the child has achieved any ability to evaluate is not using good judgment."

The CBS vice president likened parent irresponsibility for a child's tv viewing to "letting an 8-year-old drive the family car." He said teachers need to know more about tv and that civic leaders should participate in this "new, vital means of community communications."

Citizens are responsible for keeping television programming free of government regulation, he said.

Mr. Wilkey said he is concerned over the "threat of program supervision through the federal government."

He said jeopardy exists for all media if freedom to communicate by one medium is government-controlled.

Smith, Pinkham charge public caused wasteland

Parents too lazy to discipline their children and communities unwilling to support an adequate police force are among those who have made television the whipping boy to compensate for their own inadequacies.

This was the charge levelled last week by ABC-TV commentator Howard K. Smith during his Wednesday night program that also featured appearances of Richard Pinkham, vice president in charge of radio, Ted Bates Co.; Harriet Van Horne, tv editor of the *New York World Telegram & Sun*, and writer Robert Alan Aurthur.

Mr. Smith conceded that violence on tv is "inexcusably excessive" but criticized the viewers who spend an average of five hours a day before their set, letting it set the spiritual climate of our civilization. "Unfortunately," he added, "this [climate] is tending toward mediocrity."

Mr. Smith said television's chief problem is its "wildly voracious appetite" for which it wolfs down program material as if its stomach were a bottomless pit. "There is not enough ingenuity or talent in this world to fill all the time that demands good material," he said.

Mr. Pinkham maintained that programming that would appeal to "any intelligent, educated person" is usually rejected by the public and this in turn influences the sponsor's choice. He cited the public demand for westerns as an example of how an excessive number of programs in a particular category is inspired.

CBS-TV gets two Pa. uhfs

WSBA-TV York and WLYH-TV Lebanon, both Pennsylvania, have joined CBS-TV as primary interconnected affiliates, according to Carl S. Ward, CBS-TV vice president and director of affiliate relations (CLOSED CIRCUIT, April 9). WSBA-TV, owned and operated by Susquehanna Broadcasting Co., operates on ch. 43; WLYH-TV, owned and operated by Triangle Publications Inc., is on ch. 15.

Reinsch cites impact of transistor radios

The transistor radio in the long run will have a greater impact on this age than the invention of the printing press and the airplane. This is the conclusion of J. Leonard Reinsch, executive director of the Cox radio and tv stations, broadcast consultant to President Kennedy and chairman of the U. S. Advisory Commission on Information. Mr. Reinsch made these observations before a joint meeting in Los Angeles May 15 of the Los Angeles Advertising Club, the Hollywood Advertising Club and the Southern California Broadcasters Assn.

"In Africa today," he said, "you can see a native with a spear in one hand and a transistor radio in the other hand. This native cannot read or write, and often there is a language barrier so that he does not understand the programming he hears on his radio. The transistor radio, however, has shot him from the primitive age into the middle of the twentieth century. . . ."

Mr. Reinsch also called for a new communications act and the repeal of Section 315 of the present Communications Act.

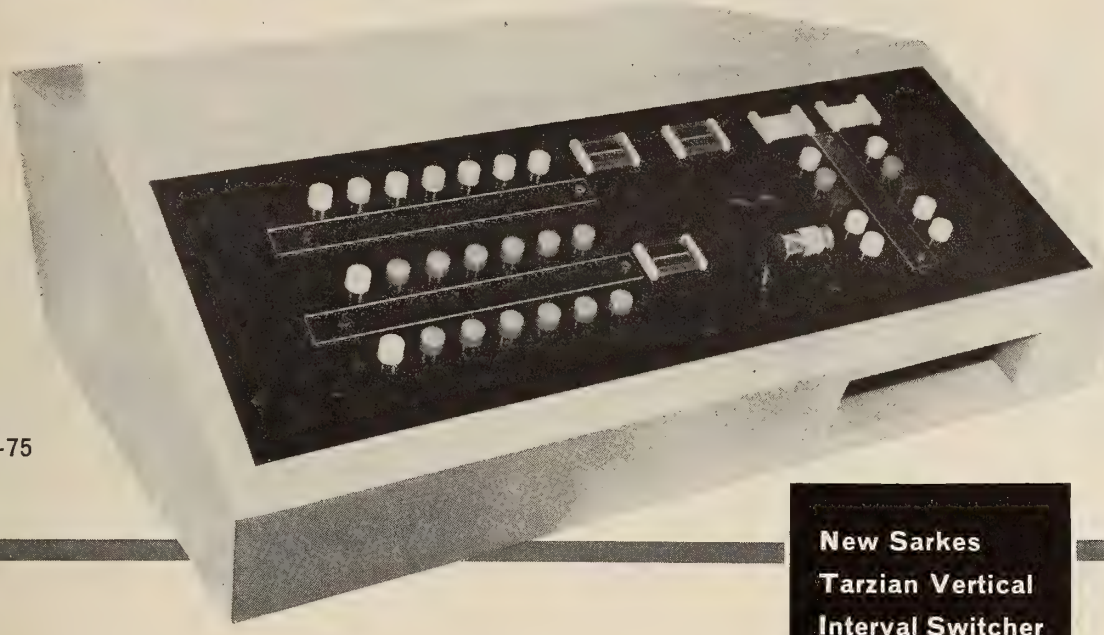
Media reports...

New CBS-TV affiliate ▪ KAYS-TV (ch. 7) Hays, Kan., joins CBS-TV under the Extended Market Plan as an interconnected affiliate, effective Sept. 1. The station is owned and operated by KAYS Inc. Robert Schmidt is vice president and general manager.

Enter KQV-FM ▪ KQV-FM Pittsburgh began broadcasting May 11, according to John D. Gibbs, vice president and general manager. The station broadcasts with a power of 55 kw on 102.5 mc. It is on the air from 6:00 a.m. to midnight, Monday through Sunday. It will simulcast much of the programming of sister station KQV.

WMT scholarships ▪ Scholarships totaling $3,000 have been awarded to two college students by the news and farm departments of WMT-AM-TV Cedar Rapids, Iowa. Both recipients will work in the news and farm departments, respectively, of the station during the summer months and will act as correspondents throughout the college year. The news award went to James L. Esmoil, a junior at the U. of Iowa. The Chuck Worcester farm broadcasting scholarship went to Greg Michel, Iowa State U.

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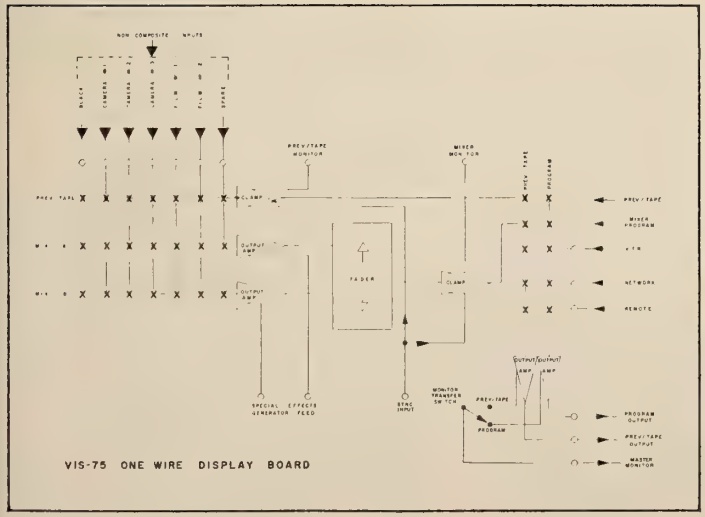
New Sarkes Tarzian Vertical Interval Switcher (VIS-75) goes where you want it to—does what you want it to.

Now, for the first time, you can get all the advantages of transistorized switching in a compact, low cost package. It's fully solid state—has amazing flexibility—is fully portable—only 19″ deep, 17″ wide, 3½″ high.

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- No switching transients
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SPECIFICATIONS

Inputs	Seven Noncomposite, Five Composite, including mixer & preview re-entry
Outputs	One Preview Monitor; One Line Monitor; One Composite Program Line; One Composite Preview/Tape Line; One Noncomposite A Special Effects Feed; One Noncomposite B Special Effects Feed; Seven Camera Tally Control Contacts; Seven Audio-follow-video Control Contacts
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TV Homes 62,128
Retail Sales-
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AFTER (Grade B)
TV Homes-116,905
Retail Sales-
$531,362,000
•
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TV Homes-216,909
Retail Sales-
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WITNESSES SUPPORT FAULK CHARGES

Tv, admen colleagues cite pressure by Aware principal

A group of well-known advertising executives and television personalities testified last week in behalf of John Henry Faulk, former WCBS New York humorist-commentator, who is suing Aware Inc. and two other defendants for $500,000 in libel damages.

The third week of the trial in New York Supreme Court produced testimony from various witness that an Aware bulletin written by research consultant Vincent Hartnett and circulated by Syracuse, N. Y., supermarket operator Laurence Johnson had been instrumental in Mr. Faulk losing sponsors on his program and ultimately losing his job. Mr. Faulk charges he was "blacklisted" from broadcasting after an Aware-published bulletin in 1956 accused him falsely of belonging to pro-communist organizations.

Charles Collingwood, CBS-TV newsman, testified that shortly after the bulletin was issued he heard rumors that Mr. Faulk was to lose his WCBS program. He said he and Edward R. Murrow, then a CBS newsman, talked to CBS officials in Mr. Faulk's behalf, and he added:

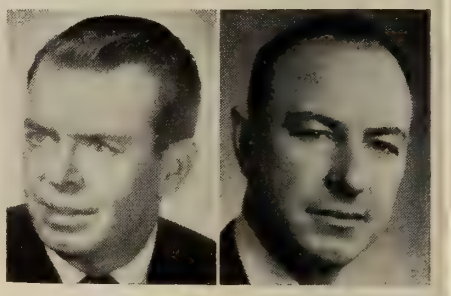
"I said the union (AFTRA) would take a very dim view, indeed, if as a result of the Aware bulletin, Mr. Faulk lost his employment with CBS," Mr. Collingwood testified.

He said performers who were denied work on radio or television were not informed of the nature of the charges against them. (Mr. Faulk remained with WCBS until 1957).

Threats ▪ Thomas D. Murray, a senior account executive with Grey Adv., New York, in 1956, told the court that Mr. Johnson telephoned him in March of that year and threatened to remove displays of Hoffman beverages in his supermarkets unless Hoffman (a Grey client) withdrew its sponsorship of the Faulk programs. Mr. Murray said Mr. Johnson called Mr. Faulk "a communist," but the agencyman testified he replied: "I have no such knowledge. I have no intention of firing a man who is a first-rate salesman for our product."

Ammident Account ▪ Samuel Dalsimer, executive vice president of Grey Adv. at the same time, corroborated Mr. Murray's testimony. He added that Mr. Johnson brought pressure on the agency in 1955 to remove "pro-communist" performers from tv shows sponsored by Ammident toothpaste, another of the agency's accounts.

Peter Hilton, president of Kastor, Hilton, Chesley, Clifford & Atherton, testified that in 1953 an agency he then operated lost the $500,000 Seabrook Farms account because of pressure exerted by Mr. Johnson. He said Seabrook sponsored a radio program, *The Private Files of Matthew Bell,* and one day he received a call from C. F. Seabrook, company president, who informed him that Mr. Johnson had sent him a letter on an American Legion post letterhead stating the program em-



Mr. Murray Mr. Hilton

ployed "Stalin's little creatures, fellow travelers and pinks."

Mr. Hilton said that he, Mr. Seabrook and Joseph Cotten, star of the program, flew to Syracuse to talk with Mr. Johnson, but the latter could not be swayed from his stand that the program used actors who were "fellow travelers or un-American." The testimony did not bring out the names of performers to whom Mr. Johnson was referring.

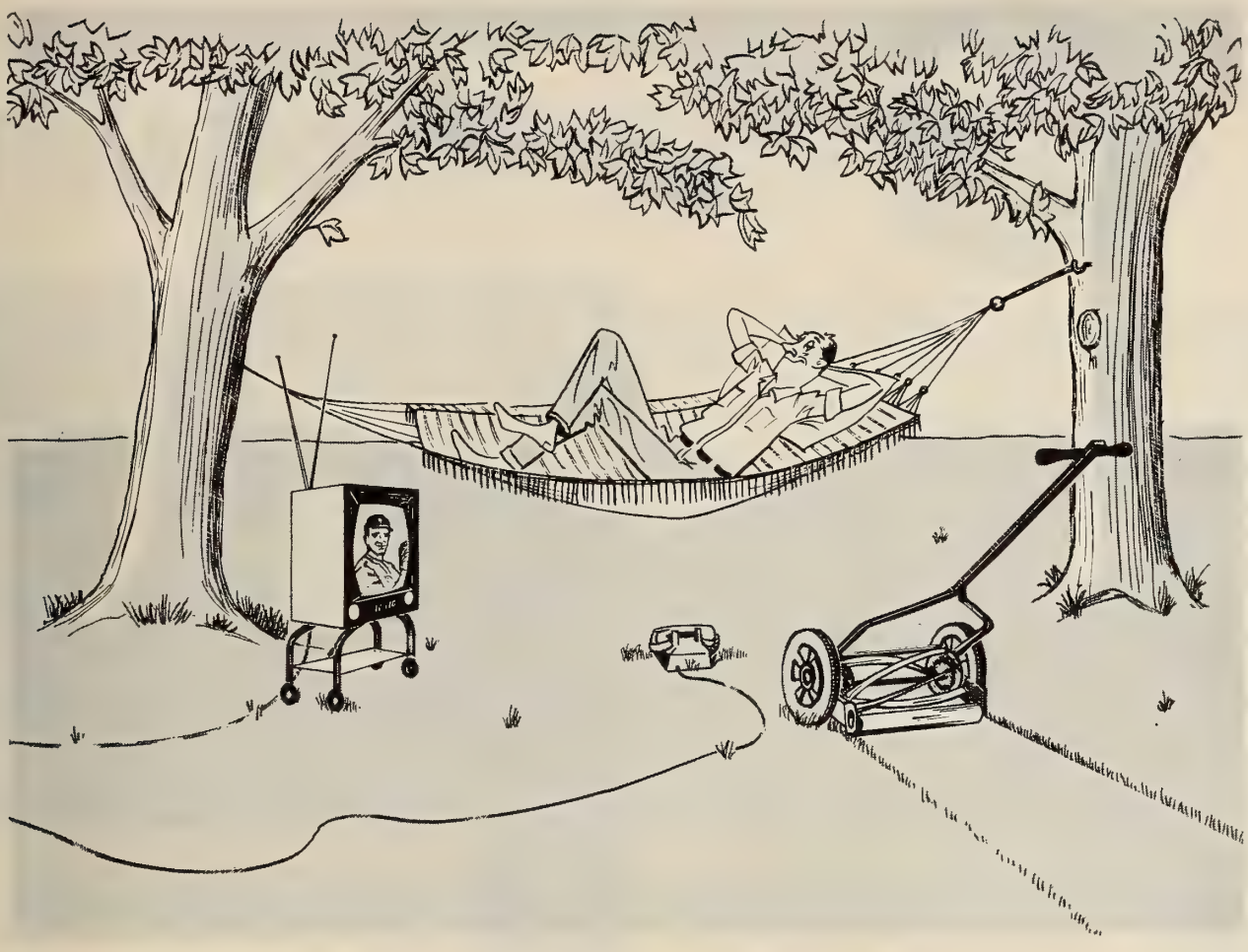
Mr. Hilton testified that Mr. Seabrook later told him that because of the problem involved, he was no longer interested in sponsoring the program after its 13-week run. Shortly thereafter, he added, Seabrook dropped his agency. He said Mr. Seabrook made it clear that he "held us responsible for the incident and our relations deteriorated considerably."

Other witness who testified in behalf of Mr. Faulk were actor Tony Randall and actress Kim Hunter.

Mr. Faulk claims that after the publication and distribution of the Aware bulletin, sponsors began to drop his program, and invitations to appear on tv shows stopped.

Illinois catv sold

Purchase of a catv system in Peru, Ill., serving 1,700 subscribers by Americantenna Corp., Denver, for over $500,000 was announced last week. Americantenna is headed by Calvin G. Heisler, as chairman, and Wendall W. Fertig, president. The Peru system, Television Transmission Co., includes a microwave relay which feeds programs from Chicago tv stations. It is owned by Earle S. Nelson Sr. and his son, Earle S. Nelson Jr. Broker was Blackburn & Co.



SUMMER TV VIEWING IS DIFFERENT!

Summertime is an 'easy living' time for television viewers . . . more daylight hours, more outside activity and vacations. *But the viewers are there* . . . to baseball games, to new summer programs, to specials, even to re-runs.

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ARB's Overnight Coincidental Survey staff, well experienced in tracking down elusive audiences, is on constant standby to handle just such jobs. For example, they have devised a special 'baseball package' to help evaluate relative strengths and weaknesses of a given line-up. But, whether it's a single half-hour time period or a full week's hour-by-hour reporting of station shares, ARB's Telephone Coincidental Department is equipped and ready to provide the facts.

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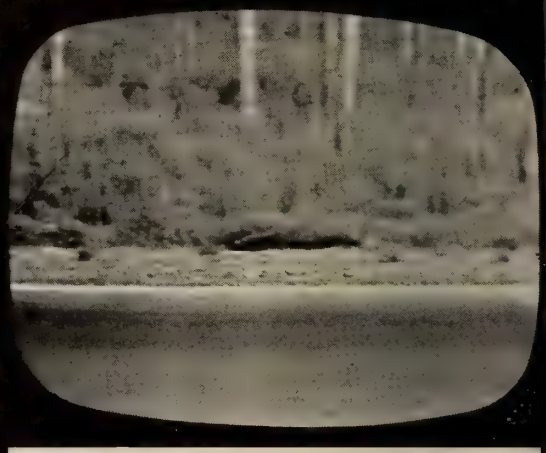
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On "SCOTCH" BRAND Live-Action Video Tape, you can electronically mix free-wheeling visual ideas with unequalled speed! No sweating out the lab wait for costly, time-consuming processing! Video tape plays back the picture moments after the latest "take"—helps conserve precious production time.

The sky's the limit on special effects you can achieve with "SCOTCH" Video Tape. The automotive "teaser" commercial at right, for example, matted the man, seat, steering wheel into a previously taped highway scene. It dramatized the performance but kept secret new car styling. With video tape and today's versatile electronics equipment, you can combine different backgrounds and foregrounds . . . put live-action on miniature sets or in front of stills or movies . . . combine several images of the same person. You can introduce pixies and giants . . . do split-screen comparisons . . . create special-pattern wipes . . . combine photos, drawings, cartoons, movies, live-action—you name it! Video tape shows how you're doing immediately when improvements are easy, corrections economical!

And that's not all! "SCOTCH" Video Tape achieves "presence" extraordinary, makes recorded pictures look live. Editing's easier than ever. And "SCOTCH" Video Tape records in either black-and-white or color, with no lab processing. Ask your nearby video tape production house for details on all the advantages of tape. Or send for *free* booklet, "Techniques of Editing Video Tape," which includes several examples of special effects. Write Magnetic Products Division, Dept. MBX-52, 3M Company, St. Paul 1, Minn.



1. For this automotive commercial, highway scenes were first video-taped, using pre-recorded sound track to cue zooms, other camera angles.



4. Now dolly in for a close-up. Sound track that cued the highway scenes assured proper background perspective for the close-up.

"SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA MINING & MANUFACTURING CO., ST. PAUL 1, MINN. EXPORT: 99 PARK AVE., NEW YORK CANADA: LONDON, ONTARIO. ©1962, 3M CO

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2. Seat, steering wheel, gas pedal were added at the studio, using VideoScene, a high-quality electronic matting process.

3. Presto! The driver's in the picture, too. VideoScene process masked out supporting platform, steering column, other unwanted elements.

5. A close-up of the engine, shot in the studio and matted against highway background, was no problem with VideoScene.

6. A superimposed slide completes the teaser commercial, which shows the ride, but keeps new-car styling a well-guarded secret.

Magnetic Products Division 3M COMPANY

WPIX to add 'Allen' to revamped schedule

WPIX (TV) New York is spending more than $3 million to revamp its program schedule and to increase its operating schedule 35 hours a week, Fred M. Thrower, executive vice president and general manager of the station, announced last Wednesday (May 16).

The most immediate change will be the acquisition of the new Westinghouse Broadcasting Co. series, the 90-minute *Steve Allen Show,* which will go on the air June 25, starting at 11 p.m., on a Monday-through-Friday basis. Other programs, including those in the news and public affairs, documentary and children's areas, will begin in the fall.

WPIX reportedly, will pay Westinghouse about $10,000 a week for the Allen series. The Allen program is Westinghouse's replacement for *PM,* featuring Mike Wallace, which terminates June 22 and which has been broadcast in New York on WNEW-TV. The Allen show reportedly will cost three times more than *PM.* The contract for the Allen program with WPIX provides for five new shows a week until the end of this year. During the first three months of 1963, one re-run of the program will be telecast every two weeks, and from April through June 1963, there will be one re-run a week.

The expansion in the WPIX schedule will be largely in daytime, now completely occupied by telecasts by the University of New York State Board of Regents, which has been leasing the station's daytime schedule to carry both in-school programs and educational telecasts for the public. The board's leasing project will end next month and its telecasts are headed for the new educational tv station in New York, WNDT (TV), which goes on the air in the fall. The new WPIX schedule will begin at 9 a.m. and end at 1 a.m. on a seven-days-a-week basis.

In the news and public affairs area, WPIX will add short news programs during daytime and will schedule these weekly half-hour series—*Local Issues,* spotlighting civic and political personalities; *Great Teachers of Our Time,* featuring educators from the New York area, and *Great Theologians of Our Time,* presenting outstanding spiritual leaders; *Sea War,* which depicts Britain's battle for survival during World War II and *Frontiers of Knowledge,* which explores scientific developments.

In addition, WPIX plans to utilize a one-time documentaries plus new children's programs and off-network tv film series.

Settlement proposed in Macfadden-Bartel dispute

A proposal to settle the litigation arising out of the merger of Macfadden Publications and Bartell Broadcasting Co. was placed before the New York Supreme Court last Tuesday (May 15) by the corporation and a group of minority stockholders, who had sought to hold up the consolidation.

Minority stockholders had attempted to prevent the mingling of funds of Macfadden and Bartell. Under the proposed settlement, which is subject to court approval, certain principal stockholders would contribute 175,000 shares of outstanding stock to the Macfadden-Bartell Corp.

WJRZ asks to cover hearings

WJRZ-AM-FM has requested the New York joint legislative committee studying the Alcohol Beverage Control Act to allow the station to broadcast next month's public hearings on raising the minimum drinking age in that state from 18 to 21 years.

The hearings are scheduled for June 12-13 in Suffern and June 27 in Staten Island. Additional dates for further hearings are tentatively set as July 10 in Portchester, July 31 in Binghamton and Aug. 14 in Albany, all New York.

Editorializing advice given at Ill. clinic

If broadcasters are too timid to exercise the rights they have and if they fail to stand up to their journalistic role "like men, with aggressive reporting and blunt editoralizing, then we won't have the right to be too critical of the FCC for taking our rights away."

The warning was voiced May 12 by William B. Monroe Jr., Washington news director of NBC and board chairman of the Radio-Television News Directors Assn. He spoke before a radio-tv news clinic sponsored jointly by the U. of Illinois College of Journalism and Communications, the Illinois News Broadcasters Assn. and RTNDA.

Mr. Monroe said the FCC actually has been encouraging broadcasters to "use our rights and to assert them." But he thought the commission also has been "working against its own advice by increasing the fear that broadcasters have of the government."

No broadcaster, however, "is going to lose his license from the present commission by doing a good hard-hitting job in the area of news and

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KFMB RADIO lets you reach out, into a four county primary area where, according to Pulse, more adults listen to KFMB than any other station. Bonus audience in four additional counties, too!

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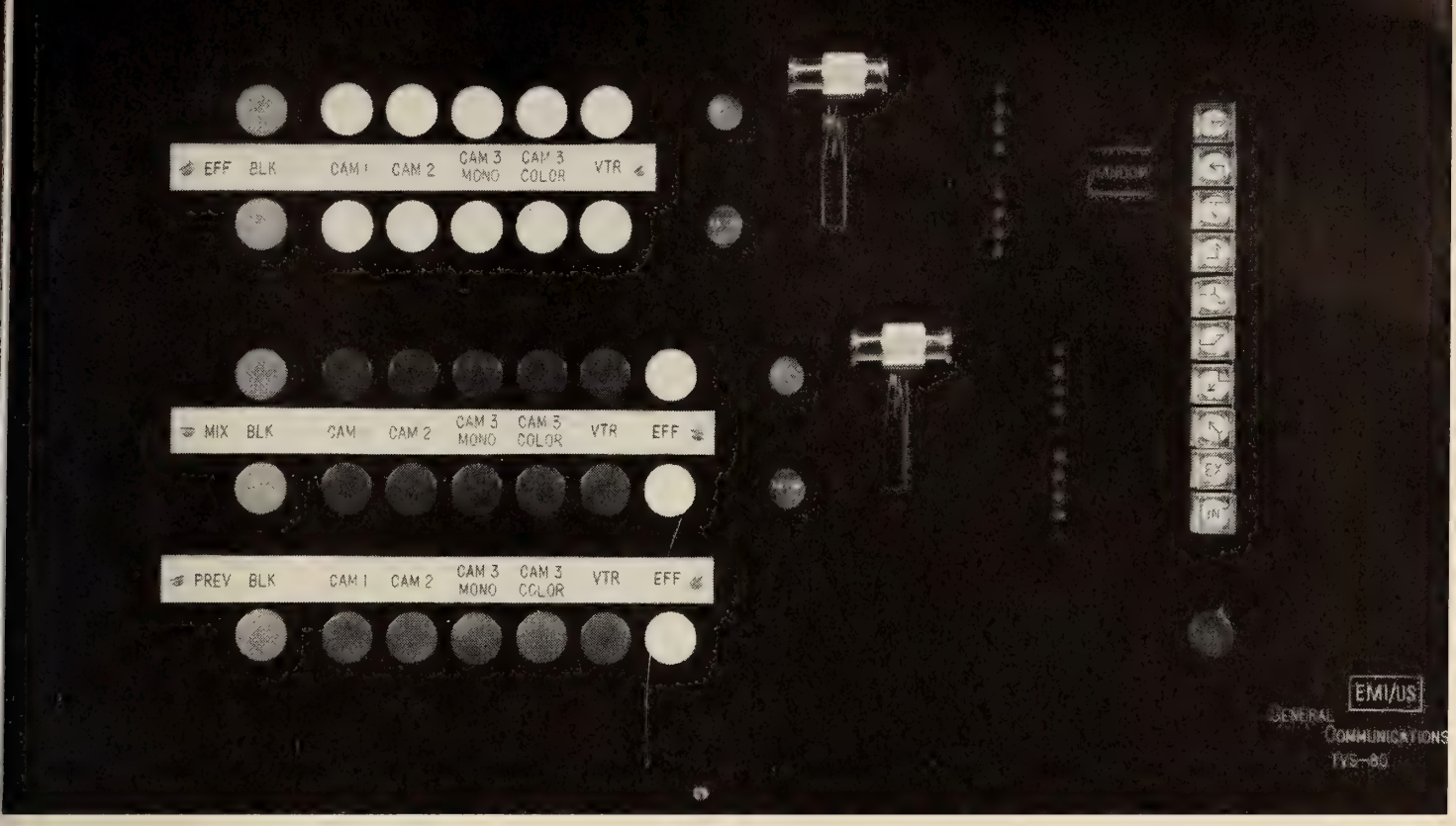
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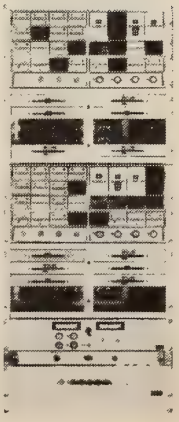
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business end of the most flexible switcher ever made: EMI/US TVS-80

nd, this vertical interval switching system is all usiness. Solid-state. Simple. Reliable. Modular. asy to maintain.

ive basic solid-state modules assemble in almost mitless variety to meet your precise require-ents. They make a system you can readily xpand—at any time—up to 70 inputs and 80 utputs. Transientless, high-level switching akes less than 1/10 microsecond during vertical nterval. Switch functions are controlled by D.C. nly. All modules are completely shielded in heavy aluminum cases to minimize cross-talk.



"Blue Ribbon" connectors and point-to-point wired epoxy boards typify the quality designed into this system to give maximum reliability. And, no other switcher is so easy to maintain.

TVS-80 switchers, like all EMI/US camera chains and terminal equipment, are backed by 24-hour availability of parts and service throughout North America. For full details, call your EMI/US representative or your nearest ITA Electronics sales office—or write:

EMI/US GENERAL COMMUNICATIONS DIVISION
1750 No. Vine St., Los Angeles 28, Calif.

WHBF studies audience attitudes in 'Quad Cities'

Television is the "most enjoyed form of entertainment." Radio, while less highly regarded as an entertainment form, ranks No. 1 as a source of news and other types of information.

This is the way the people of the "Quad Cities" area of Illinois and Iowa evaluate media's importance in their lives, according to a study released last week by WHBF-AM-TV Rock Island-Davenport. The study was made for the WHBF stations by Frank N. Magid Assoc., independent research firm of Cedar Rapids, and was based on 500 personal interviews averaging 45 minutes each among residents of the Davenport, Iowa, and Rock Island-Moline-East Moline, Ill., areas.

Here are some of the highlight findings as reported in a brochure being distributed by WHBF-AM-TV and their national sales representatives, Avery-Knodel:

- More than nine out of 10 homes (95.8%) have tv sets; almost 16% have more than one.
- Two-thirds of the homes watch tv news at least once a day; almost three-fifths listen to radio news regularly. More than one-third list radio as their main news source (37.7% as compared with 35.7% who named newspapers as their main source and 16.6% who named tv).

In terms of tv viewing time, the largest group (36.8%) qualified as "heavy viewers" by averaging three or four hours with their tv sets each day. The second largest group (23.4%) fell into the "moderate" viewing class (about two hours per day), while the groups at the two extremes—"very heavy" and "light" —were about equal in size: 16% said they watch five hours or more on the average day, while 16.6% said they average an hour or less each day (see accompanying tables).

Asked which of three major media they would give up if they "had to," the respondents as a whole seemed to consider radio somewhat more expendable (named by 35.4%) than television (30.3%) and newspapers (30.1%). But women showed a different order of preference, tending to cling more to television (28.8% thought it expendable, if necessary) and somewhat more to radio (33.5%) than to newspapers (34.2%).

Asked what program types they would miss if their television sets were out of order, the largest number (16.3%) named news. Ranked second in the most-missed category were variety programs (named by 14.5%), followed by sports events (11.4%), daytime serials and westerns (7.8% each), comedy (4.8%), educational programs (3.6%), and musicals (3.2%).

Approximately 30% of the respondents said they watch movies on television at least once a week: 13.1% said they see two to four movies weekly on tv; 10.4% said one, and 6% said five or more. Their movie preferences run to drama (named as first choice by 12%), westerns (8.2%), adventures (7%), comedies (6.2%) and musicals (5%).

Most radio listening takes place in the mornings, when 38.7% of the respondents said they are tuned in, but approximately 20% said they listen "all day." A total of 7.4% said they listen in the evening, 6.2% "in the car" and 5.2% at mealtime. The number who "hardly ever listen" came to 8.6%.

Almost 60% said they listen regularly to radio news, and 45% said they listen regularly to music via radio.

For the farm population, the report found, radio and television perform clearly different functions: Radio is used primarily as an information medium, television mainly for entertainment.

DAILY AVERAGE TELEVISION CONSUMPTION

	BY SEX		BY AGE		
	MALE	FEMALE	UNDER 34	35-54	OVER 55
Light viewers	20.3%	13.2%	14.4%	22.1%	11.3%
Moderate viewers	25.4%	21.7%	24.2%	25.6%	19.7%
Heavy viewers	35.2%	38.4%	38.6%	35.2%	37.3%
Very heavy viewers	10.2%	21.3%	16.3%	10.6%	23.2%
No answer	8.9%	5.3%	6.5%	6.5%	8.5%
Totals	100.0%	99.9%	100.0%	100.0%	100.0%

MAIN NEWS SOURCE BY AGE

	UNDER 34	35-54	OVER 55
Newspaper	31.8%	36.9%	38.7%
Television	22.1%	13.6%	14.8%
Radio	40.2%	37.4%	35.9%
Newspaper and television	1.3%	4.5%	1.4%
Newspaper and radio	1.9%	1.5%	3.5%
Television and radio	1.9%	5.0%	1.4%
All three	.0%	1.0%	4.2%
Other	.6%	.0%	.0%
Total	99.8%	99.9%	99.9%

WHAT WOULD BE MISSED IF TELEVISION SET OUT OF ORDER

News	16.3%
Political programs	1.8%
Sports events	11.4%
Daytime serials	7.8%
Westerns	7.8%
Family situation comedies	.8%
Quiz shows	1.6%
Panel shows	2.2%
Children's programs	1.4%
Musicals	3.2%
Movies	1.6%
Detective	.8%
Adventure	1.6%
Mystery	.8%
Comedy	4.8%
Variety programs	14.5%
Drama	1.4%
Television specials	1.8%
Educational programs	3.6%
Daytime programs	1.8%
Evening programs	.8%
Weekend viewing	1.8%
Everything	.8%
Nothing	3.6%
Other	2.4%
No answer	2.4%
Total	99.8%

editorials," he reminded.

J. R. Livesay, WLBH Matoon, Ill., told the clinic he has been editorializing for a dozen years. He said editorials must give background to a situation so the audience understands how an opinion was reached. He also urged extensive files, because without them "it makes editorializing a monster."

Charles E. Wright, WBYS Canton, Ill., said it takes at least nine months to get ready to editorialize, compiling documentation material, ordinances, rules of local government, market data and so forth. It can't be done overnight by a 19-year old disc jockey who knows only the "kind of hair tonic Fabian uses," he warned.

William G. Ellison, WHBF Rock Island, Ill., reported that both station mail and phone calls indicate a heavy interest in the editorials by listeners. Even those who disagree are glad the editorials are aired, he said.

WMBR editorials helped affect vote

An editorial campaign by WMBR Jacksonville, Fla., on behalf of a state senatorial candidate was described as a factor in his victory at the May 9 Florida primaries.

John E. Mathews Jr. received WMBR endorsement in a month-long series of 60-second editorials, about 12 a day. The pre-primary favorite, incumbent Wayne E. Ripley, and a third candidate, Benedict M. Kotecki, were offered free time for reply. Sen. Ripley, through Harry Radcliffe Adv., bought 18 60-second announcements on WMBR and used free time on seven days. The third candidate didn't reply to the station's offer.

Editorials were voiced by Sidney L. Beighley Jr., WMBR vice president-general manager. Mr. Mathews received over half the votes cast and a runoff is not required. Donald R. Smith, WMBR station manager, said the station had editorialized against some of Sen. Ripley's legislative acts earlier in the year and supported some of the legislation favored by Mr. Mathews.

The three candidates appeared in local broadcasts, including a one-hour program, *Jacksonville Forum,* on WJXT (TV), where they answered questions from three newsmen. A statement on the program by Sen. Ripley, cited as an element in the final vote, dealt with the school problem. He is quoted as observing on WJXT, "All I know is what I read in the newspapers." The quotation was repeated frequently and derisively during the campaign.

Broadcast and newspaper reports of the candidates' sharply differing views on key campaign issues were factors in the voting.

In a post-election statement Mr. Mathews paid tribute to WMBR, saying, "You have rendered a great public service. May your efforts be recognized. May others accept responsibility now that a courageous station has led the way." The two Jacksonville newspapers took no stand on behalf of ony of the three candidates, Mr. Smith said. WMBR began editorializing in September 1958 when it came under the ownership of Ben Strouse, operator of WWDC-AM-FM Washington.

Kops hits restrictions on broadcast editorials

Restrictions on broadcast editorializing in political campaigns, proposed in the Senate's Freedom of Communications Subcommittee report, would reduce stations from journalists to carriers, according to Daniel W. Kops, WAVZ New Haven, Conn., chairman of the NAB Committee on Editorializing.

In a May 17 address to the New Jersey Broadcasters Assn., meeting at New Brunswick, Mr. Kops said the report of the subcommittee, of which Sen. Ralph W. Yarborough (D-Tex.) is chairman, had proposed ground rules that would take much of the editorial judgment away from licensees, giving some to a candidate and some to the commission (BROADCASTING, April 23). "Free broadcast journalism would never be the same," he said.

Also appearing at the New Jersey meeting was Jerry Boros, of the communications law firm of Fly, Shuebruk, Blume & Gaguine, who spoke on "The Broadcasting Climate in Washington." Mr. Boros warned that the proposed "birth control" plan relating to am broadcasting might bring several problems with it including the possibility of economic regulations and the probability that more applications would be filed against existing stations at renewal time.

Mr. Boros said the FCC would probably increase the emphasis placed on field inquiries which would lead to hearings on such matters as illegal transfers of control; rigged contests, lack of first class engineers and technical violations.

KWTV editorial brings acclaim from citizens

An election editorial carried by KWTV (TV) Oklahoma City brought an endorsement signed by 377 residents of Midwest City, a suburb. The editorial, broadcast election eve (April 30), disagreed with front-page editorials carried April 29-30 by the *Daily* and *Sunday Oklahoman,* owned by Oklahoma Publishing Co. (WKY-AM-TV Oklahoma City).

The newspapers had criticized the campaign methods of W. P. (Bill) Atkinson, one of 15 gubernatorial candidates, charging him with "deceit" and adding that "forgery of another candidate's name is despicable trickery." The latter was in reference to handbills circulated in a past campaign. Mr. Atkinson sued the newspapers for $10 million.

Bruce Palmer, KWTV news editor who writes and voices the station's editorials, stated on the air the newspaper attacks were "based on great personal animosity that goes far beyond the usual reasons of political difference" and said the charges deserve "a full judicial airing." Mr. Palmer and Edgar T. Bell, KWTV general manager, received phone calls after the broadcast endorsing the station for its courage and appeal for fairness.

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RADIO-TV'S NEW ANGEL: THE SBIC

Small business loan firms find broadcasting good investment; some become station stockholders through financial dealings

A new source of investment capital for radio and tv stations is available and growing — small business investment companies which have sprung up in the past two years.

Not only are these SBICs (as they are known) a reservoir of funds for broadcasters, but they also seem to be on the verge of becoming substantial stockholders in broadcast properties.

Most SBICs are privately owned and their financial affairs are not disclosed. But some are publicly owned and must report their investments annually to the Small Business Administration in Washington. Four SBICs in this category have significant investments in radio and tv.

Allied Capital Corp., Bethesda, Md., has financial interests in WPET Greensboro and WSSB Durham, both North Carolina; in WAGE Leesburg, Va., and in WYPR Danville, Va.

Small Business Investment Co. of New York, New York City, has invested in two tv permits, WBJA-TV Binghamton, N. Y., and WEPA-TV Erie, Pa.

Narragansett Capital Corp., Providence, R. I., has put money into Tele-Broadcasters Inc., owner of four radio stations (KALI Los Angeles, KOFY San Francisco, KUDL Kansas City and WPOP Hartford, Conn.) and more recently has invested in two community antenna systems in California.

Marine Capital Corp., Milwaukee, Wis., made its first investment in radio last month when it joined Jack Raymond, general manager of WFOX Milwaukee, in joint ownership of Fox Broadcasting Corp. which is buying WFOX for $385,000 (CHANGING HANDS, May 7).

These are not the only known investments in radio. When Communications Industries Corp. earlier this year bought WNTA-AM-FM Newark, N. J., for $2.5 million, a group of 20 SBICs put up $600,000 of the purchase price. Interestingly enough, CIC is largely owned by people who are also principals of Communications Fund Inc., New York, a privately owned SBIC.

Convertible Debentures ▪ In all instances the radio and tv stations have obtained substantial loans from the SBICs, which have received convertible subordinated debentures in return. The latter on conversion gives the SBIC a stock interest in the licensee.

Allied, for example, loaned WPET $21,500 and took convertible debentures for $20,000. When converted this will give Allied a 49% interest in WPET. The same SBIC loaned WSSB $97,346.90 and took convertible debentures amounting to $6,250. When converted this will give Allied a 50% interest in the station. Allied also paid $43,750 for a 6% interest in cumulative preferred stock.

In the WYPR case, Allied loaned the licensee $60,000, which includes stock purchase rights of up to 50% ownership.

The WAGE transaction is a simple loan of $6,851.04.

The New York SBIC bought a 25% interest in the Binghamton and Erie tv stations—uhf grants not yet on the air —paying $2,500 for each interest. The company also loaned Alfred E. Anscombe, the principal owner of the two stations, $125,000 for each station. The loans are subordinated debentures, running 5½ years, but have no conversion rights.

Narragansett has $747,500 invested in Tele-Broadcasters. This breaks down to $170,000 for 170,000 shares of common stock, an 18% interest in the group broadcaster, and $577,500 for a 10% ten-year note due in 1971 (this loan was originally $630,000 but Tele-Broadcasters has reduced this indebtedness $52,500).

The Rhode Island SBIC had $130,000 invested in WICE Providence and WYCE (FM) West Warwick in that state, but these stations changed hands earlier this year (CHANGING HANDS, April 16). The investment for $75,000 was an 8%, ten-year note with warrants to purchase 292 shares of common stock (30%). With the sale of these stations, Narragansett no longer has any financial interest in the stations.

Narragansett recently made two investments in catv systems. The company paid $40,800 for 80% of the common stock of Western Video Inc., Barstow, Calif., and loaned the system $437,000 at 8% on a ten-year note. Narragansett paid $40,000 for 80% of the common stock of Laguna Video Inc., Laguna Beach, Calif., and loaned that catv operator $160,000 also at 8% for ten years.

Financial Data ▪ Although the complexion of most SBICs is clothed in the usual banker's reticence, information on principals, earnings, and investments is available for the publicly-held firms.

Allied Capital, for example, has assets of over $1.9 million and has committed over $1.8 million of these funds in loans and investments. Net earnings for the fiscal year ended March 31 ran $79,729, and $71,479 was set aside as a reserve for losses.

The company has a close relationship with Frederick W. Berens Inc., a Washington real estate, insurance and management firm. Allied's president, George W. DeFranceaux, is also president, chairman and chief executive officer of the Berens company.

Bank Combination ▪ The Small Business Investment Co. of New York, organized by a group of 28 New York state banks, is one of the largest in the field. Its assets amount to $18 million and outstanding commitments total $3.5 million. New York City's Morgan Guaranty and the Bank of New York are its two biggest members.

Two of the larger SBICs are Narragansett and Marine.

Narragansett has assets of over $10 million and commitments of over $3.8 million (as of May 15, 1961). It is headed by Royal Little, former Textron

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Marine, which is headed by Sheldon B. Lubar, has assets of $10.2 million, with commitments of $3.5 milion.

The four are among the publicly held SBICs. In the private sector is Communications Fund Inc., New York, headed by Lazar Emanuel, an attorney, as chairman. Blair Walliser, executive vice president of Mutual Broadcasting System until 1959, is president.

CFI is related to broadcasting interests through the interlocking ownership of Communications Industries Corp. by Messrs. Emanuel and Walliser, who are CIC president and chairman, respectively. George Weiss, general manager of CFI, is the owner of WBBQ Augusta, Ga. CIC stations are WEOK Poughkeepsie, N. Y.; WACE Chicopee, Mass.; WNTA-AM-FM Newark, N. J.; WKST New Castle, Pa.; and WKST-TV Youngstown, Ohio.

The $600,000 CIC received from the 20 SBICs for the Newark purchase included debentures which, when converted, will aggregate a 15% interest in the licensee. This interest will be prorated among the 20 SBICs which put up the money. CFI did not advance funds to its sister CIC because an SBA rule prohibits an SBIC from advancing funds to a company in which any of the SBIC officers or directors have an interest.

Others in Broadcasting ▪ Other privately-held SBICs that have broadcasting relationships and are known to be interested in radio and tv investments

▪ Upstate Small Business Investment Co., Ithaca, N. Y., headed by broadcaster Roy H. Park, who recently bought WNCT (TV) Greenville, N. C. WNCT has a 30% interest in WECT (TV) Wilmington, N. C. Upstate has $300,000 in capital and has committed $240,000 in loans and investments.

▪ Gibraltar Capital Corp., San Francisco, which has assets of $300,000 and commitments of $227,100, is headed by W. R. (Ike) Twining, former radio-tv and newspaper broker.

▪ Capital Resources Corp., Miami, Fla., is headed by Jack C. Stein. Mr. Stein was president of South Florida Inc., an unsuccessful applicant for Miami's ch. 7 and one of the applicants disqualified by the FCC in reconsidering the ch. 7 case involving alleged *ex parte* dealings with the former FCC commissioner, Richard A. Mack. Capital Resources, whose capital assets are $302,500, circularized Washington communications lawyers a month ago. The letter was signed by Labe B. Mell. A post office box in Atlanta, Ga., was given as the return address.

The Small Business Administration was established in 1953 to make direct loans to small businesses unable to obtain long-term financing from regular banking or investment institutions. Small business is considered to be a company with less than $5 million in assets and under $5 million in wholesale or under $1 million in retail sales.

Proscribed from receiving direct federal financial assistance are newspapers, magazines, and radio-tv. This regulation, carried over from SBA's predecessor organization, the Reconstruction Finance Corp. (RFC), was placed into effect to obviate the possibility that government money might be used to propagandize through media of communications.

The small business investment company program was established in 1958. SBICs may be formed by anyone. They must be chartered by their state, but are licensed to engage in this business by SBA. The incorporators of an SBIC must raise a minimum of $150,000 from private sources, after which SBA will lend it the same amount. As the company's investments grow, so does its borrowing power from the SBA. At the present time an SBIC can have assets of $1.2 million with only $400,000 of private funds.

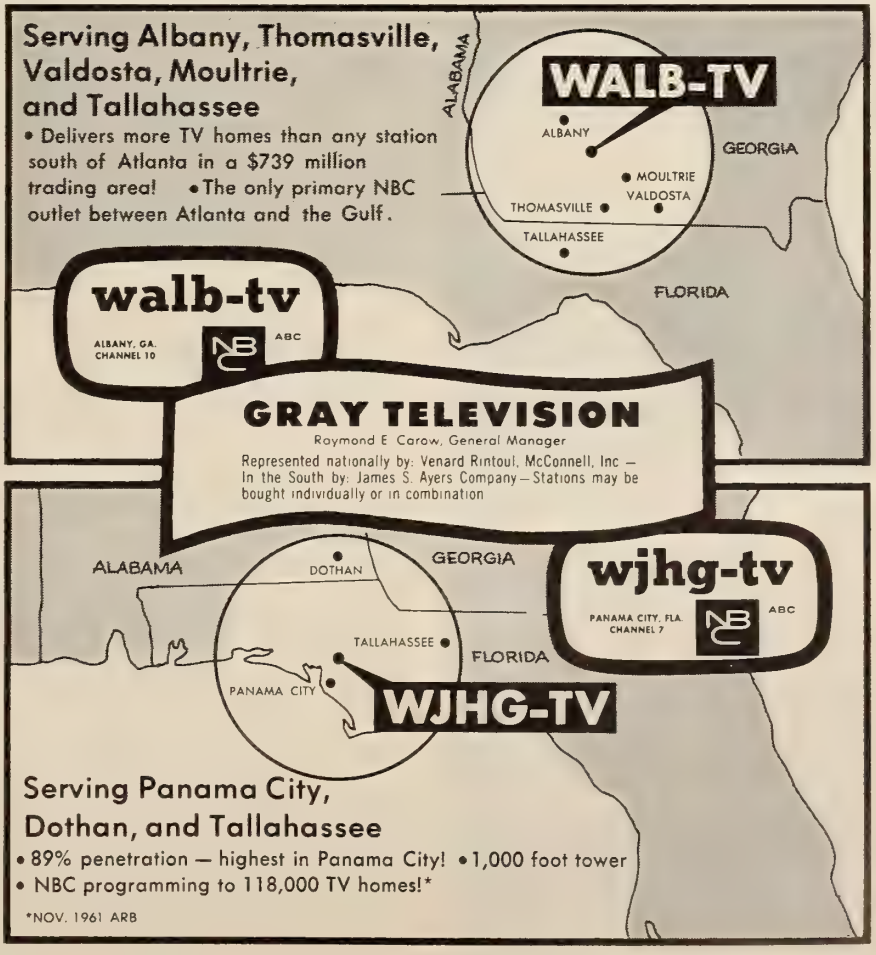
Long-Term Investments ▪ The SBIC's purpose is to provide long-term loans, or the purchase of securities, in small businesses. That it has met a particular need is self-evident; today there are more than 500 SBICs in existence with available capital of over $500 million. Some $200 million was committed in loans or investments in 1961. Loans may not be for a shorter period than five years; many run for 15, 20 and even 30 years. SBICs are permitted also to furnish managerial and counseling services to their borrowers at prevailing fees.

What is the long-term business outlook for this new and growing influence in broadcasting? One approach was given by Kenneth McIlraith, president of the SBIC of New York, who expressed what undoubtedly is the consensus of investment men who have portfolios that include radio and tv.

"Our feeling is that radio and tv are good investments. We are helping a small broadcaster get his 'seven and seven' (the maximum number of radio or tv stations permitted to a single entity) and then the licensee can go public and we can withdraw our funds. We are not in the business of owning property."

Calif. stations honored

A total of 66 certificates and citations were awarded California radio and tv stations for news excellence in the 10th annual competition sponsored by the California Associated Press Radio-TV Assn. which met May 12 at Yosemite National Park. Nearly 100 programs covering all phases of news and features were judged.



VIEWING PATTERNS IN GREAT BRITAIN

BBC-TV, commercial network seen equal in audience pull

The British Broadcasting Corp. reports that average tv audiences during January-March were shared equally between BBC-TV and the commercial network.

Viewers who can receive both channels spent 48% of their time with BBC-TV and 52% with the commercial network, compared with 39% and 61% respectively in the same quarter a year ago. BBC-TV's share of viewers' time was larger than a year earlier in each of the six winter months.

Viewing of the commercial network was reduced by the actors' strike, but this did not start until November and its effects were not apparent for some time after that, the report says. The BBC's percentages had already begun increasing in October.

There was a distinct change in the pattern of the public's use of tv between the first quarters of 1961 and 1962. On the average day, the number viewing only BBC-TV rose 7% to 10.7 million; the number who saw programs on both networks rose 11% to 14.9 million; and the audience which watched only the commercial network fell 12% to 9.4 million. A total of 35 million watched tv on the average day in the first quarter of this year. The number who saw any BBC-TV program was 25.6 million and the number who saw any commercial network tv was 24.3 million.

BBC's share of the Saturday afternoon audience fell compared with a year ago, but at all other times it increased and BBC's Sunday afternoon audience rose over the year from 48% to 69%. Taking all viewers and viewing hours over the whole quarter, the average audience for BBC-TV programs was 7.5 million and for the commercial network 7.4 million.

The averages represent a BBC-TV increase of 900,000 compared with a year ago and a decrease of 400,00 for the commercial network.

Other points in the report, based on interviews of 4,000 persons a day, show that:

Over a million more people installed tv sets in their homes in the past year and viewers now total nearly 86% of the population.

The time given to viewing each week was 16½ hours of a possible 47 per viewer.

There was a slight increase in total listeners for radio, though over a million fewer people had *only* radios.

BBC radio programs had average audiences of 26.3 million a day—an increase of nearly a million.

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CBC offers 26 hours to political parties

Canadian Broadcasting Corp. offered the four major Canadian political parties 26 hours of free time on its stations and networks for campaigning in the forthcoming federal election, which takes place June 18.

Because the parties could not get together on division of the time offered, the Board of Broadcast Governors divided the time on the basis of representation by the parties in the House of Commons. The split is nine quarter-hour periods for the Progressive-Conservatives, which held the majority in the now dissolved Parliament; seven for the Liberal Party; five for the New Democratic Party, composed of socialist and labor groups; and three for the Social Credit party.

In the settlement the Progressive-Conservatives gained a quarter-hour and the Social Credit party lost a quarter-hour from the arrangements made by the CBC and the parties. **The 9-7-5-3** formula will be used on the CBC's English and French-language radio and tv networks, accounting for 24 hours (six hours on each network) and two hours on the Dominion radio network.

Canadian tv homes seen near saturation

Spring 1962 estimates of the number of television households in Canada show that 89% of the country is covered with tv homes. The estimate, made from a survey by the industry co-operative Bureau of Broadcast Measurement, Toronto, Ont., shows a total of 4,101,100 tv homes in a total of 4,607,500 households and a total Canadian population of 18,467,500.

The breakdown shows Quebec province has 93% of tv homes with 1,134,200; Ontario with 93% tv homes with 1,530,800; Nova Scotia with 91% with 158,300; New Brunswick 87% tv homes with 117,800; Manitoba 84% with 198,000; Prince Edward Island 84% with 20,600; Saskatchewan, Alberta and British Columbia all with 80% tv homes with 203,100 for Saskatchewan, 290,600 for Alberta, and 386,100 for British Columbia; Newfoundland 65% with 61,600 tv homes.

Bishop says U. K. uhf would take 18 months

It would take at least 18 months to complete the first uhf tv transmitter once the government gave the British Broadcasting Corp. its hoped-for permission to start building them.

This point was made by Sir Harold Bishop, BBC director of engineering, speaking May 8 to the annual conference of the Radio and Television Retailers' Assn. The cost of providing both 625-line television and audio on uhf bands would be very high, he stressed, and this possibly means that the BBC would need all the proceeds of a yearly $14 or $16.80 tax on tv sets.

At present each household with tv and radio pays $11.20 a year, most of which goes to finance the BBC.

Pat Bevan, director of engineering for the Independent Television Authority, which has regulatory powers over Britain's commercial tv network, told the dealers the BBC and the ITA plan to spend $112,000,000 jointly on transmitting towers, which would be shared, to beam uhf programs.

Swedes win Montreaux honor

The Golden Rose of Montreux, top prize of the Montreux International Television Festival, went to the Swedish national network for its *Cascade* variety show. With it goes a $2,000 check.

Second prize, the Silver Rose, was awarded to the Czechoslovakian state network and the third place Bronze Rose went to the Munich station of the West German network.

BBC-TV gained a special mention for its *Big Band Concert.* The other entry from Britain, Associated Television's *Jo Stafford Show,* had a poor reception from the 180 tv experts and 80 tv journalists who followed the competition at the Swiss lakeside resort.

A French machine which applies juke box principles to tv was shown at the exhibition of equipment.

The machine, called a *Telescopitone,* contains 36 four-minute films which can be selected by push button for instant transmission as fillers between main programs or commercials. Its cost is given as about $28,000.

PROGRAMMING

Target Jingles, IMN Productions in merger

FORM ENLARGED JINGLE FACTORY FOR FRANK COMPANY

A merger of IMN Productions Inc., Boise, Idaho, and Target Jingles, Hollywood, has produced PFO Radio & Television Productions, Dallas, a wholly owned subsidiary of The Peter Frank Organization.

The new company will specialize in the production of station jingles, commercial jingles and musical signatures.

Peter Frank is president; Tom Merriman and Rod Kinder are vice presidents of the company, which has been expanded by the addition of a large group of composers, lyricists, musicians and recording engineers.

Exclusive sales representative for PFOP jingles is Richard H.Ullman Inc,. New York, another Frank subsidiary.

Mr. Merriman formerly was musical director of Liberty Broadcasting System. Mr. Kinder was IMN Production president until it merged into the new firm.

CBS buys Skelton studios

For an undisclosed sum and after lengthy negotiations, Columbia Broadcasting System has bought the Red Skelton Studios in Hollywood. The former Charles Chaplin Studios on La Brea Ave. was purchased by Skelton in early 1959. CBS is contemplating using the studios as production headquarters for the 1962-63 season *Perry Mason* series.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

May 21-25 (6-6:30 a.m.) **Continental Classroom,** probability and statistics.

May 21-25 (6:30-7 a.m.) **Continental Classroom,** American government.

May 21-25, 28-30 (10:30-11 a.m.) **Play Your Hunch, part.**

May 21-25, 28-30 (11-11:30 a.m.) **The Price Is Right, part.**

May 21-25, 28-30 (12-12:30 p.m.) **Your First Impression,** part.

May 21-25, 28-30 (2-2:25 p.m.) **Jan Murray Show, part.**

May 21-25, 28-30 (11:15 p.m.-1 a.m.) **Tonight,** part.

May 21, 28 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

May 22, 29 (7:30-8:30 p.m.) **Laramie,** part.

May 23 (8:30-9 p.m.) **Joey Bishop Show,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

May 23, 30 (9-10 p.m.) **Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.**

May 23, 30 (10-10:30 p.m.) **Bob Newhart Show,** Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

May 23, 30 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

May 24 (10-11 p.m.) **Sing Along With Mitch, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.**

May 26 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

May 26 (10-10:30 a.m.) **Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

May 26 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

May 26 (7:30-8:30 p.m.) **Tales of Wells Fargo, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.**

May 27 (5-5:30 p.m.) **Patterns in Music,** sust.

May 27 (6-6:30 p.m.) **Meet the Press,** co-op.

May 27 (7-7:30 p.m.) **Bullwinkle,** part.

May 27 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** Kodak and RCA through J. Walter Thompson.

May 27 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.



Minow only makes 'wasteland' drier, tv producer says

Creativity and imagination in television programming do not flourish in a climate of coercion, fear and government censorship.

Consequently, the reform campaign of FCC Chairman Newton N. Minow has had just the opposite result from that desired, according to 20th Century-Fox tv producer Roy Huggins.

"In the year since Minow launched his ambitious campaign to reform American tv, most indications have been that the elevated goals he set are not being met," Mr. Huggins told the San Francisco State College annual banquet for broadcasters. "For the first time in the brief history of television, a decline in quality and spirit is underway."

Chairman Minow has made several mistakes in his continuing attacks on programming, according to Mr. Huggins, but his chief error was his failure to understand "that the single, compelling reaction among broadcasters to the enormous success [publicity-wise] of his program would be fear. Fear of renewal difficulties in the case of licensees, fear of excessive regulation in the case of networks."

Freedom Rescinded ▪ Mr. Huggins cited two personal examples to demonstrate how program creativity is being stifled. He said that last December "my freedom to produce as I saw fit . . . was abruptly withdrawn in mid-season" by a tv network program chief. "Before, during the early period of reaction to Minow's attack [the "vast wasteland" speech], I had been advised to create freely," he said.

The network spokesman told him to avoid all controversial matters in the future and three scripts were "immediately taken off the schedule," Mr. Huggins said. "This was my first direct experience with actual censorship. . . . The network had responded to its own fear of government regulation and to pressures from frightened licensees."

Just a month ago, Mr. Huggins said he was told by a network vice president that the really creative producers are being forced to lower their standards to get past continuity acceptance and the "general jitteryness" among stations and advertisers. In a recent network purchase of a package of post-1948 motion pictures, four of the films were rejected on orders of the network's continuity acceptance department. The four titles considered unsuitable for tv "would shock and astonish you," Mr. Huggins told his audience. All had been granted seals of approval by the movie industry and had received several Academy Award nominations. "But they were also provocative, controversial, violent or in some other way regarded as dangerous," he said.

Minow Violation ▪ The idea that broadcasting is uniquely marked for government control cannot be allowed to stand, Mr. Huggins told his audience of broadcasters. The main concern is the wisdom of government control over the greatest outlet for the arts and for public information and orientation, he said.

Newton Minow's policies have proved dysfunctional and are in violation of both the spirit and content of the Communications Act, Mr. Huggins charged. He agreed with the chairman that rating censorship now exists and said this is the same kind of censorship exercised by the FCC "occurring only after the fact and constituting censorship because it affects the kind of programming that follows."

The "critical weakness in Minow's position [that the FCC is not censoring] is not a failure of logic but a failure of awareness of the realities of the business of broadcasting,"

Goodson-Todman plans taped tv drama series

Goodson-Todman, tv program packager, last week announced plans for a new series of 90-minute taped dramas which will be available for tv in the spring of 1963. Called *Broadway Preview,* the project now in the development stage at G-T's Hollywood office also would include a broadway production of one play in the series.

Philip Langner, executive producer of the new series, has started talks with various leading dramatists to write plays for *Broadway Preview.* The play considered by a panel of judges as the most popular of the season would receive the "Goodson-Todman Award," a production of the play on Broadway. G-T will not share in the subsidiary rights of any of the plays produced for tv, with the exception of the one which will receive a subsequent Broadway production.

Program notes...

New production firm ▪ Three former executives of National Screen Service, Hollywood, have formed BLH Productions, that city, which will concentrate on the production of tv commercials, industrial films and theatrical services. Bud Brody is president of the new firm. Sid Hecht and Harold Lewis are vice president and secretary-treasurer, resectively.

Teens trouble ▪ WEWS (TV) Cleveland presented a three-part (half-hour each) series called *Teens in Trouble,* which depicted varying views of opinion as to television as a cause of juvenile delinquency. The general opinion of those interviewed showed that juvenile delinquency is a complex problem in which . . . "the blame cannot be laid on any doorstep." The programs showed, however, that television can influence behavior in some degree.

Co-production deal ▪ Ziv-United Artists and Latimer Productions, headed by actor Lee Marvin, are co-producing a half-hour dramatic series, *Lawbreaker,* based on stories in the files of police departments of cities throughout the country. Mr. Marvin will serve as host and star of the series, which will be offered either for network sale or syndication. It will be filmed on location. The first program has been completed in Seattle.

University tapes ▪ The U. of Denver is currently producing tapes in accounting and biology to be used in the closed circuit tv instruction of freshman students next fall. The university, which has recently completed a $200,000 radio-tv center, is planning more closed circuit instruction.

Hockey rights ▪ The American Hockey League has granted Pan-Video Productions Inc., New York, exclusive rights to the production and sale of a weekly hockey telecast to be known as the *Hockey Game of the Week.* The telecasts will be presented during the fall and winter on a minimum of eight stations. The eight-team league has franchises in Cleveland; Pittsburgh; Buffalo; Hershey, Pa.; Rochester, N. Y.; Springfield, Mass.; Providence, R. I., and Quebec, Canada.

Screen Gems in Portugese ▪ Screen Gems and Telesistema Mexicano, S. A., have jointly purchased a half-interest in Estudios Gravason, a major film dubbing firm in Sao Paulo, Brazil. In announcing the new venture, Jerome Hyams, vice president and general manager of Screen Gems, reported that Gravason has dubbed more than 1,000

Mr. Huggins said. He pointed out that networks or syndicators provide practically all the prime time tv programming and they have made no pledges by which the FCC can compare promises vs. performance—"the factor on which Minow based his argument."

To the charge that sponsors censor programming, Mr. Huggins said their influence is decreasing rapidly with every season. "The broadcasters can say no to a sponsor," he said. "I have heard them do it. They cannot say no to a federal agency armed with censorial powers."

He "urgently suggested" an amendment to the Communications Act clarifying and limiting the power of the FCC over programming. "Once the FCC removes itself, or is removed, from its dysfunctional role of public scourge, it could do much to stimulate others to take up the task of maintaining public responsibility in broadcasting," Mr. Huggins said.

Broadcasting may never attain its great potential for cultural enrichment if the "many sensitive, articulate Americans who uncritically support Newton Minow's policies do not take a hard look at their position," he said. "If television is to remain free to be good, it must remain free to be bad."

half-hour Screen Gems' programs into Portugese. Gravason will be reorganized to handle expanded activities in dubbing for theatrical pictures as well as tv films, he said.

$600,000 re-run sales ▪ 20th Century-Fox Television reports that *Adventures in Paradise,* which has completed a three-year run on ABC-TV, has been offered for sale to stations. The package of 91 one-hour episodes has achieved more than $600,000 in sales during the first week of its release, according to Howard Anderson, 20th Century-Fox manager of syndication, and has been bought in New York, Los Angeles, Dallas, Minneapolis, Phoenix, Tucson, Mobile and Honolulu.

Tv news show ▪ Television industry news of interest to the public is the subject of a four-and-a-half minute program on KRNT-TV Des Moines, Iowa. To be seen at 5:40 p.m. daily, the show will feature information on major FCC hearings, local program ratings, manufacturing developments in home receivers, guest stars, and last-minute program changes.

'Open End' continues ▪ *Open End,* a two-hour weekly discussion program with David Susskind as host, has been renewed for the 1962-63 season, according to Metropolitan Broadcasting Television, which owns the syndicated series. The program is televised by the six Metropolitan Broadcasting stations (WNEW-TV New York; WTTG [TV] Washington, D. C.; KMBC-TV Kansas City; KOVR [TV] Stockton-Sacramento, Calif., and WTVH [TV] Peoria and WTVP [TV] Decatur, both Illinois). *Open End* is syndicated to other stations by National Telefilm Assoc.

Arlene Francis ▪ Universal Entertainment Corp., New York, has produced a new informational-interview show starring Arlene Francis. Titled *Arlene Calling,* the show is being offered for syndication as a daytime series of 130 ten-minute programs which can be used as a daily strip or programmed within an existing women's show. The show will feature Miss Francis interviewing prominent guests.

Film sales...

MGM Post-1948 features (second package of 30 feature films) (MGM-TV): Sold to WIIC (TV) Pittsburgh, WMAL-TV Washington, D. C., WFAA-TV Dallas, WKRC-TV Cincinnati, WJZ-TV Baltimore, WHAS-TV Louisville, WBIR-TV Knoxville, WHEN-TV Syracuse, WJXT (TV) Jacksonville, KOMO-TV Seattle, KCMO-TV Kansas City, WCKT (TV) Miami, WBEN-TV Buffalo, KOLD-TV Tucson. Now in 48 markets.

Dragnet (MCA-TV): Sold to WRGP-TV Chattanooga, Tenn.; KHSL-TV Chico-Redding, Calif.; KID-TV Idaho Falls; WPSD-TV Paducah, Ky.; KOIN-TV Portland, Ore.; XETV (TV) Tijuana-San Diego; WSPA-TV Spartanburg, S. C.; and KVOO-TV Tulsa. Now in 61 markets.

M-Squad (MCA-TV): Sold to WAST (TV) Albany, N. Y.; KOMU-TV Columbia, Mo.; KRLD-TV Dallas; KLRJ-TV Henderson, Nev.; KMBC-TV Kansas City; WATE-TV Knoxville, Tenn.; WVEC-TV Norfolk, Va.; WHYN-TV Springfield, Mass.; WSPD-TV Toledo, Ohio, and WITN (TV) Washington, N. C. Now in 97 markets.

Love That Bob (MCA-TV): Sold to KID-TV Idaho Falls, Idaho; KETV (TV) Omaha, Neb., and KPTV (TV) Portland, Ore. Now in 25 markets.

Big Time Wrestling from Calgary (Foothills Athletic Club, Calgary): Sold to CFCF-TV Montreal. Now in 9 markets.

Films of the 50's (Seven Arts Assoc.): Vol. 3 sold to WMAR-TV Baltimore; KDUB-TV Lubbock, Tex.; KMBC-TV Kansas City; WFIE-TV Evansville, Ind.; WSLS-TV Roanoke, Va., and KEYT (TV) Santa Barbara, Calif. Vol. 3 is now in 43 markets. Vol. 2 has been sold to WMAR-TV, KDUB-TV and KEYT (TV) and is now in 90 markets. Vol. 1 was also purchased by KEYT (TV) and is now in 123 markets. To date, 30 stations have purchased all three volumes of post-'50 Warner Bros. features; 43 have bought Vols. 1 and 2; one purchased Vols. 1 and 3; and seven bought Vols. 2 and 3; 49 bought Vol. 1 only; 10 bought Vol. 2, and five bought Vol. 3. Three packages are now on 145 stations in 124 markets.

Maverick (Warner Bros. Tv): Sold to WOR-TV New York, WGN-TV Chicago and KHJ-TV Los Angeles. Now in 3 markets.

Surfside 6 (Warner Bros. Tv): Sold to WOR-TV New York and WGN-TV Chicago. Now in 2 markets.

The Roaring 20's (Warner Bros. Tv): Sold to WNEW-TV New York, WGN-TV Chicago and KTLA (TV) Los Angeles. Now in 3 markets.

Sugarfoot (Warner Bros. Tv): Sold to WNEW-TV New York and KHJ-TV Los Angeles. Now in 2 markets.

TvQ's top ten for April by age

(Percentage of viewers familiar with a show who consider it "one of my favorites.")

Rank	Program	Total Audience TvQ	6-11 TvQ	12-17 TvQ	18-34 TvQ	35-49 TvQ	50+ TvQ
1	Bonanza	57	67	68	55	56	50
2	Ben Casey	53	59	63	52	49	51
3	Saturday Night Movies	50	69	71	47	41	35
4	Doctor Kildare	48	69	56	44	40	46
5	Andy Griffith	46	62	46	42	40	49
6	Hazel	45	62	45	37	40	50
6	Red Skelton	45	68	60	38	39	41
8	Wagon Train	44	49	49	38	37	52
9	Gunsmoke	43	62	40	39	43	42
10	My Three Sons	42	67	64	32	34	32
10	Perry Mason	42	44	24	39	43	51

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ABC's growing success in merchandising

CLIENT PROMOTION, PERSONALIZED IDEAS HYPO SALES

Recently the William Underwood Co. (canned foods) bought a participation schedule in ABC Radio's *Breakfast Club,* requesting the network's help in impressing the company's brokers and their sales staffs of the investment made by the parent company. After consultations, special materials for the client's use were created by ABC's sales development department, which has just ended a year of intensified participation in the merchandising projects of many ABC Radio advertisers.

The practice of the department, according to Don Schlosser, who is in charge of the promotion projects, has been to supply a product specifically geared to a single client. In Underwood's case, the material consisted of an illustrated sales brochure featuring program host, Don McNeill, and the program itself, with the Underwood logo. The brochure was designed to acquaint the brokers with the program and explain what the program could accomplish.

In addition, Mr. Schlosser said, "we took the key points from the presentation and reprinted them on 17 by 22 inch cards to accompany talks at sales meetings. We also produced a pocket calendar illustrating Underwood broadcast days on *Breakfast Club,* both for information and as a sales tool to show its clients the kind of schedule the company had placed on radio."

The Underwood project was typical of the support now provided by the sales development department, which utilizes the creative resources of the network's art department. The varied promotion efforts have included three-staged sales missiles (mailings of three different brochures supporting S. C. Johnson's new association with network newscasters Alex Dreier and John Cameron Swayze); and 52-page doodle pads, with a border of cartoons dealing with various types of automobile customers (in support of Rambler's weekend newscasts, and sent to 3,000 Rambler dealers).

A project created for Pacquin Corp. involved a leather-bound-plastic book with each Pacquin salesman's name stamped in gold, with the Pacquin product visually silk-screened on the back page and the ABC Radio story printed on the inside pages.

A current promotional effort is a contest among 20 divisional managers of Canada Dry, a *Flair* sponsor. The managers will be asked to guess the total number of people Canada Dry reaches through its *Flair* campaign, which at the same time will be showing what ABC Radio can do for the client.

A separate and regular project in connection with the *Flair* programs is the production and free distribution to 10,000 subscribers of *Flair Pin-Ups,* a monthly magazine featuring articles by regular personalities in the daytime show. *Flair* advertisers are given space in the publication, too.

One of the most effective promotion aids, according to Mr. Schlosser, is the use of network closed-circuit facilities. He cited the experience of Rexall Drug which was running a one-cent sale on four radio networks. Accepting ABC's offer of its closed circuit for special messages to stations, Rexall received nearly $100,000 worth of spots from Rexall dealers sold through ABC Radio affiliates. As a result of this success, Rexall will again promote its sale on ABC this year.

KMBC-TV plea gets children a bus

Last month KMBC-TV Kansas City undertook a project to raise $2,800 for the purchase of a small bus for the city's Crippled Children's Nursery. Because of the lack of transportation, many children could not regularly attend the school—the reason for KMBC-TV's role in the project.

The station's secretaries, mail room boys, film editors, artists, engineers, studio crew and traffic girls all went before the cameras asking for contribu-

WBKB's 'FCC hearing'

WBKB (TV) Chicago "subpoenaed" midwest agency and advertising executives to an "FCC (food, cocktails and conversation) hearing" last Wednesday evening. Presiding officers were "chairman" Sterling C. (Red) Quinlan, WBKB vice president-general manager, and "commissioner" Robert F. Adams, WBKB director of sales. "Special witness" was the central time zone winner of WBKB's Timebuyers' Contest in the station's *Award Movie,* Larry Claypool, J. Walter Thompson. Other winners announced included: Catherine Noble, McCann-Marschalk, New York; Len Stevens, Weightman Inc., Philadelphia, and Jane Dahlgren, Honig, Cooper & Harrington, San Francisco.

tions while air personalities plugged the plea on their respective shows.

Early contributions were small—mostly from children—but the project soon took root. When the second and final week of the campaign was near completion, enough money was raised for the bus—thanks to The Kansas City Life Insurance Co's offer to "make up the difference" which amounted to about $750.

KDKA-TV telethon nets $100,000 for charity

KDKA-TV Pittsburgh staged its 11th annual Variety Club Telethon May 5-6 and added more than $100,000 to Tent No. 1's treasure chest for crippled and otherwise handicapped children.

Successfully blending personalities from all three networks into the show, the CBS-TV affiliate featured its biggest lineup of local and national stars in the history of the telethon, it reported, with the list being headed by E. G. Marshall (*The Defenders*), Lorne Greene (*Bonanza*), Kathy Nolan (*The Real McCoys*), and Bob Denver (*Dobie Gillis*) heading the cast.

This year's show was held in Pittsburgh's new civic auditorium which allowed thousands of youngsters and their parents to visit with the various assembled stars.

Drumbeats...

Young writers ▪ WABC-TV New York has launched its second annual "Youth Tv Writer" script competition for public, private and parochial high school students in the metropolitan New York area. The students, ages 16 to 18, are invited to submit a 500-word outline of an original story idea which they believe would have appeal for young people. The two winners, a boy and a girl, will observe the station's operations during the eight-week summer period; and each will receive a $200 fee for the development of their outlines into actual tv scripts. An additional award of $100 will be given for the script which is used by the station later in the year.

Bowling champs ▪ The winners of the national *Beat The Champs* (bowling series) duckpin competition, recently concluded throughout the U. S., were determined on a special show Saturday (May 12) over WMAL-TV Washington. The competition was sponsored by the Bowling Proprietors Assn. of America and the American Cancer Society. All participants in the *Beat The Champs* contests contributed a fee to the American Cancer Society.

Ticket agent ▪ WEBB Baltimore has been granted a franchise to sell tickets to all Baltimore Oriole home baseball games for 1962, unique by the fact that WEBB does not broadcast the team's games for 1962. WEBB's executive vice president and general manager Samuel Feldman said the station's role in handling the ticket sales would be a community service effort. By serving as a ticket agent, Mr. Feldman said many fans who live in inaccessable areas now would be able to buy tickets with minimum difficulty.

What does it all mean? ▪ WNEW New York is finding out what radio means to its listeners—in 25 words or less. For the best explanation of "What Radio Means To Me," the station is giving a three-bedroom split level home in New Jersey.

WJBK-TV's Ideal Home contest



Groundbreaking ceremonies mark the start of construction of the first of four WJBK-TV Detroit Idea Homes now being constructed in the city's suburbs. The homes, composite idea of WJBK-TV's viewers through an audience participation program, are the key feature of a four-month real estate campaign the station is promoting in conjunction with a local builder, realty firm and the Zenith Corp.

Last month WJBK-TV viewers were asked to send in by categories (how many bedrooms, what kind of appliances, etc) a description of their "ideal home." The station tabulated the results which were turned over to Craftsman Construction Co. and Bernard Paske, an architect, who drew up the model home, according to the viewers' desires.

Thompson-Brown realty firm donated four suburban properties which will house four model homes built by Craftsman. WJBK-TV on its daily *Morning Show* and *Evening Show* programs will promote the real estate ventures and in addition will conduct a contest to whet the viewers' interest.

WJBK-TV will have a door, behind which it is placing 15 building material products (kegs of nails, tools, shingles, etc.). Contestants are asked to guess the combined weight of the products. The winner will receive a duplicate WJBK-TV Ideal Home to be built on his lot or $20,000 in cash. Zenith, to those whose weight predictions are not accurate enough, will award nine television sets as consolation prizes.

The contest, which started last week and is expected to be terminated early in July.

In the photo are (l to r): Bernard Paske, the architect; Wiliam Bowman, vice president, Thompson-Brown Co., Nancy Thomas, WJBK-TV Miss Fairweather, Les Taubman, Craftsman Construction Co., and Bob Murphy, host on WJBK-TV's *Morning Show.*

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BROADCAST ADVERTISING


Mr. Franklin

W. B. (Ben) Franklin and **John H. Rolfs** elected vps of Guild, Bascom & Bonfigli Inc., San Francisco. Mr. Franklin, general manager of agency, joined GB&B in 1955 as assistant account executive. Mr. Rolfs, secretary-treasurer, joined agency in 1954 as assistant general manager.


Mr. Rolfs

William Free, vp and executive art director, McCann-Marschalk, New York, elected senior vp. **Donald Coleman,** account executive, elected vp. Mr. Free, previously with Foote, Cone & Belding, J. Walter Thompson and N. W. Ayer, joined McCann-Marschalk in 1960. Mr. Coleman joined agency in 1958. He was formerly with Campbell-Mithun Inc.

Stanley Leifer elected vp and director of sales for Jeffrey Martin Laboratories, New York drug manufacturer.

Robert J. Misch, vp, Al Paul Lefton Co., joins Albert Frank-Guenther Law, New York, as vp and account executive.


Mr. Chira

Joseph Chira, vp and director of advertising, Lanolin Plus Inc., and former agency account executive, re-enters agency field as vp, account group supervisor and director of drug, toiletries and cosmetics division at Mogul Williams & Saylor, New York. Appointment of Mr. Chira to key executive post, according to MW&S president Emil Mogul, represents major move in agency's expansion program. While at Lanolin Plus, where he also was member of executive marketing committee and was responsible for coordinating new product testing, Mr. Chira guided introduction of such new products as Color Plus nail polish. In past, he was on Max Factor account at Kenyon & Eckhardt.

Clark George, WBBM-TV Chicago; **Edward Wallis,** WIND Chicago; **Lee Bland,** Leo Burnett Co.; **Harold Shepard,** Edward H. Weiss & Co., and **Alan Axtell,** The Katz Agency, were elected directors of Broadcast Advertising Club of Chicago last week for two-year terms.

Don Menke, station manager of WFBM-TV Indianapolis, elected president of Advertising Club of Indianapolis for 1962-63.

James A. Norris, formerly with MacManus, John & Adams, joins Doremus & Co., New York, as account executive.


Mr. Denton

Thomas K. Denton, vp and director of merchandising, Dancer-Fitzgerald-Sample, Chicago, resigns to join Chicago headquarters staff of Clinton E. Frank Inc. While with D-F-S, Mr. Denton was also supervisor of both Swift & Co. and First Federal Savings & Loan Assn. of Chicago accounts. He joined agency in 1946, leaving for two years to work for Casler-Hempstead Co., Chicago, as creative director, working primarily on Eureka vacuum cleaner and Williams automatic furnaces accounts. Mr. Denton returned to D-F-S in 1950.

Charles W. Riley, formerly with Merrill Anderson Co., joins Donahue & Coe, New York, as account executive.

Harvey Pool, formerly with N. W. Ayer & Son, Chicago, joins Charles Bowes Adv., Los Angeles, as account executive.


Mr. Reed

Elliott W. Reed, formerly with Grey Adv., Erwin Wasey, Ruthrauff & Ryan, and Needham, Louis & Brorby, elected senior vp and coordinator on Colgate-Palmolive account at Lennen & Newell, New York.

Robert S. Rogers Jr., radio-tv department, McCann-Erickson, joins Needham, Louis & Brorby, Chicago, as tv account executive. **Barry McKinley,** executive producer-director with Frank Atlass Productions, Los Angeles, to NL&B's Hollywood office as radio-tv producer.

James P. Roos and **Gilbert E. Banks** join Leo Burnett Co., Chicago, as account executives. Mr. Roos served in similar capacity at Needham, Louis & Brorby for seven years, and earlier worked in production department of Henri, Hurst & McDonald. Mr. Banks was account executive with Cunningham & Walsh from 1960 to 1962, and for seven years before that he held variety of marketing and advertising positions with Armour & Co.'s grocery products division.

Kathryn Algyer, for past 2½ years head of her own advertising and pr firm in Los Angeles, joins David E. Larson Adv., that city, as account executive.


Mr. Cogan

Eugene J. Cogan, vp and media director of McCann-Marschalk, Atlanta, elected president of newly created Atlanta Media Planners' Assn. Other officers elected: **George Bailey,** Burke Dowling Adams, first vp; **Pamela Tabberer,** Liller, Neal, Battle & Lindsey, secretary-treasurer. Elected to executive committee: **Anne Benton,** Tucker Wayne & Co.; **Lidie Walters,** D'Arcy Adv.; and **Bob Dulaney,** Bearden - Thompson - Frankel & Eastman Scott. Mr. Cogan is past president of similar groups in New York and Philadelphia.

Arnold Brown resigns as executive producer in radio-tv department at Dancer-Fitzgerald-Sample, New York, to open his own agency at 244 E. 48th St., New York.

Klaus Werner, associate producer and casting director, Doherty, Clifford, Steers & Shenfield, New York, joins



National Export Advertising Service, that city, as radio-tv director.

Mary K. Kallgren, space buyer, Wenger-Michael, San Francisco advertising agency, joins media department of Garfield, Hoffman & Conner, that city.

Mel Novicoff named media assistant with Hal Phillips Adv., Los Angeles, division of Hal Phillips & Assoc.

John H. Chase, executive on Transamerica Corp. account, Fuller & Smith & Ross, San Francisco, resigns to join Transamerica Corp. as director of advertising and pr.

John F. Falcetta, former national director of promotion-publicity-advertising, The Bolling Co., New York, named sales promotion officer in New York office of Irish International Airlines.

Lawrence Wechsler, for last two years merchandise manager of Helena Rubinstein Inc., appointed director of product marketing of Revlon Inc., New York.


Mr. Prochazka

Otto Prochazka, vp and copy supervisor, Dancer - Fitzgerald - Sample, New York, elected vp and creative director, Foote, Cone & Belding, Los Angeles.

Charles M. White, service manager, Leo Burnett Co., Chicago, named production manager of Clay Stephenson Assoc., Houston.

W. Price May joins U. S. Borax & Chemical Corp. as sales representative in Ames, Iowa, area.

Lee Bergman, former publicist at Bob Perilla Assoc., New York, appointed publicity director at Ideal Toy Co., that city.

S. Kelsey Denton, former vp and account supervisor, J. Walter Thompson, New York, joins Garfield, Hoffman & Conner, San Francisco, as member of agency's food products marketing group.

William K. Peterson, presentation and promotion writer, Radio Advertising Bureau, New York, named copy chief.

Edward Goldman, publicity director and sportscaster of Marvel Sports Features of Philadelphia, joins copy and planning staff of John Beck Assoc., advertising and sales promotion firm, Audubon, N. J.

Frank Toth, art director, Young & Rubicam, New York, joins MacManus, John & Adams, Los Angeles, as art director in agency's creative department.

Elizabeth Hogan, copywriter, John C. Down Agency, Boston, joins Kenyon & Eckhardt, that city, as food publicist.

Patricia Fitzgerald, free lance publicist, joins The Pat McDermott Co., New York and Los Angeles, as head of talent division.

Robert J. Mohr, director of advertising and sales promotion for Phillips-Van Heusen Corp. for last 13 years, appointed director of advertising of Shulton Inc., toiletries and cosmetics firm.

Ad club elects officers


Miss Moeller

Helen Moeller, vp and secretary, Allen & Reynolds Inc., elected president of Omaha Advertising Club. Other officers elected: **Daniel D. Kelly,** Omaha Public Power District, first vp; **J. H. (Jack) Dow,** Savage-Dow Adv., second vp; and **John Henry,** Better Business Bureau, secretary-treasurer. New board members: **Robert Byrne,** Carpenter Paper Co.; **Marge West,** Philips Department Store; **Russell Hounshell,** Bozell & Jacobs; **William J. Newens,** Hutcheson Displays Inc.; **E. R. Morrison,** KFAB-AM-FM Omaha, and **Warren Swisher,** *Omaha World Herald.* Miss Moeller is first woman president in 56-year history of Omaha Ad Club.

THE MEDIA

Donald K. Heller, timebuyer, N. W. Ayer & Son, Philadelphia, joins Peters, Griffin, Woodward Inc., that city, as manager of rep firm's newly opened sales office. Location is 12 South Twelfth St., Philadelphia. Telephone: Walnut 3-0455.

Al Kahane elected vp and station manager of WWIL-AM-FM Fort Lauderdale, Fla. **Jack Swart** appointed director of stations' program and news departments.

Russ Pigott, WLBK Dekalb, elected president of Illinois Associated Press Broadcasters Assn. at annual meeting May 12. He succeeds **Don Yaeger,** WSMI Litchfield. **Al Schmidt,** WIBV Belleville, was elected vp and **Dave Davis,** WKRS Waukegan, was named continuing study chairman.


Mr. Andrews


Mr. Baron

Bill Andrews, for last three years general sales manager of KTVT (TV) Dallas-Fort Worth, resigns to become general sales manager of KCOP (TV) Los Angeles, replacing **Amos T. Baron,** vp and general sales manager, who terminates seven-year association with station to pursue personal interests. Mr. Andrews, well-known sales executive in broadcasting industry, formerly served as regional sales manager of KFJZ-TV (now KTVT), and for several years previous worked in local and national sales of KBET-TV (now KXTV [TV] Sacramento. Mr. Baron is former general manager of KABC-AM-FM-TV Los Angeles.

Richard Shireman resigns as station manager of KBTR Denver, Colo.

Harry Talbert, formerly associated with WMBR-AM-FM and WIVY, both Jacksonville, Fla., joins WPDQ, that city, as sales manager.

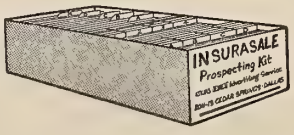
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Paul Blakemore, advertising manager of John Blair radio and tv station representation companies (John Blair & Co., Blair-Tv and Blair Television Assoc.), New York, is recuperating in Iowa Methodist Hospital, Des Moines, after heart attack suffered while on vacation in that city.

Earl Morgenroth, member of KGVO Missoula, Mont., sales staff since 1959, promoted to sales manager.

Ralph Guild, executive vp, Daren F. McGavren Co., New York, named national sales manager.

William C. Reitz, former special project salesman, KTTV (TV) Los Angeles, joins sales staff of Adam Young Companies in Los Angeles.

Barry Marks, formerly with Benton & Bowles and Mutual Broadcasting System, and **Bruce Collins,** formerly of American Broadcasting Co. and WINS, all New York, join WAME Miami as account executives.


Mr. Miller

Roy Miller, vp and manager of Chicago office and radio sales manager, The Katz Agency Inc., is retiring June 1 after 20 years with rep firm. **Alan T. Axtell,** Katz' Chicago tv sales manager, succeeds Mr. Miller as manager of Chicago office. Mr. Axtell joined Katz in 1955. He opened firm's St. Louis office in 1957 and managed it until 1960 when he became tv sales manager of Chicago office.


Mr. Axtell

Gene Linder, former operations manager of KFDA-TV Amarillo, Tex., appointed operations director of KOA-TV Denver.

Ruth Patrick, account secretary, Tool & Armstrong Adv., Denver, and former national sales secretary for KTVR (TV), that city, returns to Denver tv outlet as member of sales department.

F. A. (Mike) Wurster and **Samuel F. Jackson** join John E. Pearson Co., New York, as account executives. Mr. Wurster is rejoining Pearson after three years with Weed Television. Mr. Jackson was formerly with Headley-Reed, Avery-Knodel and Weed.

Thomas C. McCray, NBC vp and general manager of KRCA (TV) Los Angeles, unanimously elected to board of directors of Braille Institute of America.

Edward M. Shea, sales executive, WEAW Evanston, Ill., joins Select Station Representatives, Chicago, as sales account executive.

Kansas broadcaster cited


Mr. Sandstrom

Thad M. Sandstrom, general manager of WIBW-AM - FM - TV Topeka, was recipient of annual Kansas broadcaster award at radio-tv-film honors banquet at U. of Kansas May 7. The award, presented by Dr. Bruce A. Linton, chairman of Kansas' Radio-Tv Department, was "in recognition of the constant search for and devotion to the highest standards of broadcasting in the public service, as a station manager, state association president, and a prominent industry spokesman." Mr. Sandstrom was one of 17 U. S. broadcasters invited to visit government, business and broadcasting leaders during 20,000-mile tour through Latin America last February.

Bill G. Newman, manager, NBC-TV Film Program Services, Hollywood, joins ABC Radio Western Division sales service, that city.

William W. Edwards, assistant to director of tv network film department, ABC-TV, Hollywood, appointed manager of ABC-TV network on-the-air promotion, western division.


Mr. Thuman

Thomas W. Thuman, managing director of WORD Spartanburg, S. C., promoted to general manager, elected vp of WORD's parent company, Belk Broadcasting Co. of South Carolina, and named national sales manager of Belk Radio Stations: WORD and WIST Charlotte, N. C. **C. B. (Rik) Rogers Jr.,** local sales manager of WIST Charlotte, appointed general manager. **James H. Daniels III,** comptroller, elected assistant treasurer. New appointments are result of resignation of **Ray M. Stanfield** as vp and general manager of Belk Radio Stations (FATES & FORTUNES, May 14).

P. A. (Buddy) Sugg, executive vp, NBC-owned stations and NBC Spot Sales, elected to board of directors of Deafness Research Foundation, only lay organization devoted to furthering research into causes, prevention and cure of deafness.

Jack Fenster, account executive, WQXR-AM-FM New York, joins Good Music Broadcasters, rep firm, that city, in similar capacity.

Lloyd Chappel, news director of KYNO Fresno, elected state chairman of California Associated Press Radio-Tv Assn., succeeding **Pat Higgins,** news director of KOGO-AM-TV San Diego, at association's fifteenth annual meeting at Yosemite National Park last week. **Milt Cook,** KACE-AM-FM Riverside, was elected vice chairman of California group.

Rob Townsend, formerly with Commercial Recording Corp., Dallas, named program director of KLAC Nashville, Tenn.


Mr. Howard


Mr. Carnegie

Tom Howard, sales manager of KBEA, KBEY (FM) Kansas City, promoted to general manager. **Jack G. Carnegie,** operations director of KXYZ - AM - FM Houston, and KBEA, KBEY - FM, named station manager of KXYZ properties. Mr. Carnegie, who formerly served as program manager of KABL Oakland, Calif., before joining Public Radio Corp., will continue as operations director of Kansas City outlets. Mr. Howard joined Public Radio last year in his present capacity. Public Radio Stations are: KBEA, KBEY (FM) Kansas City, Mo.; KXYZ-AM-FM Houston, Tex., and KAKC Tulsa, Okla.

Ken Knox appointed program director of KEWB Oakland-San Francisco, succeeding **Don French,** who was recently named station manager of KDWB Minneapolis-St. Paul. Both stations are owned by Crowell-Collier Broadcasting Co.

Bob Allen, former program director, WWOW Conneaut, joins WNCO-AM-FM Ashland, both Ohio, in similar capacity.

Ed Greaney, production manager, WMCT (TV) Memphis, appointed program director, replacing **Jim Ferguson,** who resigned to join WAGA-TV Atlanta. **Phil Slavick** succeeds Mr. Greaney as production manager.

Derk Zimmerman, former executive producer of WEWS (TV) Cleveland,

joins programming staff of KDKA-TV Pittsburgh as producer-director.


Mr. Hamstreet

James Hamstreet, general manager of KGMI-AM-FM Bellingham, Wash., named general manager and director International Good Music Stations. **Gene Wagner,** former manager of KSEM Moses Lake, Wash., named station manager of KGMI-AM-FM. International Good Music Stations are: KBAY (FM) San Francisco, KFMW (FM) San Bernardino, and KFMU (FM) Los Angeles, all California; KGMG (FM) Portland, Ore., and KGMJ (FM) Seattle, and KGMI-AM-FM Bellingham.

Richard J. Mileta, former manager of broadcast research and project director, Fuller & Smith & Ross, New York, joins WPIX (TV), that city, as research and sales development manager.

Howard Selger, sales development specialist, NBC Spot Sales, New York, appointed research manager.

Andrew C. Erish, continuity director, WTVO (TV) Rockford, Ill., joins WJIM-AM-FM-TV Lansing, Mich., in similar capacity.

Elroy Hirsch, general manager of Los Angeles Rams of National Football League, joins KNX-AM-FM Los Angeles as sportscaster. Mr. Hirsch's first duties which will begin on Monday, May 28, will be 5:30-5:45 p.m. DST broadcasts of *Elroy Hirsch Sports Final,* Mondays through Friday. His new position will in no way effect his job as general manager of Los Angeles Rams. **Al Downs** and **Jim Zaillian,** members of KNX news department, promoted to supervisors of daytime and nighttime news, respectively.

Donovan Edwards, formerly with WNEM-TV Saginaw-Bay City, and **George J. Hoffman,** formerly with WFDF Flint, all Michigan, join news staff of WTOL-TV Toledo, Ohio.



In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Olaf Thorvaldsen, formerly with UPI in New York City, joins WGR-TV Buffalo as news writer.

Bennett Strange, professor of radio-tv at U. of Southern Mississippi, appointed news director of WDAM-TV Laurel, Miss. He will continue his teaching schedule in addition to his new duties. **Charles Stogner** named news reporter-cameraman. **Billy Monti,** chief cameraman, promoted to director of live production, replacing **Jim Bumgardner,** resigned.

Ed Rickey, promotion director of KDAY Santa Monica, Calif., named assistant director of promotion and advertising of KTLA (TV) Los Angeles. He succeeds **Bob Tolliver** who resigned to become director of promotion for KBTV (TV) Denver.

Robert M. Newhook, community relations manager for Eastern Airlines in Miami, joins WBZ-AM-FM Boston as pr manager.


Mr. Pointel


Mr. Ulrich


Mr. Carver

F. O. Carver, director of news and public affairs, WSJS-AM-FM-TV Winston-Salem, N. C., appointed to newly created post of director of pr. **Max Ulrich,** member of WSJS stations since 1950, and **Charles H. Pointel,** former radio department manager, named manager of WSJS radio program department, and manager of WSJS news central, respectively. Mr. Pointel, as news central manager, will be responsible for entire radio-tv news operation.

Ruth Franklin Dixon, San Francisco newspaperwoman, joins KRON-TV, that city, to promote and publicize locally produced news and public service programs. **Carol Fogle,** former secretary with KPIX (TV) San Francisco, replaces **Marie L. Nilsen,** on leave of absence, as secretary of KRON-TV's promotion department.

Warren Hull, co-star of *Get Together* program on WTAR-TV Norfolk-Newport News, Va., leaves ch. 3 outlet this month for three-month CBS Network assignment in Hollywood with Ralph Edwards, producer of *Face to Face.* Mr. Hull will return to WTAR-TV next fall.

Roy (Snooky) Lanson, formerly singing personality on *Your Hit Parade, Chevrolet on Broadway* and *Five Star Jubilee,* joins WLWA (TV) Atlanta as host of his own show, which begins in mid-June.

Arthur Einhorn, merchandising representative, WNHC-TV New Haven, Conn., promoted to merchandising director.

Chet Whiteside joins WQSR Solvay, N. Y., as d.j.

Shirley (Sie) Holliday, former U. of Texas student radio personality, joins KRLA Pasadena, Calif., as d.j.

Don Weeks joins WTRY Troy, N. Y., as air personality, succeeding **Jack Ryan,** resigned.

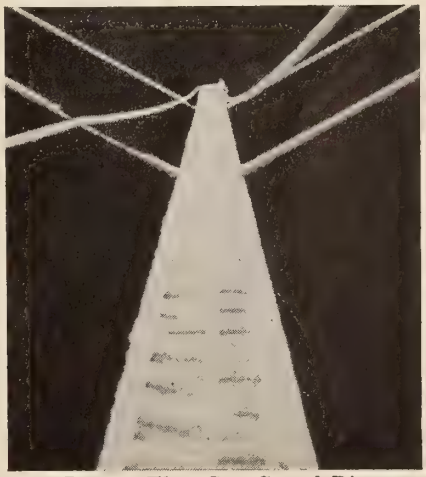
Don Rhea, formerly with KENS San Antonio, Tex., joins KCKN Kansas City, Kan., as air personality.

James Shumaker, assistant promotion director, WBNS-TV Columbus, Ohio, promoted to program promotion director, replacing **Jack Dorr,** resigned.

Cecil Woodland, general manager of WEJL Scranton, Pa., appointed radio-tv chairman of Middle Atlantic area for 1962-63 Radio Free Europe fund drive.

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REPRESENTATIVES WORLD-WIDE

Announcement was made by Leslie B. Worthington, president of U. S. Steel Corp. and regional chairman of Radio Free Europe Fund. National goal for RFEF is $11,000,000.


Mr. Bailey

James E. Bailey, vp and managing director of WJW-AM-FM Cleveland, joins Taft Broadcasting Co. as general manager of WBRC-AM-FM Birmingham, Ala. Mr. Bailey, who formerly served as manager of WBRC stations in 1953, replaces **Lloyd B. Taft,** who resigned to enter investment business in New York City.

H. Meade Alcorn, former chairman of Republican National Committee, named political consultant to CBS News election unit, New York.

Al Hanna, former air personality, KHAK Cedar Rapids, joins KMUS Muskogee, Okla., as program director.


Mr. Hamilton

G. E. (Doc) Hamilton, assistant manager, KVOA-TV Tucson, Ariz., promoted to station manager, succeeding Fred L. Vance, who last month was appointed general manager of Alvarado Television Co. (KVOA-TV and KOAT-TV Albuquerque, N. M.). Mr. Hamilton, who formerly served in production, programming and sales capacities with WFAA-TV Dallas, joined KVOA-TV in August 1958.

Charles L. Anderson named instructor in U. of Detroit's Communication Arts Dept. Mr. Anderson, whose appointment will become effective Sept. 1, will teach radio and tv courses.

PROGRAMMING


Mr. della Cioppa

Guy della Cioppa, former Hollywood program vp, CBS-TV Network, whose resignation became effective May 15, has joined Van Bernard Productions as executive producer, it was announced last week by Red Skelton, president of Hollywood production company. Mr. della Cioppa, in addition to his functions on *The Red Skelton Show* which Van Bernard in association with CBS-TV will produce, will work with Mr. Skelton on development of new tv properties. Four projected series are reportedly on Van Bernard's storyboards for 1963-64 season.

Alumni Award winner


Mr. White

Lawrence White, vp-daytime programs, CBS-TV Network, was selected by the Syracuse U. Radio & Tv Center as winner of the university's 1962 Alumni Award, which he received last Saturday (May 12) at the annual presentation luncheon where he delivered a talk on "The Challenge of Daytime Television." The awards are presented each year to those graduates who, in the judgment of the faculty, have brought credit to the center through their professional careers. Mr. White joined CBS-TV Network as director of daytime programs in September 1959 after eight years with Benton & Bowles. He was elected vp in February 1961.

Claude A. Giroux, president of Prudential Investment Corp., privately held Canadian investment company, and president and board chairman of D. Kaltman & Co., eastern drug distributors, elected to board of directors of Allied Artists Pictures Corp., Hollywood. Mr. Giroux fills vacancy created by resignation of **Norton V. Ritchey,** who remains as president of Allied Artists International Corp.

Robert W. Selig, vp in charge of theatre operations, National General Corp. (formerly National Theatres & Tv Inc.), elected to board of directors. Mr. Selig, who is currently president of Fox Inter-Mountain Inc. and Fox Midwest Theatres Inc., was appointed general manager of NGC's theatre operations last July and elected vp following month. He makes his headquarters in Beverly Hills, Calif.

Jim West, recent featured performer with Jack Ross Sextette in Las Vegas and Reno, joins PAMS Productions, recorded jingles and commercials production firm, Dallas, as western sales manager.

Leonard E. Strobel, traffic manager, ABC Films Inc., New York, appointed director of film operations, succeeding **Gilbert S. Cohen,** who was named assistant director of international sales. Mr. Strobel will also retain duties as traffic manager. **Walter Weiler** was elevated to head booker of films, and **Mrs. Sandy Endelson** is new international booker.

Norman Powell named associate producer of *Saints and Sinners,* full-hour series being produced by Four Star for presentation on NBC-TV this fall. **Marc Daniels** is producer.

Buck Houghton, for past three years producer of *Twilight Zone,* signs long-term contract with Four Star Television as producer of unspecified number of *The Dick Powell* episodes for next season, as well as work on development of new properties for 1963-64 season.

Mel Karl, field representative, Screen Actors Guild, New York, appointed executive secretary of SAG's newly formed Florida branch. Mr. Karl will make his headquarters at Guild office to be opened in Miami.


Mr. Wallerstein

David B. Wallerstein, president of Balaban & Katz Corp., Chicago, theatre subsidiary of AB-PT, elected to board of directors of American Broadcasting - Paramount Theatres Inc., New York. Mr. Wallerstein began his career in 1926 with Balaban & Katz Corp. He was elected vp and general manager in 1950 and has served as B&K's president since 1957. Directors re-elected: **A. H. Blank, Alger B. Chapman, John A. Coleman, Everett H. Erlick, E. Chester Gersten, Leonard H. Goldenson, Jack Hausman, Robert H. Hinckley, Robert L. Huffines Jr., Walter P. Marshall, Joseph A. Martino, James G. Riddell** and **Sigmon B. Siegel.**

Ken Morgan, publicity and pr director, Desilu Productions, Hollywood, terminates 11-year association with production firm which he joined in 1951 to handle publicity on *I Love Lucy* tv series. Mr. Morgan will depart shortly on extended vacation to Mexico City and is scheduled to return in August.

John Murphy, owner of Murphy Motion Picture Studios in Mount Pleasant, Pa., returns to studios after spending last two years in Army at Signal Corp. tv studios at Fort Gordon, Ga.

GOVERNMENT


Mr. Harris

Weston J. Harris, program director, WRC-TV Washington, appointed manager of U. S. Information Agency's tv service. He will assume his new post at USIA on June 4. Prior to joining WRC in present capacity in October 1957, Mr. Harris was member of program department of WTTG (TV), also in

Washington, from 1952 to 1957, serving latter two years as outlet's program director.

Donald L. Rushford, attorney in Hearing Div. of FCC Broadcast Bureau, Washington, appointed assistant to Federal Power Commissioner Charles Ross.

ALLIED FIELDS


Mr. Johannessen

George H. Johannessen, former director of research for Edward Petry & Co., New York, joins American Research Bureau as account executive in ARB's New York sales office.


Mr. Howard

C. Alexander Howard elected vp of R. C. Crisler & Co., Cincinnati brokerage firm specializing in radio and tv station properties. He formerly was with Fifth Third Union Trust Co., Cincinnati, and Hanover Bank of New York. Mr. Howard will specialize in field of financing and sales of industrial properties, and will also serve as assistant to company President R. C. Crisler.

EQUIPMENT & ENGINEERING


Mr. Strong

Dr. S. Dean Wanlass, president of Packard-Bell Computer Corp., Los Angeles, elected to board of directors of Packard-Bell Electronics Corp., parent company, succeeding **Lowell R. Day,** retired. **James C. Callaghan,** general manager of technical products division, elected vp. **Robert J. Haldeman,** company controller, elected treasurer. **William L. Strong,** former treasurer and chief financial officer of Consolidated Freightways Inc., joins Packard-Bell Electronics as vp in charge of finance.


Mr. Aram

Nathan W. Aram, assistant vp and chief engineer, Zenith Radio Corp., Chicago, elected vp-chief engineer. Mr. Aram joined company's engineering staff in June 1939, working in tv and fm transmitter development and later on radar and other military electronic projects. More recently, he has directed development of stereophonic fm broadcast service as introduced commercially in June of 1961. Mr. Aram has served as assistant vp-chief engineer since August 1958.

Hoover elected president

Herbert Hoover Jr., consulting engineer in Los Angeles, was elected president of American Radio Relay League, national society of amateur radio operators in U. S. and Canada, at annual board of directors meeting Friday (May 11) in Hartford, Conn. All other officers were re-elected: **Wayland M. Groves,** Odessa, Tex., first vp; **Alex Reid,** Montreal, Canada, and **Francis E. Handy,** West Hartford, vps; **John Huntoon,** East Hartford, secretary, and **David H. Houghton,** West Hartford, treasurer. In other actions, the League's board voted to oppose the FCC proposal to charge fees for license applications. Also, the board designated Mr. Huntoon, League general manager, as its representative to ceremonies in Geneva, Switzerland, in June, when new headquarters for International Telecommunications Union will be dedicated.

Samson M. Mittelman, district sales manager, Sylvania Electronics Corp., New York, joins Sony Corp. of America as district manager for New York and New Jersey.

Ray C. Evans, chief engineer, WNOX Knoxville, Tenn., appointed broadcast sales engineer for Collins Radio Co.'s southern regional sales area covering Arkansas, Mississippi, Louisiana and Alabama.

INTERNATIONAL

N. A. Taylor elected president of Meridian Films Ltd., Toronto. Other officers elected: **David Griesdorf** to executive vp; **John Winter** to vp and general manager, and **Sid Roth** to assistant general manager. **Henry S. White,** former vp and general manager of WNTA-TV Newark, N. J., named manager of Meridian's New York office. Mr. White was also appointed by Paramount Pictures Corp. as eastern sales consultant for taped program and commercial production facilities of PPC's Sunset Studios in Hollywood. He will make his headquarters in New York.


Mr. Taylor


Mr. White

B. D. Alloway, general sales manager of CFRN Edmonton, Alta., named manager of CFRN-TV, that city.

Len Smith named western Canada sales manager of MCA (Canada) Ltd., Toronto.

Glen MacKay, vp, Canadian Adv. Agency, Montreal, appointed manager of new Montreal office of CTV Television Network Ltd., Toronto.


Mr. Browne

Burton Browne, head of his own Chicago advertising agency and founder of Gaslight Clubs, announced formation of new agency in Paris in partnership with **Jerome Hanan** to serve international clients and American firms interested in common market. Mr. Hanan was formerly on advertising staff of international edition of *New York Times*. Burton Browne & Hanan is located at 41 Rue de Colisee, Paris, France.

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Mr. Klein

Joseph M. Klein, director of Remington Rand International, joins NBC International as director. Before his association with Remington Rand, Mr. Klein was vp in charge of international operations of Clary Corp.

Lloyd Colthrop, traffic manager, CHCH-TV Hamilton, Ont., appointed program manager of CHAN-TV Vancouver, B. C.

Stuart Hood, chief editor of tv news, British Broadcasting Corp., named controller of programs, BBC-TV, succeeding **Kenneth Adam,** who was promoted to director of tv.

Neil Morrison, former director of talks and public affairs of Canadian Broadcasting Corp., Toronto, named dean of new Joseph E. Atkinson Evening College of York University, that city.

DEATHS

Allen C. Anthony, 55, director of air personnel, WAGA-TV Atlanta, died May 10 in Georgia Baptist Hospital, that city. Mr. Anthony, from 1938 to 1950, was producer-director of *Dr. I.Q.*, one of radio's more successful shows in medium's earlier days, and appeared as Jonathan Blake on tv's *The Web* as well as other radio and tv network shows. He is survived by his wife and three children.


Mr. Martin

Paul H. Martin, 50, general sales manager of KGB-AM-FM San Diego, Calif., died May 14 of heart attack. Before moving to San Diego, Mr. Martin was with RKO General, New York, as national sales representative for KHJ Los Angeles, and prior to that served as station's general sales manager.

Charles Farrell Fiedler [known professionally as Charles (Skip) Farrell], 43, radio-tv singer, died May 8 of heart attack in North Hollywood, Calif. Associated with Walt Disney Studios since 1955, Mr. Farrell appeared in *Elfego Baca* tv series and as off-stage singing voice in other shows. After operating out of Chicago for many years, he moved to Hollywood in 1952 as performer on Tennessee Ernie Ford's daytime tv show.


Mr. Roberts

Elzey Roberts Sr., 70, former publisher of old *St. Louis Star-Times* (onetime licensee of KXOK St. Louis, KFRU Columbus, Mo., and part owner of KWK St. Louis), died of heart ailment May 14 at Barnes Hospital in St. Louis. Mr. Roberts became publisher of *The Star* in 1916, purchased *The Times* in 1932 and consolidated them. In 1951 he sold name and publishing equipment to *St. Louis Post-Dispatch,* retaining building, now known as Roberts Bldg., and KXOK of which he was board chairman. Surviving him are his widow, former Isabella Wells; Elzey Jr., president and general manager of KXOK, and daughter, Mrs. Jacques P. G. Veeger.

Gloria Breneman Clark, 33, record librarian of KFWB Los Angeles, died in Encino (Calif.) hospital on May 8 of cerebral hemorrhage. Miss Clark was daughter of late Tom Breneman, who was mc of daily *Breakfast in Hollywood* program on ABC Radio at time of his death in 1948.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 9 through May 16, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

***Columbus, Ga.—Georgia State Board of Education.** Granted uhf ch. 28 (554-560 mc); ERP 219 kw vis., 110 kw aur. Ant. height above average terrain 1519 ft., above ground 1083 ft. Estimated construction cost $476,624; first year operating cost $82,000; P. O. address, c/o E. A. Crudup, 229B State Office Bldg., Atlanta 3, Ga. Studio and trans. location Warm Springs, Ga. Geographic coordinates 32° 51′ 26″ N. Lat., 84° 41′ 56″ W. Long. Trans. GE TT-25-A; ant. GE TY-25-C. Legal counsel Harry M. Plotkin, Washington, D. C.; consulting engineer A. Earl Cullum Jr., Dallas, Tex. Commission waived principal city signal and main studio location requirements of Secs. 3.685 and 3.613 of rules. Georgia State is also permittee of *WEGA-TV (ch. 9) Savannah, and *WXGA-TV (ch. 8) Waycross. Action May 16.

Moline, Ill.—Moline Tv Corp. Granted uhf ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 1,000 ft., above ground 1065 ft. Estimated construction cost $772,363; first year operating cost $625,000; revenue $765,000. P. O. address 3100 Coaltown Rd., Moline. Studio location Moline; trans. location near Orion, Ill. Geographic coordinates 41° 18′ 44″ N. Lat., 90° 22′ 47″ W. Long. Trans RCA TT-25BH; ant. RCA TW-18A8. Legal counsel Hogan & Hartson, Washington, D. C.; consulting engineer A. Earl Cullum Jr., Dallas 9, Tex. Principals: **Francis J. Coyle** (12.5%), **Frank P. Schreiber, Victor B. Day, David Parson** (each 10%), **Richard Stengel** (9%), **Charles G. Agnew, L. S. Helfrich M.D., Harry McLaughlin, Thomas M. Thomas, Paul M. Versluis, Richard Waxenberg, Samuel M. Gilman** (each 5%), **George Young** (4%) and others. Messrs. Coyle, Parson, Stengel, Thomas and Gilman are attorneys: Mr. Schreiber is former manager of WGN Chicago; Mr. Day owns automobile alignment shop; Mr. Agnew owns hobby shop; Mr. McLaughlin owns stock in real estate corporation; Mr. Versluis owns real estate development firm; Mr. Waxenberg is president of super market corporation; Mr. Young owns insurance agency. Grant is conditioned that no construction be commenced prior to further order of comission to be issued in event that ch. 8 is retained in Davenport, Iowa-Rock Island-Moline, Ill., and to further condition that permit be automatically rescinded if channel is not so retained. Comrs. Ford and Cross dissented, former with statement; Comr. Craven not participating. Action May 16.

ACTION BY BROADCAST BUREAU

***Hartford, Conn.—Connecticut Educational Tv Corp.** Granted uhf ch. 24 (530-536 mc); ERP 204.2 kw vis., 98 kw aur. Ant. height above average terrain 902 ft., above ground 503 ft. Estimated construction cost $253,269; first year operating cost $150,000. P. O. ad-

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dress c/o Trinity College, Hartford. Studio location to be determined; trans. location Avon, Conn. Geographic coordinates 41° 46′ 29″ N. Lat., 72° 48′ 20″ W. Long. Trans. GE TT-25-A; ant. GE TY-25-B. Legal counsel Dow, Lohnes & Albertson, Washington, D. C.; consulting engineer A. D. Ring & Assoc., Washington, D. C. Action May 8.

APPLICATIONS

Durango, Colo.—Jeter Telecasting. Vhf ch. 6 (82-88 mc); ERP 194 w vis., 97 w aur. Ant. height below average terrain 720 ft., above ground 130 ft. Estimated construction cost $48,810; first year operating cost $31,000; revenue $44,000. P. O. address box 592, Walsenburg, Colo. Studio and trans. location Durango. Geographic coordinates 37° 17′ 13″ N. Lat., 107° 52′ 52″ W. Long. Trans. RCA TTL-100AL; ant. RCA TF-2BM. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals: **Floyd Jeter** and **Lieselotte Jeter** (each 50%). Mr. Jeter owns KFJL Walsenburg, Colo.; Mrs. Jeter is assistant manager of KFJL. Ann. May 16.

Chicago, Ill.—Weigel Bcstg. Co. Uhf ch. 26 (542-548 mc); ERP 250 kw vis., 125 kw aur. Ant. height above average terrain 548 ft.; above ground 580 ft. Estimated construction cost $325,000; first year operating cost $250,000; revenue $150,000. P. O. address 1275 N. Waukegan Rd., Lake Forest, Ill. Studio and trans. location Chicago. Geographic coordinates 41° 51′ 56″ N. Lat., 87° 38′ 22″ W. Long. Trans. GE TT-25-A; ant. GE TT-25-C. Legal counsel Hogan & Hartson, Washington, D. C.; consulting engineer David Steel & Assoc., Washington, D. C. Principals: **Daniel J. McCarthy, Adam Riffel** (each 44%), **John Weigel** (11%) and **John M. Duffy** (1%). Messrs. McCarthy and Duffy are attorneys; Mr. Riffel is grain broker and bank director; Mr. Weigel is radio and tv announcer. Ann. May 16.

Existing tv stations

CALL LETTERS ASSIGNED

KTRG-TV Honolulu, Hawaii—Hawaiian Paradise Park Corp.

New am stations

ACTIONS BY FCC

Rantoul, Ill. — Regional Radio Service. Granted 1460 kc, 500 w D, DA. P. O. address box 294, Urbana, Ill. Estimated construction cost $29,191; first year operating cost $50,286; revenue $54,000. Principals: **John Coleman, William R. Brown** and **Donald R. Williams** (each one-third). Messrs. Brown and Williams are employes of WDWS Champaign, Ill.; Mr. Coleman is employe of WCIA Champaign. Grant is conditioned that pre-sunrise operations with daytime facilities be precluded pending decision in Doc. 14419 and program tests not to be authorized until permittee has submitted evidence that Messrs. Brown and Williams have severed their connections with WDWS. Action May 16.

Iowa Falls, Iowa—Iowa Falls Bcstg. Corp. Granted 1510 kc, 500 w D. P. O. address, c/o H. A. Preston, 114 Highland Ave., Newcastle, Wyo. Estimated construction cost $22,458; first year operating cost $55,000; revenue $65,000. Principals: **H. A. Preston** (60%), **Dwight M. Brown, Richard D. Petersen, E. S. Tompkins, R. A. Schneider** and **C. M. Price** (each 8%). Mr. Preston is general manager of KASL Newcastle, Wyo.; Mr. Brown owns dairy; Mr. Petersen is manager of department store; Mr. Tompkins is theatre manager; Mr. Schneider owns sewing machine company; Mr. Price owns hatchery. Action by Chief Hearing Examiner James D. Cunningham May 14.

APPLICATIONS

Golden Meadow, La.—KLFT Radio Inc. 1600 kc, 1 kw D. P. O. address 1614 S. Bayou Drive, Golden Meadow. Requests facilities of KLFT for $30,000; first year operating cost $40,000; revenue $50,000. Principals: **Edward T. Diaz, Clerville Kief Sr.** (each 48%) and others. Mr. Diaz is attorney; Mr. Kief owns shrimp processing, ice producing, and hardware companies. Ann. May 14.

Slidell, La.—Bill Garrett Chevrolet Inc. 1560 kc, 1 kw D. P. O. address 3401 Pontchartrain Bridge Rd., Slidell. Estimated construction cost $26,890; first year operating cost $28,780; revenue $32,000. Principals: **W. C. Garrett** (99.8%) and others. Ann. May 10.

Midland, Tex.—Gold Sonics Inc. 1510 kc, 500 w D. P. O. address 914 ABC Bldg., Odessa, Tex. Estimated construction cost $17,403; first year operating cost $36,000; revenue $48,00. Principals: **Harry S. Goldsborough** (40%), **Robert Goldsborough** (35%), **Jack Lambert** (15%) and **Walter Banisky** (10%). Messrs. Lambert and Harry Goldsborough own interest in oil field equipment rental business, package store and pipe inspection company; Robert Goldsborough is former program director for KOSA Odessa, and is owner of accounting firm; Mr. Banisky is partner in accounting firm. Ann. May 16.

Existing am stations

ACTION BY FCC

WMGW Meadville, Pa.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 16.

APPLICATIONS

KBUC Corona, Calif.—Cp to increase daytime power from 1 kw to 5 kw, install new trans. and change from DA-N to DA-D-N (DA-2). Ann. May 15.

WQIK Jacksonville, Fla.—Cp to change hours of operation from D to unl., using power of 5 kw and install DA-N. Ann. May 14.

WLAM Lewiston, Me.—Petition for waiver of Sec. 3.117 of rules filed May 4, to permit identification of station location as Lewiston-Auburn, Me. (dual location). Ann. May 10.

KROC Rochester, Minn.—Cp to change daytime operation from DA to non-DA. Ann. May 11.

KQEN Roseburg, Ore.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 16.

WNEL Caguas, P. R.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. May 15.

CALL LETTERS ASSIGNED

WAGC Centre, Ala.—Radio Centre.
KALF Mesa, Ariz.—Maricopa County Bcstrs. Inc.
KCKW Jena, La.—LaSalle Bcstrs.
WRST Jackson, Mich.—Tv Corp. of Michigan Inc.
WHWH Princeton, N. J.—Nassau Bcstg. Co.
WBRW Brewster, N. Y.—Taconic Bcstrs.
KPBR El Paso, Tex.—Pacific Bcstg. Assoc.
KVWG Pearsall, Tex.—McKinley-Pilant Bcstg. Co.
WXVA Charles Town, W. Va.—Arthur W. Arundel.

New fm stations

ACTIONS BY BROADCAST BUREAU

South Bend, Ind.—Michiana Telecasting Corp. Granted 92.9 mc, 20 kw. Ant. height above average terrain 486 ft. P. O. address box 989, South Bend. Estimated construction cost $27,565; first year operating cost $10,000; revenue none in addition to am operation. Permittee is owned by **U. of Notre Dame du lac,** licensee of WNDU-AM-TV. Action May 15.

Hickory, N. C.—Foothills Bcstg. Inc. Granted 95.7 mc, 11.3 kw. Ant height above average terrain 352 ft. P. O. address box 484, Hickory. Estimated construction cost $24,344; first year operating cost $7,000; revenue $5,200. Principals: **Edmond H. Smith Jr.** (57.61%), **Joseph A. Moretz Jr.** (20.99%), **Mrs. Margaret A. Smith** (5.56%) and others. Applicant is licensee of WIRC Hickory. Action May 8.

Manchester, Tenn.—Manchester Bcstg. Co. Granted 99.7 mc, 18.8 kw. Ant. height above average terrain 172 ft.; remote control permitted. P. O. address, c/o Radio Station WMSR, Manchester. Estimated construction cost $19,021; first year operating cost $10,000; revenue $12,000. **Murray Chumley,** sole owner, is licensee of WMSR Manchester. Action May 15.

APPLICATIONS

Hagerstown, Md.—Regional Bcstg. Co. 95.7 mc, 3.29 kw. Ant. height above average terrain 160 ft. P. O. address 1250 Downsville Pike, Hagerstown. Estimated construction cost $9,292; first year operating cost $5,000; revenue $6,000. Applicant is permittee of WHAG Halfway, Md. Ann. May 11.

Ponce, P. R.—Voice of Porto Rico Inc. 92.9 mc, 3.28 kw. Ant. height below average terrain 235.6 ft. P. O. address box 430, Ponce. Estimated construction cost $4,600; first year operating cost $10,000; revenue undetermined. Applicant is licensee of WPRP Ponce. Ann. May 10.

Clarksville, Tenn.—Campbell and Sheftall. 94.5 mc, 5.67 kw. Ant. height above average



terrain 159 ft. P. O. address box 669, Clarksville. Estimated construction cost $14,400; first year operating cost $10,000; revenue $12,000. Principals: **John Parry Sheftall** (57%), **Gladys W. Campbell** (38%) and **John H. Bailey** (5%). Applicants own WJZM Clarksville. Ann. May 16.

Lake Jackson, Tex.—Texas Audio Electronics Co. 92.3 mc, 3.65 kw. Ant. height above average terrain 192.1 ft. P. O. address 116 Persimmon, Lake Jackson. Estimated construction cost $15,510; first year operating cost $240,000; revenue $25,000, Principals: **James A. Hairgrove** (61%), **Garfield Kiel, Stanley McKenzie** (each 17%) and **Sue B. Hairgrove** (5%). Applicants own KBRZ Freeport, Tex. Ann. May 16.

Danville, Va.—Piedmont Bcst. Corp. 99.9 mc, 5 kw. Ant. height above average terrain 86 ft. P. O. address 710 Grove St., Danville. Estimated construction cost $22,302; first year operating cost $20,000; revenue $40,000. Applicant is licensee of WBTM-AM-TV Danville. Ann. May 11.

Existing fm stations

APPLICATIONS

WOIA-FM Saline, Mich.—Mod. of license to change station location from Saline, Mich. to Ann Arbor, Mich. (Request for continued use of call letters WOIA-FM and waiver of any commission rule or policy which may prohibit such use.) (Provisions regarding assignment of call letters are set forth in public notice of Jan. 13, 1949 [14 F.R. 604]). Ann. May 16.

WPRB(FM) Princeton, N. J.—Cp to change frequency from 103.5 mc to 103.3 mc. Ann. May 11.

KTQM-FM Clovis, N. M.—Cp to replace expired permit which authorized new fm station on 99.9 mc, ERP 6.6 kw and ant. height above average terrain 125 ft. Ann. May 10.

KSEO-FM Durant, Okla.—Cp to change frequency from 107.3 mc to 107.1 mc, decrease ERP from 2.9 kw to 684 w and install new trans. Ann. May 16.

CALL LETTERS ASSIGNED

WELL-FM Battle Creek, Mich.—Southern Michigan Bcstg. Corp.

WKHM-FM Jackson, Mich. — Jackson Bcstg. & Tv Corp.

WRKB-FM Kannapolis, N. C.—Foy T. Hinson.

WLKR-FM Norwalk, Ohio—Radio Norwalk Inc.

*WJSC-FM Wilberforce, Ohio—Central State College.

WGCA-FM Ephrata, Pa.—Garden Spot Bcstrs. Inc.

WICU-FM Erie, Pa.—Gibralter Enterprises Inc.

WEDA-FM Grove City, Pa.—James V. Perry.

WCOR-FM Lebanon, Tenn.—The Lebanon Bcstg. Inc.

WLWM (FM) Nashville, Tenn.—Barlane Bcstg. Corp.

KAEI-FM Dallas, Tex.—Automated Electronics Inc.

Ownership changes

ACTIONS BY FCC

KGVW Belgrade, Mont.; KGLE Glendive, Mont., King's Garden Inc.—Granted assignment of license and cp to **Christian Enterprises Inc.** (KURL Billings); transaction includes $5,000 cash, assumption of $33,899 liability and other monetary consideration. Action May 16.

KTCI, Terry Carpenter Inc., Terrytown, Neb.—Granted (1) renewal of license and (2) assignment of license to **Jack Gilbert** and **Robert T. Marland,** d/b as **Western Nebraska Bcstg. Co.**; consideration involves $600 monthly rental for lease of physical assets for five years, $7,200 for fifth year rent, and provision that assignee may purchase same for $60,000 any time during first 2 years or for $65,000, $70,000 or $75,000 during third, fourth or fifth years, respectively. Action May 16.

WKBK, The KBR Stations Inc., Keene, N. H.—Granted assignment of license from **William F. Rust Jr.,** to **Monadnock Bcstg. Corp. (Albert L. Auclair,** president and 52% owner); consideration $77,500. Comr. Bartley dissented. Action May 16.

KQDI, Dakota Musicasters, Bismarck, N. D.—Granted (1) renewal of license and (2) assignment of license from **Darrel W. Holt, D. Gene Williams** and **Delbert Bertholf** to **Weldon T.** and **Betty S. Heard**; consideration $70,000. Comr. Bartley dissented. Action May 16.

KUDY, Paul Crain, Spokane, Wash.—Granted assignment of cp to **Delbert Bertholf**; consideration $1,763; conditioned on Mr. Bertholf disposing of his creditor interest in KLYK Spokane, without recourse, prior to consummation of assignment. Mr. Bertholf has 50% interest in KOYN Billings, Mont., KUTT Fargo, N. D., and KHDN Hardin, Mont., and 25% interest in KQDI Bismarck, and KQDY Minot, N. D. Comr. Bartley dissented. Action May 16.

WEAU-TV (ch. 13), Central Bcstg. Co., Eau Claire, Wis.—Granted assignment of licenses to **Post Bcstg. Corp.** (owned by **Post Publishing Co.**); consideration $2,100,000. **V. I. Minahan,** assignee president, and other officers have interest in WJPG Green Bay. Action May 16.

APPLICATIONS

WAIP Prichard, Ala.—Seeks assignment of license from **Prichard Bcstg. Inc.,** to **Charles W. Holt** (55%), **Robert N. Robinson** (30%) and **Connie I. Holt** (15%), d/b as **Broadcast Service of Mobile Inc.**; consideration $92,500. Mr. Holt owns 70% of WHHY Montgomery, 60% of WHNY McComb, and 51% of WHSY Hattiesburg, all Mississippi; Mrs. Holt owns 24.5% of WHSY and 10% of WHHY; Mr. Robinson owns 24.5% of WHSY and 20% of WHHY. Ann. May 10.

KWUN Concord, Calif.—Seeks transfer of 75% of all stock in **Service Bcstg. Co.** from **Frank M. Helm Co.,** to **Frank M. Helm** and **Frank M. Helm Jr. trust.** Ann. May 11.

KGB-AM-FM San Diego, Calif.—Seeks transfer of all stock in **KGB Inc.** from **Marion R. Harris to Willet H. Brown**; consideration $71,500 and assumption of liabilities. Mr. Brown owns automobile sales and service agency. He has been president of General Teleradio Inc. (RKO General Inc.), Don Lee Div., and owns 19.75% of KTVU (TV) Oakland, Calif. Ann. May 16.

KYSN Colorado Springs, Colo. — Seeks transfer of all stock in **KYSN Bcstg. Co.** from **WKID Bcstg. Co., to Donald T. Harding Jr.**; consideration $20,000 and 23.8% of WKID Bcstg. Co. Ann. May 16.

KWSL Grand Junction, Colo.—Seeks assignment of license from **G & P Enterprises,** to **V. A. Buckmaster** (two-thirds) and **Joe B. Sullivan** (one-third), d/b as **Mesa Bcstg. Co.**; consideration $26,000. Mr. Buckmaster is building contractor; Mr. Sullivan is supermarket clerk. Ann. May 15.

WDSP DeFuniak Springs, Fla.—Seeks assignment of license from **Euchee Valley Bcstg. Co., to Cal Perley, Ken Collins** (each 18.9%), **Dan W. Holloway M.D.** (18.1%), **E. H. Myers M.D.** (17.2%) and others, d/b as **Collins, Perley & McDermott Inc.**; consideration $90,000. Mr. Perley has been general manager of KXYZ Houston, Tex.; Mr. Collins has been program director of KXYZ. Assignee corporation owns 10% of WDSP. Ann. May 16.

KVIM New Iberia, La.—Seeks assignment of license from **Queen City Bcstg. Inc.,** to **David W. Wagenvoord** (two-thirds) and **Fred P. Westenberger** and **Mrs. Myrtle Robbert Westenberger** (one-third); consideration $95,000. Mr. Wagenvoord is vice president and less than 1% stockholder in Franklin Bcstg. Co.; Mr. Westenberger is attorney; Mrs. Westenberger is housewife. Ann. May 16.

WOSC-AM-FM Fulton, N. Y.—Seeks transfer of all stock in **Cassill Radio Corp.** from **Richard C. Mitchell** to **Anamae Mitchell**; no consideration involved. Mrs. Mitchell owns 60% of children's clothing store. Ann. May 16.

WMSJ Sylva, N. C.—Seeks transfer of 75% of all stock in **WMSJ Inc.** from **Harold H. Thoms, Meredith S. Thoms** and **Matilann Thoms Gennett** to **James B. Childress** (present owner 25%); consideration $42,405. Ann. May 15.

KXGO-TV Fargo, N. D.—Seeks assignment of license from **North Dakota Bcstg. Inc.,** to **Pembina Bcstg. Inc.** (see application for transfer of control of KCND-TV below); consideration $390,000. Ann. May 14.

KNOX-TV Grand Forks, N. D.—Seeks transfer of 96.4% of all stock in **Community Tv Corp.** from **Community Radio Corp., to Pembina Bcstg. Inc.**; consideration $225,000. (see application for transfer of control of Pembina Bcstg. Inc. below). Ann. May 14.

KCND-TV Pembina, N. D.—Seeks transfer of all stock in **Pembina Bcstg. Inc.** from **Harry F. Rice** *et al*, all stockholders, to **Ferris E. Traylor**; consideration $190,200. Mr. Rice and **Robert C. Lukkason** (present stockholder) will each repurchase 9.6% of permittee's stock. Mr. Traylor owns 47% of WTVW(TV) Evansville, Ind. Ann. May 14.

WJWS South Hill, Va.—Seeks transfer of 16.9% of all stock in **Old Belt Bcstg. Corp.** from **W. Brown Hofler** (present owner of 51.2%), to **John T. Riel** (34.3%); consideration $9,300. Ann. May 11.

WRVB-FM Madison, Wis.—Seeks assign-

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 16

	ON AIR		CPS	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,650	78	148	664
FM	931	62	197	152
TV	484[1]	78	85	108

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 16

	VHF	UHF	TOTAL TV
Commercial	471	91	562
Non-Commercial	42	16	58

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,646	937	484[1]
Cps on air (new stations)	80	51	75
Cps not on air (new stations)	145	196	83
Total authorized stations	3,871	1,184	653[2]
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	164	22	65
Total applications for new stations	582	121	108
Applications for major changes (not in hearing)	459	92	35
Application for major changes (in hearing)	46	4	12
Total applications for major changes	505	96	47
Licenses deleted	1	1	0
Cps deleted	1	2	0

[1]There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. [2]Includes one STA.

ment of license from **Paul A. Stewart Enterprises**, to **Paul A. Stewart Enterprises Inc.**, and transfer of stock from **Paul A. Stewart** (100%), to **Paul A. Stewart** (80%), **Helen E. Stewart** (15%) and **Warren Hopeman** (5%); no consideration involved. Ann. May 16.

WHJC Mauston, Wis.—Seeks assignment of cp from **John D. Rice** to **Radio Juneau County Inc.**, new corporation owned by Mr. Rice. Ann. May 15.

Hearing cases

FINAL DECISIONS

■ By decision, commission granted application of Moline Tv Corp. for new tv station to operate on ch. 8 in Moline, Ill., conditioned that no construction be commenced prior to further order of commission to be issued in event that ch. 8 is retained in Davenport, Iowa-Rock Island-Moline, Ill., and to further condition that permit be automatically rescinded if channel is not so retained; and denied competing applications of Community Telecasting Corp., Tele-Views News Inc., Midland Bcstg. Co., and Illiway Tv Inc.; also granted petitions to amend applications of Illiway to substitute Helen Louise Madison for J. Paul Madison as stockholder and stock subscriber and by Moline Tv to substitute estate of William T. Leonard, *sub nom.* Audrey Leonard, executrix, as stockholder, and denied petition and supplement by Community Telecasting to reopen record. Comrs. Ford and Cross dissented, former with statement; Comr. Craven not participating. April 28, 1960 initial decision looked toward granting Community Telecasting Corp. and denying other applications. Action May 16.

■ By decision, commission granted application of John Coleman, William R. Brown and Donald R. Williams d/b as Regional Radio Service for new am station to operate on 1460 kc, 500 w, DA, D, in Rantoul, Ill., conditioned that pre-sunrise operations with daytime facilities be precluded pending decision in Doc. 14419 and program tests not to be authorized until permittee has submitted evidence that Messrs. Brown and Williams have severed their connections with WDWS Champaign. Dec. 6, 1961 initial decision looked toward this action. Action May 16.

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Ridge Radio Corp. for new am station to operate on 1350 kc, 1 kw, D, in Windber, Pa., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in doc. 14419, and denying application of Windber Community Bcstg. System for same facilities. Action May 15.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Boca Broadcasters for new am station to operate on 740 kc, 1 kw, DA, D, in Boca Raton, Fla., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action May 15.

OTHER ACTIONS

■ By memorandum opinion & order, commission denied petition by Sunshine State Bcstg. Inc., for reconsideration of Feb. 6 decision which denied its application to change facilities of WBRD Bradenton, Fla., so as to operate nighttime hours with 500 w, continued operation on 1420 kc, 1 kw, DA, D. Action May 16.

■ By memorandum opinion & order, commission denied petitions by Smackover Radio Inc., Smackover, Ark., and Magnolia Bcstg. Co. (KVMA), Magnolia, Ark., for reconsideration of Jan. 19 order which added "good faith" issue in hearing proceeding on their am applications; also denied Smackover's petition to supplement its petition for reconsideration. Comr. Cross dissented. Action May 16.

■ By memorandum opinion & order, commission denied petition by Tenth District Bcstg. Co., McLean, Va., for reconsideration of Feb. 6 action which reopened record in proceeding on its application and that of Seven Locks Bcstg. Co., Potomac-Cabin John, Md., for new am stations and which remanded proceeding to examiner for further hearing on revised "community" and contingent comparative issues. Comr. Ford not participating. Action May 16.

■ By memorandum opinion & order, commission denied petition by Laramie Community Tv Co. seeking (1) deletion of Issues 1 through 7 in hearing proceeding on its applications for new vhf tv translator stations in Laramie and Tie Siding, Wyo., which are in consolidated hearing with applications of Albany Electronics Inc., for similar stations in Laramie in Docs. 14452-6, (2) shift of burden of proceeding and proof to Albany Electronics or enlarge issues to inquire into character qualifications of latter, and (3) severance and grant without hearing its Tie Siding application. Action May 16.

Mineola Bcstg. Co., Mineola, Tex.; Center Bcstg. Inc.; Pittsburg, Tex.—Designated for consolidated hearing applications for new daytime am stations to operate on 1510 kc—Mineola with 250 w, and Center with 1 kw (500 w-CH). Comr. Bartley concurred. Action May 16.

Routine roundup

■ As first step toward re-examination of rules governing broadcast assignments, commission called partial halt to accepting new am applications, effective May 10. By report and order, it established interim criteria to permit acceptance of additional applications for new stations and major changes in existing stations that will bring service to "white" areas and which will cause no objectionable interference to existing stations; also most applications for power increases of class IV (local) stations, and for new class II-A stations specified in clear channel decision. Interim criteria will not directly affect processing of applications now on file; Comr. Hyde dissented; favored rulemaking. Action May 10.

WRUL Scituate, Mass.—Granted waiver of rules and authorized change in schedule of international broadcast station to extend operating hours on two frequencies by two hours each for balance of May schedule to Sept. 2; also to make special broadcasts of manned space shot presently scheduled for May 15. Action May 11.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Broadcast Bureau and extended to May 3 time to respond to "Petition for Review" filed by Delaware Bcstg. Co. (WAAT), Trenton, N. J., in am consolidated proceeding in Docs. 14510 *et al.* Action May 10.

■ Granted petition by Huntington-Montauk Bcstg. Inc. and Fifth Market Bcstg. Inc., and extended to May 21 time to file memorandum briefs in proceeding on applications of Huntington and The Riverside Church in City of New York for new fm stations in Huntington and New York, N. Y., respectively. Action May 8.

■ Granted petition by Mandan Radio Assn. Inc. (KBOM), Bismarck-Mandan, N. D., to extent of extending to June 4 time to file exceptions to initial decision; and referred to commission *en banc* that part of petition which requests stay of effective date of revocation in proceeding on its am application. Action May 8.

■ Granted petition by Broadcast Bureau and extended to May 18 time to file exceptions to initial decision in proceeding on am application of Strafford Bcstg. Corp. (WWNH), Rochester, N. H. Action May 8.

■ Granted petition by WJMJ Bcstg. Corp., and extended to May 16 time to file exceptions to supplemental initial decision in proceeding on its application for new fm station in Philadelphia, Pa., *et al.* Action May 8.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing and hearing conferences in following proceedings on dates shown: *June 13 and July 23*—vhf tv translator station application of Goodland Chamber of Commerce, Goodland, Kan.; *June 21 and July 25*—am applications of Bay Shore Bcstg. Co., Hayward, and Fairfield Publishing Co., Fairfield, both California; *June 22 and July 25*—Olney Bcstg. Co., Olney, Texas, and James R. Williams, Anadarko, Okla.; *June 15 and July 19*—Salem Bcstg. Co. (WJBD), Salem, and Leader Bcstg. Co., Edwardsville, both Illinois; *June 15 and July 23*—The Tuscarawas Bcstg. Co., Uhrichsville, The Niles Bcstg. Co., Niles, both Ohio, and Punxsutawney Bcstg. Co. (WPME), Punxsutawney, Pa; *June 19 and July 11*—WEZY Inc. (WEZY), Cocoa, Fla.; *June 13 and July 13*—CHE Bcstg. Co., Albuquerque, N. M. Action May 14.

■ Granted joint requests by applicants Iowa City Bcstrs. Inc., Iowa City, Iowa, WKAI Bcstg. Co. (WKAI), Macomb, Ill., and Iowa Falls Bcstg. Corp., Iowa Falls, Iowa, and approved agreement whereby Iowa City will be paid $2,391.33 as reimbursement of expenses incurred in connection with its application in return for withdrawal; application dismissed with prejudice; granted WKAI Bcstg. Co. application to change facilities of WKAI from 1510 kc, 250 w, D, to 1510 kc, 1 kw, 250 w (CH), D, and application of Iowa Falls for new daytime am station to operate on 1510 kc, 500 w. Action May 14.

■ Scheduled prehearing and hearing conferences in following proceedings on dates shown: *June 12 and July 23*—applications of Redding-Chico Tv. Inc., and Northern California Educational Tv Assn. Inc., for new tv stations to operate on ch. 9 in Redding, Calif. (Northern for noncommercial educational station); *June 15 and July 26*—am application of Hawkeye Bcstg. Inc. (KOEL), Oelwein, Iowa; *June 13 and July 18*—am applications of Franklin Bcstg. Inc. (WCEF), Parkersburg, W. Va., *et al; June 11 and July 16* in Saratoga Springs, N. Y.—matter of revocation proceeding against Martin R. Karig (WIZR), Johnstown, N. Y., *et al.* Action May 10.

■ Granted joint petition by Newhouse Bcstg. Corp., and George Voron Co. applicants for new fm stations in Harrisburg, Pa., and approved agreement whereby Voron will be paid $2,250.50 as reimbursement of expenses incurred in connection with its application in return for withdrawal; application dismissed with prejudice; granted Newhouse application to operate on 104.1 mc; ERP 2 kw; ant. height 700 ft.; terminated proceeding. Action May 10.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau and extended from May 14 to May 25 time for filing proposed findings in proceeding on am application of Virginia Regional Bcstrs., Chester, Va. Action May 11.

■ Scheduled hearing for May 15 in Council Chambers, City Hall, Torrington, Conn., in proceeding on am application of Pioneer States Bcstrs. Inc., West Hartford, Conn. Action May 9.

By Hearing Examiner Asher H. Ende

■ Issued order following May 9 prehearing conference specifying certain procedural steps and dates in proceeding on vhf tv translator station applications of Laramie Community Tv Co., Laramie, Wyo., *et al* in Docs. 14552-6; continued June 20 hearing to July 19 in Laramie, Wyo. Action May 9.

By Hearing Examiner Charles J. Frederick

■ Denied petition by Grand Valley Bcstg. Co., Saranac, Mich., for leave to amend its am application to reflect financial changes. Action May 14.

By Hearing Examiner Millard F. French

■ Granted petition by Elbert H. Dean and B. L. Golden, applicants for new am station in Lemoore, Calif., and reopened record for purpose of receiving evidence relative to issue 5 of Sept. 29, 1961 order of designation; continued May 14 date for proposed findings to date to be set by subsequent order; and scheduled further hearing for June 25. Action May 14.

■ Granted petition by Russell H. Morgan, Chestertown, Md., and extended from May 14 to May 24 time for final exchange of engineering exhibits in proceeding on its am application, *et al.* Action May 11.

By Hearing Examiner Walther W. Guenther

■ Granted request by respondents in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., and scheduled further prehearing conference for May 15. Action May 14.

■ Granted petition by Broadcast Bureau and extended from May 15 to May 29 time for filing proposed findings and from May 25 to June 6 for replies in proceeding on am application of W. E. Baysden, Jacksonville, N. C. Action May 14.

By Hearing Examiner Isadore A. Honig

■ Upon request by Broadcast Bureau advanced May 22 hearing to May 21 in proceeding on am applications of Don L. Huber, Madison, and Bartell Bcstrs. Inc. (WOKY), Milwaukee, both Wisconsin. Action May 10.

■ Granted in part motion by Higson-Frank Radio Enterprises and corrected transcript of record in proceeding on its application for new am station in Houston, Tex.; on own motion, corrected in various respects transcript. Action May 10.

■ Granted petition by Broadcast Bureau and extended from May 10 to May 17 time for filing proposed findings in proceeding on am application of Higson-Frank Radio Enterprises, Houston, Tex.; on own motion, extended from May 21 to May 28 time for filing replies. Action May 10.

By Hearing Examiner Annie Neal Huntting

■ Denied request by Rochester Area Educational Tv Assn. Inc. for ruling by Hearing Examiner that programming showing required by issue 7(d)(1) need not include existing programming from tv stations located in Canada which place an interference-free grade B signal in proposed service area of its application in Rochester, N. Y., Tv ch. 13 proceeding. Action May 14.

By Hearing Examiner H. Gifford Irion

■ Granted petition by KWEN Bcstg. Co., Port Arthur, Tex., for leave to amend its am application to reflect change in ownership of KWLD Bcstg. Co. (KWLD), Liberty, Tex. Action May 14.

■ Granted petition by Broadcast Bureau and extended May 14 hearing to June 18 in proceeding on am applications of Jefferson Radio Co. (WIXI), Irondale, and Voice of the Mid South, Centreville, both Alabama. Action May 10.

By Hearing Examiner Forest L. McClenning

■ Pursuant to request of all applicants in Grand Rapids, Mich., tv ch. 13 proceeding, scheduled further prehearing conference for May 17. Action May 10.

■ Granted motion by Nueces Telecasting Co. and extended from May 3 to May 11 time for filing proposed findings from June 4 to June 12 for conclusions of law; and from June 21 to June 29 for replies in Corpus Christi, Tex., tv ch. 3 proceeding. Action May 9.

■ Scheduled hearing conference for May 16 and hearing for May 28 in proceeding on am applications of Putnam Bcstg. Corp., Brewster, and Port Chester Bcstg. Co., Port Chester, both New York; and denied petition by Putnam for enlargement of issues to include an issue directed to the sufficiency of funds allocated by Nicholas J. Zaccagnino, tr/as Port Chester Bcstg. Co. Action May 8.

By Hearing Examiner Herbert Sharfman

■ Upon request of Hayward F. Spinks and Greenville Bcstg. Co., applicants for new am stations in Hartford and Greenville, Ky., respectively, continued May 14 hearing to May 28. Action May 10.

■ Denied joint petition by Delaware Valley Bcstg. (WAAT), Trenton, and Asbury Park Press (WJLK), Asbury Park, both New Jersey, for severance of their applications in am proceeding in Docs. 14510 *et al.* Action May 9.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Melody Music Inc., and continued May 28 hearing to June 11, and from May 21 to May 28 for exchange of exhibits in proceeding on renewal of license of WGMA Hollywood, Fla. Action May 11.

■ Pursuant to agreement reached at May 10 further hearing conference in proceeding on am applications of Seven Locks Bcstg. Co., Potomac-Cabin John, Md., and Tenth District Bcstg. Co., McLean, Va., scheduled further hearing for July 9. Action May 10.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of May 15

WERI-FM Westerly, R. I.; The Willie Bcstg. Co., Willimantic, Conn.—Designated for consolidated hearing fm applications: WERI for change of frequency from 103.7 mc to 94.9 mc, continued operation with 17.5 kw; ant. height 24 ft. The Willie Bcstg. Co. for new station on 94.9 mc; ERP 3.36 kw; ant. height 350 ft.

KJML(FM) Sacramento, Calif.—Granted cp to change ERP to 20 kw; ant. height to 360 ft.; install new trans., new ant., change ant.-trans. location, and make changes in ant. system.

WCMS-FM Norfolk, Va.—Granted mod. of cp to increase ERP to 20 kw; change type trans., type ant., and ant. height to 210 ft.; conditions.

WDSR, WDSR Bcstg. Inc., Lake City, Fla.—Granted involuntary transfer of control from **James M. Wall** to **Myrtle B. Wall**, guardian of James M. Wall.

KECK, Radio Industries Inc., Odessa, Tex.—Granted involuntary transfer of control from **Ben Nedow** to **Betty Nedow**, executrix of estate of Ben Nedow.

WXCN(FM) Providence, R. I.—Granted mod. of cp to change ERP to 15 kw (horizontal) and 13.5 kw (vertical).

KVEC-FM San Luis Obispo, Calif.—Granted mod. of cp to change type trans. and type ant.

WISK Americus, Ga.—Granted mod. of cp to change type trans. and studio location; remote control permitted.

Robert N. Pinkerton Brownsville, Tex.—Granted authority to transmit Pony League regional playoffs, annual pre-Lenten fiesta

RADIO-TV SET COUNTS

TEXAS

1960 U.S. CENSUS OF HOUSING

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
State totals	9,579,677	2,778,116	2,451,970	88.3	767,250	2,307,626	83.1	214,610
COUNTY TOTALS								
Anderson	28,162	8,909	7,526	84.5	1,291	6,645	74.6	247
Andrews	13,450	3,766	3,213	85.3	938	3,196	84.9	194
Angelina	39,814	12,122	10,172	83.9	2,312	9,758	80.5	730
Aransas	7,006	2,120	1,761	83.1	445	1,822	85.9	66
Archer	6,110	1,931	1,828	94.7	423	1,772	91.8	125
Armstrong	1,966	654	629	96.2	218	557	85.2	48
Atascosa	18,828	4,919	4,152	84.4	805	3,590	73.0	125
Austin	13,777	4,545	4,084	89.9	736	2,915	64.1	58
Bailey	9,090	2,633	2,535	96.3	639	1,073	40.8	16
Bandera	3,892	1,388	1,268	91.4	255	1,154	83.1	97
Bastrop	16,925	5,278	4,553	86.3	840	3,639	68.9	196
Baylor	5,893	2,029	1,923	94.8	493	1,848	91.1	39
Bee	23,755	6,059	5,234	86.4	1,294	4,359	71.9	381
Bell	94,097	25,462	21,924	86.1	6,529	22,187	87.1	1,117
Bexar	687,151	181,952	161,088	88.5	54,554	153,996	84.6	16,770
Blanco	3,657	1,191	1,101	92.4	222	901	75.7	19
Borden	1,076	307	307	100.0	91	235	76.5	—
Bosque	10,809	3,841	3,468	90.3	927	3,051	79.4	206
Bowie	59,971	18,586	16,071	86.5	4,173	15,513	83.5	1,081
Brazaria	76,204	20,369	17,704	86.9	4,988	17,929	88.0	914
Brazos	44,895	12,166	10,596	87.1	3,432	9,687	79.6	621
Brewster	6,434	1,823	1,598	87.7	518	982	53.9	—
Briscoe	3,577	1,061	905	85.3	199	901	84.9	—
Brooks	8,609	2,155	1,746	81.0	474	1,553	72.1	—
Brown	24,728	8,507	7,806	91.8	2,360	5,997	70.5	89
Burleson	11,177	3,537	2,027	57.3	481	2,070	58.5	65
Burnet	9,265	2,991	2,489	83.2	716	2,555	85.4	187
Caldwell	17,222	5,141	4,365	84.9	964	3,838	74.7	81
Calhoun	16,592	4,189	3,700	88.3	809	3,136	74.9	46
Callahan	7,929	2,762	2,478	89.7	738	2,341	84.8	100
Cameron	151,098	35,663	29,888	83.8	7,437	24,894	69.8	2,053
Camp	7,849	2,513	2,028	80.7	320	1,659	66.0	36
Carson	7,781	2,235	2,059	92.1	722	2,110	94.4	194
Cass	23,496	7,014	5,855	83.5	883	5,490	78.3	297
Castro	8,923	2,335	2,144	91.8	787	1,859	79.6	161
Chambers	10,379	3,009	2,562	85.1	721	2,615	86.9	174
Cherokee	33,120	9,785	7,846	80.2	999	6,742	68.9	245
Childress	8,421	2,838	2,638	93.0	736	2,219	78.2	17
Clay	8,351	2,781	2,426	87.2	770	2,480	89.2	186
Cochran	6,417	1,777	1,487	83.7	381	1,514	85.2	141
Coke	3,589	1,134	1,047	92.3	211	951	83.9	24
Coleman	12,458	4,380	4,150	94.7	1,026	3,621	82.7	88
Collin	41,247	13,024	11,683	89.7	2,604	10,901	83.7	443

Continued on page 96

Radio-tv set counts previously published:

Arkansas	April 16, 1962	Nebraska	Feb. 19, 1962
Alabama	Mar. 5, 1962	Nevada	Jan. 1, 1962
Arizona	Mar. 5, 1962	New Hampshire	Jan. 22, 1962
Colorado	Jan. 1, 1962	New Mexico	Jan. 22, 1962
Connecticut	Mar. 5, 1962	North Carolina[1]	Jan. 1, 1962
Delaware	Mar. 19, 1962	North Dakota[2]	Feb. 19, 1962
District of Columbia	Mar. 5, 1962	Ohio	April 9, 1962
Florida	Mar. 19, 1962	Oklahoma	Feb. 5, 1962
Georgia	Feb. 12, 1962	Oregon	Feb. 12, 1962
Hawaii	Jan. 22, 1962	Rhode Island	Mar. 5, 1962
Kansas	April 10, 1962	South Carolina	Feb. 5, 1962
Kentucky	April 2, 1962	South Dakota	Feb. 5, 1962
Louisiana	Dec. 25, 1961	Tennessee	Jan. 8, 1962
Maine	Dec. 18, 1961	Utah	Jan. 22, 1962
Maryland	Mar. 19, 1962	Vermont	Jan. 22, 1962
Massachusetts	Feb. 19, 1962	Virginia	April 9, 1962
Minnesota	Jan. 29, 1962	Washington	Mar. 5, 1962
Mississippi	Jan. 22, 1962	West Virginia	Mar. 19, 1962
Michigan	April 16, 1962	Wisconsin	Jan. 22, 1962
Montana	Jan. 1, 1962		

[1]Also see Feb. 5, 1962, issue for corrections in Hawaii figures.
[2]Also see Feb. 19, 1962, issue for corrections in South Carolina and South Dakota figures.

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RADIO-TV SET COUNTS continued from 94

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
Collingsworth	6,276	2,006	1,955	97.5	472	1,153	57.5	19
Colorado	18,463	5,655	4,982	88.1	1,294	3,838	67.9	147
Comal	19,844	5,746	5,338	92.9	1,721	4,696	81.7	140
Comanche	11,865	4,373	4,061	92.9	1,056	2,815	64.4	57
Concho	3,672	1,192	1,016	85.2	288	972	81.5	—
Cooke	22,560	7,079	6,391	90.3	1,590	5,963	84.2	346
Coryell	23,961	5,806	5,014	86.4	1,182	4,987	85.9	158
Cottle	4,207	1,356	1,304	96.2	372	966	71.2	43
Crane	4,699	1,382	1,204	87.1	417	1,279	92.5	86
Crockett	4,209	1,189	1,083	91.1	292	802	67.5	56
Crosby	10,347	2,937	2,530	86.1	614	2,597	88.4	136
Culberson	2,794	767	700	91.3	202	511	66.6	—
Dallam	6,302	2,058	1,881	91.4	512	1,618	78.6	56
Dallas	951,527	290,649	263,016	90.5	106,705	262,052	90.2	38,598
Dawson	19,185	5,505	4,842	88.0	1,289	4,448	80.8	202
Deaf Smith	13,187	3,643	3,306	90.7	1,160	3,133	86.0	295
Delta	5,860	2,007	1,865	92.9	375	1,395	69.5	53
Denton	47,432	14,117	12,682	89.8	4,243	12,358	87.5	1,060
De Witt	20,683	6,465	5,843	90.4	1,345	4,229	65.4	127
Dickens	4,963	1,631	1,419	87.0	285	1,337	82.0	24
Dimmit	10,095	2,272	1,978	87.1	396	938	41.3	43
Donley	4,449	1,558	1,490	95.6	566	1,107	71.1	78
Duval	13,398	3,382	2,469	73.0	412	1,925	56.9	140
Eastland	19,526	7,131	6,420	90.0	1,078	5,347	75.0	88
Ector	90,995	25,883	22,536	87.1	8,180	23,046	89.0	2,841
Edwards	2,317	742	716	96.5	218	370	49.9	53
Ellis	43,395	13,275	11,560	87.1	3,147	11,071	83.4	608
El Paso	314,070	78,270	71,259	91.0	25,955	69,124	88.3	8,903
Erath	16,236	5,718	5,262	92.0	994	4,887	85.5	333
Falls	21,263	6,651	5,757	86.6	1,234	4,927	74.1	215
Fannin	23,880	8,162	6,803	83.3	1,035	5,883	72.1	182
Fayette	20,384	6,758	6,095	90.2	1,366	3,809	56.4	144
Fisher	7,865	2,491	1,973	79.2	426	1,978	79.4	39
Floyd	12,369	3,615	3,282	90.8	1,087	3,216	89.0	138
Foard	3,125	1,031	928	90.0	294	884	85.7	—
Fort Bend	40,527	10,330	9,069	87.8	1,726	8,310	80.4	356
Franklin	5,101	1,750	1,533	87.6	295	1,213	69.3	—
Freestone	12,525	4,052	3,453	85.2	683	2,773	68.4	88
Frio	10,112	2,540	2,047	80.6	283	1,527	60.1	40
Gaines	12,267	3,448	3,150	91.4	938	3,044	88.3	136
Galveston	140,364	42,267	36,505	86.4	10,868	36,145	85.5	2,631
Garza	6,611	1,935	1,671	86.4	427	1,631	84.3	115
Gillespie	10,048	3,314	3,273	98.8	917	1,869	56.4	37
Glasscock	1,118	352	330	93.8	132	330	93.8	—
Goliad	5,429	1,633	1,456	89.2	351	1,051	64.4	36
Gonzales	17,845	5,395	4,744	88.0	870	3,929	72.8	125
Gray	31,535	9,943	8,959	90.1	3,428	9,001	90.5	585
Grayson	73,043	23,557	20,846	88.5	5,535	19,657	83.4	964
Gregg	69,436	21,634	17,885	82.7	4,863	17,998	83.2	1,294
Grimes	12,709	3,923	3,228	82.3	511	2,466	62.9	60
Guadalupe	29,017	8,179	7,455	91.1	2,009	6,214	76.0	297
Hale	36,798	10,462	9,524	91.0	3,451	8,913	85.2	431
Hall	7,322	2,402	2,241	93.3	401	1,516	63.1	16
Hamilton	8,488	3,077	2,959	96.2	705	2,267	73.7	42
Hansford	6,208	1,828	1,574	86.1	522	1,649	90.2	127
Hardeman	8,275	2,780	2,449	88.1	693	2,064	74.2	140
Hardin	24,629	7,133	5,457	76.5	931	5,654	79.3	300
Harris	1,243,158	367,618	326,725	88.9	117,629	323,617	88.0	39,337
Harrison	45,594	13,119	10,428	79.5	2,375	10,057	76.7	901
Hartley	2,171	672	634	94.3	351	617	91.8	55
Haskell	11,174	3,628	3,142	86.6	290	2,889	79.6	110
Hays	19,934	5,181	4,727	91.2	1,302	4,080	78.7	86
Hemphill	3,185	1,040	971	93.4	301	839	80.7	—
Henderson	21,786	6,958	5,992	86.1	1,139	5,162	74.2	147
Hidalgo	180,904	40,963	34,171	83.4	7,421	27,165	66.3	1,933
Hill	23,650	8,098	7,018	86.7	1,239	6,457	79.7	163
Hockley	22,340	6,182	5,769	93.3	1,989	5,698	92.2	516
Hood	5,443	1,881	1,777	94.5	263	1,579	83.9	100
Hopkins	18,594	6,385	6,162	96.5	1,412	4,876	76.4	166
Houston	19,376	5,456	4,691	86.0	525	3,232	59 2	64
Howard	40,139	11,292	10,140	89.8	3,948	10,340	91.6	915
Hudspeth	3,343	869	785	90.3	218	456	52.5	28
Hunt	39,399	12,850	11,492	89.4	2.778	10.303	80.2	342
Hutchinson	34,419	10,240	9,486	92.6	3,555	9.462	92.4	617
Irion	1,183	398	398	100.0	159	270	67.8	—
Jack	7,418	2,574	2,206	85.7	461	2,217	86.1	149
Jackson	14,040	3,916	3,388	86.5	809	2,779	71.0	21
Jasper	22,100	6,336	5,039	79.5	760	4,739	74.8	179

Continued on opposite page

and Charro Days celebration and similar types of programs to XEO Matamoros, Mex. for period ending May 15, 1963.

■ Following stations were granted extensions of completion dates as shown: WISK Americus, Ga., to Sept. 7; WJBT Wheeling, W. Va., to Oct. 15; KBGO Waco, Tex., to Aug. 24; WROW-FM Albany, N. Y., to Aug. 26; WBAY-FM Green Bay, Wis., to Sept. 10; KLZ-FM Denver, Colo., to July 1; KVEC-FM San Luis Obispo, Calif., to June 29; KFBK-FM Sacramento, Calif., to Nov. 1; K09CF, K11CJ, K13CI, Leavenworth Non-Profit Tv Assn., Leavenworth, Wash., to Nov. 15; K09CH, K11CM, K13CJ, Dryden Tv Coop. Inc., Dryden, Wash., to Nov. 15.

Actions of May 14

■ Granted cps for following new vhf tv translator stations: Lake George Volunteer Fire Dept. on ch. 13, Lake George and Florissant, Colo., to translate programs of KOA-TV (ch. 4) Denver, Colo.; Beatty Tv Maintenance District on ch. 12, Beatty, Nev., KLRJ-TV (ch. 2) Henderson, Nev.

Actions of May 11

Quinn River Tv Maintenance District, Orovada, Nev.—Granted cps for new vhf tv translator stations on chs. 13 and 6 to translate programs of KTVB (ch. 4) and KBOI-TV (ch. 10) both Boise, Idaho, via intermediate translators.

■ Granted following stations renewal of license: KAYS Hays, Kan.; KBEL Idabel, Okla.; KBRL McCook, Neb.; KBYE Oklahoma City, Okla.; KETV (TV) Omaha, Neb.; KJEM-AM-FM Oklahoma City, Okla.; KLCO Poteau, Okla.; KMDO Fort Scott, Kan.; KMUS Muskogee, Okla.; KNCK Concordia, Kan.; KOGA Ogallala, Neb.; KRNY Kearney, Neb.; KRSL Russell, Kan.; KSEO Durant, Okla.; KSIR Wichita, Kan.; *KUON-TV Lincoln, Neb.; KUVR Holdrege, Neb.; KWOE Clinton, Okla.; KWRW Guthrie, Okla.; *KOSU-FM Stillwater, Okla.; *KWGS (FM) Tulsa, Okla.; KHPL-TV Hayes Center, Neb.; KMTV (TV) Omaha, Neb.; KOKL Okmulgee, Okla.; KOTV (TV) Tulsa, Okla.; KVSO Ardmore, Okla.; KWHT-TV Goodland, Kan.; WBBZ Ponca City, Okla.; WJAG Norfolk, Neb.; WOW and auxiliary, WOW-FM and SCA, Omaha, Neb.; KCMS Manitou Springs, Colo.; KEYL Long Prairie, Minn.; KFBB-AM-TV, KMON and auxiliary, Great Falls, Mont.; KROC-TV Rochester, Minn.; KSCJ and auxiliary, Sioux City, Iowa; KUDI Great Falls, Mont.; KXIC (auxiliary only) Iowa City, Iowa; WCCO and auxiliary, Minneapolis, Minn.; WDLT Indianola, Miss.; WELY Ely, Minn.; WFDF and alternate main, Flint, Mich.; WGIV Charlotte, N. C.; WING and auxiliary, Dayton, Ohio; WKID Urbana, Ill.; WKMH and auxiliary, Dearborn, Mich.; WKYW Louisville, Ky.; WLCX La Crosse, Wis.; WMBD and alternate main, Peoria, Ill.; WNPT Tuscaloosa, Ala.; WOSH Oshkosh, Wis.; WOWE Allegan, Mich.; WPNF Brevard, N. C.; WRBC Jackson, Miss.; WRGS Rogersville, Tenn.; WSET Glens Falls, N. Y.; WTYC Rock Hill, S. C.; KDEX Dexter, Mo.; K72AU, Truckee River Civic Tv Inc., Verdi, Nev.; K76AF, Eureka Tv District, Eureka, Nev.; K78AJ, Broadbent Tv Translator Inc., Broadbent, Ore.; K73AJ, K80AP, K75AI, K72AV, K70AC, K78AC, K82AA, K74AN, K77AM, K76AQ, Mohave County Board of Supervisors, Mohave County, Ariz., Peach Springs, Big Sandy Valley, Kingman, Chloride, Gas City, Bullhead City and Davis Dam, Ariz., and Needles, Calif.

WHDF, The Upper Michigan Bcstg. Co., Houghton, Mich. — Granted involuntary transfer of control from **George L. Burgan** to **Irma O. Burgan**, executrix of estate of **George L. Burgan.**

KGHT, Trotter and Godfrey, Hollister, Calif.—Granted assignment of cp to **Hollister Bcstg. Inc.**

KCAS, Star of the Plains Bcstg. Co., Slaton, Tex.—Granted assignment of cp to **Kermit S. Ashby** trading under same name.

WSHP, Town Radio Inc., Shippensburg, Pa.—Granted assignment of cp to company of same name (a Pennsylvania corporation).

KGMO Cape Girardeau, Mo.—Granted license covering change frequency; increase power; install DA-D; make changes in ground system; and install new trans.; change studio location and delete remote control.

WMAQ Chicago, Ill.—Granted mod. of licenses to operate main and auxiliary trans. by remote control; condition.

KUFM(FM) El Cajon, Calif.—Granted extension of authority to remain silent for period ending June 30.

KTHE Thermopolis, Wyo.—Granted extension of authority to sign-off at 7:00 p.m., except for special events, for period ending Oct. 1.

WRBL-FM Columbus, Ga.—Granted cp to decrease ERP to 5.5 kw; increase ant. height

to 1520 ft.; make changes in ant. system.

WTPA Harrisburg, Pa.—Granted cp to change ERP to 426 kw vis.; 213 kw aur.; install new ant. system; make changes in equipment and change ant. height to 1120 ft.

Somers Tv Translator Club, Somers, Mont.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of KXLY-TV Spokane, Wash., via intermediate translator.

WENC-AM-FM, Whiteville, N. C.—Remote control permitted.

KJAZ(FM) Alameda, Calif.—Granted mod. of cp to change type trans.

WFAB, WFAB Inc., Miami-South Miami, Fla.—Granted mod. of cp to change name to **United Bcstg. Co. of Florida Inc.**

■ Following stations were granted extensions of completion dates as shown: WYNE Baton Rouge, La., to July 3; WFGW Black Mountain, N. C., to June 8; KDEF Albuquerque, N. M., to June 15; WZUM Carnegie, Pa., to June 15; WTIX New Orleans, La., to Oct. 1; KRVN-FM Lexington, Neb., to Aug. 1; WIL-FM St. Louis, Mo., to June 15; KJAZ (FM) Alameda, Calif., to Aug. 15; WETT Ocean City, Md., to June 15.

Actions of May 10

■ Granted following stations renewal of license: K72AA, K70BU, The Anaconda Co., Weed Heights, Nev.; K72AF, Battle Mountain Tv Club, Battle Mountain, Nev.; W78AB, Binghamton Press Inc., Parts of Vestal and Endwell, N. Y.; W81AB, Binghamton Press Inc., Hillcrest and Chenango Bridge, N. Y.; K73AL, Board of Education Truth or Consequences, Municipal Schools District 6, Truth or Consequences, N. M.; K76AL, Canby Tv Club, Canby Calif.; K70AQ, K74AT, K77AU, Likely TV Club, Likely, Calif.; K80AD, Lone Pine Tv Inc., Lone Pine, Calif.; K70BC, K76AJ, Morongo Basin Tv Club Inc., Twentynine Palms and Marine Corps Base, Calif.; K72AE, K80AQ, Needles Community Tv Club Inc., Needles, Calif. and Gas City, Davis Dam and Bullhead, Ariz.; W73AC, Northeastern Pennsylvania Bcstg. Inc., Clarks Summit, Dalton and Waverly, Pa.; K71AB, K75AD, K79AA, Palo Verde Valley Tv Club, Blythe, Calif.; K70AH, Parker Chamber of Commerce Inc., Parker, Ariz.; W71AB, W80AA, Southeastern Ohio Tv System, Coshocton and Cambridge, Ohio; W83AA, W73AA, Upper Lehigh Translator Service Corp., Slatington, Palmerton and Slatedale, Pa.; W79AC, WBRE-TV Inc., Clarks Summit, Dalton and Waverly, Pa.; K70AT, K75AF, K80AI, White Pine Tv District 1, Ely, Nev.; K73AH, K83AD, White Pine Tv District 1, McGill, Nev.; W70AD, The Zanesville Publishing Co., Marietta, Ohio.

WATZ Alpena, Mich.—Granted cp to install auxiliary trans. at main trans. site.

WTIC-FM Hartford, Conn.—Granted cp to install new trans.; new ant.; make changes in ant. system (increase height); decrease ERP to 5.5 kw; increase antenna height to 810 ft.; condition.

American Bcstg.-Paramount Theatres Inc., New York, N. Y.—Granted mod. of authority to transmit programs to certain Canadian stations to include CKFH Toronto.

WYNK Baton Rouge, La.—Granted extension of authority to remain silent for period ending June 20.

KRPM(FM) San Jose, Calif.—Granted extension of authority to remain silent for period ending Aug. 7.

KELY Ely, Nev.—Granted authority to sign-off at 6 p.m. for period ending Sept. 2.

KCLB(FM) Carlsbad, Calif. — Granted mod. of cp to change ant.-trans. location (studio location); delete remote control; make changes in ant. system; change type ant. and type trans.; increase ERP to 1 kw; cange ant. height to —63 ft.

■ Following stations were granted extensions of completion dates as shown: KGUD-FM Santa Barbara, Calif., to July 12; KCLB (FM) Carlsbad, Calif., to July 31.

■ Granted change in remote control authority for following stations: WNID Chicago, Ill.; WLAD Danburry, Conn.

■ Granted cps for following vhf tv translator stations: City of Otis on ch. 11, Otis, Colo., to translate programs of KOA-TV (ch. 4) Denver, Colo.; City of Yuma on ch. 13, Yuma, Colo., to translate programs of KOA-TV (ch. 4) Denver, Colo., condition; Silver Peak Tv District on ch. 5, Silver Peak, Nev., to translate programs of KOLO-TV (ch. 8) Reno, Nev.

Actions of May 9

WVEC Hampton, Va.—Granted cp to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N;

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Continued from opposite page

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
Jeff Davis	1,582	446	347	77.8	150	198	44.4	—
Jefferson	245,659	72,577	63,139	87.0	18,742	65,615	90.4	6,419
Jim Hogg	5,022	1,262	1,136	90.0	113	695	55.1	—
Jim Wells	34,548	8,642	7,062	81.7	1,426	6,349	73.5	287
Johnson	34,720	11,065	9,897	89.4	2,735	9,705	87.7	718
Jones	19,299	6,314	5,730	90.8	1,811	5,417	85.8	194
Karnes	14,995	3,934	3,210	81.6	606	2,785	70.8	83
Kaufman	29,931	8,497	7,231	85.1	1,409	6,604	77.7	321
Kendall	5,889	1,899	1,773	93.4	610	1,285	67.7	46
Kenedy	884	199	120	60.3	40	159	79.9	20
Kent	1,727	559	535	95.7	162	559	100.0	—
Kerr	16,800	5,108	4,685	91.7	1,681	3,537	69.2	196
Kimble	3,943	1,343	1,286	95.8	388	631	47.0	18
King	640	186	167	89.8	—	111	59.7	—
Kinney	2,452	696	614	88.2	205	246	35.3	18
Kleberg	30,052	7,490	6,231	83.2	1,768	6,029	80.5	499
Knox	7,857	2,516	2,279	90.6	468	1,933	76.8	20
Lamar	34,234	11,419	10,321	90.4	2,191	6,418	56.3	245
Lamb	21,896	6,474	5,902	91.2	1,454	5,683	87.8	198
Lampasas	9,418	3,095	2,939	95.0	769	2,568	83.0	77
La Salle	5,972	1,517	1,246	82.1	296	843	55.6	42
Lavaca	20,174	6,361	5,733	90.1	762	3,026	47.6	44
Lee	8,949	2,818	2,678	95.0	324	1,940	68.8	78
Leon	9,951	3,154	2,396	76.0	400	1,707	54.1	42
Liberty	31,595	9,206	7,623	82.8	1,812	7,032	76.4	621
Limestone	20,413	6,159	5,272	85.6	908	4,373	71.0	41
Lipscomb	3,406	1,075	984	91.5	310	686	63.8	—
Live Oak	7,846	2,071	1,946	94.0	418	1,546	74.6	69
Llano	5,240	1,900	1,765	92.9	498	1,407	74.1	63
Loving	226	66	66	100.0	—	66	100.0	—
Lubbock	156,271	44,074	40,260	91.3	15,031	39,215	89.0	4,840
Lynn	10,914	3,127	2,768	88.5	946	2,672	85.4	343
McCulloch	8,815	3,014	2,657	88.2	768	1,701	56.4	62
McLennan	150,091	45,577	40,650	89.2	13,032	39,386	86.4	3,504
McMullen	1,116	352	329	93.5	142	259	73.6	47
Madison	6,749	2,098	1,631	77.7	265	1,292	61.6	41
Marion	8,049	2,396	1,924	80.3	329	1,620	67.6	92
Martin	5,068	1,443	1,268	87.9	376	1,286	89.1	65
Mason	3,780	1,317	1,246	94.6	283	660	50.1	—
Matagorda	25,744	7,410	6,075	82.0	1,651	5,607	75.7	391
Maverick	14,508	3,264	2,755	84.4	557	1,113	34.1	41
Medina	18,904	4,948	4,415	89.2	792	3,641	73.6	144
Menard	2,964	997	997	100.0	329	284	28.5	—
Midland	67,717	19,544	17,480	89.4	7,610	17,578	89.9	2,585
Milam	22,263	7,085	6,187	87.3	1,160	4,965	70.1	167
Mills	4,467	1,633	1,608	98.5	234	1,078	66.0	25
Mitchell	11,255	3,422	3,015	88.1	939	2,728	79.7	106
Montague	14,893	5,258	4,730	90.0	834	4,399	83.7	83
Montgomery	26,839	8,025	6,553	81.7	1,060	6,025	75.1	250
Moore	14,773	4,139	3,757	90.8	1,159	3,771	91.1	402
Morris	12,576	3,606	3,020	83.7	477	2,917	80.9	134
Motley	2,870	947	903	95.4	306	529	55.9	—
Nacogdoches	28,046	8,534	7,373	86.4	1,232	5,723	67.1	220
Navarro	34,423	11,384	9,794	86.0	2,383	8,512	74.8	437
Newton	10,372	2,847	1,883	66.1	161	1,745	61.3	69
Nolan	18,963	6,014	5,400	89.8	1,603	5,259	87.4	236
Nueces	221,573	57,996	49,816	85.9	14,849	48,706	84.0	4,674
Ochiltree	9,380	2,784	2,571	92.3	761	2,372	85.2	235
Oldham	1,928	522	470	90.1	182	443	84.9	—
Orange	60,357	16,259	13,780	84.8	3,231	14,324	88.1	1,413
Palo Pinto	20,516	6,834	6,096	89.2	1,577	5,385	78.8	394
Panola	16,870	5,031	4,160	82.7	897	3,785	75.2	211
Parker	22,880	7,448	6,859	92.1	1,681	6,473	86.9	440
Parmer	9,583	2,697	2,546	94.4	917	2,250	83.4	79
Pecos	11,957	3,272	2,743	83.8	598	2,603	79.6	68
Polk	13,861	4,107	3,363	81.9	505	2,644	64.4	18
Potter	115,580	34,029	31,257	91.9	12,228	30,697	90.2	3,852
Presidio	5,460	1,486	1,214	81.7	234	614	41.5	—
Rains	2,993	1,048	962	91.8	92	793	75.7	—
Randall	33,913	9,708	9,408	96.9	5,028	9,314	95.9	1,709
Reagan	3,782	1,090	1,038	95.2	330	1,029	94.4	52
Real	2,079	655	575	87.8	103	226	34.5	—
Red River	15,682	5,091	4,344	85.3	532	3,003	59.0	117
Reeves	17,644	4,623	3,803	82.3	1,184	3,610	78.1	213
Refugio	10,975	3,045	2,458	80.7	766	2,913	95.7	70
Roberts	1,075	353	334	94.6	99	333	94.3	—
Robertson	16,157	4,951	3,940	79.6	632	3,594	72.6	108
Rockwall	5,878	1,794	1,491	83.1	416	1,417	79.0	20

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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Tell us why you can manage a successful fulltime AM-FM in a ninety million 3 station market in the East. You must be experienced; annc.—PD—news—sales—supervision—know costs and how to control them. Highly desirable area in which to live with many advantages. Earnings in five figures. Top Pulse—Top reputation—so we want a top man. Tell us all—your employment record—your successes (and failures)—your civic endeavors—your family your church and send a pic. Box 956K, BROADCASTING.

$7,500 plus, plus to an executive salesman in a competitive but thriving New England medium size market. Must be self starter with ideas. Rush a brief resume and snapshot. This is a definite long range management opportunity. Lets talk. Box 981K, BROADCASTING.

Wanted: Manager for new Texas daytimer in small exclusive market. Confidential. Address Box 991K, BROADCASTING.

Executive salesman, management experience, proven sales and promotion background. Full-time travel, protected localized territory. Residence in territory required; preference given residents of four available territories: Georgia-Florida-Alabama; New England; Texas-New Mexico; Illinois-Iowa-Missouri. Openings immediate. Personal interviews required. Extensive field training provided. Salary, commission—incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, pix; Community Club Awards, Westport, Connecticut.

We're putting second FM station on air soon. Excellent opportunity for man with successful sales record to manage both stations. Salary open. Write complete details (no phone calls, please). President WRWR-FM, Port Clinton, Ohio.

Sales

Baltimore—Good salary plus . . . For good salesman (Management ability) with growing multiple chain . . . complete resume to Box 805K, BROADCASTING.

Florida, West Palm Beach. Excellent salary plus 15% commission and car allowance. Absolute minimum two years fulltime selling radio. Don't put your family through another miserable cold winter. Send complete resume to Box 910K, BROADCASTING.

Boston—Prefer Boston market experience and strong on direct sales. Guarantee of $175.00 weekly. Box 51M, BROADCASTING.

Immediate opening for radio time salesman in Mid-Michigan market. Salary plus commission. Excellent potential. Write Box 55M, BROADCASTING.

Small market middle Atlantic station needs experienced salesman. Prefer family man. Please send resume and photo to Box 63M, BROADCASTING.

Sales manager, wanted immediately. Exceptional high commission. Brand new operation in midwest. Plenty of newspaper promotion. List of good leads now ready. No house accounts. You run the department. Commission paid weekly on business written, same commission on renewals Write Box 67M, BROADCASTING.

Northeast—Experienced salesman wanted for top station in medium market. Adult format. Good guaranteed salary to get started. Station part of group of am-tv operations. Send complete resume to Box 80M, BROADCASTING.

Southern—top-rated Metro station—seeks 2 experienced salesmen of management calibre. Interested area applicants only—30-40, married with excellent references. Guarantee—share moving expenses—rapid advancement for producer. Send photo—resume. Box 93M, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Independent Fresno area TV with unlimited growth potential has opening for two young, aggressive salesmen, with option to produce and/or announce what you sell, depending on ability. Rates slightly above radio. Write or contact Harold Gann, KDAS-TV, Box 321, Hanford, Calif.

Las Vegas, Nevada top station opening for aggressive salesman. Opportunity unlimited. Contact KLAS Radio, R. Fleming.

Unusual opportunity in best FM radio time sales market for strong closing, aggressive salesman, age 24-35. Quality programming format with one of Chicago area's top FM stations. Draw against 30% commission. Phone collect UPtown 8-7900 or write WXFM, 4440 N. Clark St., Chicago, Illinois.

Salesman, sales manager—travel, sell businessmen radio features. $100-$500 week commission, phone: Syracuse, New York—422-0924; East Hampton, Conn.—Andrew 7-9092.

Choice positions, radio or TV sales and management, midwest and national. Better yourself—write Walker Employment 83 So. 7th St. Minneapolis 2, Minnesota. Free registration, professional service.

Announcers

Progressive single market station in Texas needs a good combination announcer-engineer. Good working conditions with new equipment. Some maintenance but emphasis on announcing. No drifters please. Box 953K, BROADCASTING.

Experienced announcer wanted for morning show at good music Ohio station. Mature and pleasant personality desired. Send tape and resume to Box 935K, BROADCASTING.

Aggressive salesman/mature announcer combo man wanted. Must be top flight in both departments. First class ticket preferred but not essential. Live and work in ideal weather and working conditions in beautiful Southern California coastal city, at top-rated good music station. Permanent job in good radio market. Reply Box 970K, BROADCASTING.

Opening engineer-announcer—no maintenance. 500 watt daytime. $275, send resume, tape. Box 980K, BROADCASTING.

Newsman to gather, write and air local news. $90.00—Illinois. Send tape and resume. Box 987K, BROADCASTING.

1st phone announcer. No maintenance. New Jersey daytimer. Box 5M, BROADCASTING.

Community Station, with community programming in South Alabama has immediate need for announcer-first phone; $90.00 to $100.00 for 40 hour week. Box 25M, BROADCASTING.

Good morning personality for top station in two station market. Must have first phone. Good job with major group in the state. Outdoorsman's paradise. Box 56M, BROADCASTING.

Experienced capable announcer needed by Maryland independent. Mature voice, good board work essential. Box 64M, BROADCASTING.

Upper midwest CBS station needs experienced night man. Pleasant surroundings, added benefits. Please send tape, picture and resume first letter. Box 68M, BROADCASTING.

Experienced country & western dj. Strong on promotions for full time country music station. Send full resume and tape. Good pay for right man. Reply to Box 69M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Immediate opening for radio announcer. Smooth professional delivery. Resonant voice preferred. Adult good music station, Michigan. Many benefits. Send tape, resume, photo. Box 91M, BROADCASTING.

East coast major modern radio station has opening for top flight dj-newsman. Unusual opportunity. Send air check and background info. Box 96M, BROADCASTING.

Small market Virginia station needs announcer-copy writer. Please send tape, resume and photo to Box 104M, BROADCASTING.

Dixie station has opening for beginning staff announcer. Rush tape and resume to Pete Sanders, KDLA, DeRidder, Louisiana.

Experienced announcer, can also sell. Prefer family man . . . contact Dr. F. P. Cerniglia—KLIC, Monroe, Louisiana.

Announcer, first phone, no maintenance—immediate opening. KSJB 5000 watt 600kc, Jamestown, North Dakota. $100.00 per week to start, for the right man.

America's first all-farm station — needs combo man—1st ticket—maintenance—announcing—Contact Jack Moran at once—WDMV, Pocomoke City, Maryland.

News Personality wanted. Must be experienced in beat work, mobile, features, and reporting. Starting salary $115 a week. Send tape, photo & resume to Jack Hurst, Program Director, WGST, Atlanta, Ga.

Need first phone announcer now! WMHI, Route 5, Frederick, Md. Good station . . . Good music . . . Limited commercials . . . surveyed #1. No maintenance . . . Salary open to experience. Rush tape, resume to above address now!

50,000 watt opening for top-notch, first phoner on midnight to 6 am show, must be bright engineer and brighter personality to swing shift our brightest ratings. Salary open. Contact: Don Kelly, Program Director, WPTR, Albany, N. Y. UN-9-9271.

Announcers, steady employment, excellent salary. Tape, resume to: First Aids for Radio, P. O. Box 385, Algonquin, Illinois.

Announcers and combo-men, get a better radio or TV job. 650 stations in midwest and nation. Free registration. Write today for application. Walker Employment, 83 So. 7th St. Minneapolis 2, Minnesota.

Announcer-Combos needed. New 5000 watt full time directional Princeton, N. J. am station under construction. If you have 1st class ticket, want to work at class, non-rock station with exciting future. Contact: Herbert W. Hobler, 295 Mercer Rd., Princeton, N. J.

Technical

Sell and service broadcast equipment. Need engineers for local territories. Use spare time. Excellent commission arrangement. Quality product line. Box 781K, BROADCASTING.

Opening engineer-announcer—no maintenance. 500 watt daytime, $275, send resume, tape. Box 979K, BROADCASTING.

First class engineer for extremely well equipped, modern, progressive Virginia station. Must be thoroughly familiar with audio and transmitter work. Small amount of announcing required. If you want to work with the best equipment and the best people and have the know-how to keep things going, then you can join the staff of this old established station. Send resume with picture, salary requirements and tape to Box 10M, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Florida metropolitan 5000 watt, daytimer needs chief engineer. Complete maintenance required, must have experience. Send complete resume, photo, and salary requirements to Box 66M, BROADCASTING.

Wanted: A first class Radio-Television operator. Beginning salary between $375-$425 depending upon ability. Contact Mike Donovan, Box 727, Radio Station K-ANA, Anaconda, Montana.

Our chief engineer for the past seven years will get his degree from Kansas University in August. We want his replacement by July first, an experienced, qualified chief, who wants an engineering degree. Be our chief and attend KU. Write Arden Booth, KLWN, Lawrence, Kansas.

KMAE McKinney, Texas, has opening for announcer-engineer. Must be capable maintenance studio and transmitter equipment. Prefer "Amateur" operator with first phone and good voice. Send complete resume, tape, and snapshot to Geo. W. Smith Jr., KMAE McKinney. Texas.

Immediate opening first-class engineer-announcer combo. Send photo, resume, and tape to KOKO Radio, Warrensburg, Missouri.

There must be someone with a 1st class ticket and announcing experience who wants a good permanent job at a smooth-sound, daytime only station. Masculine or feminine applicants acceptable; must be able to read news intelligently. Send resume, tape and salary required to WCNL, Newport, New Hampshire.

Are you a competent engineer who likes the work and would like an owner-boss who appreciates above-average interest and ability? 5 kw full-time AM near Philadelphia. WCOJ, Coatesville, Pennsylvania.

Transmitter operator first phone, am and fm, car necessary. WEOL, Elyria, Ohio.

1 kw daytime station . . . remote control transmitter . . . looking for young engineer who has the necessary background but no opportunity to be a Chief. Group operation Fringe benefits. Real growth opportunity. Write to Benjamin M. Turnbull, General Manager, WDOS, Oneonta, New York, stating minimum salary requirements.

Good engineers and combo-men needed now in radio and TV. Write for Free application. Over 650 stations contacted. Walker Employment, 83 So. 7th St. Minneapolis, 2, Minnesota.

Production—Programming, Others

Girl Friday. Emphasis on continuity-writing. Some air work. Send tape, photo, resume to KHAS Radio, Hastings, Nebraska.

Program director-announcer. Experience and judgement will determine amount of responsibility. Opportunity to write editorials if qualified and to express self in programming within certain controls. Good sounding station now, want to keep it that way. Lovely recreational and university community. Lowell Jack, KMAN, Manhattan, Kans.

Newsman, Michigan, experienced to gather, write and deliver news. Contact Leo Jylha, WBCM, Bay City, Michigan.

Want immediately qualified, mature newsman to head news department. News gathering and reporting more important than announcing ability. Send all information, references, requirements first letter. WDEC, Americus, Georgia.

RADIO

Situations Wanted—Management

Manager—strong personal sales. Twelve years management. Highest character and owner references. Responsible, qualified. Area $10,000. Box 854K, BROADCASTING.

Mr. Absentee Owner: Don't give up! Try, one more manager! Me! Age 40, sober, married, dependable, sell—prefer southeast. Box 931K, BROADCASTING.

Manager, strong sales, first phone, experience, small or medium market. Will buy small interest. Box 967K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager—seasoned broadcaster with experience and knowhow to tackle any situation. Any size market. Excellent record and references. Write Box 982K, BROADCASTING.

Want station to manage in East with opportunity to purchase. Box 28M, BROADCASTING.

General Manager seeks new challenge. Strong on sales and programming. Sixteen years experience, 10 years management. Family man with excellent references. Midwest or east preferred. Box 45M, BROADCASTING.

Experienced Station Manager, both Radio & TV. Presently General Manager midwest CBS-TV affiliate. Started in sales, know all phases of operation except engineering. Very cost conscious, steady, 9 years present station, family man, best references, including present employer. Want management position. Will handle key accounts. Can arrange for personal interview. Presently earning $10,000. Available in about 30 days. Box 57M, BROADCASTING.

Can sell too. Mature fully experienced. Presently located southwest. Box 61M, BROADCASTING.

Here's a 3 year record: 1960 from scratch, made 17,000 on straight commission as salesman. In 5 months as sales manager, increased monthly gross from 12,000 to 30,000. First quarter 62 personal billing averaged 2,500 weekly. Over $240,000 in local sales last 9 months. Station rated last in market of 350,000 with 9 competitors. Successful showman, innovator, believer in visuals. All statements varified with company record. Have brand new sales idea for you. Box 62M, BROADCASTING.

Executive team, two experienced men. Composite twenty-two years experience. Sales, programming and production, management. Top team for top market. Box 73M, BROADCASTING.

Illinois career broadcaster with 17 years managerial experience seeks change to post that might include part ownership. Illinois or surrounding area. Creative, versatile, able to produce more sales while improving station's community image. Box 79M, BROADCASTING.

Late on top pop records? Does your competition have you beat on latest top 40 releases? Then be first, really first on your market. All labels all artists. Mailing 3 times weekly. 10 day trial, no obligation. Write: T. R. Productions, 830 Market, San Francisco, California.

Sales

Sales-News; 10 years experience, good. sober, family man wants change from Florida in June. Box 16M, BROADCASTING.

Mature, excellent appearance, leaving mike side to enter sales. Must have guarantee, large market. Top price, gets top man. Box 46M, BROADCASTING.

Mature, experienced, every phase except engineering—radio & tv. Presently located southwest. Box 58M, BROADCASTING.

Solid background—6 years successful selling of television film. Seeking local radio or television sales position where experience, creative ability and productivity would be commensurate with earnings. Box 74M, BROADCASTING.

9 years-announcing-sales — everything-first phone-family-wants sales-opportunity for management-Georgia-Florida-Alabama-Herbert Strickland, 1300 Conger Dr., West Bainbridge, Ga. Cherry 6-2224.

Announcers

Announcer—pleasant dj. Tight board. Not a prima donna. Authoritative news. Want to settle. Box 779K, BROADCASTING.

Announcer; fast production; mature voice; experienced; dependable—want steady position. Box 943K, BROADCASTING.

2¼ years fast format dj experience. A.B. degree, single, 5A. Box 984K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced, capable, newsman, staff announcer, single, veteran, enthusiastic—available immediately. Box 2M, BROADCASTING.

Announcer-Account Executive (combo). Experienced: Air, sales, production-voices, college. Box 8M, BROADCASTING.

Announcer—pleasant dj. Tight board. Not a prima donna. Authoritative news. Want to settle. Box 779K, BROADCASTING.

Experienced Staff Announcer desires summer replacement work as personality or newsman. Experienced in gathering, editing, and delivering news. 3 years as sportscaster. Available June 7th. Box 41M, BROADCASTING.

Announcer—dj; draft free; good news—production; St. Louis area experience; wants to develop as air personality in small or medium market; midwest preferred. Box 50M, BROADCASTING.

Wanted: A move up. Fast tight board, personality, first class ticket; if you can't pay at least $125.00 please don't answer. Box 54M, BROADCASTING.

Mature, strong news, creative copy, all round man, creative. Long experience radio & tv. Presently located southwest. Box 59M, BROADCASTING.

News director. Can do the job for news. Strong national and international experience as corresponent, newscaster and administrator. Can work anywhere when challenge and compensation are right. Married, American, 42, 16 years all West European Capitals; heard domestically CBS, ABC, MBS networks. Wire service and magazine feature writing. Box 71M, BROADCASTING.

Announcer-dj. Experienced, versatile, ambitious young man. Copy, production. Prefer midwest. Box 81M, BROADCASTING.

June grad, married, two years experience in radio. News, sports. Seeks opportunity to learn, advance in either field. Desire salary suitable to family of three. Presently employed, top references from employer. Box 83M, BROADCASTING.

Well trained announcer seeks first position. Some college, third phone. Box 85M, BROADCASTING.

Disc jockey announcer, tight board, fast pace. Married, 2 children. Box 86M, BROADCASTING.

Announcer—6 years am-fm. Interested in am-fm-tv combination. Prefer Florida, California, or southwest. Thorough knowledge of newscasting and adult music including classics. High calibre production. Married, college education, dependable, versatile. Immediately available. Box 87M, BROADCASTING.

Combination engineer-announcer: first ticket, experienced c&w dj and engineering. $120.00 minimum weekly, southeast only. Now employed. Box 88M, BROADCASTING.

Production, good music, or top fifty? Experienced, 21, and eager to learn more. References, tight board, prefer southwest. Box 92M, BROADCASTING.

Working morning man, 1000 watter—young, ambitious—seeks night dj show, east coast, news, continuity. Box 97M, BROADCASTING.

Bright sounding dj announcer, authorative news, married, want to settle down. Box 98M, BROADCASTING.

10 years as gimmick and humor morning man. Want bigger market. Will boost ratings. Can also do play-by-play sports. Tape and resume. Box 102M, BROADCASTING.

Experienced announcer, c&w and straight. Go anywhere. Box 105M, BROADCASTING.

Good music dj—news director, now employed — seek advancement — college — will consider tv—2 years radio, married, need $95. P. O. Box 176, Louisville, Ky.

Help Wanted—(Cont'd)

Announcers

Have car—will travel, work for peanuts. Good on maintenance—tight board, college. Desire experience. Box 109M, BROADCASTING.

Deejay: first phone, top fifty experience. Johnny Bowles, 447-2779, Louisville, Ky.

Country-Western deejay personality with passel of kids, talent and 1st class ticket wants to locate Intermountain-west coast. Sales management potential. Ray Petersen, 13312 Alanwood Rd., LaPuente, Calif. Gilbert 3-2307.

Announcer-first phone, experience in announcing, production and engineering country music background. Desires job preferably with country music station and limited maintenance. Odie Perry, Route 3, Zebulon, North Carolina. Phone AN 9-3066.

If you are in need of an announcer-newsman with 5 years experience in radio and television, please write D. B. Simmons, RT 5, Box 152, Columbus, Miss. Or call FAirfax 8-5631. Now employed; all references excellent.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

Technical

Engineer—wants return broadcast engineering. 19 years combined broadcast and communications experience. Desire Chief Engineer job Southwest or southern station. Sober, reliable, good maintenance, installation. 1st phone. Box 43M, BROADCASTING.

2½ years experience. Trans., m.w., and const. Desire position, Florida or nearby state. Box 49M, BROADCASTING.

Chief engineer familiar am, fm construction seeks position in southern USA. Box 65M, BROADCASTING.

Chief engineer—experienced am/fm construction — maintenance — directionals-proofs to 50kw. Box 100M, BROADCASTING.

Summer replacement, engineering only. First phone just graduated from high school entering college this fall. 1 year part time experience. Will travel anywhere in U. S. Contact Quincy Murphree, Wedowee, Alabama, phone number 3436.

Experience chief engineer-announcer. Mid-Atlantic or Florida. $100. Write: Room Two, Bayard Hotel, Dover, Delaware.

First phone, former chief at directional. Available now. Operate board. Illinois or nearby, family. Randall Moody, 658 A St., Charleston, Ill.

Chief engineer 4 years. No announcing. 1 and 5 kw daytimers, remote control. Anthony Ostopoff, Box 6876, Towson, Maryland. Phone 821-9420.

Production—Programming, Others

Florida. Seeking position as program director, now employed in large south Florida market. 26, married. Box 930K, BROADCASTING.

16 years experience all phases, including PD 50,000 watt indie and net affiliate, on-camera TV. Interested in radio-tv with opportunity to advance. No top 40. 36 years old, family man, dependable. Box 40M, BROADCASTING.

Fast creative copy. Can double in brass. Radio & tv. Plenty experience. Presently located southwest. Box 60M, BROADCASTING.

Program Director top 50 market. Number one station-personal Hooper 50% share. Move to larger market imperative. Box 70M, BROADCASTING.

Programming-promotion — Professional announcer looking for program position at progressive operation or station needing format overhaul and ideas. Sales-budget minded. Know music, news, station administration. College. Ten years experience first station top ten market. Box 82M, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Assistant manager-program director . . . Texans are tough! They've lived under six flags, a petticoat and a flour sack. I'm not that hardy. Ah shore would like to find a job with an adult station in Rocky Mountain or northwest medium market and lose this accent again. Solid radio background includes station management, sales, sales-management. Married, civic minded, active in my church. Also play golf. TV experience news, sports, sales, announcing. Box 91M, BROADCASTING.

TELEVISION

Help Wanted—Sales

General Manager for KWWL-TV, NBC outlet for Cedar Rapids-Waterloo, Iowa. This position calls for emphasis on local-regional sales. Excellent top management position for the right party.

Top executive position in multiple ownership operation to head national sales for two TV stations. Excellent opportunity for person with national background. Box 961K, BROADCASTING.

Independent Fresno area TV with unlimited growth potential has opening for two young, aggressive salesmen, with option to produce and/or announce what you sell, depending on ability. Rates slightly above radio. Write or contact Harold Gann, KDAS-TV, Box 321, Hanford, Calif.

Announcers

TV newsman for large Florida market. Experience or good potential as reporter-writer, on-camera performer, able to handle 16mm cameras. Send short VTR or SOF. Box 950J, BROADCASTING.

Wanted: Seasoned newscaster and reporter for Southern California area. TV experience desirable but not a must. Send resume. Box 47M, BROADCASTING.

TV staff announcer wanted at group owned midwest station. Base plus talent with paid medical insurance—contact Program Director, WANE-TV, Fort Wayne, Indiana.

Technical

Engineer, first class, experienced VHF-UHF-Radio maintenance and installation. Box 821K, BROADCASTING.

South Florida VHF has opening for first class licensed man. Box 949K, BROADCASTING.

Fresno area TV needs combination board operator-announcer with 1st class ticket. Remote controlled film system. This job easier than disc-jockeying. $125 per week start. Contact Harold Gann, KDAS-TV, Hanford, Calif.

Engineer with 1st phone to work all phases of engineering in tv station in Central South Dakota. Contact John Gort, C. E. KDLO-TV, Garden City, South Dakota.

Experienced maintenance supervisor needed for TV-AM-FM. Installation experience desireable. Include salary requirement with resume. Reply to Jim Garner, Chief Engineer, KLRJ-TV, P. O. Box 550, Las Vegas, Nevada.

Need transmitter operator, must have 1st phone license, no experience necessary. Also need one experienced transmitter engineer to work shift and do maintenance work on RCA TT-25-BL transmitter. Send picture and salary with first letter to Jerry E. Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

Immediate opening for Television engineers experienced in studio maintenance & operation. VTR experience desired. Permanent position with automatic salary increases. Send resume to Director of Engineering, WGBH-TV, Ch. 2, 25 Granby Street, Boston 17, Mass.

Assistant Chief Engineer to supervise studio operations. Prefer man with microwave, videotape and transmitter experience. Send resume of education, salary requirements, industry references and experience to B. L. Patton, Chief Engineer, WJAR-TV, Providence, R. I.

Help Wanted—(Cont'd)

Production—Programming, Others

Program Manager—Television, Major Eastern market. Description of experience in production, direction, cost factors and personnel supervision mandatory. Creative leadership required. Reply Box 957K, BROADCASTING.

Southern CBS VHF station has need for Program Director with announcing and promotion background. Thriving market and splendid opportunity for man of good overall program qualifications. Profit sharing, major medical insurance and splendid city and area for rearing family. Write Box 106M, BROADCASTING.

Production Director needed immediately. Must have switching experience and ability to supervise entire production activities and crew. Reply immediately to Don Stone, KTIV, Sioux City, Iowa.

Program director—leading vhf has opening for pd with proven administrative ability. The man we are seeking must be well grounded all phases of TV program operation and capable doing limited performing including one important weather show daily. Send complete information, photo, SOF and/or tape to WSAV-TV, Savannah, Ga. All replies confidential.

TELEVISION

Situations Wanted—Management

A fine Salesmanager is now available. What more can be said: Box 807K, BROADCASTING.

Station Manager's assistant or business manager, 14 years experience, responsible family man, highest references, available immediately. Box 920K, BROADCASTING.

Operations manager with major market TV experience in Production, Programming, Film Buying, Promotion, Sales, and VTR-Film Production. Prefer West or Southwest. Box 942K, BROADCASTING.

National Sales Manager with excellent record of sales requiring broker, company and agency contacts. Over ten years in radio and television sales including national representative sales management. Western states only. Box 946K, BROADCASTING.

10 years experience able administrator employed as sales manager—37 years—married—family. Box 998K, BROADCASTING.

Sales manager for past 9 years at one television station now desires to make a change. Outstanding ability in local and regional sales. Will consider opportunity first, compensation second. Box 76M, BROADCASTING.

TV Sales manager or station manager job desired by successful tv salesman with over 10 years as switcher, director, producer, pgm/prod mgr., head of operations now selling. BA degree, mature, family, vet, healthy, Lion, Elk, interview possible west or midwest. Will consider agency. Box 72M, BROADCASTING.

Sales

Sales Manager—Well known and regarded in the Southwest. History. Box 939K, BROADCASTING.

Solid background—6 years successful selling of television film. Seeking local radio or television sales position where experience, creative ability and productivity would be commensurate with earnings. Box 75M, BROADCASTING.

Experienced national and regional salesman with excellent New York agency-advertiser-network contacts wishes station job in national capacity. Background includes experience with agency in top ten, hard selling with leading national representative firm in N. Y. and local station programming. College graduate with major in tv, married, one young child. Army service behind me. Salary secondary to opportunity with progressive management. Solid references. Available immediately. Box 77M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Professional Announcer. Nearly 20 years broadcasting including 3 years TV. College graduate with community theatre experience. Seeking employment at creatively managed TV station where I can use present skills and develop new ones. Box 760K, BROADCASTING.

Fully qualified tv performer desires a return to tv. Can do an outstanding job in all phases of tv. On-camera announcing, news, sports and special events. 10 years experience. Wire service writer, contributor to network programs. Best references. Married and college. West or Southwest preferred, but will move anywhere with the right permanent deal. Box 44M, BROADCASTING.

Will deliver network sound to your radio and television news, commercials, etc. 20 years both media, major markets. Associated Press Award. Desire prime situation. Box 52M, BROADCASTING.

Top twenty take notice. Tremendously talented tv announcer and/or program director, eight years experience, now available. Prefer to move family to west coast or Miami Florida area, but all replies considered. Real idea-man. $12,000 minimum. Box 89M, BROADCASTING.

Technical

First phone, tech. school grad. familiar all phases broadcasting, prefer east. Box 90M, BROADCASTING.

Production-Programming, Others

News director, offering aggressive local reporting, authoritative TV newscasts (top-rated every survey since 1953). I'm 37, SDX, RTNDA, 14 years radio-tv (past nine with same CBS affiliate). Phone tonight: 404-323-2939. Box 964K, BROADCASTING.

Attractive young woman seeks TV opportunity . . . over 650 hours live on-camera experience . . . interviews . . . commercials . . . demonstrations . . . 4 years radio background, all phases. Box 53M, BROADCASTING.

Young producer-director. President of Independent film corporation—27, 7 years experience, college degree—ready to go in any capacity in TV or film production. Box 101M, BROADCASTING.

Station operations, or program manager. 13 years small, medium, large market tv experience commercial and public affairs program development, film buying, personnel, sales, administration, reps, networks, promotion, FCC requirements. Dependable, personable, mature. Available immediately. Excellent references. Salary negotiable. Box 103M, BROADCASTING.

Experienced professional available—network and local am—tv experience. Strong voice, good personality. 14 years play-by-play, 5 years news, 4 years sales. Good public speaker. Interested in any reasonable offer—management, featured news, or sports. Preference Midwest or Southwest. Box 108M, BROADCASTING.

FOR SALE

Equipment

For Sale: 6 Gray 212-SX 16 inch arms, with 8 GE VR-11 diamond 1 mil cartidges. One year old. Original cost $328.00 will sell as package only at $185.00. Excellent for monaural pickup, not satisfactory for stereo. Box 945K, BROADCASTING.

New Western Electric transmitter tubes—most of them in sealed boxes—242-c Western Electric, 12 @ $33.00. 242-c General Electric, 6 @ $33.00. 271-A Western Electric 4 @ $7.50. 244-A Western Electric 7 @ $4.00. 247-A Western Electric 10 @ $4.00. 262-B Western Electric 4 @ $4.00. 837 General Electric 7 @ $10.30. Box 14M, BROADCASTING.

Large screen tv projector—RCA PT-100. Excellent condition—portabalized—original cost $20,000—bargain at $7,950.00. Gives brilliant picture up to 35 ft. wide. Box 99M, BROADCASTING.

For Sale—(Cont'd)

Equipment

Gates 250W AM Transmitter, good condition, just removed from service. WANE—Fort Wayne, Indiana.

Berlant Studio Recorder model 31—used. $300 or best offer. Contact Erny Tannen, WDMV, Pocomoke City, Maryland.

Collins 300 G-250 watt AM transmitter and monitors, some spare tubes, WMBH, Joplin, Missouri.

RCA 1-DB transmitter. Used nine years as main and last 16 as auxiliary. Complete with tubes and one crystal. $500 FOB. WSBT, South Bend, Indiana.

New & Used towers—3 self-supporting 300 ft. FM-TV-AM. Ace High Tower Erector Co. Greenville, North Carolina.

H-P noise and distortion analyzer 330D and H-P Audio Signal Generator 206A, perfect condition. $750 for both. Richard Pooley, 3153 N. E., 83rd, Portland 20, Oregon.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, $40.00 for 20' length; 7/8" ditto, 90¢ foot; 6 feet. **Dishes with hardware, $150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices.** Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Presto 6-N, 45 and 33 1/3 rpm disccutter with I-D cutterhead and 93-A amplifier cost $2010.00 two years ago, sell for $1300.00 or trade for Ampex 300 or 351 or make offer to P.O. Box 93, Roanoke Rapids, N. C.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Tapes. 1200' 99¢; 1800' $1.29. **Free catalog.** Box 3095, Philadelphia 50.

Neumade DS-16D Synchronizer $90.00 KHS Viewer $90.00. Concertone $150.00 Hollywood Jr. Printer $60.00. TSI Projector $180.00. Mrs. Katherine MacAllister, 717 Erie Ave., San Antonio, Texas.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Wanted in good condition current Schafer automation, Ampex 350 and 352, H-P FM monitor, console and T. T. 300 ft. 1 5/8" Heliax line, 7/8" Heliax line, 6 ft. Parabolic for 950 mc. Box 42M, BROADCASTING.

Field meter—RC A WX2. Harry J. Daly, Pennsylvania Bldg., Washington, D. C.

Wanted for cash—used water cooled tubes. Types: 892, 6333, 5606, etc. In good condition or surplus new tubes. Advise type, quantity, condition, make and price. Electronic Laboratories Supply Co., 7208 Germantown Ave., Philadelphia 19. Pennsylvania. Phone Chestnut Hill 8-2700.

Wanted: Approved frequency monitor, modulation monitor and limiting amplifier in working condition. Radio station WONN, Lakeland, Fla.

WANTED TO BUY

Stations

Electronics Components manufacturing company seeks entry AM or TV ownership through purchase profit making Eastern properties. Principals only. Box 986K, BROADCASTING.

I'm interested in a local station in the south or east—one or two station mkt. No brokers. Must be billing at least $7,000 monthly. Send details, first letter. Anxious to move fast. Box 78M, BROADCASTING.

Experienced broadcaster looking for full time property—size of market or power immaterial—distressed or profitable, but you must want to sell—and worth the price (negotiations must be confidential). Send details to Box 84M, BROADCASTING.

Wanted to Buy—(Cont'd)

Stations

Want to find profitable am owner interested in selling 100% to veteran am manager/chief engineer on realistic terms. Can take over management immediately pending FCC approval—No Brokers. Box 107M, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. **Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics. 3123 Gillham Road, Kansas City 9, Missouri.**

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts June 4—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start June 12, July 31, and Sept. 18.

MISCELLANEOUS

Increase ratings with 100 recorded excerpts 5 seconds each, taken from pop records . . . Quick answers . . . Send $3.00 to Andrews. Box 15M, BROADCASTING

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange; 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Tomco Tower Paint," a time tested and approved tower finish used by discriminate stations, coast to coast. #300 Primer, #301 White, #302 International Orange—$7.50 per gallon prepaid. Tower Maintenance Co. Inc., Post Office Box 246, Phone 301-766-0766.

Australian 1962 Broadcasting/Television Year Book, 420 pages, hard bound. For employment, new sales territories or Australian contacts. 110,000 facts on Australian radio-tv stations, advertising agencies, casting agencies, research organizations, program and equipment suppliers etc. Send $7.95, South Pacific Trading Co., Box 4570, GPO Sydney, Australia.

BUSINESS OPPORTUNITY

Investors—Capital wanted for new Miami Beach, Florida maximum power full-time radio station. Contact Box 762K, BROADCASTING.

RADIO

Help Wanted—Management

MANAGER WANTED

Position open for experienced radio station manager in Denver, Colorado—5000 watt, 710 frequency, KBTR—affiliated with ABC and Intermountain Networks—owned and operated in conjunction with KBTV by Mullins Broadcasting Co. The man who will fill this position probably has at least five years managerial experience; is presently employed; is seeking to better himself. Apply to: Gil Lee, assistant to the president, KBTR-KBTV, phone, 266-3601, 1089 Bannock Street, Denver, Colorado.

Sales

SALES MANAGER

Outstanding career opportunity to take responsibility for 5-man sales department in major Midwestern market. Exceptionally well-programmed popular music station with large local news department. Clear No. 1 Pulse and Hooper. Sales potential over $1 million. Should have successful large market selling experience combined with ability to help build strong station image of prestige and integrity. Attractive compensation plan and opportunity for stock options.

Box 999K, BROADCASTING

Technical

OVERSEAS OPPORTUNITIES
EUROPEAN AREA

RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given. Submit experience and earnings to

Box 841K, BROADCASTING

Situation Wanted

Announcers

TOP PERSONALITY

MC-DJ Top Radio-TV stations. L.A. 8 CHI. Powerful single or dynamic husband-wife team.

Box 94M, BROADCASTING

Situations Wanted—(Cont'd)

Production-Programming, Others

PROGRAM MAN

Innovator with new ideas. Not the same old contests, not the same old rock & roll. New Approach, new format. Better results. Wire

Box 95M, BROADCASTING

TELEVISION

Help Wanted

Production-Programming, Others

TELEVISION PROGRAM MGR.

Immediate opening—large Eastern network affiliate. Must be strong on film buying, all phases contract negotiations, station production and talent supervision. Send complete resume and photograph. Replies in confidence. SALARY OPEN.

Box 33M, BROADCASTING

MISCELLANEOUS

ATTENTION: STATION MANAGERS!

NOW YOU CAN:

- *INCREASE BILLINGS*
- *BUILD RATINGS . . . AND*

CUT DOWN OVERHEAD AT THE SAME TIME

Your local station can have an air staff *second to none!* Top announcers, deejays, radio personalities and vocal groups from Hollywood . . . will record expertly produced to your specifications:

- *COMMERCIALS*
- *CUSTOM JINGLES AND IDs*
- *STAR BREAKS AND VARIED PROGRAM MATERIAL*

All designed for *your* kind of radio at a low one-time cost for unlimited use. PLUS . . . a *great new* station promotion! At last the modern broadcast service with a "local feel" that can fill all your needs because we *understand* them.

WRITE *RIGHT NOW* FOR FACTS, AUDITION TAPES, PRICES TO:

PREVIEW PRODUCTIONS INC.

"New Concepts and Ideas to See and Hear"
6927 Varna Avenue
Van Nuys, California
POpular 5-9658

Now producing PREVIEW RECORDS (audio intermission trailers) for theatres throughout the U. S. distributed by National Screen Service.

Miscellaneous—(Cont'd)

ATTENTION!

Announcing a new service for radio stations, large or small. FIRST AIDS FOR RADIO will produce custom tailored commercials, contests, station breaks and news openings for your station at low cost to you. SEND TODAY, for your audition tape. Write to: FIRST AIDS FOR RADIO, P. O. Box 385, Algonquin, Illinois.

MOVING?
SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, worksaving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

EMPLOYMENT SERVICE

EXPERIENCED TELEVISION APPLICANTS
Immediate Openings
Various positions
BROADCAST PERSONNEL AGENCY
16 East 52nd Street
New York 22, N. Y.

FOR SALE

Stations

Ala	single	daytimer	$ 85M	terms
Ky	single	daytimer	75M	$29M
Fla	medium	fulltime	275M	$110M
Ga	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHMENT 1946

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Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

STATIONS FOR SALE

FLORIDA. $5,000 down.
CALIFORNIA. Exclusive. Full time. $50,000. 29% down.
SOUTHWEST. Gross $60,000. Exclusive. Daytime. Asking $65,000. $25,000 down.
ROCKY MOUNTAIN. Gross $42,000. Full time. Asking $55,000. $12,000 down.
SOUTHWEST. Full time. Asking $80,000. Very excellent terms to qualied buyer.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Continued from page 97

install new trans.; make changes in ant. system (increase height); change ant.-trans. and studio location; remote control permitted; condition.

WKDN-FM Camden, N. J.—Granted mod. of SCA to change frequency to 41 and 67 kc.

KWBB-FM Wichita, Kan.—Granted mod. of cp to change trans. site; change ERP to 10.5 kw; increase ant. height to 440 ft.; change type trans.; type ant.; and make changes in the ant. system.

WJRD, John C. Cooper Jr. Tuscaloosa, Ala.—Granted assignment of licenses to **Cooper Radio Inc.**

KUXL, C. J. Lanphier Inc., Golden Valley, Minn.—Granted license for new am station.

WSDC, Will P. Erwin, Mocksville, N. C.—Granted assignment of cp to **Davie Bcstg. Inc.**

KBLE, East Side Bcstg. Co., Bellingham, Wash.—Granted assignment of cp to **Birch Bay Bcstg. Inc.**

WMAY Springfield, Ill.—Granted cp to make changes in daytime DA pattern.

WDHA-FM Dover, N. J.—Granted mod. of cp to change ant.-trans. location to Greystone Park, N. J.; change type trans.; install ant.; decrease ERP to 320 w; increase ant. height to 420 ft.; remote control permitted.

■ Following stations were granted extensions of completion dates as shown: WDHA-FM Dover, N. J., to Sept. 9; KKBB-FM Wichita, Kan., to Oct. 30; WCMR-FM Elkhart, Ind., to Aug. 11; KFIN Seattle, Wash., to Aug. 15.

Action of May 8

Hobes Radio & Electronics, Burnside and Somerset, Ky.—Granted cp for new vhf tv translator station on ch. 12 to translate programs of WKYT-TV (ch.27) Lexington, Ky., condition.

Rulemakings

PETITIONS FILED

Sec. 3.606: Chicago Educational Tv Assoc., WTTW(TV), Chicago, Ill. (5-4-62)—Requests amendment of rules so as to reserve ch. 20 at Chicago, Ill., for non-commercial educational use.

Parts 4 and 11: National Educational Tv & Radio Center, Washington, D. C. (5-4-62)—Requests amendment of parts 4 and 11 of rules so as to permit educational broadcast microwave facilities (including STL circuits) to be used secondarily for closed circuit educational purposes, and to permit educational closed circuit microwave facilities to be used secondarily for educational tv broadcast purposes.

For Sale

Stations—(Cont'd)

Tex. metro regional, absentee owned, 1961 cash flow $60,000. $250,000 with $50,000 down—Tex. major FM. $75,000 with 10% down—Tex. regional single $70,000—Tex. f.t. single $70,000—Tex. medium f.t. $160,000—Ark. medium regional $150,000—Ark. regional single $78,750—Ark. major f.t. regional $180,000—La. regional single $45,000—Colo. regional single $50,000—Okla. single, making money $95,000—Tenn. major power, billed over ¼ million yrly past several yrs. $350,000 23% down—Ga. regional single $50,000—Ga. regional single f.t. $75,000 with $15,000 down—Fla. f.t. single $45,000 with $10,000 down—Fla. medium regional $95,000—Fla. medium f.t. power $175,000—Fla. medium regional $145,000—Miss. single $45,000—Tex. major regional $200,000, just $25,000, bal. 10 yrs. no interest! Contact:
PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

NEVADA

Top fulltimer in a top Nevada market. $150,000 plus potential. No money down to buyer who will loan corporation $50,000. Attractive price and terms.

Box 904K, BROADCASTING

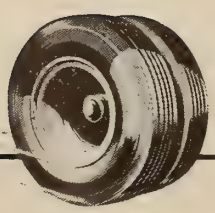
(*Continued from page 97*)

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio % Saturation	2 or more sets	Total Tv Homes	Tv % Saturation	2 or more sets
Runnels	15,016	4,739	4,526	95.5	880	3,932	83.0	84
Rusk	36,421	11,250	9,162	81.4	1,820	8,878	78.9	437
Sabine	7,302	2,187	1,820	83.2	88	1,183	54.1	21
San Augustine	7,722	2,220	1,686	75.9	260	1,262	56.8	—
San Jacinto	6,153	1,828	1,502	82.2	238	862	47.2	61
San Patricio	45,021	11,112	8,560	77.0	1,846	8,472	76.2	596
San Saba	6,381	2,168	2,103	97.0	601	1,563	72.1	87
Schleicher	2,791	858	790	92.1	199	640	74.6	52
Scurry	20,369	5,941	5,369	90.4	1,707	5,052	85.0	283
Shackelford	3,990	1,417	1,202	84.8	237	1,105	78.0	60
Shelby	20,479	6,385	5,468	85.6	738	4,296	67.3	178
Sherman	2,605	813	793	97.5	275	694	85.4	22
Smith	86,350	26,127	21,586	82.6	6,025	21,471	82.2	1,478
Somervell	2,577	917	674	73.5	138	770	84.0	—
Starr	17,137	3,680	2,998	81.5	387	1,689	45.9	39
Stephens	8,885	3,151	2,719	86.3	452	2,396	76.0	121
Sterling	1,177	374	300	80.2	75	274	73.3	—
Stonewall	3,017	971	864	89.0	257	874	90.0	90
Sutton	3,738	1,097	953	86.9	205	534	48.7	18
Swisher	10,607	3,089	2,853	92.4	781	2,833	91.7	126
Tarrant	538,495	164,265	146,925	89.4	56,125	147,844	90.0	18,531
Taylor	101,078	29,052	26,489	91.2	11,229	25,904	89.2	3,081
Terrell	2,600	766	694	90.6	219	384	50.1	—
Terry	16,286	4,625	4,061	87.8	1,213	3,935	85.1	354
Throckmorton	2,767	975	896	91.9	273	720	73.8	—
Titus	16,785	5,453	5,013	91.9	963	4,080	74.8	115
Tom Green	64,630	19,494	18,199	93.4	6,136	16,620	85.3	1,150
Travis	212,136	59,056	41,580	70.4	19,667	50,064	84.8	4,231
Trinity	7,539	2,493	1,902	76.3	341	1,329	53.3	36
Tyler	10,666	3,207	2,263	70.6	306	2,101	65.5	20
Upshur	19,793	5,950	4,743	79.7	735	4,626	77.7	105
Upton	6,239	1,779	1,613	90.7	662	1,437	80.8	134
Uvalde	16,814	4,656	4,040	86.8	715	3,098	66.5	41
Val Verde	24,461	6,149	5,671	92.2	1,462	3,612	58.7	157
Van Zandt	19,091	6,474	5,646	87.2	900	4,807	74.3	152
Victoria	46,475	12,867	11,885	92.4	3,829	9,612	74.7	272
Walker	21,475	5,019	4,185	83.4	1,290	2,979	59.4	118
Waller	12,071	3,102	2,614	84.3	497	2,170	70.0	117
Ward	14,917	4,167	3,671	88.1	1,004	3,584	86.0	217
Washington	19,145	6,062	5,265	86.9	1,330	3,271	54.0	136
Webb	64,791	14,949	12,668	84.7	2,489	11,160	74.7	630
Wharton	38,152	10,710	9,511	88.8	2,057	8,074	75.4	358
Wheeler	7,947	2,671	2,444	91.5	719	1,662	62.2	—
Wichita	123,528	35,846	32,097	89.5	11,132	33,107	92.4	3,838
Wilbarger	17,748	5,718	5,270	92.2	1,659	5,274	92.2	346
Willacy	20,084	4,573	3,741	81.8	574	3,076	67.3	157
Williamson	35,044	10,699	9,481	88.6	2,246	8,433	78.8	401
Wilson	13,267	3,592	3,110	86.6	298	2,374	66.1	89
Winkler	13,652	3,898	3,378	86.7	1,043	3,320	85.2	311
Wise	17,012	5,500	5,165	93.9	948	4,749	86.3	248
Wood	17,653	5,814	5,078	87.3	1,006	4,534	78.0	83
Yoakum	8,032	2,258	2,090	92.6	766	2,054	91.0	99
Young	17,254	5,807	5,294	91.2	1,124	4,896	84.3	280
Zapata	4,393	1,047	775	74.0	103	347	33.1	—
Zavala	12,696	2,800	2,393	85.5	298	1,196	42.7	—
Metropolitan Areas								
Abilene	120,377	35,366	32,219	91.1	13,040	21,321	60.3	3,275
Amarillo	149,493	43,737	40,665	93.0	17,256	40,011	91.5	5,561
Austin	212,136	59,056	52,580	89.0	19,667	50,064	84.8	4,231
Beaumont-Port Arthur	306,016	88,836	76,919	86.6	21,973	79,939	90.0	7,832
Brownsville-Harlingen-San Benito	151,098	35,663	29,888	83.8	7,437	24,894	69.8	2,053
Corpus Christi	221,573	57,996	49,816	85.9	14,849	48,706	84.0	4,674
Dallas	1,083,601	331,065	298,941	90.3	116,699	296,382	89.5	40,709
El Paso	314,070	78,270	71,259	91.0	25,955	69,124	88.3	8,903
Fort Worth	573,215	175,330	156,822	89.4	58,860	157,549	89.9	19,249
Galveston-Texas City	140,364	42,267	36,505	86.4	10,868	36,145	85.5	2,631
Houston	1,243,158	367,618	326,725	88.9	117,629	323,617	88.0	39,337
Laredo	64,791	14,949	12,668	84.7	2,489	11,160	74.7	630
Lubbock	156,271	44,074	40,260	91.3	15,031	39,215	89.0	4,840
Midland	67,717	19,544	17,480	89.4	7,610	17,578	89.9	2,585
Odessa	90,995	25,883	22,536	87.1	8,180	23,046	89.0	2,841
San Angelo	64,630	19,494	18,199	93.4	6,136	16,620	85.3	1,150
San Antonio	687,151	181,952	161,088	88.5	54,554	153,996	84.6	16,770
Texarkana	91,657	28,186	23,951	85.0	5,495	23,113	82.0	1,589
Tyler	86,350	26,127	21,586	82.6	6,025	21,471	82.2	1,478
Waco	150,091	45,577	40,650	89.2	13,032	39,386	86.4	3,504
Wichita Falls	129,638	37,777	33,925	89.8	11,555	34,879	92.3	3,963



Emblem of Excellence

Every day, across the country, scores of truck drivers are awarded this silver pin for having driven a year without an accident. And each year, thousands of former 1-year winners, striving for excellence on the highway, receive pins for 2, 3, 5, 10, even 30 years without an accident . . . Truck fleets go all out to train their drivers in safe driving practices, and drivers exercise courtesy as they obey the rules of the road. As a result, these professional drivers have the best safety records.



AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA

OUR RESPECTS to Hildred Evelyn Sanders, vp, Honig–Cooper & Harrington, L.A.

Each agency department should be a creative one

Last Tuesday, Hildred Evelyn Sanders celebrated her 14th anniversary with Honig-Cooper & Harrington, Los Angeles. It was Dan B. Miner Co. when she joined the agency as radio-tv director on May 15, 1948, and the intervening years have seen the agency change its name twice through expansion and merger. Her title has advanced to vice president in charge of radio and television.

One reason for her longevity in a business in which frequent change is more typical might be that she sincerely loves what she is doing and enjoys every (well, almost) moment of each working day. "There never was a time when I didn't know that whatever I did would be connected with selling," Hilly declares. "I was selling Cloverine Salve door-to-door back home in Benton, Ill., when I could barely read what it said on the label and before I had finished grammar school I had a crew of six or eight other kids working for me."

One-Girl Agency ▪ In Benton Township High School, Hilly was advertising manager of the school paper, a job that consisted chiefly of selling ads to local merchants, and which entailed writing the copy for many of them. Even at that tender age, Hilly had a way with words, particularly when the words were concerned with selling something. Before long, she was writing and laying out the ads several of the stores ran in the Benton newspaper. "I got paid a few dollars for the job," she recalled, "so I guess you could say that I was a sort of one-girl agency."

At the U. of Illinois, which she entered in 1936, Hilly carried a full scholastic load, majoring in advertising and selling in the College of Commerce. She also worked as a bookkeeper, sold clothes and accessories shown at fashion shows she put on at the sorority house, and was continuity editor at WDWS Champaign, Ill., and time and space salesman for the station and the *News Gazette* which owned it. Evenings she sang for her supper with a local band.

For two years, Hilly got along on four hours of sleep a night. When she was only one jump away from a nervous breakdown she quit college and headed for Chicago, sure that fame and fortune were waiting for her there. "But someone must have neglected to let Chicago know I'd arrived," she says, "for I had to live through months of 'Sorry, come back when you have some agency experience' before H. W. Kastor & Sons hired me as a copywriter."

After a year with Kastor, Hilly moved to Mitchell Faust Adv. Agency. "Here I learned about broadcasting," she says. In 1940 she became radio copy chief; the following year associate radio director and in 1945 vice president in charge of radio. "My fondest memory of Mitchell Faust," she recalls, "is convincing Peter Hand Brewery Co. to drop its full-color newspaper pages for Meisterbrau beer and put the entire budget into a strip of half-hour mysteries, musical and public service programs on WGN Chicago. Meisterbrau went from seventh to first place in sales and we all agreed that radio was wonderful."

A Tv First ▪ In 1947, Hilly joined Dancer-Fitzgerald-Sample. "The money was just too good to turn down, but the move was a mistake as it put me back into copy and I'm not that good a copywriter. I had to work like the devil to earn my salary. I earned it, but I was glad to leave after a year." At D-F-S, Hilly wrote and supervised copy for a number of General Mills products. She also had charge of GM's early experiment with television. Most memorable was Chicago's first tv premium offer from Softasilk Cake Flour. "At that time there were not quite 5,000 tv sets in the city, mostly in bars, so we were pretty well pleased when our tv offer of a 14-piece cake set for a box-top and a dollar had 14,000 takers. Now it was tv that was wonderful."

The next move was to Los Angeles, where 14 years ago Hilly started what looks like a permanent association with H-C&H. As vice president in charge of the broadcast media, she is in on the planning of every radio and tv campaign for each of the agency's Southern California clients and after the plans are approved she does a lot of the production work herself on both programs and commercials. She handles all talent negotiations for the agency and represents all advertising in a similar way on the standing television administration committee of the American Assn. of Advertising Agencies. The only woman ever appointed to this committee, Hilly has been a member for 11 years, and vice chairman for the past six years. She has just been named as the West Coast representative on the new ANA-AAAA joint tv policy committee.



Hildred Evelyn Sanders
Selling is a way of life

The Right Spot ▪ Hilly's credo is that every department of an agency should be a creative department. "Timebuying can be just as creative as copywriting," she says.

Her pet peeve (years ago she stopped wincing at mail addressed "Mildred") is having to do as a buyer the work she feels should be done by the seller. "That happens all too frequently in radio," she says. "Just a few weeks ago we received an individual rate card from a station and upon examination we discovered a paragraph of fine print offering a rate-holder deal that enabled us to get 10% more spots over a year's period for the same money by buying one spot a week between saturation campaigns. No one from the station told us about it and it isn't printed in *Standard Rate*. I don't call that good sales service by the station or their rep. Many times we can—and do—show a salesman or rep how we can use his station to a better advantage than he has shown us, frequently by buying a time of day that's normally hard for him to sell and relieving him of the problem of trying to clear prime time for us. It's all a matter of studying rates and ratings, and if we can do it, I don't see why the salesmen can't."

Hilly and her husband, tv producer Fred R. Levings, live on a hilltop in North Hollywood, with a view of the whole San Fernando Valley. Their daughter, Sande, is a student at Stephens College in Columbia, Mo. Hilly's hobbies are swimming, bowling and cheering at baseball and football games and horse races. She plays a good game of poker, enjoys hi-fi and stereo and likes to edit tapes herself. She loves dogs. The family Dalmatian, "Jim Hawkins of Treasure Isle," amassed a fine collection of blue ribbons before he got too old to show.

Roger, Rogers!

BROADCASTERS should do more than applaud Rep. Walter B. Rogers (D-Tex.) for his exhortation that they stand up and fight for their rights, as reported in last week's issue of this journal. They should do what he asked them to do.

Rep. Rogers, a senior member of the House Commerce Committee and its communications subcommittee, criticized broadcasters for "lack of courage, lack of willingness to fight for the things in which you believe and to fight for them effectively." His forum was the annual awards luncheon in New York of the Station Representatives Assn. It should have been the NAB national convention.

The Texas congressman said what needed to be said. Unlike some of his colleagues who rail about programming and who have fallen for the FCC's arrogation of program control, he has done his homework and knows whereof he speaks.

Mr. Rogers said what every broadcaster knows but most hesitate to admit—that they are intimidated by the FCC. "I do not want any member of the FCC or its staff dictating programming tastes to me, even though their taste and mine may coincide," he said. And he said much more that should encourage broadcasters to assert their rights.

How can licensees assert those rights without falling in the bad graces of the licensing authority? Mr. Rogers offers this counsel:

"I feel very deeply that the members of Congress will always lend a sympathetic ear to even the remotest possibility of an injustice."

In all deference to Mr. Rogers, we suggest that more than a "sympathetic ear" is needed.

Broadcasters can carry their complaints to members of Congress. But Congress must prescribe the remedy. Simple amendments to the 35-year old Communications Law will not do it. A new law is needed. It should spell out the limits of the FCC's authority and foreclose it from exercising control over programs, as the framers of the original law intended.

Rep. Rogers' forthright observations should encourage broadcasters to support the effort for the drafting of a new communications law. He has the answer for those who say the climate isn't right in Congress. The climate is what broadcasters, working together, can make it. Congress, not the FCC, writes the law. The FCC works for Congress.

Wynken, Blynken and Dodd

THE Senate Juvenile Delinquency Subcommittee closed its hearings on television sex and violence last week, and its staff now turns to the job of writing a report. If the report adheres to the standards that were set during the conduct of the hearings, it will be inexpert, inconclusive and slanted to smear the television networks. And it will do nothing at all to affect, let alone solve, the problem that the subcommittee was created to study.

As one of the nation's serious social disorders, juvenile delinquency deserves more thoughtful consideration than the Senate subcommittee seems capable of giving it. Under the chairmanship of Sen. Thomas J. Dodd (D-Conn.), the subcommittee has lacked direction. Its staff spent more than a year rummaging through television films in a search for information that any reasonably diligent television viewer could have supplied from memory.

What the subcommittee staff discovered was that some action-adventure series have contained episodes of violence and appearances of girls unlike the one that married dear old dad. Bits of footage from the miles of film that had been reviewed were shown during the subcommittee hearings—all in the interest of academic research, of course, as archeologists might display selected samples of the murals at Pompeii.

But the Dodd collection was tame stuff: here a fist fight, there a broad—er—young lady in tight pants. To jazz it up some sexy dialogue was needed. The Dodd investigators thought they had it in inter-office memos written in the idiom of the theatrical world.

It turned out the memos needed translating. In Hollywood, the subcommittee learned from witnesses, sex is loosely used, the word "sex," that is. As network witnesses painstakingly explained, an order to inject sex into a program may mean nothing more than a suggestion that the hero turn his gaze from his Corvette to a girl. Like the films, the Dodd collection of memos failed to generate much heat. They were smothered in semantics.

It is hard to know just what Sen. Dodd and his subcommittee have hoped to attain in the more than a year of expensive exploration of television film vaults—discounting, of course, the wild notion that they had headlines on their minds. They have failed totally to show any connection between any television show and any act of juvenile aberration. Their failure is explainable. It occurred because no answers to the problem are to be found where the subcommittee looked.

The Dodd approach is simply not the way to get at the tangled roots of juvenile disturbances. A better approach is promised in the forthcoming conferences sponsored by the Dept. of Health, Education and Welfare. According to present plans, the conferences will seek to chart ways of scientifically investigating the effects television may have on juvenile viewers.

At this point no one knows whether there is a causal relationship between juvenile crime and television or between juvenile crime and movies or books or newspapers or any other mass medium. And there is no easy way of finding out.

Only through extensive research, scientifically conducted in an academic atmosphere, is there any hope of getting at the problem. As now constituted, the Dodd subcommittee lacks the qualifications to do the job.

It didn't require a Dodd subcommittee to prove that tasteless episodes have occurred in television schedules. But from present knowledge it cannot be assumed that tastelessness has any effect whatever on juvenile behavior.



Drawn for BROADCASTING by Sid Hix

"Harry, you're favorite maid is on!"



During the average quarter-



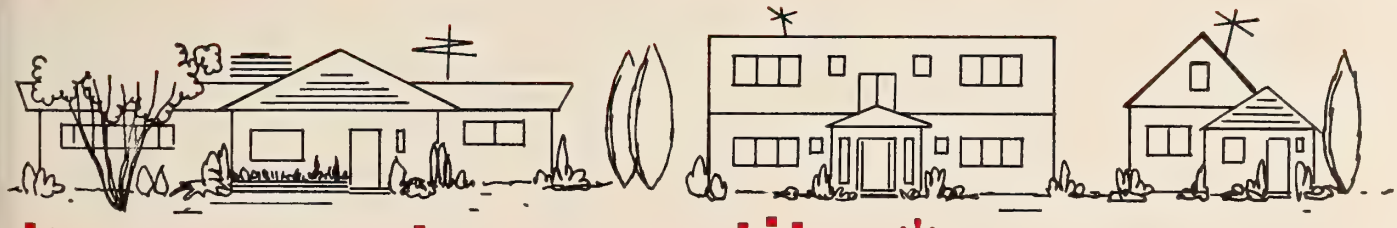
hour from 6:00 p.m. to sign-off,



KSTP-TV reaches 9% more homes



in the Northwest Market than



its nearest competitor*

*NIELSEN STATION INDEX, February, 1962

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

KSTP television

MINNEAPOLIS • ST. PAUL

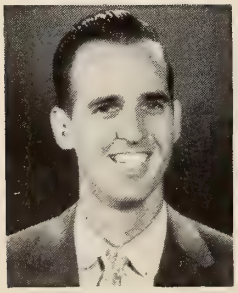
100,000 WATTS • NBC

A GOLD SEAL STATION

CHANNEL 5



WKRG-TV Selects RCA-5820A as "The best we've ever worked with"



"We tried our first set of RCA-5820A's in April 1961. They are without a doubt the best camera tubes I have ever worked with," says Donald D. Patton, Chief Engineer, WKRG-TV, *Mobile, Ala.*

With RCA-5820A Image Orthicons, superior quality black-and-white TV is possible. WKRG-TV has confirmed this—after a search for the best camera tubes led them to the RCA-5820A. After more than 2,000 hours, the first set of these I.O.'s was retired—and replaced with another set of RCA-5820A's, of course!

WKRG-TV's experience is typical. And because it is, the RCA-5820A is today's most popular Image Orthicon. More than 57,000 image orthicons have been produced by RCA over the past 15 years. For versatile black-and-white studio and outdoor operations, you can't beat them.

Your Distributor of Broadcast tubes can provide immediate delivery of RCA-5820A's, and other RCA tubes as well.

RCA Electron Tube Division, Harrison, N. J.

RCA® THE MOST TRUSTED NAME IN TELEVISION

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 28, 1962

Commercial claims, program content to get closer scrutiny 27

Advertising urged to do its own weeding or risk federal intervention 32

SPECIAL REPORT: the Michigan market in full economic stride 67

Human behavior machine will offer dry runs for ad campaigns 40

COMPLETE INDEX PAGE 7



WGR

BUFFALO

40 successful years of service
to the people of western New York
and to the Radio Broadcasting industry.

Edward Petry & Co., Inc.
Radio Division
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

things are looking-up

IN THE JOHNSTOWN-ALTOONA MARKET

PUBLIC PROJECTS





WJAC-TV is first where it counts!

...MORE THAN 34½ MILLION DOLLARS IN FEDERAL, STATE AND LOCAL PUBLIC PROJECTS is scheduled for 1962 in the Johnstown-Altoona market alone! Added to business and industry's new multi-million dollar investments, this forecasts more jobs, increased payrolls, and greater-than-ever buying power for the people who need and want your product. Reach that waiting audience through WJAC-TV—the station more people in Southwestern Pennsylvania watch most!

Check the facts. There's solid proof that WJAC-TV is first where it counts--in top shows, top audience, total coverage.

Get all the details from . . .
HARRINGTON, RIGHTER and PARSONS, INC.

SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN · CHANNEL 6

"THE SIXTH SENSE" part of the...



NEW Spirit of St. Louis

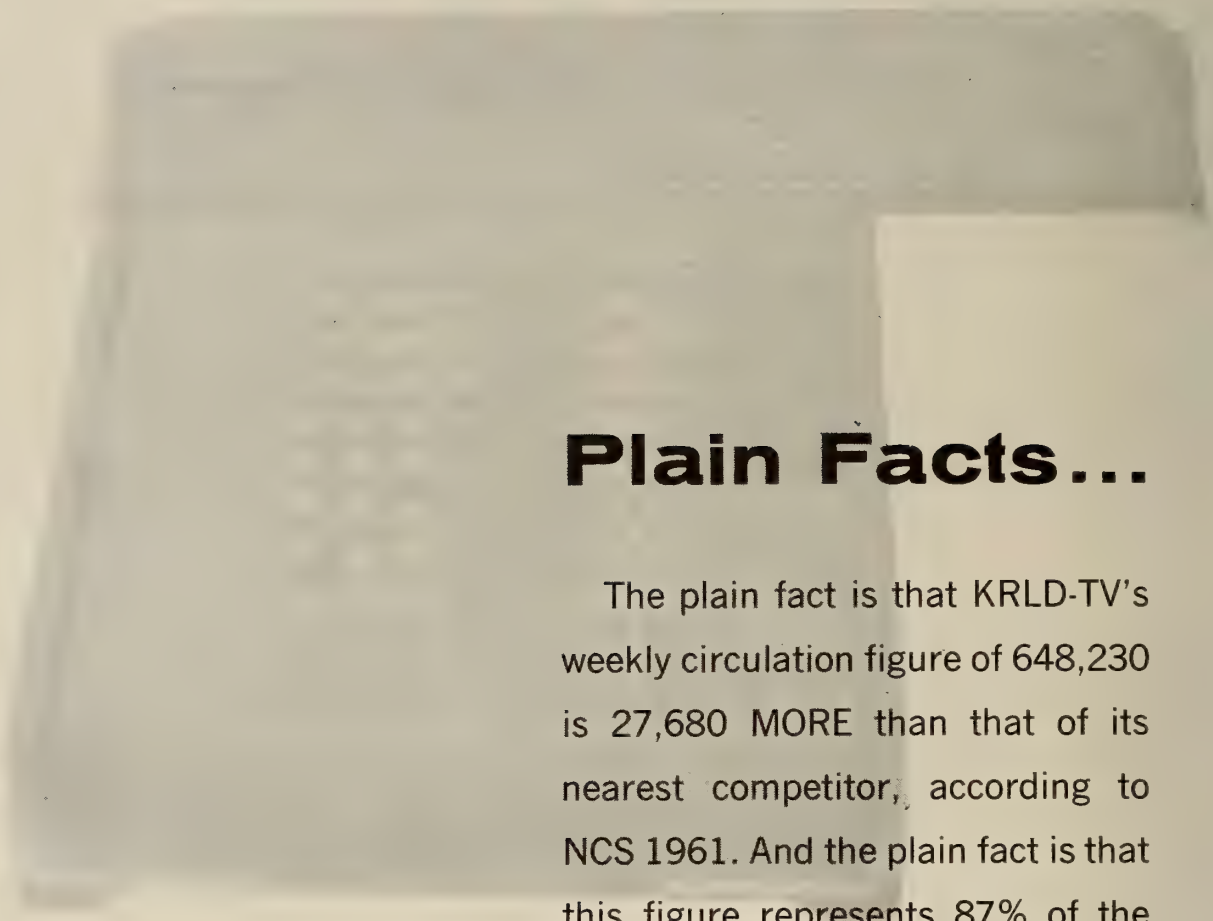
What is the "sixth sense?"

Two things: a phenomenon believed to be the "inherent sense of appreciation" — and the name of a new television series produced by KTVI to stimulate appreciation of the fine arts among teen-agers.



In St. Louis the quality buy is

KTVI



Plain Facts...

The plain fact is that KRLD-TV's weekly circulation figure of 648,230 is 27,680 MORE than that of its nearest competitor, according to NCS 1961. And the plain fact is that this figure represents 87% of the TV Homes in the Dallas-Fort Worth market area.

Your Advertising Time Sales representative will be happy to give you more plain facts about a schedule tailored exactly to your needs.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT®

CBS-TV compensation hopes

CBS-TV's embattled program compensation plan for affiliates is facing a death blow in form of FCC decision holding arrangement violates FCC rules. Proposed letter to CBS was on FCC agenda last week but was passed over without discussion. Last fall, FCC had charged plan is unlawful (BROADCASTING, Oct. 30, 1961) and in reply CBS maintained FCC has no legal concern with network-affiliate compensation (BROADCASTING, Dec. 11, 1961). Justice Dept., too, has attacked plan with court suit charging it violates antitrust law (BROADCASTING, April 16). In proposed final ruling that plan is illegal, FCC does not touch antitrust angle. It says plan is illegal because it hinders and penalizes affiliates from carrying programming of other networks and syndicators.

Another agenda item passed by FCC last week was proposed letter to WAVY-AM-TV Portsmouth-Norfolk, Va., concerning sale of stations to Gannett Inc. for $4.5 million. FCC wants more information on past operation of tv station and agreement to pay protesting Beachview Broadcasting Co. $98,750 after sale is consummated (BROADCASTING, *March 12*). *Commissioners have been given thick staff analysis with conclusion sale cannot be approved on basis of information now on hand. Beachview, original losing applicant for ch. 10 facility (WAVY-TV) in 1956, has protested license renewal application of WAVY-TV and proposed sale to Gannett* (BROADCASTING, *Oct. 9, 1961*).

That FCC vacancy

Contrary to reports, Chairman Warren G. Magnuson (D-Wash.) of powerful Senate Commerce Committee has not urged President Kennedy to appoint his Washington protege, Kenneth A. Cox, chief of FCC's Broadcast Bureau, to replace Commissioner John S. Cross on FCC. Senator Magnuson, it's learned authoritatively, advised chief executive that "if" there's going to be vacancy, he would "like to see it given to Ken Cox." Thus he did not directly oppose reappointment of Mr. Cross, whose term expires June 30.

Word persists that Administration would like to find pre-Democratic convention JFK supporter for FCC vacancy but hasn't succeeded. Mr. Cross is still regarded as odds-on bet to succeed himself because of solid support of formidable Arkansas congressional delegation and his FCC record. And Mr. Cox is regarded as certain successor to Commissioner T. A. M. Craven when latter's current term expires on June 30, 1963, at which time he will retire because of having reached statutory age of 70.

Grumbles Syracuse manager

William H. Grumbles, former vice president and general manager of General Teleradio's WHBQ-TV Memphis and former vice president, RKO General, New York, will become general manager of new ch. 9 Syracuse station which is shooting for mid-September operation on interim basis until FCC finally chooses among ten aspirants. Station, which corporately will function as Channel 9 Syracuse Inc., will be affiliated with ABC and is first of drop-ins authorized by FCC earlier this year to be activated. Mr. Grumbles now is part owner of WHHM Memphis, but is disposing of his interest. Call letters have not yet been assigned but interim operation by nine of the applicants has been cleared by FCC.

New looks at fm

Limited fund of research data available on fm audience will be bolstered in near future by two major surveys. Pulse Inc. study will show 44% of homes have incomes of $7,500 per year and over compared to 26% of non-fm homes and total U. S. circulation of nearly 15 million fm homes. QXR Network is completing study of huge 250,000-interview base plus fact-file analyzing findings of past surveys.

Italian tobacco taboo

There's more than meets eye in edict of Italian government banning advertising of tobacco in Italy. Tobacco is government monopoly (as it is in France) and with onset of Europe's common market, West German tobacco companies (utilizing imported American leaf) had planned extensive advertising campaign since all common market members would have free access in merchandising of products in cooperating countries. Advertising ban, which includes commercial tv, thus is calculated to protect Italian monopoly against inroads of common marketeers as well as of American manufacturers. British cancer scare gave Italian government perfect vehicle for imposing ban.

No show low blow

Community tv operators who flocked to Washington May 24 for special, informal session with FCC (see page 56) are miffed at no shows by most commissioners. Commissioner Hyde was only member of FCC to stay any length of time to hear catv viewpoints on various problems facing cable industry. Chairman Minow stopped in only to pay his respects. High level FCC staff group included Ken Cox, Broadcast Bureau chief; Jim Sheridan, assistant to Chairman Minow; Hilbert Slosberg, assistant to FCC general counsel, and Byron Harrison, Common Carrier Bureau.

Corinthian follows WBC

Corinthian is second station group backing reduction of product-protection standards from 15-minute separation (also see story, page 34). Corinthian says agencies and advertisers themselves are responsible for changing existing tv conditions and stations must accommodate buying patterns. Detailed letter to Ted Bates agency resisting Westinghouse Broadcasting Co.'s move to reduce separation says advertisers should be protected against back-to-back slotting of competing products and that "maximum" spacing between products should be exercised where reasonable but that stations can't be held to "make-goods" and "guarantees" where 15-minute separation is not possible.

RAB's radio course

"Cram session" to help orient FCC in business fundamentals of radio is being prepared by Radio Advertising Bureau. Plans were talked over by RAB President Kevin B. Sweeney and FCC officials at recent meeting. Current prospect is that RAB will give its briefing either to FCC in advance of up-coming FCC-industry "shirtsleeves conference" on overpopulation, or to all conferees as presentation early in that conference.

Truman in the wings

After initial blast of fanfare last year on proposed Harry S. Truman tv series, Talent Assoc.-Paramount Ltd. has been silent on plans, leading to speculation project has been tabled. 'Taint so. Company has hired top producer-writer, Robert Alan Aurthur, to proceed with Truman series and two one-hour episodes of 13 already have been completed.

Published every Monday, 53rd issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

"CONNIE AWARDS"

for Meritorious Service

presented to

WSIX-TV
WSIX RADIO

WSIX-TV received **two "CONNIE" Awards** for exceptional, locally-produced television programs: **"Know Your Bible,"** in the category of Religion, and "**Romper Room,**" in the Children's Educational category. For the fourth consecutive year, these outstanding shows have won the **"CONNIE" Award!** Additional honors for **Channel 8** were Citations given for three non local productions — **"The Lawrence Welk Show," "Ben Casey,"** and **"The Christophers."**

WSIX RADIO, outstanding member of an eleven-station market, copped 50% of the citations awarded in this media. Presentations were made for the **"Paul Harvey News"** and **"Hour of Decision."**

All awards were determined and presented by the Radio and Television Council of Middle Tennessee

WSIX *Broadcast Center*

441 MURFREESBORO ROAD • NASHVILLE, TENN.



Represented Nationally by: PETERS, GRIFFIN, WOODWARD, Inc.

WEEK IN BRIEF

The shooting at tv persists but the effort to raise program and commercial standards is being intensified by NAB, advertisers, agencies and government. NAB and networks adopt code plan. See lead story . . .

CLOSER CHECKS ON TV . . . 27

At the Better Business Bureau meeting the advertising industry heard some more plain talk. The tone—intensify self-regulation or face the risk of increased regulatory pressures by federal government.

SELF-REGULATION URGED . . . 32

Tv broadcasters face an anomaly. While their true costs have dropped, some of the largest clients demanded careful scrutiny of its costs at the spring meeting of the Assn. of National Advertisers. See . . .

PLEA FOR TV COST SCRUTINY . . . 36

Ever heard of Ferro, Mogubgub & Schwartz? If you haven't, or even if you have, take a close look at the creative commercials developed for major advertisers by this firm of visual communicators. See . . .

'HARD SELL' COMMERCIALS . . . 44

For the moment, at least, reaction to the relaxing of competitive adjacencies is calm. American Home Products disclosed it will judge each product protection situation on individual circumstances. See . . .

MAVERICK IN BATES STABLE . . . 34

The relationship of tv broadcasting and community antenna systems has had difficult moments. The latest trend —two important broadcasters who have opposed catv have now decided to join their ranks. See . . .

THE TWAIN DO MEET . . . 56

All the alltime records for electronics manufacturing sales are about to be broken, judging by current indications. Dr. Elmer W. Engstrom, RCA, awarded EIA's annual distinguished service medal. See . . .

NEW ELECTRONICS HIGH . . . 62

It had to come some day. Now there's a "People Machine" all set for an advertising career. The gadget is designed to predict the impact and spread of an ad campaign. Next: Forecasts on dollar sales? See . . .

MEDIA FORECASTING DEVICE . . . 40

SPECIAL FEATURE: MICHIGAN

Business is on the move in Michigan as auto sales and output hit new highs. A depth analysis of this $10 billion market and the new economic vigor that marks a year of increasing business and income. See . . .

MICHIGAN'S NEW VIGOR . . . 67

Michigan has more new express roads than any other state and it has agriculture as well as industry. Farming, by the way, is the state's second income source, reaching close to a billion dollars a year. See . . .

AGRICULTURE IS SECOND . . . 74

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $12.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.

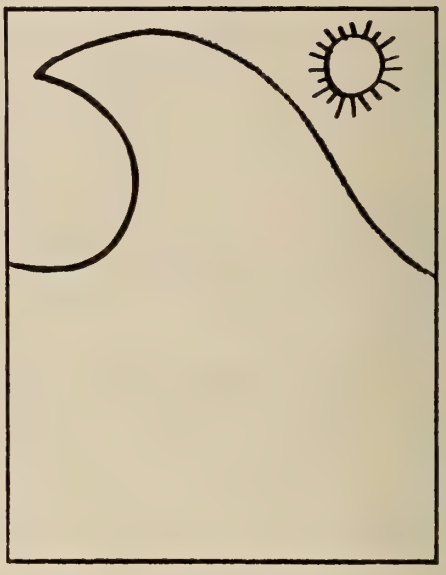
What's the big deal about Hawaii?



hulas,



palm trees,



surf,



bikinis,



pineapples



and Troy Donahue,

co-starring this Fall on 'Hawaiian Eye.'

And all in a new time slot (8:30 Tuesdays). Popular Troy Donahue is a new eye. But the girl he eyes, between other suspenses, is the same Hawaiian eyeful —Connie Stevens. Hawaiian Eye, now looking into an average of 11,300,000 TV homes*, will be coming on strong right after the new series Combat and just before The Untouchables. Even more eyes figure to be turning its way.

*Source: Nielsen National TV Index, total audience, January-April 1962.

ABC Television

FCC, frequency units okayed by EIA board

New FCC coordinating committee and frequency allocation coordinating committee to be set up within Electronic Industries Assn. were approved Friday by EIA board at its first meeting following annual convention in Chicago (early stories pages 62, 100). Board also said its consumer products division will establish *ad hoc* committee to deal with consumer-dealer public relations problems expected to arise should proposed new all-channel tv set legislation become law.

FCC coordinating committee would develop official policy and reconcile minority views within membership on matters to be put before FCC. Such policy previously was initiated by board itself. Frequency allocation coordinating committee will resolve intra-organization spectrum problems as well as advise FCC, other federal agencies and Dr. Irvin Stewart, White House director of telecommunications management.

EIA *ad hoc* committee on all-channel set problems would deal with explaining price increase of all-channel sets to consumers and educating them to properly tune continuous tuners to get best picture results. *Ad hoc* group also would explore recovery of market loss from set price rise, which, it is estimated, will be some 4%, equal to average price differential.

EIA board reported its consumer products and international divisions will meet with Defense Dept. officials to work out restoration of U. S.-made electronic entertainment products in post exchanges and ship stores around world. EIA said foreign products have just about dominated this $100 million market recently and felt U. S. products should at least have equal opportunity for sale. EIA also said that young people making such purchases are at age when they are just forming "brand" awareness and buying habits.

Iowa newsmen oppose Canon 35 court ban

Broadcast newsmen in Iowa will set up cooperative move to oppose Canon 35 of American Bar Assn., which bars radio and tv from court proceedings. Action follows meeting of Iowa Radio-Television News Assn. held May 18-19 in Cedar Rapids and was prompted by barring of working press from mock trial held in connection with Law Day ceremonies at State U. of Iowa Law School.

Tom Read, WHO Des Moines, was elected president of state news group and Bob Einhaus, KJAN Atlantic, was named vice president. Directors are Joe Malkin, KOKX Keokuk; Forrest Mitchell, KGRN Grinnell and Bob Woodward, KDTH Dubuque. Arthur Barnes, of State U. of Iowa Law School, was re-elected secretary-treasurer.

Several stations in Omaha, Neb., took part in meeting. Associate memberships will be offered newsmen in states bordering Iowa. AP broadcasters named John Lively, KFJB Marshalltown, president, and Dick Gorelick, KICD Spencer, vice president.

Off-screen sponsors?

In Minneapolis, iron-y is hot. Several tv stations there noted last week that during recent shutdown of newspapers there because of strike, local retailers issued shopping papers to advertise their items. These retailers, it was emphasized, rarely, if ever, use television. Nevertheless, shopping papers consisted entirely of items for sale and (guess what?) complete listing of daily television schedule in Minneapolis area.

Three on House unit oppose more FTC power

Members of House Commerce Committee indicated Friday that Federal Trade Commission should be given additional power to seek temporary injunctions from federal courts to halt fraudulent advertising or other illegal activities (see story page 46).

But Reps. Paul Rogers (D-Fla.), Walter Rogers (D-Tex.), and William Springer (R-Ill.) expressed opposition to proposal that commission be given authority to issue stop orders on its initiative.

They expressed their views while questioning witnesses during hearing on bill (HR8830) authorizing FTC to issue such temporary orders pending consideration of challenged business activity.

Rep. Paul Rogers said he was "unimpressed" with FTC argument that it should be given this power without having to go into court. He and others noted FTC now has authority to seek such court orders in certain cases and indicated it might be wise to expand this authority to include other areas of FTC activity.

Salute to Hope

President Kennedy will join top radio-tv personalities this week in salute to Bob Hope on veteran NBC comedian's birthday Tuesday (May 29). NBC Radio will broadcast 25-minute special tomorrow night honoring Mr. Hope. Shorter version of program was presented yesterday (Sunday), on *Monitor*.

Joining President Kennedy in saluting Mr. Hope will be Robert W. Sarnoff, NBC board chairman, Bing Crosby, Jack Benny and other radio-tv stars.

WAUC seeks hearing on new am proposal

WAUC Wauchula, Fla., has asked FCC to deny application by Brush Broadcasting Co. for new am station in Wauchula or to set hearing with issues to include whether Wauchula can support another radio station.

Another issue requested is on whether grant of another station would do severe economic injury to WAUC, possibly forcing it to fold. Station said it made less than $600 in its most profitable year.

WAUC submitted affidavits from civic leaders of Wauchula stating Brush had not made survey or contacted them about community's needs and interests. WAUC said Brush bid should also be denied on these grounds.

Hearing requested by WAUC bears resemblance to one ordered in Riverton, Wyo., then reconsidered by FCC (see page 50).

N.Y. admen castigate U.S. 'thought leaders'

Advertisers and agencies should concern themselves with "potential purchasers" who make buying decisions in American homes and not so-called intellectual "thought leaders," according to Otto Kleppner, of Kleppner Co., New York.

"To hell with calling thought leaders thought leaders," Mr. Kleppner said in panel discussion at annual New York dinner meeting of the Advertising Agency, Publishers & Public Relations Com-

more AT DEADLINE page 10

NBC estimates 65 million saw orbit on tv

Early estimate (by NBC-TV) of national tv audience of Carpenter orbital flight: 65 million people watched coverage on tv sometime during day of May 24. This is under comparable figure of 96 million initially estimated for coverage of Glenn shoot of Feb. 20.

Not only were audience figures down but also costs: quickie cost estimates for tv network placed totals at $1.5-$2 million compared to more than $3 million estimated shortly after Glenn launching. Carpenter coverage cost networks less because of fewer delays and because of experience gained from prior man-shoot. CBS News claimed it fed 86% of all CBS-TV network hours that day—all-time record.

mittee of the United Jewish Appeal Campaign last week. Mr. Kleppner said they are thought leaders only "in certain areas."

In panel discussion on "What We Can Do to Improve Advertising's Image," Guild Copeland, executive vice president, Lennen & Newell, New York, said real thought leaders today are those in advertising "who communicate with the people." It is not advertising product itself that is criticized, "but the power we wield," he added.

Harry Harding, executive vice president of Young & Rubicam, New York, said thought leaders are not really criticizing advertising itself, but "society and business in general."

The discussion followed the showing of new American Assn. of Advertising Agencies' film, "The Ad Man (Thought-Leader Version)," produced for showing to ad agency personnel. Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, New York, moderated panel. Emil Mogul, president of Mogul, Williams & Saylor, New York, and Maxwell Dane, treasurer and general manager of Doyle Dane Bernbach Inc., New York, were co-chairmen of dinner.

Writers group presents annual radio-tv honors

Writers Guild of America announced winners of its annual television-radio scripts awards last week.

In New York awards were accepted by Phil Reisman Jr. for his script "The Real West," (*Project 20*) best documentary and Robert S. Greene for "The Lincoln Story," best radio script, any type.

On West Coast, awards were presented to Christopher Knopf for "Death of the Temple Bay" (*June Allyson Show*), best dramatic anthology script; Barry Trivers for "The Fault in Our Stars" (*Naked City*), best dramatic episodic script; Bernard Schoenfeld for "The Little Mermaid" (*Shirley Temple Storybook*), best adaptation from material not originally written for television; and Charles Stewart and Jack Elinson for "Manhunt" (*Andy Griffith Show*), best comedy script.

House committee okays copyright extensions

House Judiciary Committee has approved bill (HJ Res 627) that would keep alive until Dec. 31, 1965, copyrights that would otherwise expire before then. Bill is intended to protect those copyrights pending congressional action on revision of copyright law. One change would add 20 years to copyrights' renewal term.

Applicant to appeal FCC's freeze on ams

Prospective broadcaster, hit by FCC's am freeze on applications, plans to ask U. S. Court of Appeals in Washington to force commission to accept his application—implying collusion between NAB and FCC.

Fleet Enterprises, applicant for 50 kw daytime on 1070 kc at Greenville, S. C., filed application with FCC May 14, three days after am freeze was imposed (BROADCASTING, May 14). Commission has refused to accept application. Applicant intends to file today (May 28) with appeals court asking that FCC be required to accept tendered application. Among points to be made is fact that (1) NAB group met with FCC Chairman Minow in April to discuss details of meeting suggested at NAB convention by Mr. Minow (BROADCASTING, April 30) without knowledge or presence of those opposed to any lid on standard broadcasting outlets; and (2) that FCC's processing line notice of April 19 directed that new applications in conflict with those ready to be processed must be filed by May 25.

Alabama, Too ▪ Prospective applicant for new am in Athens, Ala., on 1080 kc, also protested freeze in letter to FCC Chairman Newton N. Minow. Hudson C. Miller Jr. said that his group has spent thousands of dollars preparing application to compete with one already on file. He asked that freeze either apply also to applications on file or be lifted to accept competitors to those already on file.

Some dozen am applications filed with FCC Friday (May 25) were accompanied by requests that they be accepted under cut-off date of May 25 originally announced by agency when issuing processing line, instead of May 10, date partial freeze was announced.

In some cases applicants were refiling applications returned as incomplete before May 10 and asking that amendments be accepted.

Dolphin to enter tv programs, pr films

Dolphin Productions Inc., New York, producer of tv film commercials, announced last week it is expanding into fields of tv programming and public relations film production. Allan Stanley, president, said programming division will concentrate first on documentary and news-feature series and is developing *Aero-Space Reports,* half-hour programs on conquest of space for defense purposes, and untitled half-hour series on current events.

As part of expansion move, Mr. Stanley reported that Kurt Blumberg, formerly vice president of Robert Lawrence Productions, New York, has joined Dolphin as director of sales, and Robert J. Kinney, previously sales vice president of J. F. Films Inc., New York, has been added to staff as sales representative.

Allen show acquires producer, theatre

Westinghouse Broadcasting Co., in preparing new, 90-minute *Steve Allen Show* series, which goes on air June 25, has acquired producer and theatre.

Series, to be telecast 11 p.m. Monday through Friday, will be produced at Los Angeles' Fine Arts Theatre. But WBC is renaming it "The Steve Allen Playhouse." Show's producer will be Allan Sherman, who has served as producer-writer on various network name shows.

New series will replace *PM* (Mike Wallace), which is going off, and will be seen on Westinghouse's five owned tv stations, as well as on WPIX (TV) New York (BROADCASTING, May 21). Series is being offered to other stations on syndication basis, and reportedly some contracts have been signed.

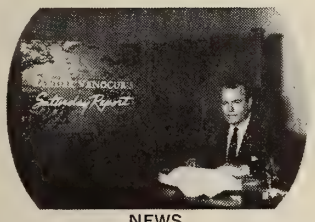
Vermont etv rulemaking

FCC has invited comments on rulemaking proposal to reserve at least four channels for Vermont's etv system. Under consideration is petition by U. of Vermont to reserve chs. 49 at Rutland and ch. 30 at St. Johnsbury for etv. Both are now commercial channels unassigned and with no pending applications. University also seeks shift of etv ch. 16 to etv ch. 22 in Burlington and assignment of etv ch. 26 to Windsor.

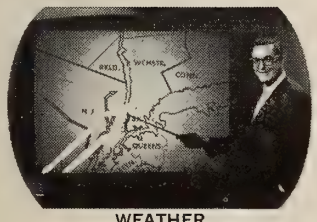
Soon...every station will own this **fully automated animation projector**

Cellomatic FUTURA Mark IV





NEWS


WEATHER

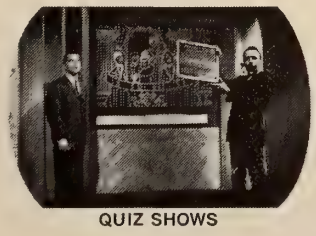


SPORTS

...add animation to your live shows and commercials!



COMMERCIALS


QUIZ SHOWS

Your locally produced shows can now be raised to network production quality with this unique Cellomatic projector. The fully automated Mark IV projector makes it possible for you to add animation as well as an unlimited range of unusual optical effects to your programs and commercials.

Cellomatic can be your complete easy-to-operate animation and special effects department... just as it is for such stations and networks as:

WLBT Jackson, Miss., WMAR-TV Baltimore, KBMT-TV Beaumont, WGBH Cambridge, Mass., WABC-TV New York, WNBC-TV New York, WRCV-TV Philadelphia, WHBF-TV Rock Island, ABC-TV Network, CBFT Montreal, CBMT Montreal, CBLT Toronto, Granada TV, London and Rhodesia TV Ltd.

write, wire or phone Cellomatic PROJECTION EQUIPMENT
A Division of Screen Gems, Inc.
711 FIFTH AVENUE • NEW YORK 22 • PLaza 7-7895

A COLLEGE DEBATE/A ROW OF ROCKETTES/A JOURNEY WITH JACQUELINE/SHARI, HUSH PUPP



THIS IS NBC

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

ND LAMB CHOP/ PABLO CASALS AND A BREAKTHROUGH IN HEART SURGERY



LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD



FARM Reporter Of The Year Wally Ausley. Outstanding staff personalities help make WPTF the respected leader in a vital segment of the Southeastern market.



Measure of a Great Radio Station

WPTF

Raleigh-Durham NBC
50,000 Watts - 680 KC

Dick Mason, General Manager
Gus Youngsteadt, Sales Manager

HENRY I. CHRISTAL CO. National Rep.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

MAY

*May 28—**Hollywood Ad Club**, luncheon meeting. Daniel Lewis, president, Johnson & Lewis, San Francisco, and Walter Terry, vice president, will take club members "Behind The Scenes With Bank of America's Advertising," with emphasis on the bank's award-winning tv and radio commercials. Nate Tufts, vp and manager of J & L's hollywood office, will be chairman of the day. Hollywood Roosevelt Hotel, Hollywood.

May 29—**Board of Broadcast Governors** public hearings. Cathedral Hall, 425 Sparks St., Ottawa, Ont., Canada.

JUNE

June 1—**UPI Broadcasters of Michigan**, spring meeting. Normandy N-C Room, Sheraton-Cadillac Hotel, Detroit.

June 2-3—Oklahoma AP Radio-Tv Assn. Tulsa.

June 10-16—**American Women in Radio & Television** "Century 21" seminar, on communications and broadcasting with a view toward space age living. Registration deadline May 15; registration fee $150. World's Fair, Seattle.

June 11-12 — **North Carolina Assn. of Broadcasters annual convention, Heart of Charlotte Motel, Charlotte.**

June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.

June 11-15—American Federation of Musicians 65th annual convention. Public Auditorium and Hotel Penn-Sheraton, Chicago.

*June 12-14, 1962—**Armed Forces Communications & Electronics Assn.** annual convention and exhibition. Speakers will include Dr. Harold Brown, director, research and engineering, Dept. of Defense; Dr. Irvin Stewart, White House director of telecommunications management; Rep. George P. Miller (D-Calif.), chairman of the House Science & Astronautics Committee. Panel discussions will include Modern Trends in Data Communications, Command Control for Survival, Telstar Satellite, and Getting More for the Defense Dollar. Sheraton Park Hotel, Washington, D. C.

June 13-16—**Florida Assn. of Broadcasters annual convention. International Inn**, Tampa. Speakers include Kenneth Cox, Broadcast Bureau Chief, FCC; Charles A. Sweeney, chief, Div. of Food & Drug Advertising, Bureau of Deceptive Practices, Federal Trade Commission; John F. Meagher, NAB vice president for radio; George W. Thorpe, president, WVCG-AM-FM Coral Gables, and Dr. David Schwarts, Georgia State College of Business Administration.

June 14-15 — Western Assn. of Broadcasters, convention. Jasper Park Lodge, Alta.

June 14-16—**Florida AP Broadcasters Assn.** meeting, Tampa.

June 15-16—**Wyoming Assn. of Broadcasters**, annual meeting. Jackson Lake Lodge, Jackson.

June 16—**Florida UPI Broadcasters Assn.** annual meeting. International Inn, Tampa.

June 16—New deadline for reply comments on **FCC** proposal to charge fees for applications for new stations, license renewals, transfers of control or major facilities changes, and for other non-broadcast licenses.

June 16 — Georgia Assn. of Broadcasters annual Golf Day, Athens.

June 17—**Wyoming AP Broadcasters** meeting. Jackson Lake Lodge, Grand Teton National Park.

June 17-22—Annual convention of the National Community Television Assn. Shoreham Hotel, Washington, D. C.

June 18-19—**Institute of Radio Engineers**, Chicago spring conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 19—**Georgia Assn. of Broadcasters** first annual Tv Day. Atlanta.

June 19-21—**Iowa Tall Corn Radio Stations**, annual meeting. Crescent Beach Lodge, Lake Okoboji, Iowa.

June 20-22—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.

June 20-22—American Marketing Assn., 45th annual conference. Netherland Hilton Hotel, Cincinnati.

*June 21—**Southern California Broadcasters Assn.** luncheon. Russell I. Hare, space buyer and research director, Tilds & Cantz, Los Angeles, will speak. Michael's Restaurant, Hollywood.

June 21-23—**Mutual Advertising Agency Network** national meeting. Palmer House, Chicago.

June 22—Deadline for reply comments on **FCC** proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets.

June 22-23—**Colorado Broadcasters Assn.** annual convention. Harvest House, Boulder.

June 23-27—**American Academy of Advertising**, fourth national convention. Denver-Hilton Hotel, Denver.

June 23-28 — **Advertising Federation of America, 58th national convention, in conjunction this year with Advertising Assn. of the West.** Theme of the joint meeting will be "All-American Advertising Roundup." Denver-Hilton Hotel, Denver. Speakers include Mrs. Esthe Peterson, assistant secretary & director of Women's Bureau, U. S. Dept. of Labor; Max Banzhaf, director of advertising, Armstrong Cork Co.; Whit Hobbs, vp, BBDO; John Crichton, president, AAAA; David F. Bascom, board chairman, Guild, Bascom & Bonfigli; Thomas B. Adams, president, Campbell-Ewald; Don Tennant, vp for tv, Leo Burnett Co.; William Tyler, New York advertising consultant, and Russell Z. Eller, advertising director, Sunkist Growers, Los Angeles.

June 23—Advertising Federation of America, ninth district meeting. Denver.

June 25-29—Workshop on television writing, sponsored by **Christian Theological Seminary.** Featured guest will be tv writer John Bloch. Christian Theological Seminary, Indianapolis.

June 25-Aug. 18—**Stanford U. 20th annual**

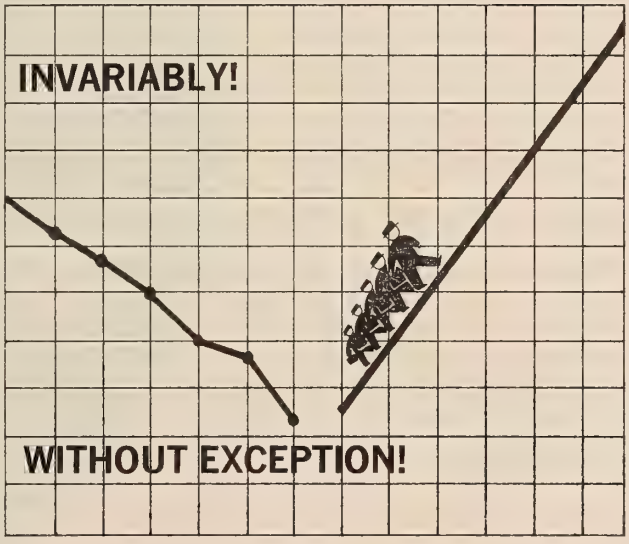
TvB sales clinics

May 29—Hillsboro, Tampa
May 31—Dinkler Plaza, Atlanta
June 5—Statler Hilton, Buffalo
June 5—Sheraton-Belvedere, Baltimore
June 7—Sheraton-Cleveland, Cleveland
June 7—John Marshall, Richmond
June 19—Tropicana Motel, Fresno
June 21—Benson, Portland, Ore.
June 22—Vancouver, Vancouver
June 26—Writers' Manor, Denver
June 28—Sheraton-Fontenelle, Omaha

H-R OUTSELLS ITS COMPETITORS BECAUSE

From the first day of representation, H-R gives **total sales momentum** as your national spot sales representative. Each salesman in every H-R office is a specialist, completely informed on a new station before H-R begins selling.

When a station announces its intention to join the H-R Limited List, a "sales team" visits the market, reviews with management and department heads every facet of the station's operation. The H-R sales staff studies the station's facilities, programming, production, sales promotion, research and personnel. Every salesman, well in advance of takeover, knows the unique selling propositions of the station . . . and of the competition.



Agencies and advertisers rely on the continuous selling and complete service H-R provides, and this results in more dollars for H-R stations.

That's why, throughout its 13-year history, H-R has **invariably shown a substantial increase** in national spot business for every station it has taken over from any other representative! Without exception!

Total Sales Momentum from the first day of representation is another reason why . . . H-R Outsells Its Competitors. We'll be glad to show you all the facts and figures at your convenience. Why not call us?

HR Representatives, Inc. Television, Inc.

Atlanta • Chicago • Dallas • Des Moines • Detroit • Hollywood • Minneapolis • New York • St. Louis • San Francisco

A TELEVISION FIRST

AUTHENTIC REVELATIONS OF LIFE BEHIND THE IRON CURTAIN

PICTURE AND TEXT FACTUALLY COMBINED TO CLARIFY THE FUNDAMENTAL DIFFERENCES BETWEEN COMMUNISM AND THE FREE WORLD.



BRAIN-WASH WITH SOFT SOAP... Do the Russian people believe what they are told? **AS THE TWIG IS BENT**... How much education? Who gets it? **LIFE IN THE LAND OF THE MASSES**... What does a Russian do with his leisure time? **THE YELLOW AND THE RED**... Behind the Bamboo Curtain — films never before seen in America **UNDER A RED STAR**... Does communism encourage free love? **HOW DO THEY KEEP THEM DOWN ON THE (COLLECTIVE) FARM?**... What's in it for the farmer? **ESPIONAGE AND COUNTER-ESPIONAGE**... A totally real, melodramatic world **LADY IN RED**... What happens to the woman in a communist society? **LITTLE BOY RED**... Soviet and American child compared from the cradle to age 10 **LATIN AMERICA AND COMMUNISM**... What is the communists' plan for the America's? **THE WORKER'S PARADISE**... What are the working conditions? Rates of pay? **THE HEALTHY COMRADES**... Why are most Russian doctors women?

COMMUNISM:

R.

M.

E.

"...A RIDDLE, WRAPPED IN A MYSTERY, INSIDE AN ENIGMA"

—SIR WINSTON CHURCHILL

TWENTY-SIX, 30-MINUTE PROGRAMS FORCEFULLY REVEAL GENERALLY UNKNOWN FACTS ALL AMERICA WANTS TO KNOW

FILMED BY: FOX MOVIETONE NEWS... Over 250 experienced staffmen in 36 bureaus... throughout the world... *RESEARCH AND BACKGROUND:* UNITED PRESS INTERNATIONAL... more than 10,000 editors, correspondents, technicians. Many behind the Iron Curtain... *PRODUCTION AND SCRIPTS:* SHERMAN H. DRYER... Winner of 55 national awards and two-time winner of Peabody Award.

Storer Programs INCORPORATED

Offices in: CHICAGO, LOS ANGELES, HOUSTON, ATLANTA

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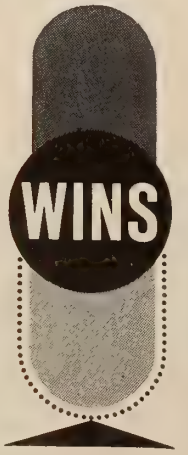
how to sell New York

Leave it to Lacy



Who has an uncanny talent for selling his sponsors' products? Jack Lacy, of course!

Your commercials on WINS will be in good hands with Jack. He has over 25 years of experience in selling all kinds of products to all kinds of audiences. He governs the buying habits of thousands of families in WINSland, that mammoth market in and around New York.



Jack is only one reason why WINS is **everybody's station in N. Y.**

All the others? Out of N. Y. C., call national representative Robert E. Eastman & Co., Inc. In New York City call WINS, JU 2-7000

radio-tv-film institute. Stanford U., Stanford, Calif.

June 27-July 2 — National Advertising Agency Network national meeting. Dorado Beach Hotel, San Juan, P. R.

June 29-30—Texas AP Broadcasters Assn., 15th annual meeting. Hotel Texas, Fort Worth.

JULY

July 15-27 — Advertising Federation of America, Harvard Management seminar for advertising and marketing executives. Harvard U., Cambridge, Mass. Deadline for candidates' applications May 15.

*July 19-21—**Idaho Broadcasters Assn.**, annual meeting. Bannock Hotel and Motor Inn, Pocatello.

July 25-29—First International Sound Fair, Cobo Hall, Detroit. Trade exposition and simultaneous business congress for dealers, distributors of records, phonographs and components, and radio programmers.

July 31 — **Radio & Television Executives Society's** fourth annual Fun Day. Wykagil Country Club, New Rochelle, N. Y.

July 30-Aug. 4—**Cornell U.'s** fourth annual Public Relations Institute. Speakers will include Dr. Carl A. Menninger, chairman of the Board of Trustees and chief of staff of the Menninger Foundation, Topeka, Kan.; Clarence Randall, retired president and board chairman of Inland Steel Co. and former special assistant to President Eisenhower, and Edward Bursk, editor of *Harvard Business Review*. Ithaca, N. Y.

AUGUST

*Aug. 5-7—Joint meeting of **Georgia Assn. of Broadcasters** and **South Carolina Broadcasters Assn.** NAB President LeRoy Collins will speak. Holiday Inn, Jekyll Island, Ga.

*Aug. 17-18—**Oklahoma Broadcasters Assn.**, summer meeting. Skirvin Hotel, Oklahoma City.

Aug. 21-24—**Western Electronics Show and Convention**, Los Angeles Memorial Sports Arena. Papers, abstracts and summaries due April 15.

Aug. 31-Sept. 9—**1962 World's Fair of Music & Sound.** An international exposition devoted to every area of the music and sound industries. McCormick Place, Chicago. Paper titles and abstracts due March 15.

SEPTEMBER

Sept. 11-13—**Electronic Industries Assn.**, committee, section division and board meeting. Biltmore Hotel, New York.

Sept. 12-13—**CBS Radio Affiliates Assn.** annual convention. Waldorf-Astoria Hotel, New York.

Sept. 12-14—**Michigan Assn. of Broadcasters**, fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 14—**Advertising Federation of America**, first district meeting, Cape Cod area.

Sept. 14—**Georgia Assn. of Broadcasters**, 2nd annual South-East Radio-Tv Seminar. Atlanta.

Sept. 14—**Advertising Federation of America**, first district meeting, Cape Cod area. La.

Sept. 28-29—**Institute of Radio Engineers**, 12 annual broadcast symposium. Willard Hotel, Washington, D. C.

NAB Fall Conferences

Oct. 15-16—Dinkler-Plaza, Atlanta
Oct. 18-19—Biltmore, New York
Oct. 22-23—Edgewater Beach, Chicago
Oct. 25-26—Statler-Hilton, Washington
Nov. 8-9—Sheraton Dallas, Dallas
Nov. 12-13—Muehlebach, Kansas City
Nov. 15-16—Brown Palace, Denver
Nov. 19-20—Sheraton-Portland, Ore.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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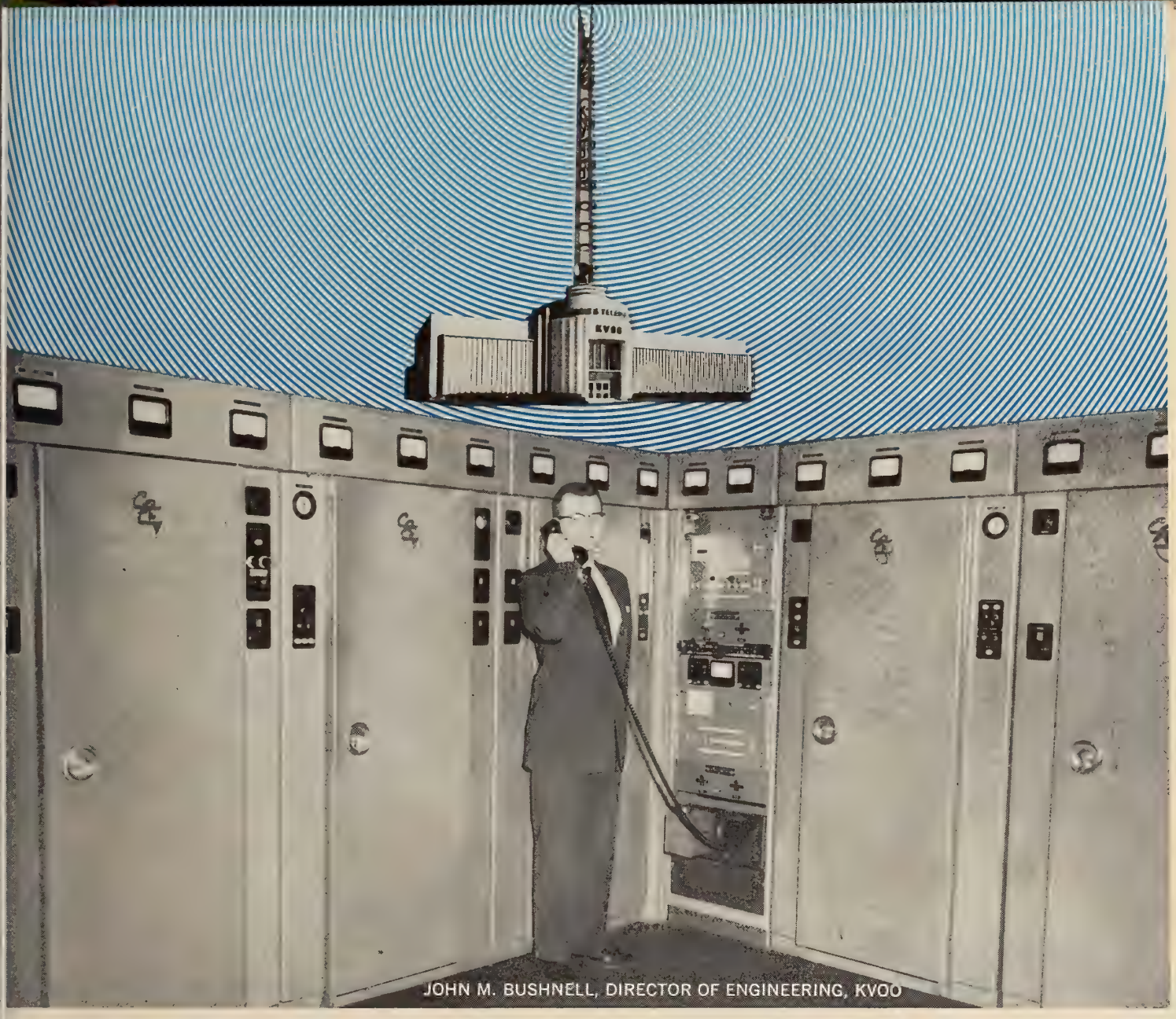
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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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JOHN M. BUSHNELL, DIRECTOR OF ENGINEERING, KVOO

CONTINENTAL TRANSMITTERS ALL THE WAY FOR KVOO . . . *50,000 watt Voice of Oklahoma*

Engineering teams from Continental Electronics have installed two new transmitters, two new transmitter remote control systems with RF switching gear and dummy load for KVOO, one of America's best known radio stations. It was Continental equipment all the way!

The years-ahead design, identical operation of the 5kw standby/CONELRAD transmitter and the driver of the 50kw transmitter, and the superb performance of Continental transmitters were influencing factors in this progressive station's choice.

HERE'S WHAT JOHN BUSHNELL, KVOO DIRECTOR OF ENGINEERING SAYS: ". . . How pleased we are with the Continental equipment. Because of the complex nature of the complete new transmitter plant (317B 50,000 watt transmitter, 315B 5,000 watt transmitter, RF switching, etc.) and two transmitter remote control systems; we have had to work very closely with your engineering department. I want to assure you that nothing but the most complete cooperation has been afforded by all engineers we have worked with . . . an outstanding job for us. Now that over 13,000 hours of operation have been logged on the 317B, with many of the original tubes still in use, we feel that our decision has been well founded with performance."

Continental Electronics

MANUFACTURING COMPANY • MAILING ADDRESS: BOX 17040 • DALLAS 17, TEXAS
4212 S. BUCKNER BLVD. • EV 1-7161 • LTV SUBSIDIARY OF LING-TEMCO-VOUGHT, INC.
Designers and Builders of the World's Most Powerful Radio Transmitters

OTHER CONTINENTAL 50 KW INSTALLATIONS: CKWX, WDIA, KRLA, WINQ, WJR, WOAI, KLIF, KFI, WOR, WHN, KFIF, KFAX, KEEL

talk about efficiency!

Nielsen says that there are some (not many) stations in the country that reach as many different homes monthly as WCKY. Every single one of them has a spot minute rate over $60.00 . . . some as high as $175.00. Check SRDS or H-R and you'll find that no station in the country delivers as many homes every month, every week for as few dollars as WCKY.

wcky•radio

50,000 WATTS • CINCINNATI

LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

OPEN MIKE ®

Breaking the bottleneck

EDITOR: BROADCASTING made a rare error in implying [CLOSED CIRCUIT, May 21] that the Television Information Office has not tried to keep Congressman Rogers advised of TIO's activities. BROADCASTING, long on the TIO mailing list, should know better. The congressman, like all his colleagues in the House (and senators and governors, and judges and mayors) has been sent TIO material regularly since late 1959.

We recognize that Congressman Rogers receives a great deal of mail, but his seeming failure to be aware of the industry's efforts through TIO may well arise from a bottleneck in his office rather than ours. We duplicated our mailings to Congressman Rogers in an attempt to break through the bottleneck and not as an embarrassed effort to amend for a "failure."—*Roy Danish, assistant director, Television Information Office, New York.*

[BROADCASTING reported that after he had criticized TIO in a speech, Mr. Rogers got letter from TIO "expressing regret that TIO had failed to keep him informed of work it was doing." Exact words used in pertinent part of letter were these: "We at TIO . . . cannot help but feel some chagrin at our apparent failure in the last two years to make our presence felt in your office, despite the fact that you have been on our opinion leader mailing list since early 1960."]

Board members only

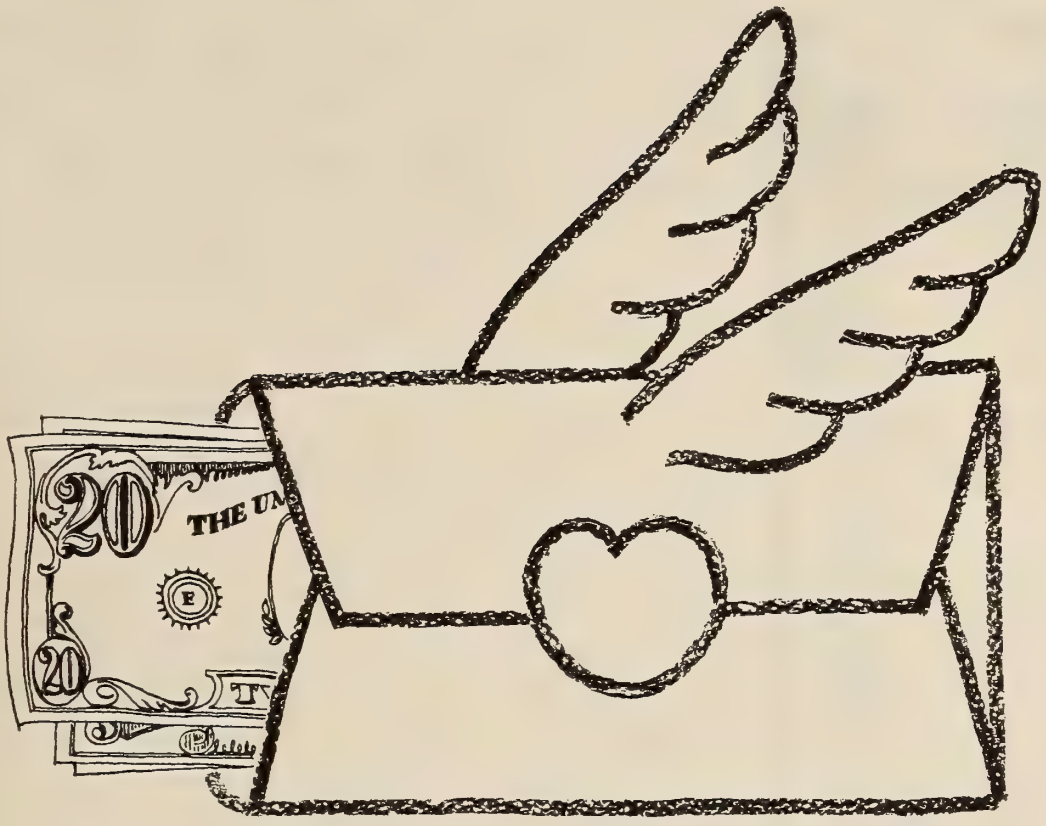
EDITOR: Harlan G. Oakes' letter [OPEN MIKE, May 7] concerning goodwill ambassadors' visit to Latin America requires a reply on my part to set the record straight. . . .

The visit was the result of an official invitation from the Inter-American Assn. of Broadcasters to members of the board of the National Assn. of Broadcasters; members who found it impossible to accept nominated other leading broadcasters. . . .

On the question raised by Mr. Oakes about the importance of people who can "speak passably or fluently the Spanish language," I agree. . . . We were fortunate that Howard Bell, NAB vice president, represented Gov. Collins on the tour, for he does speak Spanish fluently. . . . In addition, the presence of Jose Ramon Quinones, owner of WAPA San Juan, P.R., was invaluable. He serves with me on the IAAB board and is known and respected throughout Latin America. . . .—*Herbert E. Evans, president, Peoples Broadcasting Corp.; NAB representative and board member of IAAB.*

Special uhf stories

EDITOR: . . . Your report and survey articles on uhf [SPECIAL REPORTS, March 19, March 12] . . . have confirmed my views on the greatly increasing value



PAY AS THEY GO

An advertising agency executive, troubled by secretarial staff turnover, offered a bonus to a particularly promising applicant.

She was told that if she stayed a full year she would be given an extra week's salary and $100.

In spite of this inducement, seven months after she was hired she ran off with an up-and-coming time-buyer from a rival agency.*

Her boss, in recognition of her charm, decided to ignore this treachery and give her a proportionate share of the promised bonus. The day she left he handed her an envelope containing an extra week's salary and $20.

Tell us what she earned each week and earn an interesting memento for yourself.

** He not only regularly solves these puzzles, but reads the fine print, too. Solves client problems by buying WMAL-TV. Sound intuition based on documented evidence: WMAL-TV delivers the news to more than 4,000,000 viewers each week via twenty-two 30-minute news reports and twenty-one shorter ones. Contact your H-R representative for availabilities.*

• Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.

wmal-tv abc

Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.



SURE-FIRE RECIPE!
for Sales Success
in Los Angeles

POWER Now 50,000 and 100,000 Watts respectively for AM and FM stations. You get 2 for the price of 1.

MUSIC Beautiful music around the clock attracts adult listening audience.

NEWS On the hour, headlines on the half hour.

KPOL
AM 1540 • FM 93.9
LOS ANGELES
REPRESENTED BY PAUL H. RAYMER CO.

"IT PAYS TO USE KTVE"



So says Jerry Ryan of RYAN CHEVROLET COMPANY in Monroe, La.

OVER 100 LOCAL ADVERTISERS USE KTVE REGULARLY TO GET SALES RESULTS & PROFITS

NBC abc

KTVE

CHANNEL 10

EL DORADO MONROE GREENVILLE

REPRESENTED NATIONALLY BY:
VENARD RINTOUL & McCONNELL
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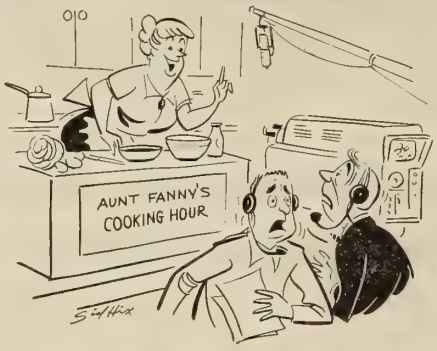
of the upper frequency tv channels. . . . The vast electronic progress . . . during the past ten years has contributed immeasurably to the technique of hig power in the upper bands. . . .

Your comprehensive articles should . . . help the uhf groups decide to proceed with their plans in tv. . . . You have made a great contribution to the growth of radio by expanding its horizons into uhf. There's billions of dollars in new growth in these frequencies. *—J. R. Poppele, Teleglobe Pay-Tv System Inc., New York.*

Soup cartoon

EDITOR: We were . . . amused by the cartoon of mushroom soup [EDITORIALS, April 2], probably because when it's Campbell's Mushroom Soup there's no question about the ingredients.

Seriously, we are wondering if you



"The soup you just saw our camera crew enjoy was made from mushrooms—I think—from my front yard!"

would find it possible to grant us permission to reprint this cartoon in a future issue of our salesmen's monthly newspaper, *Hi! Campbell. . . .—R. T. Birchard, assistant manager, sales promotion, Campbell Sales Co., Camden, N. J.*

[Permission granted.]

Radio anniversary story

EDITOR: Your article on the growth of radio [SPECIAL REPORT, May 14] was an interesting one.

May I distribute excerpts . . . for instructional purposes, with credit, of course, to your magazine . . .?—*Robert C. Williams, instructor, Department of Television, Brooklyn College of the City University of New York, Brooklyn.*

[Permission granted, with proper credit.]

EDITOR: Let me extend my personal congratulations and thanks for the fine 40th anniversary of radio stations feature. . . . This issue of BROADCASTING will go into the bookcase. . . .—*John M. Kittross, editor,* Journal of Broadcasting, *published by Assn. for Professional Broadcasting Education, University of Southern California, Los Angeles.*

EDITOR: . . . As you know, there is a constant battle in the industry as to who is "the oldest." KCBS feels its claim to that distinction is more than adequately proved. Even though your article cites the KCBS story in terms of what KCBS claims, the fact that you've given it such a prominent position . . . lends considerable weight . . . to the other proofs already available to us. . . .—*Jules Dundes, vice president and general manager, KCBS San Francisco.*

EDITOR: I would like a duplicate copy of the May 14 issue. Your outstanding 40th anniversary section provided such interesting reading that my operations director and myself want to keep this issue in our permanent file for reference. . . .—*Harry C. Snyder, general manager, KHUB Fremont, Neb.*

EDITOR: . . . Under KSO, you state the license was granted to H. F. Paar under call letters KWCR in Cedar Rapids, Iowa. I believe if you check closer you will find that KSO was licensed to the Clarinda Seed Co., Clarinda, Iowa, and the transmitter and studio were in the loft of the seed house. I have been in it.

KSO was purchased by the Cowles and moved to Des Moines as KSO and then sold later because of the dual ownership regulation that went into effect.

Now, the Cowles did buy KWCR in Cedar Rapids and a station in Ft. Dodge, Iowa, and combined them and moved them to Des Moines, using the call KRNT for the *Des Moines Register and Tribune* and it is still there as KRNT.

I attempted to buy the station in Ft. Dodge in 1931 and move it to Webster City, but the Cowles offered more money than I could rake up at the time. . . .—*Paul H. Daniels, manager, KCAR Clarksville, Tex.*

EDITOR: The May 14 issue should be accorded a permanent and guarded place in every library in the United States. Congratulations and thanks for a superb treatment of an exciting and cherished subject. . . .

Will you please send 12 reprints. . . . I am asking that this particular section be bound and filed for use by future graduate and undergraduate students.—*Edward C. Obrist, faculty, Division of Communication Arts, Boston University, Boston.*

[Reprints of BROADCASTING's look back at 40 years of radio are available at 25 cents each.]

Special interest?

EDITOR: The way the NAB head, Mr. Collins, backs FCC Chairman Minow, makes me wonder if Mr. Collins might have designs on the new super position [proposed for] the FCC.—*LaVern Garton, program director, WMNE Menomonie, Wis.*

ROCHESTER, NEW YORK IS *MOVING*...



MIDTOWN PLAZA—the gigantic shopping city of tomorrow, here today—boldly unique in America—a vibrant milestone in a dynamic metropolis' march into prosperity!

ROCHESTER, NEW YORK—a progressive city of high skill, high employment, high income, high ownership—witness:

SPENDABLE INCOME
. . . 19% above national average

SKILLED, PROFESSIONAL AND TECHNICAL EMPLOYEES (54%)
. . . 29% above national average

HOME OWNERSHIP (67%)
. . . 21% above national average

INCOME ABOVE $10,000/YEAR
. . . 23% of Rochester metro area

(All figures courtesy
Rochester Chamber of Commerce—1962)

TO REACH DEEP INTO THE PROSPERITY OF ROCHESTER, NEW YORK, YOU CAN NOT CHOOSE A MORE RESPONSIBLE VOICE THAN . . .

WHEC-TV

CBS BASIC

CHANNEL 10, ROCHESTER, N.Y.

HR Television, Inc.

MONDAY MEMO

from MARVIN S. CANTZ, president, Tilds & Cantz, Los Angeles

How to make the case for advertising heard where it counts

There is good reason to be respectful of the critics of advertising. You and I may question their judgment—but never their courage.

Without benefit of an organized, cohesive, group effort, these isolated individuals have accomplished more in a few short years than the entire advertising industry has in the past half-century! They have stirred up an avalanche of public sentiment. They have incited our lawmakers in Congress and state legislatures to support their testimony and to legislate accordingly.

They continue to criticize advertising and its practitioners for conspiring to influence society against its will. And the public applauds. They condemn advertisers for employing deceit and deception to sell their products. And the government responds with more anti-marketing legislation.

But how have we—"the professional molders of public opinion"—responded to such criticism? We have continued to retaliate with much of the usual, trite, ambiguous propaganda. To anyone who will listen, we claim: "You live better because of advertising." Or, "You can buy things for less because of advertising."

Our critics—the opinion leaders in every community—respond with a cynical nod and then continue the attack. And their followers—the general public—don't have the remotest idea what we've been trying to say. I suspect we've been talking to ourselves.

Weight and Substance ▪ What we need, and must have without delay, is an organized, cohesive, continuing program with weight and substance. I would suggest four areas in which a concerted effort could be directed profitably:

1. A logical interpretation of the actual responsibilities of advertising to private business enterprise under a democratic political system. This we direct to people in a position to influence public attitudes: John Galbraith, Vance Packard, Dr. Abraham Kaplan, Stan Freberg, Dr. Linus Pauling, and a number of our federal and state lawmakers, not to mention some misinformed people in our own industry. They each have something to learn about the simple mechanics of a free, competitive society.

2. A program of public education on the meaning and purpose of advertising in relation to the individual's social and economic freedom. Here, the general public is our taget.

3. A realistic appraisal of the advertising industry and its practitioners. We should take an objective look at ourselves—as we are and as we would prefer to be—and make a concrete effort to put our own house in order and to earn the stature this industry deserves.

4. An appeal to our companions in mass media to create a better environment for advertising, and accept the full extent of its responsibility to the community.

Straight Answers ▪ I suspect the most difficult job will be one of candidly and clearly interpreting the responsibilities of advertising and its practitioners. Why must we always feel compelled to justify our existence on the basis of a noble purpose? Our place in the community is not primarily intended to assure economic prosperity—or to improve the nation's standard of living! Of course advertising provides important benefits to the vitality of the community. But this, we must admit, is coincidental to our first responsibility of serving the personal interests of the business and industrial firms who pay for our services.

In a democracy, advertising people need not justify the purpose of their creative efforts on behalf of the individual and diverse interests. This is the nature of our economic and political system. Through the collective efforts of competing interests, however, there can be no doubt that the public's welfare has been served well. It seems almost too obvious to mention that no professional or business enterprise could long survive without common interests that are compatible with those of the public.

Indeed, the legitimate use and function of advertising is the businessman's right of self-determination in a free, competitive economy. It is inseparably linked to the pursuit of self-interest and to human incentive which has contributed so much to this era of abundance in America. This, I feel, has not been properly explained in the proper "circles." It is not clearly understood by people who influence the thinking of others.

A Look at Ourselves ▪ It's been said that in a free society the best reformers are those who begin with themselves. If we ever hope to improve the image of this industry, we had better take one step backward—and look at ourselves as others do.

Certainly, the advertising industry is not beyond reproach. We have, indeed, been guilty of certain objectionable practices which have damaged our image. And wherever we have made mistakes, let's admit them—at least to ourselves—and try to correct them.

Some advertising people seem to feel that ethics, conduct, and proficiency is a matter of personal responsibility. This may be true. But we cannot escape our environment, whether we like it or not. Businessmen—and even our own trade press—repeatedly accuse this industry of having more than its share of reckless, incompetent practitioners. Yet, we insist, in the name of freedom, on protecting any derelict who stumbles into this business, with or without portfolio.

I have the strongest convictions about economic freedom. But not the freedom to destroy a vital segment of American free enterprise. The fear of any form of self-imposed discipline in our industry is an attitude I find hard to understand. Isn't it apparent, yet, that we are clearly inviting government censorship and eventual regulation, unless we prove that we are able to discipline ourselves?

This type of program could be the most important offensive we've ever taken toward improving a regrettable image which, today, threatens the freedom of our entire industry.



Marvin Cantz, president of Tilds & Cantz, is known as a spokesman for advertising's values to society and as a critic of its shortcomings. A former vice president of Western States Advertising Agencies Assn., he helped organize its annual "Advertising Man of the Year" awards, established its scholarship fund and created its 1961 radio-tv campaign of public education about advertising. This MONDAY MEMO comes from a talk to the Advertising Club of Los Angeles.

decision

The first year in a new business is the year to watch.

It's the Year of Decision.

We're proud to mark our First Anniversary; it's been a successful year!

We're on our way...

ATS
ADVERTISING TIME SALES, INC.

WESH-TV

Proudly Appoints

ATS
ADVERTISING TIME SALES, INC.

as

Exclusive
NATIONAL REPRESENTATIVES

on June 1, 1962

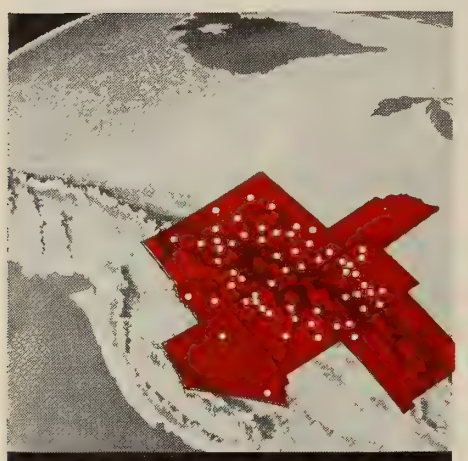
FLORIDA'S CHANNEL 2

WESH-TV

Orlando-Daytona Beach

We, the affiliates, congratulate

The Inter Mountain Network



61 Radio Stations DOMINATING the Intermountain Empire!

on your New Representation by . . .

Edward Petry & Co., Inc.

Colorado

KBTR	Denver	5000 W. 710 K.C.
KGHF	Pueblo	5000 W. 1350 K.C
KGIW	Alamosa	250 W. 1450 K.C
KVRH	Salida	250 W. 1340 K.C.
KLMR	Lamar	1000 W. 920 K.C.
KGEK	Sterling	1000 W. 1230 K.C.
KBZZ	La Junta	250 W. 1400 K.C.
KCRT	Trinidad	250 W. 1240 K.C.
KCOL	Fort Collins	1000 W. 1410 K.C.
KYOU	Greeley	1000 W. 1450 K.C.
KVOR	Colo. Sprgs.	1000 W. 1300 K.C.
KRLN	Canon City	250 W. 1400 K.C.
KEXO	Grand Jctn.	250 W. 1230 K.C.
KVFC	Cortez	1000 W. 740 K.C.
KDGO	Durango	250 W. 1240 K.C.
KFTM	Fort Morgan	1000 W. 1400 K.C.
KBOL	Boulder	1000 W. 1490 K.C.

Idaho

KWIK	Pocatello	250 W. 1440 K.C.
KIFI	Idaho Falls	5000 W. 1260 K.C.
KLIX	Twin Falls	5000 W. 1310 K.C.
KGEM	Boise	10000 W. 1140 K.C.
KBRV	Soda Springs	500 W. 540 K.C.

Montana

KBMY	Billings	1000 W. 1240 K.C.
KATL	Miles City	1000 W. 1340 K.C.
KPRK	Livingston	1000 W. 1340 K.C.
KOPR	Butte	1000 W. 550 K.C.
KBLL	Helena	250 W. 1240 K.C.
KXLO	Lewistown	1000 W. 1230 K.C.
KMON	Great Falls	5000 W. 560 K.C.
KYSS	Missoula	1000 W. 910 K.C.
KXXL	Bozeman	1000 W. 1450 K.C.
KGEZ	Kalispell	1000 W. 600 K.C.
KDBM	Dillon	1000 W. 800 K.C.
KOJM	Havre	1000 W. 610 K.C.
KLTZ	Glasgow	250 W. 1240 K.C.

Utah

KALL	Salt Lake City	5000 W. 910 K.C.
KLO	Ogden	5000 W 1430 K.C.
KOVO	Provo	5000 W. 960 K.C.
KVNU	Logan	5000 W. 610 K.C.
KOAL	Price	250 W. 1230 K.C.
KSVC	Richfield	5000 W. 980 K.C.
KVEL	Vernal	5000 W 1250 K.C.
KURA	Moab	1000 W 1450 K.C.
KUTA	Monti./Blndg.	1000 W. 790 K.C.

Wyoming

KLUK	Evanston	1000 W 1240 K.C.
KVRS	Rock Springs	1000 W. 1360 K.C.
KOVE	Lander	1000 W. 1330 K.C.
KVOC	Casper	1000 W. 1230 K.C.
KPOW	Powell	5000 W. 1260 K.C.
KWYO	Sheridan	1000 W. 1410 K.C.
KRAL	Rawlins	250 W. 1240 K.C.
KFBC	Cheyenne	250 W. 1240 K.C.
KOWB	Laramie	5000 W. 1290 K.C.
KYCN	Wheatland	250 W. 1340 K.C.
KASL	Newcastle	250 W. 1240 K.C.
KIML	Gillette	250 W. 1490 K.C.
KBBS	Buffalo	250 W. 1450 K.C.

Nebraska

KNEB	Scottsbluff	1000 W. 960 K.C.

Nevada

KORK	Las Vegas	250 W. 1340 K.C.
KELK	Elko	1000 W. 1240 K.C.

New Mexico

KENN	Farmington	5000 W. 1390 K.C.

ABC Radio West

Edward Petry & Co., Inc.

IMN-PACT
InterMountain Network
Affiliate

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 28, 1962, Vol. 62, No. 22

CLOSER CHECKS PROMISED FOR TV

■ Commercials, programs to be studied by industry, government
■ Plans would make television self-regulation more effective
■ Agencies feel FTC has little regard for truth of ad claims

The truth or falsity of television advertising claims and the ethics of program content faced closer scrutiny by both industry and government at the weekend as a series of important developments took place in Washington and New York.

Advertisers, agencies, broadcasters and federal officials must take a new look at business methods as a result of steps taken by NAB, the major tv networks and the Federal Trade Commission.

At stake are hundreds of millions of dollars in commercial contracts as well as the entire system of self-regulation by the broadcasting and advertising industries.

Here are the key developments:

▪ NAB last week announced it had finally completed a working arrangement with the tv networks covering program and commercial checks.

▪ NBC-TV went "one step further" by agreeing to let NAB code officials pre-screen programs conditionally on request (page 28).

▪ The Federal Trade Commission offers an advisory procedure but it doesn't appear to be an easy way of solving all problems of commercial acceptance.

▪ Some top agencies feel the government mostly cries "cheat" with faint regard to the merits of an advertising claim, making advance rulings undesirable. Anyhow, all agencies are said to take precautionary steps.

▪ The advertising industry was warned last week by Assn. of Better Business Bureaus to improve its self-control or submit to the danger of more government regulation (page 32).

▪ After a decade of tv code operation, NAB admitted a member of each of the three tv networks to its revamped Tv Code Review Board (page 29).

This the way the new NAB code-network arrangement will operate:

▪ A close working liaison, actually set up more than a year ago, will review code standards and their application to tv commercials. Stockton Helffrich, manager of the New York Code Authority office, has directed much of this activity.

▪ The three tv networks each will have a member serving on the nine-man Tv Code Review Board, as authorized last winter by the NAB Tv Board of Directors.

▪ Each network will keep the NAB code staff posted on its programming, providing advance program information, and the two parties will "consult actively" with each other.

▪ NAB will substantially expand its New York code office.

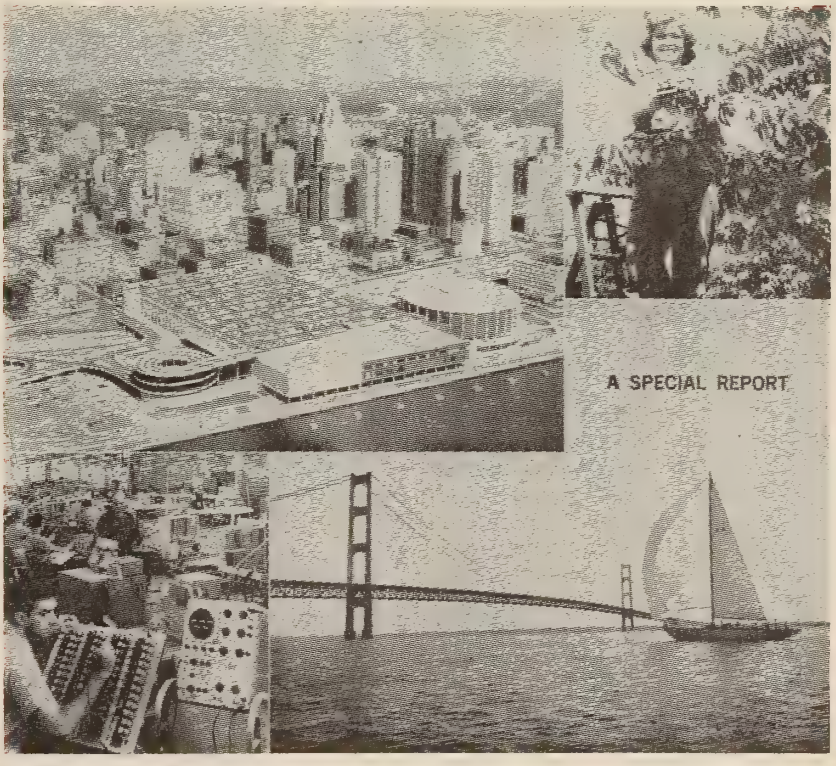
▪ Advance NAB screening of tv programs is provided, on NAB request. Frequent meetings will be held.

▪ News, information and educational programs are not included in the new arrangement.

▪ Final decisions on programs will be made by the network concerned.

These steps represent a partial healing of the breach that has marked some NAB code-network relations. But the

Michigan—state with renewed economic vigor



Michigan's economy is on the mend. Shaking off the problems of 1960 and 1961 Michigan has rolled up its collective sleeves and expects 1962 may well be the best since the boom year of 1955.

Personal income is at $19 billion. New car sales are hitting a pace ahead of any year since 1955. Unemployment has shown a marked decline. Retail sales taxes are 11% ahead of a year ago. The income of the average family has shown an increase and population has jumped 22% in 10 years. In fact Michigan's economy is soaring.

For BROADCASTING's Special Report on one of America's most important and interesting areas see page 67.

new procedure specifies that "the NAB code authority does not enforce compliance with the code by determination of what shall or shall not be broadcast, either by subscribing networks or stations, but that the sanction provided by NAB Code regulations and procedures is the revocation or suspension of code membership and withdrawal of authority to use the code seal."

Review Possible ▪ If either side feels this new plan isn't working, a general review of its operation and procedures will follow.

The code authority explained it doesn't make final decisions on what happens to a questioned network program but rather counsels and assists in the interpretation and application of code standards.

"The final decision whether or not a program violated the code standards will be made by the code authority director subject to review as provided in the code regulations and procedures," NAB explained. Behind the idea, NAB added, is this belief: "The NAB code authority and the networks now believe that it would be desirable to develop an effective liaison with regard to programming and desire to systematize coordination procedures in that field which they recognize involves judgments as to taste that are ultimately subjective." NAB feels network and NAB specialists can benefit from each other's experience and judgment in the application of code standards to programming, as has been done in the case of commercials.

The consultations between the two groups will involve close coordination of the code's Hollywood office as well as its New York office with network representatives.

The goal, of course, is "common interpretation and application of code standards."

Commercial Preview ▪ NAB became interested in the idea of a clearing house for formal pre-rating of commercials last winter when the Tv Board of Directors called on Mr. Swezey to look into the idea. The request originated with a network. Obviously the need was felt for an elimination of the parallel studies being made by networks, NAB and the Federal Trade Commission.

In the field of substantiating of advertising claims there is the basic problem of deciding if a claim is justified and the duplication of evaluation procedures. This pointed to the need for a central industry source of acceptability decisions, a sort of minimal standard.

It was pointed out, too, that a doubtful commercial may be peddled around to two or three networks or to spot if it is turned down in the first network contact.

Mr. Swezey has conducted statistical research into the acceptability problem but feels the subject will require a lot more study before he can make a recommendation. He emphasized the New York office under Mr. Helffrich maintains constant contacts with agencies. "A lot of problems are solved in New York," he added.

FTC Shows Caution ▪ While a new advisory, trade-guidance procedures have been set up at the Federal Trade Commission (BROADCASTING, May 21), the FTC will tread gently before issuing, in essence, a "seal of approval."

An advertiser (or agency) may submit any idea for commercials or promotions to the FTC's new Division of Advisory Opinions. The division will have a small staff but may call on the expertise of those sections of the FTC most familiar with the problems presented.

The FTC does not contemplate setting up a laboratory in which it will prove or disprove advertising claims (as it is sometimes obliged to do when prosecuting false and misleading advertising cases). The party presenting the problem must also present thorough documentation of claims and techniques. If the FTC does not feel it can issue an advisory on the basis of the material submitted, it will request further assurance before issuing an advisory on whether the material or practice is legitimate.

When the commission does issue an advisory, the effect of that opinion is binding upon the commission unless it revokes that opinion. No business would be subject to prosecution if acting on an FTC advisory. This therefore gives an advertiser showing a commercial, for instance, the assurance that the FTC has approved immunity from prosecution on the basis of that commercial. For this reason the FTC will probably think long and hard before issuing the stamp of approval.

How long will it take for the FTC to issue an advisory? Since the whole

Network reservations to code co-operation

NBC-TV officials stressed May 24 they had gone one step further than either ABC-TV or CBS-TV by agreeing to let the NAB Code Authority pre-screen NBC-TV programs "on request," provided three basic conditions are met.

They said they did not consider the code an instrument of censorship but of self-regulation and that program previewing by the code authority "in the rare cases where this might be advisable" should prove to be a service to the broadcaster. But they thought the close working relationship between the networks and the code authority would resolve most questions that may arise, so that code officials would "only rarely" feel a need to pre-screen a program.

Will Co-operate ▪ When prescreening is requested, NBC agreed to cooperate on condition (1) that NBC is represented at the screening and (2) that NBC retains the right of final decision on whatever question is at issue. A third condition, already met, is that in order to expedite this liaison, the code authority agree to expand its New York office to the point where it can deal with program matters as fully as it now deals with commercial matters.

CBS-TV officials said the new arrangement anticipates co-operation along lines that CBS has never opposed but which got sidetracked when NAB proposed pre-screening. They said they still regard pre-screening as only one step away from censorship and that they will not participate in it, but that they will gladly exchange ideas, furnish program information and other materials, and otherwise cooperate short of prescreening.

They welcomed the code authority's plan to expand its New York office and said they also would cooperate freely with the authority in resolving problems relating to commercials, as they have in the past.

An ABC spokesman said ABC-TV will "fully cooperate with the procedures worked out with Gov. Collins and Mr. Swezey and as "set forth in a seven-point program of understanding. He declined to comment on reports that ABC-TV will refuse to submit programs for prescreening, but this has been known to be its position in earlier discussions with NAB.

ABC-TV was said to feel that the agreed-upon procedures provide "a substantial basis for closer and more effective liaison" on program matters, similar to that in effect for commercials, and that they "will advance the concept of enlightened self-regulation while taking into consideration matters of principle as well as the practicalities of operation of the tv industry."

Networks represented on new NAB Tv Code Review Board

The three television networks have been given representation on the NAB Tv Code Review Board for the first time, a step taken as NAB and the networks completed work on a cooperative code plan (see page 27).

NAB President LeRoy Collins announced May 24 that William D. Pabst, KTVU (TV) Oakland, Calif., has been named chairman of the tv code board for a two-year term. He succeeds E. K. Hartenbower, KCMO-TV Kansas City, whose term has expired.

Representing the three networks on the board are Ernest Lee Jahncke Jr., NBC vice president for standards and practices; Joseph H. Ream, CBS vice president for program practices, and Alfred R. Schneider, ABC-TV vice president for administration.

Robert W. Ferguson, WTRF-TV Wheeling, W. Va., was reappointed for a two-year term. Two new members were appointed for two-year terms—George B. Storer Sr., Storer Broadcasting Co., and Roger W. Clipp, Triangle Stations. Mr. Clipp has served on the board before.

Mrs. A. Scott Bullitt, KING-TV Seattle, and Lawrence H. Rogers II, Taft Broadcasting Co., continue for the remaining year of their two-year terms.

The review board is an appellate body administering the tv code. Appointments were ratified by the NAB tv Board of Directors, final authority in all tv code affairs.

A revised version of the tv code was completed last week. It consists of a redraft that features mechanical improvements designed to facilitate its use.



procedure will not be initiated until June 1, the agency cannot predict. This will depend upon the number of requests for advisories devolving upon the agency.

Questions in Confidence ▪ Any questions posed to the Division of Advisory Opinions remain strictly confidential. This division is expected to work closely with the one charged with setting forth trade practice guidelines, however, giving the advisory group a handy set of precedent and policy statements to apply to particular queries and, flowing in the opposite direction, giving the trade guidelines people a notion of recurring problems to the businessman on which to set down pertinent dicta.

In essence, it is expected that the advisory division will deal with specific commercials or details of commercials and advertising and the trade guidelines division will handle broad policy questions, such as the use of production gimmickry in general or the representation of products by other substances (as in FTC decisions on Colgate-Palmolive Rapid Shave and Libby-Owen-Ford glass). Both report to the FTC's Bureau of Industry Guidance.

Free to Disagree ▪ If an advertiser should disagree with the advisory opinion offered by the FTC and feel strongly that a commercial deemed deceptive by FTC is perfectly on-the-level, he is free to put the commercial on the air contrary to FTC advice. Unquestionably FTC would respond by issuing a complaint (as it does at present in cases it feels involve false and misleading advertising) and the question can be litigated through the regular FTC adjudicatory processes with the U. S. Court of Appeals as final umpire. The fact that the advertiser requested an advisory and was warned the practice is not acceptable could not be a legal point against him.

But as one FTC official ventured last week, "It would take an advertiser of mighty firm convictions to put on a commercial after the commission had turned thumbs down."

The big question on presubmission is in two parts: (a) will it be used by advertisers and agencies, and (b) how effective will it be? But in the main, the burden of proof will be on the FTC.

Most likely copy will be submitted (just talking in general terms won't be procedure) and in some cases even storyboards will be turned over to FTC people.

Some agencies have been getting "off the record" opinions but these opinions don't let the agencies off the hook for future FTC citation. The question is whether opinions, which now will become "official," will be irrevocable.

The time it'll take for FTC to handle and expedite will depend on how well-organized the agency or advertiser is in its presentation and documentation. In some cases, FTC may have to consult experts (skin doctor let's say for skin cream claim) and there will be a time-consuming and expensive procedure.

Attitude Tempered ▪ The FTC's offer to issue advance rulings on troublesome questions was seen by Gilbert Weil, general counsel of the Assn. of National Advertisers, as a sign that the FTC has tempered its aggressive attitude toward advertisers, perhaps reflecting an administration desire to avoid being labeled "anti-business."

In a report on government-advertiser relations at the ANA's spring meeting (see page 36), he said he wasn't sure the FTC proposal would prove practical, but that he regarded it as "a very decided example of a peace offering."

Top agency officials took a dim view of advance government review of commercials as word of the proposed Federal Trade Commission checking system spread around Madison Avenue. Threats to creativity were cited and emphasis was placed on present check

procedures that play an important role in commercials.

One major agency executive said as a policy the agency would refrain from presubmission of its commercials, feeling any such association with the FTC would taint client motives in making ad claims.

Not "Desirable" ▪ He said such an association would be "negative" rather than positive and constructive. The agency's lawyers and executives have conferred on presubmission and feel that the acceptance of the idea of going to the FTC for a "ruling" would be undesirable; the government agency's association thus far has been that of claiming "cheat." This ad agency said it "bends over backward" to be "super honest." The spokesman noted that in many instances agencies prefer to use a disclaimer such as "simulated demonstration" supered at the bottom of the commercial rather than leave themselves open to charges of fraudulent advertising.

He said all agencies take precautions now and submit commercials, as a matter of course, to the NAB Tv Code and to clearance by all three networks. He notes that the FTC attitude can and has cost agencies and their clients a lot of money.

The tv commercial production director of a medium-sized agency objected to the FTC policy statement, claiming it is contrary to "normal agency practice." He pointed out that agencies submit their commercials to the tv networks and the NAB code board for approval. He commented: "You're opening up a can of worms if you ask the FTC to approve. Suppose it does approve and then the network disapproves? You'll just have to do the commercial over again."

Passes the Buck ▪ Though he was, in principle, against FTC examination of storyboards, he suggested that networks, who were "concerned" about a specific commercial, might ask for FTC guidance.

A corporate executive of a large agency said the company was "opposed" to the FTC proposal. He explained that commercials are checked by the agency's attorney and the client's attorney both at the storyboard and completed commercial stages. He asked this question: If the FTC wants agencies to save expenses by offering guidance on pre-production, what assurance will we have that they will not object to the completed commercial? Let's face it, there often is a big difference between the way a commercial looks on a storyboard and when it is completed."

He offered one suggestion: If FTC guidance is going to become an accepted practice, it may be more practical to have the commission station people at the studios of the various film production companies, where they can pass judgment on commercials of a number of agencies and have access to the experience and knowledge of the outside film producer.

The executive vice president in charge of radio-tv at a large agency said he was "ambivalent" about the proposal. On the one hand, he said, he would like to have a pre-determination, but the FTC move would "add just another check-list" to the NAB and the three television networks. He said: "It's more negative than positive."

Hurts Creativity ▪ He said the FTC suggestion could "help to thwart creativity" by adding another group to a list that must approve commercials. In addition, he felt that once the trade commission starts passing judgment on commercials, "the next thing you know someone will want to pass judgment on programs."

An official of one of the top 10 agencies said, "We do a lot of self policing" by getting legal clearance from the agency's legal staff, from the client, and from the three tv networks, even if the commercial is not to run on all three networks. He sees the FTC plan as "a further enchroachment on the freedom of advertisers and agencies." Submitting plans or ideas before they are actually executed constitutes "almost a form of censorship," he believes. "Participating in the preparation of advertising is not government's function." This would be similar to asking the press to submit its stories to the government before publication.

Advertisers or agencies participating in such a practice, he continued, would be placing themselves at "the mercy of a bureaucrat" who may find it hard to stick to legal opinions and who would allow "subjective" opinions to seep into his decisions. He concluded, the FTC plan is "not a good trend."

Not Needed ▪ The head of the radio-tv department of another agency feels that "if it's going to be done at all the FTC should screen or preview the commercial's storyboard or script rather than the finished commercial." He also believes FTC advance approval is not really necessary "because any agency today would be foolish to try to put any commercial on the air that could not pass FTC screening," the FTC decision "is not going to help matters any, instead it will complicate things even further and I don't think the FTC will turn down any more commercials than they already take off the air," he concluded. He suggested one problem that could result: Agencies work against deadlines on commercials that will be shown on a network program and "nobody is going to want to sit on his hands waiting for FTC approval to be handed down, wondering if it will come in time. I'm not happy about it," he said.

A commercial production manager at another of the top 10 agencies, said the "honest advertiser should have no problems" if he submits his commercials for FTC approval. He termed the procedure a "gentleman's agreement" where if the commercial later met with adverse reaction from the commission, the advertiser had the choice of withdrawing the commercial from use or continuing to run it and fight his case before the FTC. He termed such an FTC procedure, "playing pretty fair"

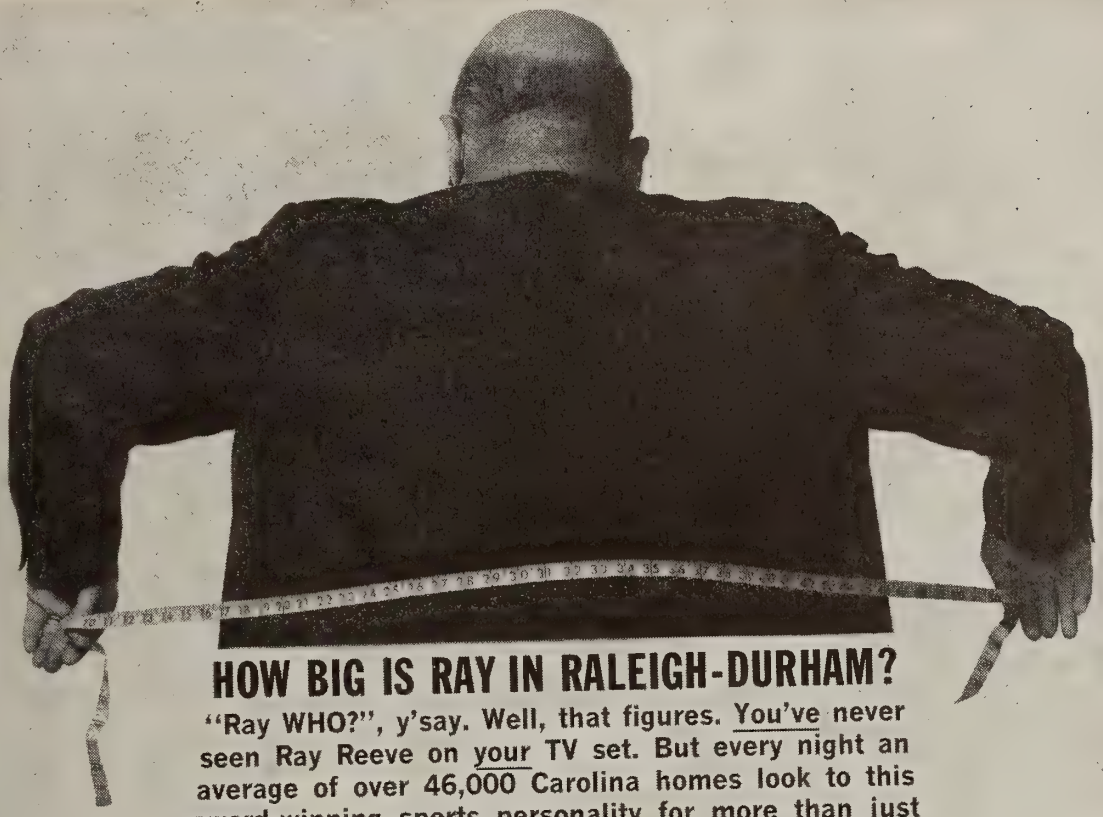
NAB's Collins praises tv networks' cooperation

All three tv networks have indicated "a fine spirit and willingness to cooperate fully under our new seven-point tv code program," NAB President LeRoy Collins said May 24 in commenting on the new liaison with networks.

Gov. Collins said the NAB Code Authority has never suggested any procedure "by which it would prescreen the routine, final product of network programming" and no fixed right to prescreen is involved in the new NAB-network arrangement. He added, "There has been a sharp division among the networks on prescreening. We at NAB feel that under any circumstance where any such prescreening would have been requested under an express right to obtain such, it still can be requested—leaving to the individual network the decision of whether or not it will honor such."

Robert D. Swezey, NAB Code Authority director, noting the close liaison already operating on tv commercials, said the authority and networks felt "it would be desirable to develop an equally effective liaison with regard to programming."

Mr. Swezey said the procedures provide the means of exchanging information and opinion in a timely and practical way and settling possible differences before they reach a problem stage. He reminded that procedures can be modified.



HOW BIG IS RAY IN RALEIGH-DURHAM?

"Ray WHO?", y'say. Well, that figures. You've never seen Ray Reeve on your TV set. But every night an average of over 46,000 Carolina homes look to this award-winning sports personality for more than just ballscores. Ray's been around here for more than two decades . . . He's well-known for what he knows well: the Sports News that interests this area. ■ And how big is Ray Reeve? Your H-R man has all of Ray's measurements . . . from his 42-inch waist to his 18.0 ARB. ■ ■ ■ ■ ■ ■ ■



NBC TELEVISION

WRAL-TV

CHANNEL 5

Raleigh-Durham, N.C.

Represented Nationally by H-R

(Data based on March 1961 NSI & ARB Mon-Fri averages, plus a sworn statement from Ray's tailor.)

CLOSER CHECKS PROMISED FOR TV continued

with the advertiser on the commission's part.

The head of commercial production at a major agency stated that the ruling is not new at all. In conversation with commercials production people at other agencies he found that they asked the FTC's advice in the past as regular policy (on questionable commercials) and would continue to do so in the future. The general feeling he stated, was that if a question of taste should come up, the agency might as well consult the FTC, prior to making the commercials, instead of being called to Washington after the fact.

Opposition ▪ A spokesman for another agency said he is against the FTC plan. He said his agency's clients are "all above board and we feel no necessity for a government check." "Besides," he added, "we submit our commercials to all three networks and feel that they are as good an authority as any on this question. I do not want to see any federal control of programs or commercials."

NAB's Television Code appeared last week in new and easier-to-use format. It is printed in pocket-size and includes a complete index as well as four pages of code interpretations. "We found no need for substantial modification at this time," Mr. Swezey said.

New language dealing with adult themes in programming was added.

The highest degree of care should be exercised to preserve the integrity of such programs and to ensure that the selection of themes, their treatment and presentation are made in good faith upon the basis of true instructional and entertainment values, it was stated.

Mr. Swezey said the section "establishes guide lines for the sound and responsible treatment of significant program themes, distinguishing between honest, proficient productions and those which are not."

A new section dealing with advertising in relation to children was added. It called for special caution with the content and presentation of commercials placed in or near programs designed for children.

Finally, a new section on community responsibility reads, "Requests for time for the placement of public service announcements or programs should be carefully reviewed with respect to the character and reputation of the group, campaign or organization involved, the public interest content of the message, and the manner of its presentation."

More advertising self-regulation urged

FOOTE ADMITS FAILURES; FATT BLASTS CHEATS; HELFFRICH ASKS EXPOSE

The advertising industry was urged last week by speakers at the annual meeting of the Assn. of Better Business Bureaus to intensify their self-regulation efforts or face the risks of increased regulation by the federal government.

Emerson Foote, president of McCann-Erickson Inc., conceded that the advertising business has "so far fallen down very badly in the area of self-regulation." He stressed that this "failure" has been on a collective basis and that there are many individual agencies, media and advertisers who have maintained "high ethical standards."

All Suffer ▪ "But the ironic thing is that when nine advertisers are well behaved and one advertiser is badly behaved, the viewer or reader—on seeing the objectionable, irritating output of advertiser no. 10—gets sore, quite naturally, at *all* advertising," Mr. Foote said.

He told the meeting that he thought a "good suggestion" was one originally proposed by Interpublic board chairman Marion Harper at the 1962 4A's annual meeting. Mr. Harper suggested that consumer judgment of advertising be studied and the findings be used to correct objectionable advertising. Mr. Foote explained that this would be accomplished with media, agencies and advertisers joining hands in a continuing research activity.

NAB Position ▪ Stockton Helffrich, director of the New York code office of the NAB, declared that some advertisers are paying "lip service" to regulatory codes in order to maintain the "status quo." But he pointed out it is not only the agencies and advertisers who must assume the blame for deceptive or offensive advertising. He singled out medical men as one group who should share responsibility, stating:

"When doctors allow their offices and/or hospitals to be used in commercials, to what degree do they appraise the advertising context in which they are being used? How many dentists, how many doctors, dentists or nurses follow through on the manner in which their research or other activity is interpreted in advertising.

Dishonesty Hurts ▪ Arthur C. Fatt, board chairman of Grey Adv., New York, acknowledged that "dishonest advertising hurts all of us" in advertising and business, but unlike previous speaker, he challenged critics of advertising for attacking the work of the industry on such subjective grounds as "psychological implications" and "exclusivity implications."

He noted that on a recent television program devoted to advertising, Dr. Eric Goldman, a history professor at Princeton U., insisted that two famous slogans—"washed with live steam" for a beer bottle and "it's toasted" for cigarettes—represented "a rather flexible definition of the truth." Dr. Goldman's view, Mr. Fatt added, was shared by two other participants on the panel, a representative of the consumers union and an FCC attorney.

Mr. Fatt said his mind was "boggled" by this subjective test of truth in advertising. In this connection, he pointed out that there are an increasing number of "judges" who pass on advertising claims, including the FTC, the Food & Drug administration, the continuity clearance departments of each network, the print media, the NAB's Tv Code Board, the 4A-ANA interchange, the Better Business Bureau and the public.

Psychology Too ▪ In addition, he said, one of these organizations recently rejected a Grey commercial because it was "psychologically questionable." Mr. Fatt claimed that he has received similar complaints from other agencies

"Let us now stand firm," he asserted. "If our advertising is attacked on subjective grounds such as psychological implications or exclusivity implications, let us not mumble privately and give in to our critics . . . yes, we demand truth in advertising. But let us find the objectivity in truth and stick to that. And let us stand up together against the subjectivity that is beginning to erode the content of our business."

Other speakers included Robert Colwell, vice president of J. Walter Thompson Co.; Herbert Carlborg, director of program practices, CBS-TV, and Herbert Weber, general sales manager, Storer Broadcasting Co., who spoke on behalf of the NAB.

Agency appointments...

▪ Norwich Pharmacal Co., has assigned a new, undisclosed proprietary drug product to Benton & Bowles, New York. Other Norwich products already handled by B&B are Pepto-Bismol, Unguentine, Norforms and NP-27.

▪ Hedwin Corp. (plastic products) Baltimore, has appointed Norman J. J. Berger Assoc., New York, for its consumer products division.

"Charlotte's WSOC-TV... contributed materially to our success in the Carolinas"–J. J. Sheehan



"Our company's longtime sponsorship of Early Weather on WSOC-TV has contributed materially to our growth and success in the Carolinas. We most certainly can point to Channel 9 as a contributor to our excellent public image today."

J. J. SHEEHAN
Vice President in Charge
Advertising and Promotion
Piedmont Natural Gas Co.
Charlotte

Last month marked WSOC-TV's fifth anniversary of service to the Carolinas . . . and also the fifth year of Piedmont Natural Gas' continuous sponsorship of this station's "Early Weather". For helpful information services, interestingly programmed, a region of nearly 3 million depends heavily on Channel 9. For your success in the Carolinas, schedule WSOC-TV—a great area station of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

MAVERICK IN BATES STABLE

American Home says it'll decide cases on merits in agency's product protection fight with WBC

The product-protection controversy rocked along in relative quiet last week, with no decisive developments on either side.

American Home Products, whose $8.7 million in spot tv last year made it spot's ninth biggest customer, disclosed that it would not automatically cancel business on tv stations defecting from current protection standards but would judge each case on its merits.

In this respect American Home appeared to be the only major—and perhaps the only—client of Ted Bates & Co. not going along with Bates' recommendation that its accounts withdraw spot business from the Westinghouse Broadcasting Co. stations because of their announced reduction in protection standards (BROADCASTING, May 21).

The other Bates clients using WBC stations were believed to be planning cancellations, following the lead of Colgate-Palmolive Co. and Brown & Williamson Tobacco (CLOSED CIRCUIT, May 21).

What course or courses will be followed by other Bates clients—those not now using Westinghouse stations—remained a moot question. Presumably it will be answered when Bates completes its current canvass of all television stations and recommends — as Bates officials have said they will—that clients stop doing business with any which have sub-standard protection policies.

Defined ▪ "Sub-standard" in this context means less than 15 minutes separation between commercials for directly competing products. A number of stations have acknowledged privately that they no longer try to maintain the 15-minute policy because the complexity of commercial patterns in network participation ("spot-carrier") programs makes conflict between network commercials and spot adjacencies unavoidable.

The controversy broke out two weeks ago after Westinghouse had formally notified agencies that it was cutting its 15-minute protection to 10 minutes and could guarantee no protection of commercials adjacent to or within (1) network spot-carrier programs, (2) sporting events, public affairs, special events or news shows of indefinite lengths, and (3) programs of this type that are not regularly scheduled.

NBC authorities have disclosed that their owned stations dropped to the 10-minute protection base last fall and that no serious problems have resulted. The NBC-TV network went to the 10-minute base a year ago.

Westinghouse authorities meanwhile sent a telegram to agencies last Wednesday to deny reports, apparently stimulated by newspaper accounts, that WBC was eliminating protection "entirely."

"Entirely," agencies were told, applies only to the three specified program types: network spot-carriers and sports events, public affairs and similar shows of either indefinite length or non-regular scheduling. If less than 10 minutes separation occurs between two competitive commercials on or adjacent to other shows, according to WBC Sales Vice President A. W. Dannenbaum Jr., "a make-good will be given for that spot, even though, as heretofore, this will not be a part of our contractual agreement."

Not a Retreat ▪ The WBC message was not construed as a sign that Westinghouse was retreating from its position.

Meanwhile, the Bates agency's Edward A. Grey, senior vice president in charge of media, reported that as of Thursday afternoon he had received messages from about 40 stations in reply to his request for a statement of their protection policies. He said that without exception the stations gave assurance that they would provide at least 15-minute protection—and in some cases 30-minute protection.

Mr. Grey did not regard this unanimity of early return as especially significant. His own query went out on Monday, and he thought it reasonable to assume that returns received three days later would be primarily from stations having little or no problem in affording 15-minute protection. Stations with problems, he speculated, would need more time to consider.

American's Position ▪ American Home's decision not to go along with the cancellation proposals of Bates—one of its principal agencies—was confirmed by K. R. Baumbusch, the company's advertising chief. He said AHP has "lived through a lot in the past," is "not overly excited" now and is not going to "stand up and wave the flag," but will "wait and see."

He said AHP has managed to co-exist with NBC's 10-minute protection policy, that the company obviously will not stand for the scheduling of one of its commercials back-to-back with a competitor, but that it prefers to handle each problem individually. He said AHP is asking for protection in the normal manner and will face up to infractions when and if they occur.

The view that product conflicts occur "very infrequently" meanwhile was advanced by The Katz Agency, advertising representatives. In most cases when they do occur, a Katz spokesman said, it's because "network exchange commercials, cross-plugs, etc., occasion a conflict that is beyond station control.



Some facts on farm radio for NL&B

A new farm presentation of the Keystone Broadcasting System, Chicago, which reports a total of 1,130 affiliates, is being made to agencies and advertisers in all parts of the country by KBS executives. In photo, account group on Massey-Ferguson from Needham, Louis & Brorby, Chicago, examines the presentation.

Left to right: George W. Oliver, vice president and account supervisor (Massey-Ferguson); Edwin R. Peterson, senior vice president, Keystone; William Johannsen, account executive; Arnold E. Johnson, vice president and director of NL&B; John Cole, manager of broadcast facilities, NL&B.

GROUCHO NO.1

BALTIMORE/FLORENCE/JACKSON
PROVIDENCE/SEATTLE/SPOKANE

THE BEST OF GROUCHO—250 episodes of the very best from Groucho's 11-year network comedy hit, continues to be a smash as an NBC Films syndicated series. Not only first in his time periods in the above markets, but tied for first in Boston...Columbus, Ohio...and Washington, D.C.

THE BEST OF GROUCHO—keeps on gaining rating points wherever he goes. Take Boston. An immediate hit on Thursdays at 7:30 PM, he went up 7 points since November. Now he is tied for first with a 24 rating.

And in Washington, D.C., as a Mon.-Fri. strip (1-1:30 PM), Groucho is tied for first as a result of a 5 point rating climb since November.

THE BEST OF GROUCHO—strong in every time period. In Wichita Falls, Texas (Mon.-Fri., 12:30-1 PM)—an 83% rise since November.

In Detroit, he's gaining day and night! As a Mon.-Fri. strip (1-1:30 PM), up 3 points since October. In a Wednesday night slot (7-7:30 PM), up to an 18 rating.

Chicago (Mon.-Fri., 11-11:30 AM)—rating doubled since October. Jacksonville—up 67%...Portland, Maine—up 5 rating points...both since November.

THE BEST OF GROUCHO—on the rise in market after market. He'll win over your market, too!

NBC FILMS

Based on March 1962, ARB

A plea for tv to re-evaluate its costs

ANA ALSO TOLD THAT CHANGE IN SELLING TACTICS IS NEEDED

Television was cautioned before a convention of its biggest customers last week that it must "scrutinize its costs very carefully," even though it is the only major medium whose "true costs" to the advertiser have declined.

The admonition was delivered by Dr. Lyndon O. Brown, senior vice president of Dancer-Fitzgerald-Sample, in an address at the spring meeting of the Assn. of National Advertisers, held in New York last Monday and Tuesday with some 600 representatives on hand.

Dr. Brown noted that advertisers are becoming more and more emphatic in challenging rising advertising costs and said "all advertising media must re-examine their own product design" and avoid unnecessary frills that add unnecessary expense. Of television he said:

"In the period of early pioneering growth, as manufacturers speculated with the medium and success after success developed, costs of television were not too much of a consideration because relatively few dollars were involved. But now that television has matured from the advertiser's point of view, it must measure up to the challenge of producing maximum product at the lowest possible cost, and there must be less reliance on high-pressure selling to extract all the traffic will bear from unsophisticated advertisers."

Dr. Brown's address was a highlight of a two-day program that also included:

▪ A report on six "tests" developed by Tatham-Laird to help evaluate the agency's commercials and ads before they are used.

▪ A report on the objectives and results of Westinghouse Electric Co.'s advertising program.

▪ An attack on government "regulation by publicity."

Dr. Brown reported that in the last five years the advertiser's magazine advertising costs have risen by almost 20%, newspaper costs by 15 to 19%, network radio by 3%, spot radio by 8%, Sunday supplements by 20%, outdoor advertising by 23%—while network television's costs, overall, have declined by 11.7%.

Achilles' Heel ▪ But there is an "Achilles Heel" in the tv figures, he added: costs for prime nighttime periods, which give the national advertiser his "primary opportunity to get maximum power from television," have risen 19.4%—"the same rate as the cost increase for magazines."

"Here," he said, "we see clearly the effect of those production costs that have been allowed to get way out of line while the opportunity to buy high-rated programs on a sound economic basis, the dream of every national advertiser, has been constantly eroding."

"Here, too, when we compare this figure with the relatively level trend of all television costs, as reported by Nielsen, we recognize the force behind the scramble for more efficient television and the potential premium for alert, knowledgeable handling of this medium."

Dr. Brown said that in spot television, the cost of prime evening 20-second spots has remained unchanged at $2.50 per thousand and daytime minutes have increased "marginally" from $1.50 to $1.70, but that fringe evening minutes have risen "substantially," from $1.50 to $2.40 per thousand.

Dr. Brown said his year-to-year comparisons were computed on equal-dollar bases, so that the increases cannot be attributed to inflationary factors.

He suggested that agencies and advertisers should "reward" media that keep their rates down by giving them "extra business."

Advertising costs also were examined by Bernard Shull, economist with the Federal Reserve Bank of Philadelphia, who said that they have risen faster than corporate sales—enough so to pinch corporate profits. But, he noted, advertising which represents only about 1% of corporate expenditures, still plays a strategic role in helping companies combat the profit squeeze, and is still a relatively cheap way of promoting sales."

Arthur E. Tatham, chairman of Tatham-Laird, Chicago, listed six "tests" used by his agency to get "insight into the workings of the ads and commercials we create." He said that in ten years and "hundreds of thousands of dollars" spent in analyzing more than 250 campaigns, "no campaign we have judged effective with the aid of these tests has ever failed in sales."

The six factors: (1) the basic appeal of the selling proposition or idea; (2) the comprehension of the selling idea; (3) the personal involvement of the prospect; (4) the believability of the promises and/or claims; (5) attitudes created toward the product, and (6) attitude created toward the ad.

These tests won't predict sales, Mr. Tatham stressed, but they "are reliable aids to creative judgment" and as such "give us the opportunity for improvement and help to avoid mistakes."

James H. Jewell, marketing vice president of Westinghouse Electric, said the first ten programs of this season's *Westinghouse Presents* series—a group of high-priced specials scheduled among all three networks—reached, cumulatively, 84% of all U. S. tv homes. Westinghouse hoped, he said, "to reach everybody in the country, or as near to it as possible, in one year."

Mr. Jewell stressed that "there is

TvB issues appealing report card for television

Television Bureau of Advertising has issued a new "Tv Basics" report (No. 5) that presents material on tv penetration, numbers of tv homes, sets, time spent viewing, tv homes by market characteristics and other such material.

Among salient points:

▪ Summer viewing at certain periods is at a level that compares favorably with year-round watching: in 1961 the period of June, July and August had 17.8% of homes using tv, Monday-Friday, 8 a.m.-5 p.m., and 28.8%, Monday-Sunday, 10 p.m.-1 a.m., while the full-year levels were 19.4% in the Monday-Friday daytime periods and 31.4% for the full year in the Monday-Sunday evening periods.

▪ The tv medium's cost per thousand in 1961 compared to 1955: network down 14%, spot up only 3% as contrasted to newspapers, magazines, outdoor and spot radio, each of which has increased 20% or more (network radio is up but 9%).

▪ Network television alone has a cost-per-thousand in the daytime that's held quite steady ($1.70 on Monday-Friday basis in 1962—$1.73 in 1961, $1.57 in 1960 and $2.09 in 1959).

▪ Nighttime cpm for network tv has gone up only slightly over the years: $3.71 this year compared to $3.59 in 1961 and 1960, and $3.20 in 1959 but $3.46 in 1955.

hardly anything more necessary today than determining what results the advertising produces. Advertising has become one of the biggest—in many cases the biggest—of the controllable expenditures on the corporate budget. And the chips are getting bluer all the time."

In 1961, he said, Westinghouse spent $32 million on advertising and sales promotion. "Westinghouse Presents," "which never [costs] less than a couple of hundred thousand dollars a show," is the biggest item in this year's budget.

Harrison F. Dunning, president of Scott Paper Co., criticized both advertisers and media for relying on gimmickry to "buy business" instead of concentrating on "effective selling and advertising of a product with value." Media, he said, "try to hypo their circulation with one unrelated deal after another" and "use as their primary sales weapon to advertisers one system of complex discounts after another."

"Unless our publishers and broadcasters soon begin to put their major emphasis on the quality of their merchandise," Mr. Dunning said, "They—as well as we who advertise—will pay a fearful future price in our marketing success or lack of it."

Game of Power ▪ The advertisers also heard Gilbert H. Weil, ANA general counsel, warn that "the new game of government regulation is one of power," with many regulatory agencies using "publicity" as their chief weapon. He admonished advertisers to act as if they were "in a fishbowl," pointing out that government is encouraged to increase its control when the public is dissatisfied or suspicious of business.

He thought, however, that he had detected recently a tempered approach by the Federal Trade Commission and government as a whole in line with the administration's desire not to be labeled "anti-business."

C. H. Sandage, head of the advertising department at the U. of Illinois, suggested that advertising might best overcome the criticisms directed against it "by concentrating on a positive approach," not by "defensively answering each critic." Instead of talking about advertising as such, he thought, it might be better to play up the merits of "the philosophy of abundance as a social goal," to which advertising is a key contributor.

Three companies—Aluminum Co. of America, National Biscuit and Chevrolet—were cited by John E. McMillin, editor of *Sponsor*, as having outstandingly demonstrated through their commercials that they "understand advertising creativity and how to get it from their agencies."

Accomplishments of The Advertising Council and the continuing need for this cooperative public-service organization were stressed by Leo Burnett, chairman of the Leo Burnett agency and of the council, and Theodore S. Repplier, council president. Messrs. Burnett and Repplier spoke at the convention's wind-up luncheon, which featured an address on nuclear policy and national defense by McGeorge Bundy, special assistant to President Kennedy.



Among the top names at the ANA session in New York last week (l to r): Lyndon Brown, Dancer-Fitzgerald-Sample; Peter Allport, ANA president; Max Banzhaf, Armstrong Cork Co., who was program chairman of the spring meeting; Harrison Dunning, Scott Paper Co., and Bernard Shull, of the Federal Reserve Bank of Philadelphia.

NEW NIELSEN RADIO INDEX

Measurement extended to auto sets, portables; current estimate is 20.5 hours per week per home

The radio is used an average of 20 hours and 36 minutes each week in U. S. homes. This estimate includes auto radios and battery-only portables.

The new radio-usage figure was released by A. C. Neilsen Co., which last week also announced it will expand the measurement of the network radio audience. Nielsen, starting in July, will introduce a new Nielsen Radio Index developed with cooperation of the radio networks. CBS Radio, Mutual and NBC Radio have signed for NRI, and ABC Radio, which currently gets NRI, has not yet made its decision to renew.

The new move by Nielsen is a long step forward in measuring a radio audience pool that's long been known to exist but has defied measurement—namely, the auto-radio and battery-portable listeners.

Release of such data answers a demand that is continually being voiced and which in recent months has been building up over the question of a growing (but unmeasured) ownership and use of transistor radios (BROADCASTING, May 14).

Third Audience ▪ Nielsen officials noted that in the past 18 months alone battery-only portables have increased in the home by 12-13% and that listening to these sets formerly was insignificant but now has become a "third substantial radio audience."

In measurement terms, Nielsen claims winter portable radio listening (away from or at the home) on the average adds 36% to plug-in radio usage.

At a news conference in New York, A. C. Nielsen Co. officials disclosed a newly prepared chart showing radio usage per home per week. The 20 hours, 36 minutes break down into:

Line-cord radios 12 hours 12 minutes, or 59% of the total audience; auto radios 4 hours 6 minutes or 20%, and battery-only portables 4 hours 18 minutes, or 21%. The figures were based on a survey covering two weeks in December and two weeks in January of last winter. A similar special report will be issued this summer.

The new network radio service will involve a "moderate" increase over the price of the present NRI and will provide three different periodic reports on the radio audience. As itemized by Nielsen, they are:

▪ Monthly pocketpieces that will have "sponsored network program ratings" and "sponsor cumulative audiences." The first category will show the number of radio homes reached each minute and by broadcast, including an esti-

mate of the in-home, line-cord audience plus that of auto. The second category will show the number of different homes reached during four weeks. It also will give data for each sponsor's "total network purchase" and for each network.

▪ The pocket pieces also will indicate the network ratings and homes using radio data including both "in-home" and "in-home plus auto audience."

▪ Special reports on battery-only portable radio usage will be issued twice yearly showing the size of this audience in relation to the in-home audience. Bi-monthly reports will include all sponsored network programs and radio usage by "demographic breaks."

A. C. Nielsen officials explained that the so-called line-cord radio audience will be measured with the audimeter. The auto-radio audience will be measured by meter-controlled diary (meter or recordimeter used acts as a control on the accuracy of diary entries). The battery portables will be measured by the diary system only and both in and out of the home.

It was explained further that car radio totals will show usage only and will not be compiled as to audience composition. Because the same general panel will be used, the auto radio usage will be arbitrarily spread over the same composition pattern indicated by line-cord radio.

Devices ▪ In releasing data on its new service and techniques in assembling the audience statistics, Nielsen people gave a rundown on its auto radio devices: an "Audilog" and a "Recordimeter."

The first term refers to a "closed-end" diary attached to the car radio. The driver notes whenever the radio is on, the time, the number, age and sex of the passengers. The other term describes an elapsed-time counter that is installed in the dashboard and connected to the "on" switch of the radio, clocking the amount of time a radio is used. This is a control factor in that its results can be compared with the diary.

The two auto devices, however, show only a time-period measurement of radio usage but do not pinpoint the station tuned, and the audience is usually expressed as a percent of homes-using-radio or "auto plus." The same is said of battery-portables.

Texaco buys fractions of NBC-TV programs

Texaco Inc., which recently announced it would pull out of NBC-TV's *Huntley-Brinkley Report* in October, has invested a reported $2 million in others of that network's programs between June and December 1962.

The advertiser has bought participations in six current prime time shows, beginning June 2, and another schedule of participations in six evening shows to begin in the fall. In addition, Texaco also will participate in a new news program. *This Is NBC News*, beginning Sunday, June 3 (6:30-7 p.m.., EDT), and will sponsor one-third of the *Tv Guide Award Show*, Sunday, June 24 (9-10 p.m. EDT). Benton & Bowles Inc., New York, is Texaco's agency.

Lipton's twin drives to push teas on tv

Tv viewing and iced tea drinking are a summertime combination that Thomas J. Lipton Inc., Hoboken, N.J., will exploit in May-through-September campaigns for Lipton Tea and Lipton Instant Tea.

Lipton last week announced its heaviest tv promotion of iced tea, including participations in 15 regular network programs, two one-hour specials and spot schedules in some 60 markets. Orders have been placed through Sullivan, Stauffer, Colwell & Bayles Inc., New York.



Carol Burnett and Julie Andrews relaxed with tankards of iced tea during rehearsals of their CBS-TV special taped at Carnegie Hall.

The campaigns for the two Lipton products are separate but their combined effect will be to stimulate more iced tea drinking, more tea buying by consumers and more recognition of the Lipton name at the point of sale, it's reported.

A double thrust in support of Lipton Tea will be sole sponsorship of the forthcoming CBS-TV specials, "Julie and Carol at Carnegie Hall" and "Jack Benny at Carnegie Hall." The former show, starring Julie Andrews and Carol Burnett, will be aired June 11 at 10-11 p.m. EDT. The latter, a repeat from the past season, is set for July 31 at 9-10 p.m. EDT. Commercials for iced tea on both shows will be delivered by Lipton spokesman George Fenneman.

Commercials for iced tea made with Lipton Instant are scheduled for eight nighttime shows and six daytime shows on the three tv networks. The program lineup: *Twilight Zone, Checkmate, 77 Sunset Strip, Surfside 6, Ben Casey, Hawaiian Eye, Lawman, Follow the Sun, Say When, Price Is Right, Concentration, Jan Murray, Make Room for Daddy* and *Here's Hollywood.*

Spot tv coverage will encompass schedules varying from four to 10 weeks in 60 markets for Lipton Tea, with 5 to 22 spots weekly, while the Lipton Instant spots run in 66 markets with 3 to 18 spots weekly for 13 to 19 weeks.

Business briefly...

Barricini Candies Inc., chain stores, Long Island City, N. Y., ordered 300 radio spots in the New York market in a five-week campaign to promote a "Puerto Rico holiday sweetstakes," starting last week. Promotion introduces three Caribbean inspired candy assortments. Trips to Puerto Rico and other prizes will be award in drawing of "sweetstake" entry blanks available in Barricini stores. Agency: Mogul, Williams & Saylor Inc., New York.

Lehn & Fink Products Corp., New York, has bought segments for its Lysol brand disinfectant on *Premiere Theatre* over ABC-TV and *Outlaws, International Showtime, David Brinkley's Journal, Chet Huntley Reporting, Thriller, Project 20* and *National Velvet* over NBC-TV July 1 through Sept. 23. Agency: Geyer, Morey, Madden & Ballard Inc., New York.

Colgate-Palmolive Co., New York, has ordered weekly participations in NBC-TV's *The Shari Lewis Show* (Sat. 10-10:30 a.m. EDT), starting June 30. Agency: Ted Bates & Co., New York.

Procter & Gamble last week gave a major order to NBC-TV for sponsorship in two new series next season. Tv's leading advertiser purchased alternate-weeks of *It's a Man's World* (Mon. 7:30-8:30 p.m.) and *Wide Country* (Thur. 7:30-8:30 p.m.). Time remains available in both series. P&G's buy was through Benton & Bowles, New York.

Scholl Manufacturing Co., Chicago, has purchased a summer-long series of five minute participations for its Zino Pads on CBS Radio's daily *Art Linkletter's House Party* (10-10:10 a.m.) and Allan Jacksons's news broadcasts (10-10:10 a.m.). Scholls flight will be heard from June 4 to Aug. 31. Agency is Donahue & Coe, New York.

Bulova Watch Co., through Sullivan, Stauffer, Colwell & Bayles; **Pepsi-Cola,**

250	500	1,000	5,000	10,000	20,000	50,000	100,000
BC-250T	BC-500T	BC-1T	BC-5P-2	BC-10P	BC-20C	BC-50C	BC-100C

From 250 Watts to 100,000 Watts

GATES *AM BROADCAST TRANSMITTERS*

Producing the *Sounds of Success* Throughout The World

Transmitters cannot be designed with a "lick and a promise." *Good* equipment is the result of years and years of concentrated research and experience. The design and development of ten or twenty previous models results in a much better transmitter today.

When you buy Gates equipment – from 250 to 100,000 watts – you know that each transmitter represents an accumulation of *40 years of specialized broadcast engineering experience.* This is why Gates is the world's largest manufacturer of AM broadcast equipment, as shown by the examples below.



BC-1T 1 KW AM Transmitter

Used by more 1000 watt AM stations than any model in the history of broadcasting.



BC-5P-2 5 KW AM Transmitter

The largest selling 5000 watt AM broadcast transmitter manufactured in the world today.



BC-50C 50 KW AM Transmitter

Broadcasting's newest and most advanced Fifty. Combined medium and short wave models have reached the No. 1 sales position in only three years.

Our 40th Year
1922–1962

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C. • In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

via BBDO; and **Pharmacraft Labs,** through Papert, Koenig, Lois, have been added as sponsors of *Stoney Burke,* ABC-TV's new show in the Monday, 9-10 p.m., slot next season.

General Mills, through Knox-Reeves Adv., Minneapolis, will begin a heavy tv network and spot campaign in mid-June as part of a major promotion to introduce Saff-O-Life Safflower Oil, GM's new entry in the salad and cooking oil field.

Sealright Co., Fulton, N. Y., has bought four five-minute programs for four June weekends on NBC Radio. The programs, *Frank Speaking,* to be heard during Monitor '62 broadcasts, feature Frank Blair of NBC News. Agency: Emil J. De Donato Inc., New York.

Rep appointments...

▪ WESH-TV Daytona Beach-Orlando, Fla.: Advertising Time Sales Inc., New York, as national representative, effective June 1.

▪ KAIL (TV) Fresno, Calif.: Tele-Radio & Tv Sales Inc., New York, as national representative.

▪ WHTN-TV Huntington, W. Va.: Select Station Representatives, New York, as exclusive national representative.

Also in advertising...

New catalogue ▪ A new 16-page catalogue listing 150 films has been issued by Telefax Film Productions. The films, each one minute in length, are designed to provide action backgrounds for supered slide messages. The catalogue is available free from the company at 996 East 57th Ave., Vancouver, B. C., Canada.

BCH expands ▪ Broadcast Clearing House, centralized billing agency for spot broadcast media, has moved to Suite 1225, 50 Rockefeller Plaza in New York and opens a Chicago branch office on June 1. Chicago office will be in Wrigley Building, 410 N. Michigan Ave.

S. F. office ▪ The new San Francisco office of Post, Morr & Gardner, Chicago, has been opened in Crown Zellerbach Building, with a reception attended by city officials and local businessmen. Burgermeister beer is the chief account to be handled there. Agency now bills $18 million, up from $11 million last year.

Mechanized 'dry runs' for ad campaigns

NEW COMPUTERIZED SERVICE DESIGNED TO PREDICT MEDIA-MIX REACH

A so-called "People Machine" is ready to make its debut in advertising. It is designed to predict in detail the extent, depth and quality of coverage that any given advertising campaign will attain.

In time—but not yet—it may go further and predict the actual dollar value of sales that a campaign will achieve.

Even though it hasn't yet reached this final stage of sophistication, its inventors say that in its present form it will increase a campaign's efficiency by at least 5% and more likely by a figure closer to 30%. That's $400,000 to $2.4 million in extra efficiency for an $8 million advertising budget.

The "People Machine" is in fact neither people nor a machine. It's a system developed by Simulmatics Corp. for predicting human behavior. Its biggest fame thus far has been for its work in 1960 in predicting for the Democratic party—with a high degree of correlation to the actual results—how the electorate would react to various campaign situations, including the so-called "Catholic issue." Political insiders have credited its predictions with influencing some of the campaign strategies of candidate John F. Kennedy.

The "People Machine's" advertising applications are called Simulmatics Media-Mix (BROADCASTING, Oct. 16, 1961). What the system does, essentially, is to construct (or "simulate") within an electronic computer a "model" of the U. S. population and its total media habits, half-hour by half-hour. Thus an advertising campaign plan can be run through the machine and the campaign's efficiency—in terms of the exposure it would get—quickly determined.

Total Vs. Parts ▪ This exposure, officials say, can be shown not only in terms of total people exposed but also in such detail as exposure by age levels, economic levels, educational attainment, and numerous other characteristics; amount of overlapping exposure between two or more media, and—to the extent that the client has basic data from which to work—such factors as relative exposure of heavy, medium, light or non-users of the product to be advertised, or the relative efficiency of this campaign as compared to a competitor's.

A Media-Mix comparison of two different campaign plans, according to Simulmatics officials, could produce relatively quickly a report encompassing perhaps 100 different tables bearing directly on the client's questions—out of three or four thousand tables that could be produced as part of the "ordinary output" of the simultation.

"With Media-Mix," its officials say, "we can take the population of the U. S. through weeks or months of media exposure to predict in detailed terms of reach and frequency the results of proposed advertising schedules."

They also say the system has other values—as in determining for a network, for example, the probable effects of proposed changes in program schedules.

The Media-Mix system was developed by Dr. Ithiel de Sola Pool, director of the international communications program of Massachusetts Institute of Technology, and a group of social scientists, mathematicians and computer authorities associated with him in Simulmatics Corp. Dr. Pool is chairman of the Simulmatics research board and also retains his MIT post.

Information, Please ▪ Simulmatics President Edward L. Greenfield, opinion researcher and research consultant, said that work on collecting the necessary information for the Media-Mix "data bank" has been in progress for more than a year, and that more than five man-years of work have gone into assembling essential tv data alone.

The new service will be offered to advertisers and agencies for the first time in early June, but officials say they already have more than 100 requests for proposals, based on advance reports of plans for the introduction of such a system.

Media-Mix is one of several uses of the "People Machine" principle currently in work at Simulmatics.

Among those associated with Dr. Pool and Mr. Greenfield in Simulmatics are the following who have assisted on the Media-Mix project: Alex Bernstein, director of applied research, who formerly was senior mathematician at IBM and who developed IBM's chess-playing computer program, among other projects; Dr. William McPhee, research associate at the Bureau of Social Research at Columbia U.; Dr. James Coleman, chairman of the social relations department at Johns Hopkins U.; Dr. Robert Abelson, psychology professor at Yale, who was co-supervisor of the 1960 simulation for the Kennedy campaign and currently is supervisor of a simulation study of public health programs being developed by Simulmatics for the U. S.

'TIS THE TILL THAT TELLS THE TALE

OF ADVERTISING EFFECTIVENESS . . . .

The moment of truth comes to all advertisers at the cash register. Make no mistake about it, whether you bought time for this market from your office in New York, Chicago, St. Louis, Minneapolis, or where are you, you bought it to make sales for your client's product here in central Iowa.

In selling anything, who says what to whom is a prime factor in getting results. Do you know that this station telecasts around 80% of all the local business placed in this market? Do you know this has been true since the inception of the station?

Such acceptance must be deserved.

When all the tumult and the shouting is over . . .

'Tis the till that tells the tale . . . and as far as you are concerned it's your till and it tells your tale.

Ask your local representative or broker or jobber or relative or ask Katz about this nationally known, most effective television station.

KRNT-TV

DES MOINES

Hubert is going to Harvard

. . . at least, he was until he got a D in third grade arithmetic, which, rationalized his fond parents, didn't show what Hubert could really do.

Like grades in school, program ratings are a measure of performance. In television, performance is partly a matter of program preference. Ratings tell how many people are watching and something about these people.

This is useful information for everybody involved . . . for advertisers buying audiences . . . for stations building a program service . . . and for just plain people getting what they want from TV.

Maligned, misunderstood, misused, and perhaps occasionally mistaken, ratings are here to stay. They are indispensable for a popular medium that wants to stay popular. Where the customer does not pay directly for the product, ratings afford the only practical way to find out what he wants.

But, say the critics, the majority, when it comes to television, should not rule. And it doesn't, not all the time anyway.

The award-winning Corinthian documentary, "A Visit to St. Albert's Monastery," didn't do much better in rating points than Hubert did in arithmetic. The big difference: we didn't expect that it would, but we're proud of it anyway.

Responsible broadcasters will always want an accurate measure of audience response as one more factor in developing a varied and free program service.

Responsibility in Broadcasting

THE CORINTHIAN

Public Health Service, and James L. Tyson, former director of economic and statistical services at C-E-I-R and market research director for Time-Life International, who now is director of marketing research for Simulmatics and manager of the Media-Mix project.

Media-Mix consists basically of two parts.

"Imagine," says a Simulmatics brochure, "a cross-section sample of the American public consisting of people with perfect memories. Imagine that after the end of an advertising campaign or at the end of a year, one could interview each of these people and ask them whatever question one wished about each and every occasion on which they were exposed to an advertisement in a particular campaign—what they were doing at the time, who they were with, in what medium they saw the ad, and so on. For market research this would be an ideal situation."

What Simulmatics created, first, was a sample which, used with a computer, not only has total recall, according to Simulmatics officials, but also can do what even people with perfect memories could not do—report with equal certainty to what extent they would be exposed to a campaign that hasn't yet been conducted.

I Wish I Wuz People ▪ This sample, Part One of Media-Mix, is a simulation of the entire population of the U. S. over the age of four years. It consists of 2,944 imaginary "people," divided into 140 different types—"easterner, middle-aged, unmarried, white, $8,000 income, high-school education" might be one type, for example—so that in total they represent the American public as shown by Census Bureau figures on sex, age, education, race, income and other socio-economic characteristics.

Part Two assigns to these imaginary individuals media habits which also are representative of the media habits of the U. S. population: television viewing, radio listening, and the reading of magazines, newspapers and Sunday supplements (data on exposure to outdoor and point-of -purchase advertising may be added later).

"Each individual," the Simulmatics brochure points out, "habitually reads certain magazines, has certain tv program preferences, has certain newspaper preferences, and prefers certain types of radio programs and stations. All of this information is recorded for each individual on the computer tape."

These include "habits" based on both national and local measurements. For instance, officials explain, "we maintain data on the program preferences for each of 150 network programs, classified by socio-economic groups and applied to the 2,944 hypothetical individuals in our sample population." This data is based on ratings and on qualitative audience data from TvQ.

The simulated population is assigned —approximately 100 actual counties where the mythical people "reside" in proper proportions—and complete audience and programming data, including whole program schedules from all of the actual stations in these areas (about three tv stations per sampling unit), are also fed into the computer.

"Thus we have viewing data on some 70,000 time slots which are typical of U. S. viewing habits as a whole. We are able to assign to each individual in our sample the specific programs and stations he prefers, half-hour by half-hour starting at 7 o'clock in the morning, so that the computer knows —and can tell us—how many people are watching television, and what they're watching, at any given time."

The same sort of information, but expressed in terms of program types rather than of specific programs, is fed into the machine regarding radio listening. Since radio coverage data is more limited, "probabilities of exposure to given program types" are used when actual coverage information is not available. These probabilities are "estimates based on detailed evaluation of such factors as program type, total average station coverage, time of day and other variables."

For print media, the "data bank" includes information on exposure to 200 issues of 50 magazines, all newspapers in the 100 sampling points, and Sunday supplements.

When this material has been fed into the computer the Media-Mix system is ready to test advertising campaign plans. Simulmatics officials explain:

"The computer steps hour by hour, or half-hour by half-hour—or minute by minute, if need be—through a day, a week, a month or a year, as the client's needs dictate. For each time interval it cycles through the entire population of 2,944 individuals. For each individual it asks the following questions:

"Is he using a medium? If so, which medium? What program or item within that medium? Was there an ad in it from a campaign we are following?"

'Multiple-Regression' Analysis ▪ In answering these questions on television usage, officials say, "We start with an initial figure on the probability of the individual being exposed to the given program at the given time. This probability is based on audience data if available. For new shows or for shows with no available data, we have developed from multiple-regression analysis an equation for estimating the exposure probability of a given show, based on its type, time of day, network,



KHOU-TV
HOUSTON

KOTV
TULSA

KXTV
SACRAMENTO

WANE-TV
FORT WAYNE

WISH-TV
INDIANAPOLIS

WANE-AM
FORT WAYNE

WISH-AM & FM
INDIANAPOLIS

Represented by H-R

STATIONS

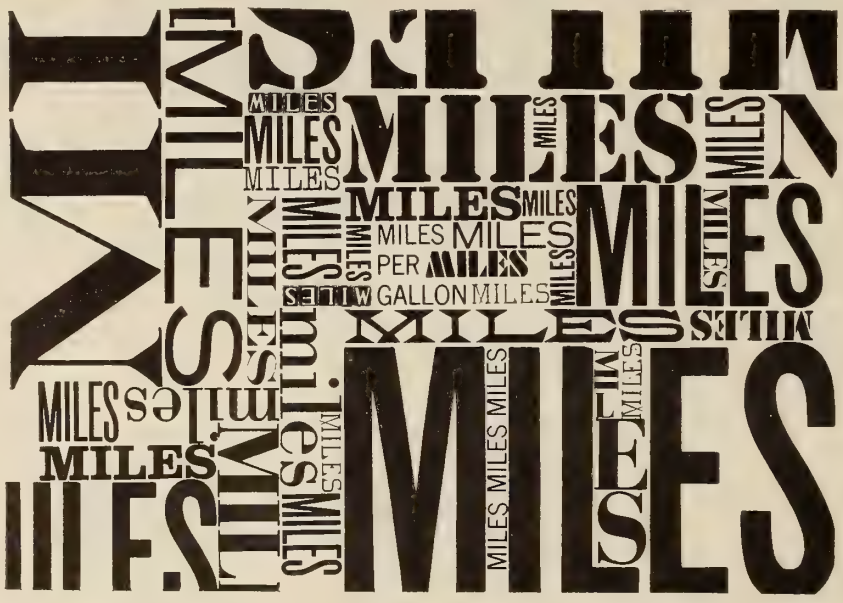
The hard sell 'hard sell' invades commercials

Close-ups of swirling water in a sink, swaying letters spelling out "comfort," cough medicine spilling over the edge of a giant spoon; each is a picture designed to attract a tv viewer's attention, and all are from commercials created by a year-old company with the unlikely combination of names, Ferro, Mogubgub & Schwartz.

In a remodeled brownstone house at 249 E. 49th St., New York, the young FM&S partners, Pablo Ferro, 27; Fred Mogubgub, 33, and Lew Schwartz, 35, operate as "visual communicators," preferring not to call themselves suppliers, as might be customary. "We don't supply, we create," Mr. Schwartz said.

What the partners had in mind when they blended their talents was a production firm that would serve as an extension of ad agencies when an agency went outside of its own creative resources for assistance on new commercials. Mr. Schwartz, chief negotiator of new business for FM&S, explains that "we are being used for creative supplement . . . our shop is being treated as a specific piece of talent."

In recent months FM&S has built up a reputation for producing commercials that both entertain and sell for such advertisers and agencies as Arrestin (N. W. Ayer), Ford Falcon and Ford Fairlane (J. Walter Thompson), U. S. Steel (BBDO), La Palina Cigars (Compton), Red-L-Seafood (Smith/Greenland), Dixie Cup (Hicks & Greist), Post Top Three and Post Treat Pack cereals (Benton & Bowles), Coca-Cola (McCann-Erickson), Brillo (J. Walter Thompson), and several others.



Hard Sell Art ▪ The FM&S partners admittedly joined forces in the hope of "bringing art to the tv commercial." Their common goal was to steer clear of a "factory assembled look" by experimenting in new techniques and providing a customized service. FM&S commercials are marked by a blending of unusual typography with animation and live action. Emphasis is on "see," dominant features being movement of letters and numbers, close-ups and other visual symbols that tell the product story.

To many viewers of FM&S commercials, the term "soft-sell" would come to mind, but the creators are quick to acknowledge that their efforts are definitely "hard sell." Only the approach to the sales message is different. The real difference lies in the stress on eye appeal rather than impact on the ear. An outstanding example of their style was demonstrated in a U. S. Steel commercial, for stainless steel sinks, which was honored at the recent American Tv Commercials Festival as the best commercial in the home furnishings category. Decorative

the total average station coverage data, and other factors."

Moreover, the system is described as containing "features for taking into account habit formation in tv viewing, satiation with a given type of show, the special effects of extra promotion for the show or other unusual factors, and competition with other shows in the same time slot."

For television commercials within programs, minutes-by-minute audience data can be used if available; otherwise the "data bank" will provide a probability estimate of viewership based on the probability for the entire show. For commercials between shows, estimated audience-flow data is used to determine the probability of viewership.

In estimating radio exposure the process is similar but simplified, because program lineups change less often in radio. With the print media the process follows similar lines, with output derived from a base of information including circulation figures, audience surveys and studies of readership patterns.

If an advertiser wishes to evaluate a campaign in a single market area, as for example Texas or the New York metropolitan area, the simulation can be re-done, according to Media-Mix authorities, to represent only the area under consideration.

In addition to the socio-economic and demographic breakdowns which Media-Mix can supply, officials report, a wide range of more specific characteristics of a campaign's audience can be supplied if the client has the marketing data and wishes to incorporate it in simulation. For instance: What kind of car does each individual own and how old is it? How does he or she distribute purchases between supermarkets and small stores? Between grocery and drug stores? Does he live in a hard-water or a soft-water area?

While Simulmatics officials expect that their Media-Mix clients will find a wide range of questions to ask the "People Machine," they think basic interest will lie primarily in determining the differences in coverage effects achieved by several different campaign plans:

"For example, the client might ask us to compare his present schedule with a proposed, modified one. He might ask us to include two proposed modified ones to determine which is better. He might wish to compare his schedule with that of his competitor.

"Or he might wish to know what kinds of people he was reaching that his competitor was not, and vice versa. He might wish to compare three schedules, two at the ends and one at the middel of some scale; when he found which end of the scale was better, he

effects of the sink were emphasized by special lighting, while close-ups of water running on the steel produced the desired effect of efficiency and cleanliness.

In the Arrestin commercial, the camera closed in on a spoon until it dominated the screen, and the slow dripping of the cough syrup from the spoon caused a "mouth-watering" effect. Dancing letters in a Ford commercial spelled "comfort" in such a bending, swaying manner that the full effect of the word was imparted. Photo at left is a typical example of a hard sell pitch with type, this one calling attention to the virtue of Amoco gas.

Nowhere has their skill in the use of typography been more challengingly and artfully demonstrated than in the special visual effects created for the off-Broadway play with the stretched-out title, "Oh Dad, Poor Dad, Mamma's Hung You in the Closet and I'm Feelin' So Sad." Noting an FM&S commercial on tv one night, Jerome Robbins, director of the play, contacted the firm to produce special films for showing on a large screen as the curtain opens on the play and as introductions to various scenes.

Before starting their own company, Messrs. Ferro and Mogubgub had been animators and directors for Academy Pictures, Gifford Animation and Elektra Studios. Mr. Schwartz was animation supervisor at J. Walter Thompson. Along with a staff of 12, they work as a team on every project.

SOFT DRINKS' USE OF TV UP 46.9%

TvB reports network-spot billings hit $21.5 million in 1961

Television Bureau of Advertising in continuing its product category comparison of advertising spending on television in 1961 and 1960 reported last week that bottled and canned soft drink advertisers' tv time billings went from $14.6 million to $21.5 million, a 46.9% increase. The figure includes network and spot.

The bureau said the bottlers increased overall ad expenditures in major consumer media 10.3% and that tv's share jumped to 51.5% in 1961 from the previous year's 39.7%. A list of top 10 advertisers of bottled or canned soft drinks in 1961 showed Coca-Cola Co. leading with more than $7.8 million in tv, of which the major share (more than $6.6 million) was in spot. Pepsi-Cola Co. nearly duplicated this spending in network, but was more than $2 million behind Coca-Cola in spot. Both firms were far ahead of other advertisers in this category.

Summarized in tabular form:

TOP TEN ADVERTISERS
BOTTLED AND CANNED SOFT DRINKS
1961 MEASURED MEDIA EXPENDITURES
(GROSS TIME OR SPACE)

	Television	Newspapers	Magazines	Outdoor	Total	% TV
Coca-Cola Co.	$7,885,360	$ 564,511	$2,937,664	$2,087,296	$13,474,831	58.5
Pepsi-Cola Co.	5,570,626	2,021,999	1,927,646	754,608	10,274,879	54.2
Seven-Up Corp.	2,263,281	361,557	2,251,359	1,155,957	6,032,154	37.5
Royal Crown Cola Co.	701,100	626,050	869,406	782,860	2,979,416	23.5
Canada Dry Corp.	1,149,560	480,931	676,370	235,443	2,542,304	45.2
Dr. Pepper Co.	799,010	101,941	235,250	142,838	1,279,039	62.5
Cott Beverage Corp.	734,180	147,914	.....	.....	882,094	83.2
Schweppes (USA) Ltd.	350,270	81,885	364,540	.....	796,695	44.0
Hammer Beverage Co.	385,030	.....	.....	.....	385,030	100
Hoffman Beverages	242,270	62,902	17,100	.....	322,272	75.2
Total top ten	$20,080,687	$4,449,690	$9,279,335	$5,159,002	$38,968,714	51.5

TOP TEN ADVERTISERS
BOTTLED AND CANNED SOFT DRINKS
1960 MEASURED MEDIA EXPENDITURES
(GROSS TIME OR SPACE)

	Television	Newspapers	Magazines	Outdoor	Total	% TV
Coca-Cola Co.	$4,748,550	$ 956,556	$3,860,797	$2,408,325	$11,974,228	39.7
Pepsi-Cola Co.	3,119,040	4,105,105	1,639,825	1,178,014	10,041,984	31.1
Seven-Up Corp.	1,562,560	339,265	2,229,295	881,810	5,012,930	31.2
Royal Crown Cola Co.	860,760	.....	1,002,935	1,167,266	3,030,961	28.4
Canada Dry Corp.	1,623,270	533,805	371,402	232,925	2,761,402	58.8
Dr. Pepper Co.	646,680	132,060	216,575	131,519	1,126,834	57.4
Cott Beverage Corp.	367,890	285,229	.....	12,425	665,544	55.3
Schweppes (USA) Ltd.	412,680	111,813	61,410	5,520	591,423	69.8
Hammer Beverage Co.	112,130	.....	.....	.....	112,130	100
Hoffman Beverages	6,170	116,613	46,190	.....	168,973	3.7
Top ten total	$13,459,730	$6,580,446	$9,428,429	$6,017,804	$35,317,436	38.1

Sources: Television: TvB-Rorabaugh and LNA-BAR; Newspapers: Bureau of Advertising; Magazines: Leading National Advertisers; Outdoors: Outdoor Advertising Inc.
TvB Report M9-13

might wish to narrow in on the optimum by trying a schedule between two good ones."

Simulmatics authorities also feel that Media-Mix can be useful to others in advertising besides agencies and advertisers: "A television network, for example, might wish to compare alternative lineups of programming. Any change of television programming can be described in the way that we have described advertising campaigns, and its audience can be measured."

For the present, however, they feel that Media-Mix's biggest market potential is among agencies and advertisers. They have not completed their rate card, but say costs will be "moderate" and "within the reach of agencies of all sizes and their clients." Costs also will vary with the amount of special research required, if any, and with the amount of computer running time.

Eventually, officials expect to set the "People Machine's" sights a little higher and shoot for the ultimate goal in advertising prediction: forecasting a campaign's sales effectiveness. Even now, they say, this can be approached on a tailor-made basis. But they're not pushing it "until client confidence in Media-Mix has been established."

Simulmatics uses computers of various service bureaus.

Media-Mix's debut follows by about six months the announcement of a computer-based media selection system called Mediametrics which was developed by BBDO and C-E-I-R, independent data-processing and consulting firm (BROADCASTING, Nov. 29, 1961). Mediametrics uses linear-programming techniques rather than simulation, which Simulmatics officials consider more powerful and flexible in describing audience suplication, cumulative reach and frequency, and "the dynamics of audience behavior."

In their advertising applications, linear programming and simulation tackle problems from opposite directions. In linear programming, the computer is told what people the advertiser wants to reach and how much money he wants to spend; then it devises the media schedule which, mathematically, best meets his requirements. The simulation system in Media-Mix gives the computer ready-made schedules and finds out how many people each of these schedules would reach.

Simulmatics Corp., a publicly held company formed in 1959, has offices at 501 Madison Ave., New York, and also in Washington and in Cambridge, Mass.

Admen pelt FTC's cease & desist plan

OPPOSITION LEADS REP. HARRIS TO FEEL BILL MAY BE TOO SWEEPING

Advertising agency associations struck hard last week at proposals to give the Federal Trade Commission new cease-and-desist powers. In fact, it was a case of Paul Rand Dixon, FTC chairman, against almost everyone else in the House Commerce Committee's hearing on the proposal (HR 8830).

But indications are that the commission may get something, if not everything it seeks, in the way of a new enforcement weapon to act quickly against advertising campaigns and other practices charged with being fraudulent or illegal.

Rep. Oren Harris (D-Ark.), Commerce Committee chairman, indicated he thinks the commission should have new powers to expedite its proceedings —but not to the extent of 'throwing the entire business community into a tailspin."

The proposed measure, which has the President's backing, would permit the FTC to issue temporary stop orders pending a final commission order on a contested business activity's legality. The order, however, would be subject to review by the Federal Appeals Court.

Need for speed ▪ Mr. Dixon said the commission needs the authority if it is to move fast enough to protect small business against unlawful practices by large competitors. Under present procedures, he said, "the most stupid lawyer in America could keep a case alive for several years." But a small business being harmed by the contested practice, he added, "could be dead in several months."

But a long line of witnesses, including representatives of bar associations and business groups as well as the national advertising associations, assailed the proposal as "unprecedented" and probably unconstitutional if not dictatorial. They said only the courts should have the authority to grant cease and desist powers.

Mr. Dixon, however, said the commission should be permitted to issue such orders because it "has the expertise acquired in its 48-year history that no judge could acquire." A judge hearing a request for a temporary injunction, he said, would have to start from the beginning to obtain the information and background already gained by the FTC in its investigation.

If Congress wants to help the small businessman, Mr. Dixon said, it should grant the commission the power it seeks. "We see small businessmen disappear from the scene as we investigate and litigate," he said. "Some cases are on the docket eight years."

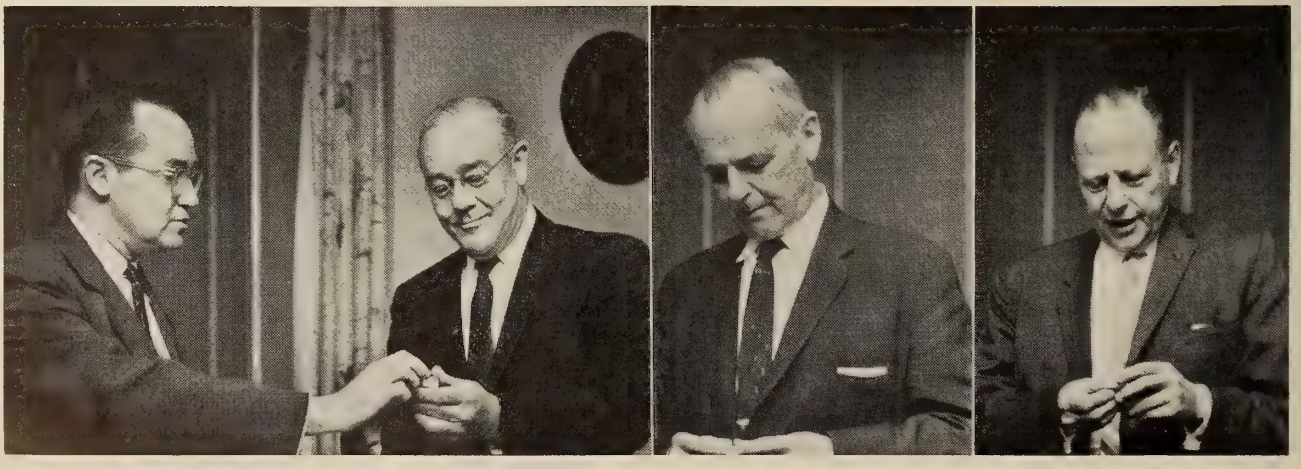
But John J. Ryan, counsel for the Advertising Federation of America, said the bill would violate "the fundamental American concept that no citizen shall be deprived of liberty or property without due process of law." Proponents of the bill, he added, haven't demonstrated that it is of such "overriding importance to the nation as would justify the moratorium on personal liberty which it would invoke."

Absolute Power ▪ Mahlon F. Perkins Jr., counsel for the American Assn. of Advertising Agencies, said the bill would confer on the FTC "the absolute power to take advertising off the air and banish it from print" whenever the commission concludes such action is necessary to prevent "irreparable harm."

Both Mr. Ryan and Mr. Perkins said they do not oppose the idea of temporary injunctions against advertising. But the power to take such measures, they said, should be reserved for the courts.

Several Commerce Committee members indicated agreement with these views. Rep. J. Arthur Younger (R-Calif.), in questioning Mr. Dixon, commented that the proposal reminds him of old frontier-days justice. In those days, he said, a sheriff might remark, "We'll give the man a fair trial, then hang him. But under the New Frontier, you say, "We'll hang him, then give him a fair trial.' "

Rep. Harris agreed that the lawyers opposing the bill have built a strong case.



Bartley, Craven, Cross among 239 FCC long-service honorees

FCC Commissioner Robert T. Bartley (right, in left photo) receives a pin from Chairman Newton N. Minow commemorating 20 years of government service by the former. Inspecting their pins, presented earlier, are Commissioner T. A. M. Craven (center) (for 35 years) and John S. Cross (30 year veteran). At its annual awards ceremony last week, the commission honored 239 employes for length of service (from 10 to 40 years, with six in the latter category), superior accomplishment (40) and suggestions adopted by the FCC (27). Those named in the last two groups also received cash awards.

THE GREAT CHARLESTON-HUNTINGTON DEBATE



1.

2.

4 STATES SPLIT ASUNDER AS TOM GARTEN[1.] & JOHN SINCLAIR[2.] DO BATTLE ON BARKER'S RIDGE!!

TOM: Media men, sales managers and time-buying influences of all kinds: Greetings! And welcome to another *Grand Harangue* over a question so often — and so *needlessly*—asked of us at WSAZ-TV: "Which West Virginia market shall we buy with our budget? Hearty Huntington or Cheery Charleston?" My friends, *both* of these treasure troves lie within easy audio-video reach of Barker's Ridge—site of our Towering Tower! Thus, no choice is necessary!

JOHN: Mr. Garten, to what you have so grandiloquently put, permit me to add this one infuriating thought. *Were* an outright choice the advertiser's only option, I would reply "Charleston!" without hesitation! For this fair city is not only *Mixer of the Nation's Chemicals,* but, indeed the very pulse and purse of the entire 72-county 4-state *Supermarket* area served by our single—and single-priced—signal!

TOM: *En garde,* sir! Once again, your local loyalty has set highly paid brother against highly paid brother, split handsome TV homes in half, divided 2 million consumers right down the middle, and torn a 4-billion-dollar payroll in twain (see map)! Your rashness, sir, will be rewarded by the rumble of one of the world's finest gun collections — housed in the magnificent Huntington Art Gallery. *Charleston* the pulse and purse of *Supermarket?* You reckon without the spirit of an *All-American City,* and without the economic strength of its many allies!

JOHN: Economic strength? Be advised, sir, that a defense contract recently awarded the FMC Corporation will give employment to 1,250 persons in South Charleston! The product? *Armored* cars, my friend!

TOM: Transport, is it? The trains of a really great rail center will turn your flanks! And down the center we shall fire such balls of steel, glass, nickel, alloys and zinc as will set you sandbagging your capitol and wishing for far less heavy industry in the Huntington Tri-State Complex!

JOHN: Sandbags, sir, we have in abundance—as well as brinebags, coalbags and gravelbags. Sufficient to last out any siege, and even lend *you* some. And speaking of *flanks,* Mr. Garten, you forget your vulnerability to diesel-operated barge attack! We have but to come down the Kanawha, rendezvous with our Parkersburg and Marietta forces at Point Pleasant . . .

TOM: Stop right there, Mr. Sinclair! The pleasure boats of Huntington will be lying in ambush round the bend—for the Ohio River is ours! Besides, our timekeeper beckons.

JOHN: And I ahead on points! Let us once again declare the advertiser winner. For it is he who, by simply calling his Katz Agency man, can have *all* of Supermarket! This is *WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: The Goodwill Stations, Inc.*

1. *Vice President and General Manager,* WSAZ-TV
2. *Manager, Charleston Operation,* WSAZ-TV

3 WSAZ-TV

FOUR MORE SEEK MIAMI TV

Former ch. 10 holder, National Airlines, resubmits application in contest with licensee L. B. Wilson

Four separate groups filed new tv station bids at the FCC last week seeking to compete with L. B. Wilson Inc. for ch. 10 Miami. Among the applicants was National Airlines' Public Service Tv Inc., which originally received the ch. 10 grant in 1957 but was disqualified three years later for *ex parte* contacts.

The remaining three applicants are South Florida Tv Corp., Miami Tv Corp. and Civic Tv Inc. By late last week, none of the applications had been accepted and there was some doubt the commission would officially receive the airlines application.

L. B. Wilson, one of the original four applicants for ch. 10, received a temporary grant from the FCC in July 1960. At the same time, the commission disqualified the other three applicants, including Public Service (WPST-TV), for improper contacts with then FCC Commissioner Richard A. Mack. Following court refusals to upset the verdict, the FCC ordered WPST-TV off the air last Nov. 20 and Wilson's WLBW-TV went on the air that day.

Last March, the FCC told WLBW-TV to file for license renewal by April 20 and announced that competing applications would be accepted until May 21. All four new applications were filed on the last day. In granting WLBW-TV, the commission set its original license period for four months only. Last week, the FCC granted WLBW-TV minor changes in its antenna system.

L. B. Wilson Inc. also owns WCKY Cincinnati. Stockholders include President C. H. Topmiller, 32.4%; Jeanette Heinze, 19.3%; Thomas A. Welstead, 19.3%; William M. Ittman, 11.3%; Jolar Inc., 11.3%, and Essie Rupp, 6.3%. The three largest stockholders vote a portion of the shares owned by the others through a five-year trust agreement.

The Others ▪ George T. Baker, board chairman of National Airlines, continues as president of Public Service—a post he held when WPST-TV was on the air. Public Service is 100% owned by National and the following airline executives make up the tv subsidiary board: Lewis B. Maytag Jr. (president of National), William A. Nelson, John Morris, Richard E. Winckler, Robert K. Packard and Jerome A. Waterman.

Public Service would use the old WPST-TV facilities if its new application is granted. The station's net income, after taxes, in 1960 was in excess of $150,000 and for 10½ months of 1961 in excess of $75,000, according to the application.

Mr. Maytag, head of Frontier Airlines, became president of National one month ago. He purchased 250,000 National shares (of 1.8 million outstanding) from Mr. Baker, with the latter still owning 50,000 shares. Pan American World Airlines owns 463,988 National shares which are held in trust by a New York bank under terms of a Civil Aeronautics Board order. For fiscal 1961 National reported a loss of $7.2 million on operating revenues of $63.9 million.

The South Florida application is composed of businessman-philanthropist-sportsman William B. McDonald Jr. (80%) and three former WPST-TV executives—Walter M. Koessler Jr. (10% with an option to acquire an additional 5% from Mr. McDonald), Eleanor L. May (5%) and William R. Needs (5%). Mr. Koessler was general manager of WPST-TV and will serve in the same post if the South Florida application is granted. He also was general manager of uhf WGBS-TV Miami (since deleted) from 1955-57 and presently owns ⅓ of Tradewind Productions Inc., Miami tv producer.

Both Miss May and Mr. Needs are employed by National Airlines. She was formerly program director of WGBS-TV and WPST-TV and Mr. Needs served as chief engineer for both stations. Messrs. Koessler and Needs and Miss May also have served with various other broadcast stations. South Florida also plans to use the former facilities of WPST-TV if it is successful in the ch. 10 bid.

Miami Group ▪ Miami Tv Corp. has 25 stockholders, mostly Miami businessmen and headed by President Harvey F. Pierce (7%), architect, consulting engineer. Other stockholders include W. J. Callahan (6%), Edwin H. Bishop (6%), and Joe Creel, Ernest P. Jones, C. Clyde Atkins, R. L. Budde, Frank R. Anderson and Charles Woods, each 5%, and others, none with over 4%.

Mr. Woods is president and 52.66% owner of WTVY (TV) Dothan, Ala. James C. Pollock will be executive vice president-general manager of the proposed Miami Tv Corp. station and has an option to purchase 35,000 shares (of 1.5 million authorized). Robert M. Claflin is the proposed assistant general manager with an option to purchase 20,000 shares.

Miami businessmen also make up a majority of Civic Tv Corp.'s 13 stockholders. Charles H. Crandon (banking and real estate) is president and he and the following each own 8.33%: Robert H. Cook, Grover A. J. Noetzel, Henry O. Shaw, Joseph Weintraub, R. D. Maxwell Jr., Edwin H. Belcher, Charles H. Bradshaw, J. N. McArthur, Arthur H. Weiland and D. Earl Wilson. Thomas W. Skinner owns 7.93% and former broadcaster Edward E. Lewis .40%. Mr. Lewis has been with several Texas stations, serving as sales manager of KVII-TV Amarillo from 1959-61. At the present time, he owns G-L Inc., Amarillo advertising agency.

Mr. Weintraub owns 10% of TGBOL-TV Guatemala City, Guatemala. Mr. Crandon will serve as general manager of the proposed Civic Tv Corp. station.

Too cozy

The FCC has refused to permit two stations under common ownership but in different cities to operate from one station's studios and be identified simultaneously. The request came from David M. Baltimore, principal owner of WSCR Scranton and WBRE Wilkes-Barre, both Pennsylvania. He sought to operate both stations from WBRE studios. WBRE is on 1340 kc; WSCR on 1320 kc.

Bar group protests suddenness of freeze

The FCC's action in creating a "partial freeze" on am applications without any warning was "unjust, unwarranted and erroneous," the Federal Communications Bar Assn. claimed last week in a petition asking the commission to reconsider (BROADCASTING, May 14).

The bar group took issue only with the lack of notice the FCC gave in announcing the freeze at 3 p.m. May 10 and making it effective as of 5 p.m. May 10, not with "the merits and propriety" of the freeze action itself.

The FCBA said it agrees with the dissenting opinion of Commissioner Rosel H. Hyde that the action "is essentially a substantive policy decision and ought to be the subject of a public notice before decision." The announcement of a freeze without prior notice "flies in the face of past experience by the commission itself in comparable freeze situations," the FCBA said, citing among other examples the three-months' notice given in the case of the 1948 to 1952 television freeze.

Some would-be applicants have invested substantial time and money in preparing applications for new am stations or changes in existing facilities, the FCBA said, and now are told that

New FCC Review Board: Berkemeyer, Slone, Pincock, Nelson



Donald J. Berkemeyer (2nd from r) was named last week as chairman of the FCC Review Board. Other board members are (l to r) Horace E. Slone, Dee W. Pincock and Joseph N. Nelson. Members were selected "unanimously" by the FCC under terms of the FCC reorganization act passed by Congress last summer.

Rules governing the board, drafted after consultations with the Federal Communications Bar Assn., have not been formally adopted (CLOSED CIRCUIT, May 21) and the board will not begin functioning until 30 days after the rules and procedures are announced. The four members (only three to sit on any given case) were appointed for indefinite terms. Four members were named so that three will be on hand in case of illness and so that one member may be writing a decision while the other three are hearing a new case.

The staff board will be empowered to review examiner's decisions and practically all the routine am and fm hearing cases (but not tv). The right of further review by the FCC at the discretion of the agency members. The board will not be empowered to act on revocations and controversial renewal cases.

A member of the commission staff since 1946, Mr. Berkemeyer currently is chief of the office of Opinions and Review. He received an LL. B. from the Duke U. Law School in 1942.

Mr. Nelson also has been with the FCC since 1946 and has served as chief of the Renewal & Transfer Division of the Broadcast Bureau since 1956. He received a law degree from St. John's U. in 1946.

Mr. Pincock, assistant general counsel in charge of the regulatory division since 1959, began his government career in 1941 with the FBI. He joined the FCC general counsel's office in 1946 and served as legal assistant to Commissioner Rosel H. Hyde from 1953-59. He received an LL. B. from George Washington U. a year before he joined the FCC.

Mr. Slone, engineering assistant to Commissioner Robert T. Bartley, is the only non-lawyer on the board. He joined the FCC field staff in 1940 and was transferred to the Washington headquarters in 1946. He received a degree in electrical engineering from Syracuse U. in 1927 and served as a radio station engineer and college professor before joining the FCC.

Messrs. Berkemeyer and Nelson are Grades 16 (top pay, $16,295) and Pincock and Slone are Grade 15 ($15,030 tops). The FCC is undecided as to whether it will try to make all four Grade 16's. Some commissioners think the Review Board members should not be rated higher than hearing examiners (Grade 15) since the board will be prohibited by statute from handling important tv cases which the examiners rule on as a matter of routine. Grade 16 ratings would require Civil Service approval and that agency has just so many superior grades (16-18) to dispense.

their efforts have been in vain. It is unfair that these applications are rejected not because of any inherent deficiency but merely because they did not happen to be prepared for filing by the sudden May 10 deadline, the FCBA complained.

The precipitous freeze violates Sec. 3 of the Administrative Procedures Act (providing that an agency must give advance notice in the *Federal Register*), the FCBA argued; the freeze was announced as effective May 10 but was not printed in the *Register* until May 16. Furthermore, in its April notice of the am processing lines and cut-off dates, the commission had announced a deadline for applications of May 25; the freeze notice has the effect of changing the deadline to May 10 without advance notice.

The FCC action precludes consideration of comparative applications for certain facilities in cases where one party, by pure chance, had filed by May 10 and another seeking mutually exclusive facilities had not yet filed, the FCBA claimed. A lesser applicant might thus gain a facility by change rather than through "healthy" comparative consideration, the bar group argued.

Although reasonable notice might have brought some "ill-considered, even frivolous" applications to the FCC in an attempt to beat the deadline, the FCBA said, "no one questions the commission's ability to weed out such unmeritorious filings."

FCC asks Noe for further assurances

James A. Noe Sr., owner of WNOE New Orleans, has paid a $10,000 fine to the U. S. for violations of commission rules by the station but last week the FCC asked Mr. Noe what further steps have been taken to prevent a recurrence.

The request for assurances from Mr. Noe was written in connection with WNOE's license renewal application, now pending before the commission. WNOE was fined the maximum under law for conducting promotion contests which, according to the FCC, were "reprehensible and fell far short of broadcasting in the public interest" (BROADCASTING, April 2). In assessing WNOE, the commission noted that Mr. Noe had no prior knowledge that the contests were fraudulent and that he cooperated fully in the commission investigation.

In its letter last week, the FCC asked for the procedures, in detail, taken by Mr. Noe to insure that the violations will not be repeated. Such comments should include, but not be limited to, a statement with respect to review (by Mr. Noe) of the budgetary allocations for contests and promotions and the means for review of the conduct of such program matter, the FCC told the licensee.

In sending the FCC a check for $10,000, payable to the Treasurer of the U. S., Mr. Noe said that "I do not mean to concede that I acknowledge that the penalty is just."

Mr. Noe, who also owns KNOE-AM-TV Monroe, La., is the first licensee to pay the maximum fine which the commission has the authority to assess. KWDB Minneapolis paid a $2,500 fine for technical violations and four other

stations are facing forfeitures ranging from $1,000 to $10,000.

No Litigation ▪ "I feel that if I were to litigate, the penalty would either be completely eliminated or substantially reduced," Mr. Noe wrote the FCC. However, he said that he had decided against an appeal because it would entail further expense for both the government and WNOE. "Instead of instituting such protracted litigation, I have decided to pay the fine, close the matter and devote my energies to the continued operation of my station," he said.

Mr. Noe said that he was shocked over the irregularities of the sweepstakes contest and has instituted measures to prevent a future occurrence of the same nature. These include, he said, periodic questioning of program personnel as to whether they have any suspicion or knowledge that any city, state or federal law is being violated.

He said that WNOE will soon move into a new $120,000 building with all departments consolidated, thus enabling management to maintain closer supervision. (This letter by Mr. Noe was written a month ago and failed to satisfy the FCC as to procedures adopted.)

The licenses of the Noe stations still have not been renewed. At the time the fine was ordered, three commissioners voted instead for a renewal hearing with a possible fine one of the proposed issues. The fact that WNOE has paid the $10,000 fine would not prohibit the FCC from ordering a hearing on the same issue for which the station was fined.

The FCC vacillates on Riverton hearing

A final decision by the FCC that actually wasn't quite final was shelved temporarily last week.

The cause of the confusion was an FCC announcement three weeks ago that it had set for hearing applications for two new am stations in Riverton, Wyo., to determine if that city could economically support one or more additional am stations (it now has KVOW). A day after that, the FCC decided to reconsider and directed that the hearing order not be released (BROADCASTING, May 14).

Although the FCC announced it planned to hold the Riverton hearing, it did not make public its intention to reconsider. Then 10 days ago, the hearing order was printed in full, by mistake, in the *Federal Register* of May 17 (BROADCSATING, May 21).

Last week the FCC officially and unanimously decided to reconsider its earlier action and officially announced such intentions. At issue are applications by William L. Ross for 1370 kc with 1 kw and by Hugh Jordon Stock for 740 kc and 1 kw.

U.S. won't pay for emergency generators

BROADCASTERS GET THE NO SIGN FROM DEFENSE EXEC

Broadcasters, under orders to provide instantaneous communications for the President and federal, state and local officials in the event of an attack on the United States, were told last week that the federal government is not going to furnish them with generators for emergency power.

The word was given to the National Industry Advisory Committee, meeting in Washington May 24, by Paul S. Visher, director of technical operations, in the office of the Assistant Secretary of Defense for Civil Defense.

Mr. Visher told the meeting that his office has checked the power companies' capabilities of furnishing power to radio stations and has found them good. He said the federal government is not going to invest in standby generators for broadcast stations because the best approach is to improve standard power plants.

The opposite view was expressed by Thomas Phelan, NBC representative, who reported that an NIAC committee had determined that standby generators are vital if radio is to perform the functions assigned to it during an emergency. The FCC concurs in this viewpoint, it is understood.

The matter was left undecided, but further conferences between civilian defense officials and the FCC and NIAC are expected to take place.

Am Teletype ▪ John H. DeWitt Jr., WSM Nashville, reported on a successful 24-hours-per-day, 30-day test of the use of am stations in furnishing teletype circuits during regular programming through the use of am multiplex techniques.

The project, known as "BRECOM" (Broadcast Emergency Communications), successfully operated a two-way teletype circuit between a point outside Washington and the Omaha headquarters of the Strategic Air Command. The stations involved in the test were KDKA Pittsburgh, WLW Cincinnati, WGN Chicago, WHO Des Moines and WOW Omaha. WJR Detroit was an alternate for WLW.

There was absolutely no interference to the stations' regular programming, Mr. DeWitt stated.

A similar project using am and fm stations in the Southeast was described.

Other highlights:

▪ On June 4 all four radio networks will run a facilities test at 12:45 p.m. (EDT) to check emergency procedures with their affiliates. This type of test will be undertaken monthly from then on, it was reported.

▪ Fallout protection for key standard broadcast stations will be provided by the federal government. The U.S. Army Corps of Engineers will supervise contracts to provide shelter for technical personnel at transmitter sites of key am and fm stations. The government will spend up to $3,500 for each contract. A list of 200-odd key stations was furnished to civilian defense officials by the FCC (BROADCASTING, May 21).

▪ The FCC staff has drafted a proposal to amend its rules to permit the use of remote pickup broadcast facilities in emergency services. This is expected to be issued by the FCC soon as a rule-making proposal.

August hiatus

Don't look for much action from the FCC this August. As has been customary, the commission will take its annual hiatus that month. No hearings or oral arguments will be scheduled. At least one commissioner will be on hand to handle emergency matters and routine business. Because one meeting per month is required by law, the commission will meet Wednesday, Aug. 1.

The meeting habits of the commission will also be changed this week owing to the Memorial Day vacation. The commissioners will get together tomorrow (May 29) instead of Wednesday.

FCC sets new deadline on deintermixture replies

In view of the all-channel set legislation before Congress and the FCC promise to the House commerce committee that it would declare a moratorium on deintermixture if the bill passes, the commission postponed the deadline for reply comments on its proposal to deintermix eight markets from June 22 to July 23.

The commission also postponed for a similar period the due-date for replies on its eight vhf drop-in proposals, thus, in effect, denying a petition for expedition of those proceedings by ABC (BROADCASTING, May 21).

Reply comments in the proceeding looking toward expanded use of uhf channels are still due June 22, however, as are comments on proposals for additional educational tv reservations in Florida, Kentucky and Georgia. The FCC said that in view of the bill passed by Congress authorizing federal grants of $32 million to educational tv (BROADCASTING, May 7), the agency is "hopeful of concluding the educational proceedings and the overall allocations proposal as presently scheduled."

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SENATE COMMITTEE OKAYS SPACE BILL

Government ownership advocates plan opposition on floor

The administration bill to form a privately owned communications satellite corporation moved a long step ahead last week when the Senate Commerce Committee approved it 15-2.

But it faces floor opposition from a group of senators who favor government ownership and claim the administration measure (HR 11040) amounts to a "giveaway" of the government's investment in space communications to the private communications companies.

Sen. Estes Kefauver (D-Tenn.), who has introduced a bill for government ownership, promised to fight the bill "right down the line." Indicating a lengthy debate is in prospect, he predicted the public won't stand for the private-ownership concept once it knows the "full story."

Sen. Kefauver expects "a lot" of support. Sens. Ralph Yarborough (D-Tex.) and E. L. (Bob) Bartlett (D-Alaska), the two Commerce Committee members who voted against the bill, are among those who favor the Kefauver proposal (S 2890).

Minority Report ▪ The administrations' bill probably won't come up for a Senate vote before next week. Sen. Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, said the two dissenting senators have 10 days to file a minority report.

The bill, introduced by Sens. Magnuson and Robert S. Kerr (D-Okla.), chairman of the Senate Space Committee, is similar to that already approved by the latter committee and passed by the House (BROADCASTING, May 7).

It would create a private corporation whose ownership would be divided 50-50 between the public and common carriers approved by the FCC. The firm would operate under 15 directors, three appointed by the President with the consent of the Senate, six elected by the public stockholders and six elected by the common carriers. The stock would sell for up to $100 a share.

One significant difference between the Senate bill and that passed by the House involves the ground stations that would transmit messages to and receive them from the satellites. Both bills permit these stations to be owned either by the corporation or the carriers. But the House version (HR 11040) instructs the FCC, which will regulate the system, to "encourage" ownership by the private companies. The Senate bill makes it clear the commission should show no preference in deciding between applications for stations by the corporation or by a carrier.

Administration View ▪ The administration had strongly urged the Senate version holding that if the carriers were given preference in station ownership, they would gain effective control if not legal control of the satellite system.

House liberals also sought the no-preference provision in the House bill. They said language the House later approved would lead to discrimination against the corporation when it competes with carriers for ownership of the more lucrative stations. This, they said, would cut the corporation off from any of the space system's profits.

The Senate bill also bears a number of committee amendments intended to meet criticism from those who fear that AT&T, the largest communications company, would dominate the corporation. These changes would strengthen the FCC's regulatory power over the corporation and make the antitrust laws specifically applicable to the activities of the corporation and those in it.

One amendment, offered by Sen. Magnuson, would require the FCC to report to Congress on its activities against anti-competitive practices as they apply to the communications satellite program.

Sen. Magnuson, in anticipation of the coming Senate fight, described the legislation as a "private-ownership bill in which many communications carriers and many individual investors will share as voluntary stockholders in both the benefits and hazards of this challenging and unprecedented enterprise.

"This is in the American tradition and in conformity with our existing telecommunications services — radio, television, telephone and telegraph—all privately owned but subject to rigid regulation."

Minow sees intra-national satellite use

The communications satellite may be used also for relaying messages within the U. S., FCC Chairman Newton N. Minow said last week. He noted that the administration's proposal for the ownership of the space relay facility does not preclude domestic use of the satellite. Mr. Minow said he thinks domestic use would be primarily for voice and telegraphs.

There have been suggestions that a satellite communications system might be used to feed tv stations with network programs, eliminating the use of expensive wire lines and microwave circuits now leased from AT&T. That was first mentioned by Lee Loevinger, Dept. of Justice antitrust chief, in testimony before a congressional committee.

Mr. Minow addressed the Washington, D. C., chapter of the American Jewish Committee May 24. After describing the concept of a communications satellite, Mr. Minow discussed some of the problems, including ownership and international cooperation He termed the latter the most important element in the whole system.

A bill setting up a private-government corporation to operate a space system has passed the House and has been approved by the Senate Commerce Committee.

Marcus Cohn, Washington communications lawyer, was elected chairman of the AJC Washington Chapter.

FCC gives WITT short-term renewal

Despite the new climate of regulation, WITT Lewisburg, Pa., went through an FCC license renewal and came out of it still possessing a license. The FCC adopted and modified an initial decision by Hearing Examiner Asher H. Ende recommending WITT's license be renewed for one year (AT DEADLINE, Jan. 1).

Commissioner Robert T. Bartley dissented; Commissioner T. A. M. Craven did not participate.

The WITT license was set for hearing on charges that Wireline Radio Inc., the licensee, had permitted an unauthorized transfer of control and had made misrepresentations to the commission.

The Broadcast Bureau stated in its exceptions to the initial decision it felt that WITT's owners did violate FCC rules but that the offenses were inadvertent; the bureau did not object to the short-term renewal as official sanction.

WITT petitioned the commission for an immediate final decision and withdrew its limited objections to the initial decision.

Senate committee backs deintermixture delay

The Senate Commerce Committee has added its emphasis to the proposal that the FCC declare a moratorium on deintermixture in return for congressional approval of all-channel-receiver legislation. It suggested a seven-year wait.

It reporting the bill (HR 8031) to

the Senate last week, the committee said it considers the commission's moratorium representations "to be of utmost importance and has taken action on this legislation in specific reliance on them."

The report thus parallels that of the House Commerce Committee in sending its version of the all-channel bill to the floor. The House passed the bill on May 2 (BROADCASTING, May 7).

The FCC offered the moratorium-for-bill trade in letters to the Senate and House Commerce Committees last March (BROADCASTING, March 19). And the Senate unit, like its House counterpart, included the letter in its report.

The bill, which would require all receivers shipped in interstate commerce to be capable of receiving both uhf and vhf, has been urged by the commission as the most effective way of popularizing the now-neglected uhf channels. Its proposal to deintermix eight markets, which ran into a storm of congressional criticism, was only a stop-gap measure, the commission said.

The bill, which was approved by the Senate committee on May 18, probably won't be voted on until next week. The Senate will not be in recess most of this week because of the Memorial Day holiday.

Harris to investigate television ratings?

CONGRESSMAN SAYS HE'S 'FIXING TO OPEN IT UP'

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, dropped a broad hint last week he will conduct public hearings on the question of television rating surveys. But there was no clear indication as to when such hearings would start.

Stafl members of the Regulatory Agencies Subcommittee, which Rep. Harris heads, have been gathering information all over the country on ratings—how they are compiled and the uses to which they are put—for months (CLOSED CIRCUIT, Jan. 29, et seq.).

But Rep. Harris has never publicly discussed the possibility of open hearings until last week, and then only obliquely. It occurred while he was questioning Mahlon F. Perkins Jr., counsel for the American Assn. of Advertising Agencies, in hearings on FTC bill (see story, page 46).

He asked Mr. Perkins whether agencies, in placing their clients' advertising, give the same consideration to a television station in a small community as to one in a larger city when both cover the same market.

When Mr. Perkins said he didn't know, Rep. Harris commented: "Somebody had better start thinking about it because I am fixing to open it up in the not-too-distant future." He said the inquiry would involve such questions as who controls national advertising, where it is placed and the basis for deciding.

"We are fixing also to find out just how dependable your advertising people are on these so-called reports that you get from certain areas," he said.

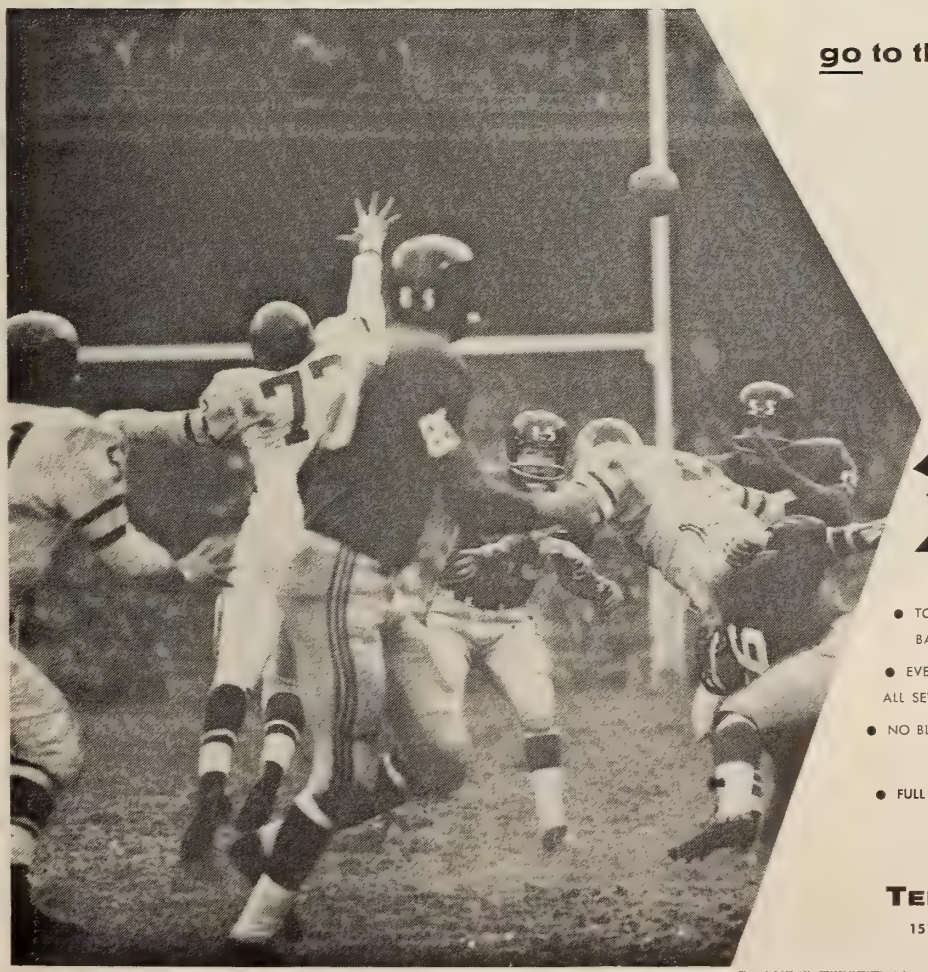
Rep. Harris didn't mention the ratings investigation being conducted by the subcommittee staff. But he said later this was what he had in mind.

He said it isn't certain that hearings would be held during the current session of Congress. That depends, he said, on whether the committee has time available after completing its legislative work.

Proposed movies probe may affect films-on-tv

Broadcast industry representatives are watching proposals for a congressional investigation of allegedly lewd and obscene movies and advertising promoting them. They feel such an inquiry could involve television.

Rep. Walter Rogers (D-Tex.), author



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of one of eight resolutions that would create a special nine-member committee to conduct the inquiry, indicated last week his primary concern is theatrical films, not television.

Testifying before the House Rules Committee on his proposal (H Res 627), he said television stations already are under government regulation. But he indicated movies shown on television would not be excluded from the proposed committee's jurisdiction.

Broadcasting spokesmen said the investigation of movie advertising could involve the trailers motion-picture theatres show on television to advertise their films.

The Rules Committee did not act on the proposal, pending a conference between its chairman, Rep. Howard W. Smith (D-Va.), and Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee. Rep. Smith said there is a question as to whether the proposed committee would infringe on the jurisdiction of the commerce committee.

Rep. Smith said several members of his committee favor the investigation.

Rep. Rogers said he opposes censorship, "but if the movies don't do something in this matter, then the Congress should."

Regretfully, examiner favors am in Laurel

In an initial decision edged with irony, Hearing Examiner Thomas H. Donahue ruled the FCC should grant a new am station at Laurel, Md., in view of the agency's past policy; but, he suggested, the FCC might do well to establish new policy by denying the grant.

"For a good many years, in the standard broadcasting field at least, the commission appears to have operated under a policy that runs to the effect that competition is an unmixed blessing, good in direct proportion to its amount and that its promotion begets sound regulation," he said. If engineering rules have collided with the policy, the rules have had to yield, he added. As a result there have been tight groupings of stations around large urbanized areas. The Laurel application is an example because of its proximity to Washington, D. C., the examiner said; a rival application was for the same frequency (900 kc with 1 kw day) in Woodbridge, Va., also near Washington.

Mr. Donahue took notice of remarks by Commissioner Frederick Ford and Chairman Newton Minow on the subject of radio's population explosion and of the FCC's partial am freeze. "If, in fact, a policy transition is in progress, it may usher in a new era in which applications will have to conform to rules instead of rules conforming to applications," he said.

Mr. Donahue indicated he prefers not to grant either the Laurel or the Woodbridge applications because both require waivers of engineering rules but said it is the function of a hearing examiner to apply policy, not to make it. Since a waiver of certain rules has become *pro forma,* Mr. Donahue chose to grant the Laurel application on the basis of precedent.

In "selecting between the somewhat tarnished merits" of Interurban Broadcasting Corp. for Laurel and S&W Enterprises Inc. for Woodbridge, he favored Interurban because Laurel is a more established community and because Virginia has 101 am stations and Maryland only 38.

FCC to investigate decline of telegraphy

The FCC has ordered an investigation of U. S. domestic telegraph service in view of decreases in public telegraph offices and volume of telegraph messages. The investigation will be conducted by the FCC Telephone & Telegraph Committee. Western Union and AT&T have been named parties to the proceeding.

Western Union has blamed the decline of telegraph use on telephone and air mail competition, rate increases to offset wage increases and continuing federal excise taxes and the expansion of private wire systems.

The goals of the FCC hearing include exploration of national defense aspects; efficiency of current telegraph policies; whether government intervention or assistance is necessary or appropriate and whether something less than a nationwide telegraph system would be in the public interest.

FTC asked to drop complaint

Motorola Inc. has asked the Federal Trade Commission to dismiss its complaint that the radio-tv set manufacturer exaggerated the merits of sets and replacement parts.

The company said that the complaint dealt mainly with representations Motorola made about its 1959 line of radio and tv receivers; that the advertising and the line have been discontinued. Furthermore Motorola denied that the advertising excerpts in the FTC's complaint were "typical [or] complete, were presented in proper context or were all contained in material disseminated to the general public."



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Collins 212H-1 Remote Amplifier. Three channels • Transistorized throughout (only 11 pounds) • Completely self contained, with 14 1.5 volt flashlight batteries supplying over 300 hours of power • Sturdy thermoplastic and vinyl-clad aluminum case with snap-on cover and carrying handle • Built-in phono equalizer on 2 of 3 channels for instant switching • Built-in multiple tone generator • Unique sure-grip roller type gain controls • Excellent signal-to-noise characteristics • Only 10″ W, 4½″ H, 12″ D.

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GOP group seeks tv debates by party heads

REP. LAIRD EXPECTS DEMOCRATS TO APPROVE PROPOSAL

If a group of Congressional Republicans have their way, the Kennedy-Nixon debates of 1960 will have their counterpart in this fall's political campaign with face-to-face radio-television debates between Democratic and Republican party leaders.

The GOP members backing the proposal for such debates are preparing legislation to make them possible. Their plan calls for the Democratic and Republican party chairmen or those they designate to engage in "four or five" debates next fall on issues of national importance.

The Republicans working on the proposal feel—and seem to hope—that President Kennedy would be designated as one of the Democratic party's spokesmen. But they say former President Eisenhower probably wouldn't appear in behalf of the Republicans.

Rep. Melvin Laird (R-Wis.), chairman of the Republican Senate-House committee on party principles and policies, disclosed the outlines of the proposal last week, after the committee met with Gen. Eisenhower.

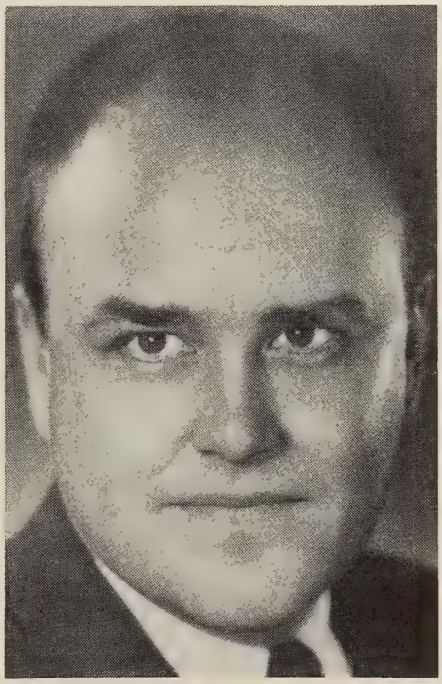
All 12 members of the committee and the former President were said to be favorable to the idea. Mr. Laird said four members of the President's Commission on Campaign Expenditures whom he has contacted indicate their approval. The commission has recommended suspending the equal-time section of the Communications Act for the 1964 Presidential elections.

The prospect for legislation to permit broadcasters to give free time to major party candidates without being required to give it to splinter-party spokesmen is considered dead for this session (BROADCASTING, April 30).

But Rep. Laird expressed confidence a bill to permit the debates would win approval. He also said he expects Democratic co-sponsorship for the proposal.

He noted how the Republican plan differs from the two equal-time bills pending in the Senate Communications Subcommittee. One (S 204) would make permanent the 1960 suspension, which applied only to the presidential and vice presidential candidates. The other (S 2035) would extend that exemption to candidates for governor, senator and congressman.

The Republican proposal, he said, is limited to four or five joint appearances by major party spokesmen discussing national issues in next fall's campaign. An example, he said, would be a foreign policy debate between Sen. William Fullbright (D-Ark.), chairman of the Senate Foreign Relations Committee, and Rep. Walter Judd (R-Minn.), one of the Republicans' leading spokesmen in this field.



GOP's Rep. Laird

No legislation is expected before the next meeting of the Republican Congressional Committee, on June 6.

JFK declines

President Kennedy last week waved aside a suggestion that he and former President Eisenhower appear on television this fall during the congressional elections to debate the state of the nation. Responding to a question at his news conference last Wednesday, the President smilingly said: "We will have to wait and see what the situation is . . . Neither of us are candidates this fall." Mr. Kennedy has said several times that he will be willing to engage in a tv debate with the Republican candidate if he is a candidate in 1964.

Nixon, Brown to appear on 'Meet the Press'

Former U.S. Vice President Richard Nixon and incumbent Gov. Edmund G. Brown of California, contesting each other for the governorship, will discuss the campaign issues on *Meet the Press* in October.

Lawrence Spivak, producer of the NBC-TV Sunday afternoon series, has invited both candidates to appear on the program during the final month of the campaign and both have accepted.

Each candidate will appear on the program alone, either on a different Sunday or in successive half-hours of a special one-hour broadcast. They may or may not talk on the same issues; they may or may not answer remarks made by the other during the campaign; they will not meet face-to-face in the style of the Nixon-Kennedy debates during the 1960 presidential campaign.

There is, of course, one "if" to the appearances of the two on *Meet the Press*. Each must win the nomination of his party as its candidate for the California governorship in the June 5 primaries. Joseph Shell, Republican leader in the state assembly, is aggressively opposing Mr. Nixon for the GOP nomination.

In the two weeks preceding the primaries, Gov. Brown is using saturation announcement campaigns in radio and television. Each spot describes what his administration has done in various fields.

Mr. Nixon will appear on a four-hour tv program connecting eight-stations the night of May 29, answering questions telephoned by viewers. The telethon will run from 9 p.m. to 1 a.m. on KBAK-TV Bakersfield, KHSL-TV Chico, KFRE-TV Fresno, KTTV (TV) Los Angeles, KTVU (TV) Oakland-San Francisco, KOVR-TV Sacramento, KOGO-TV San Diego and KEYT (TV) Santa Barbara.

Congressman would broaden equal time law

Legislation has been proposed to require equal time for any person ridiculed in a broadcast on a station by a political candidate.

Rep. F. Bradford Morse (R-Mass.) said he introduced the bill (HR 11851) at the request of the City Council of Lowell, Mass. He said the council received complaints last year from persons who said they were ridiculed by a local candidate in broadcasts over a radio station.

He said the offended individuals attempted to buy time on the station to reply, but were refused. He noted that under present law, a candidate's remarks may not be censored by a station and that anyone libeled usually cannot get redress.

His bill, an amendment to the equal-time section of the Communications Act, would require a station to make equal time available to anyone a candidate refers to unfavorably, or holds up to ridicule on its facilities, either by name or in such a way that he is "readily identifiable."

IN THIS CASE, THE TWAIN DO MEET

After a period in which both factions adhered to a strict line of demarcation, catv and tv find both sides have their points

The community antenna industry, long the object of bitter opposition by many television operators, has begun to take on a broadcaster coloration. This has come about through a dual exchange which has seen more and more telecasters entering the catv business and some catv operators becoming tv broadcasters.

Last week two former vigorous opponents of catv joined the ranks of cable operators:

▪ Harry C. Butcher, pre-war CBS Washington vice president, Naval aide to Gen. Eisenhower during World War II, and former owner of KIVA-TV Yuma, Ariz., announced his entry into catv operation in Santa Barbara, Calif.

▪ Lucille Buford, Marshall Pengra and associates, owners of KLTV (TV) Tyler, Tex., have bought KTRE-AM-TV Lufkin, Tex., for $750,000 and the purchase includes a 50% interest in the Lufkin catv system.

Mr. Butcher announced last week the signing of a $580,000 contract with Ameco Division, Antennavision Inc., for what is reputed to be the largest all-band catv system in the country. The system will serve a potential 20,000 families in Santa Barbara with nine channels carrying the seven commercial tv stations in Los Angeles, plus ch. 3 KEYT (TV) Santa Barbara. When ch. 12 in Santa Maria goes on the air it, too, will be carried on the cable.

Mr. Butcher's company, of which he owns 51%, is franchised to serve Santa Barbara for 20 years. Its franchise requires it to carry all network programs, including spot announcements in adjacencies, carried by KEYT. This is believed to be the first such arrangement between a catv system and a local tv station.



Harry C. Butcher signs for one of the largest community television installations in that industry's history, a $580,000 job for Santa Barbara, Calif. With Mr. Butcher is Bruce Merrill, president of Antennavision Inc., whose Ameco Division will perform the job. Mr. Merrill owns KIVA-TV Yuma, Ariz., which he bought from Mr. Butcher last year.

Mr. Butcher sold KIVA-TV to Antennavision Inc. in 1961 for $550,000. Antennavision, headed by Bruce Merrill, owns a dozen catv systems in Arizona.

Half a Loaf ▪ In purchasing KTRE-AM-TV, the Tyler, Tex., group also acquires a 50% interest in Vumore Co. of Lufkin, serving 1,500 subscribers in that city. The other 50% is owned by the Vumore Co., a subsidiary of RKO General Inc., which owns and operates 15 catv systems in Oklahoma, Mississippi, Texas and Kansas.

An application for FCC approval of the purchase of the stations was filed with the FCC last week.

Both Mr. Butcher, in Arizona, and Mr. Pengra, in Tyler, fought strenuously to bring catv systems under FCC regulation. One bill to accomplish this was debated by the Senate and failed to pass by one vote.

Pending in Congress are two bills (S 1044 and HR 6840), both identical, which are sponsored by the FCC. This would permit the commission to intercede where a catv operation imperils the ability of a local tv station to serve the public. No hearings have been held on these bills and there is considered slight possibility they will be taken up at this session of Congress.

Other telecasters who have catv connections are:

▪ Allen T. Gilliland, president of KNTV (TV) San Jose, Calif., who has agreed to a joint venture with Jerrold Electronics Corp., Philadelphia manufacturer of catv equipment, in seeking a catv franchise for Salinas and Monterey, Calif. John C. Cohan, owner of KSBW-AM-TV Salinas-Monterey, is one of the applicants for catv there.

Jerrold, owner of nine catv systems at one time—they were sold for $5 million to H&B American Corp., Beverly Hills, Calif., in 1960—has interests in four cable companies now.

▪ William F. Luton, president of KEYT (TV) Santa Barbara, Calif., has joined forces with H&B American Corp. in applying for cable franchises in Santa Barbara and San Luis Obispo counties. H&B American owns systems in 12 states and Canada.

▪ Smullin-Voorhies broadcast group owns catv systems in Klamath Falls, Grants Pass, Roseburg, Medford and Ashland, all Oregon. Smullin-Voorhies stations are KBES-TV Medford, KGAI and KGPO (FM) Grants Pass, KOTI-TV Klamath Falls, and KPIC-TV Roseburg, all Oregon, and KIEM-AM-TV and KRED (FM) Eureka, Calif.

▪ J. Elroy McCaw, owner of WINS New York, KTVR (TV) Denver, Colo., and KTVW (TV) Tacoma-Seattle,

Wash., and a 50% interest in KELA Centralia, Wash., has a substantial minority interest in catv systems in Aberdeen, Kennewick, Montesano, all Washington, Astoria and The Dalles, both Oregon.

Baltimore Sunpapers, owner of WMAR-TV Baltimore, Md., acquired a catv system in Salisbury, Md., when it bought WBOC-TV there in 1961.

Reverse Flow ▪ In addition to Antennavision's acquisition of KIVA-TV, a second move whereby a catv system acquired a tv station occurred last year when the Helena Tv Inc., a catv operator, bought what is now KBLL-TV in that city.

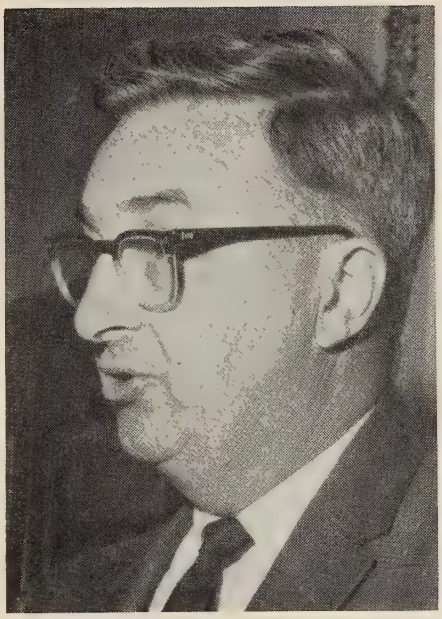
In preparing for the convention of the National Community Tv Assn. in Washington, D. C., June 17-22, members of the executive board met with FCC Chairman Newton N. Minow, Commissioner Rosel H. Hyde and FCC staff executives last Thursday.

The topic under discussion was the FCC microwave policy and those situations (said to be "less than the fingers on one hand" according to catv spokesmen) where catv systems offer a multiple choice of out of town tv signals in competition to the single local tv station.

Last February, in the first move to protect a lone tv station from this outside competition, the FCC denied the application of Carter Mountain Transmission Corp. for permission to add to its relay facilities. This decision was based on a protest by KWRB-TV Riverton, Wyo., holding that its existence was imperiled by the ability of the local catv system to bring in additional tv programs. This was a blow at the catv industry which has been burgeoning primarily through its ability, via microwave relays, to bring more and more tv choices to its customers.

Last week the FCC refused to reconsider this decision as requested by the NCTA and Carter Mountain. The FCC said that its ruling was based principally on the effect of this competition on KWRB-TV's ability to serve the public, not the economic impact on the tv outlet.

In a companion case, the FCC has challenged about a dozen microwave companies holding common carrier licenses on the ground they are serving only catv systems. This has occurred at license renewal time. Some of these licensees already have shown the FCC that they serve other customers as well as catv systems (a requirement for common carriers), but there are still a number which will have to go to hearing on the question of whether they may use common carrier frequencies (in the 6,000 mc range). Several catv-serving microwave relays are using the business services 12,000 mc area, but these frequencies are not considered as good as the 6,000 mc bands.



Mr. Pengra

Also under discussion at the meeting was the FCC's recent letter to the Salinas, Calif., city council. In this communication, responding to an inquiry by the Salinas governing body, the commission said it was concerned about catv impact on local tv stations, and expressed the hope that any franchise would require the local station to be carried without duplication of its programs from another station.

Harris Featured ▪ The featured speaker at the NCTA convention will be Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee. The catv industry's concern with broadcaster relations is shown by the fact that two sessions have been scheduled on this subject: a panel on June 19, and a broadcaster speaker, J. R. (Tad) Reeves, general manager of KDKA-TV Pittsburgh, Pa., at lunch June 20.

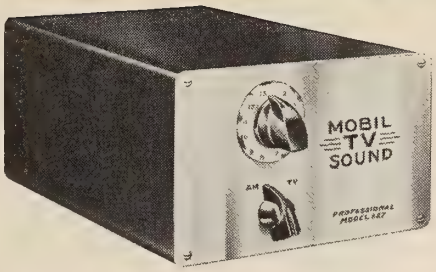
More than 600 cable owners and executives are expected to attend the convention. There are an estimated 1,000 catv systems in operation, serving 1.5 million families.

Teleglobe head sees new uses for pay tv

The potentials of pay tv for civil defense, medical training, teaching and public opinion polls and surveys have been described by Solomon Sagall, president of Teleglobe Pay Tv Inc. He addressed the Associated Telephone Answering Exchanges and the National Institutes of Health's Conference on Medical Tv, both in Washington.

Mr. Sagall told the answering service executives their organizations may be

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The AudioMonitor is designed to be used with the AM radio in any late model American car, as well as those foreign cars having a 12-volt negative-ground electrical system. May be modified for positive ground.

The AudioMonitor was not built to a price, but rather was designed for the best possible performance required by the professional user. It is sold on a direct-to-user basis, as is customary with high quality laboratory equipment. FCC certificated.

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KMTV to send news team to Viet Nam

Plans have been announced by KMTV (TV) Omaha, Neb., to send a three-man news team to Viet Nam to shoot film for a special series of four half-hours to be shown on the station in prime time in late June. The specials, to be called *Our Men in Viet Nam,* will be sponsored by Bevington & Johnson, Omaha-area Schlitz Beer distributor.

Discussing the trip (in photo) are (l to r) Elmo Bevington, president of Bevington & Johnson; Owen Saddler, general manager of KMTV, and Bob Fuller, a newscaster at the station and a member of the Viet Nam team. The others making the trip are reporter-photographer Dave Hamer and Dan Dodson, sales manager of Bevington & Johnson.

In addition, WEWS(TV) Cleveland last week announced arrival in Bangkok of station News Editor Joel Daly who will provide coverage of the crisis in that area utilizing sound and still cameras.

involved in such adjuncts to subscription tv if and when it becomes established. He explained the use of pay tv for medical instruction to physicians attending the NIH conference.

Teleglobe has asked the FCC for permission to demonstrate its system over KTVR (TV) Denver, Colo. (BROADCASTING, May 14). Colorado theatre owners oppose the request. The Teleglobe system broadcasts the video portion of a tv program unscrambled, but sends the audio portion over telephone lines. For medical purposes the video signal would also be scrambled.

Taft sees quarterly rise

Taft Broadcasting Co. expects the first fiscal quarter of the year to be "well over" the same period of last year, Hulbert Taft Jr., president, reported last week at the conclusion of a speech to the New York Society of Security Analysts.

He said the April net profit was approximately 33% over April 1961. On another subject, Mr. Taft said he would "hazard a guess" that the company will put a tv station in one of the top tv markets in the next year. Taft Broadcasting, he added, can pay up to $25 million for such a station.

Industry representatives meet on new contracts

Representatives of NAB, Assn. of National Advertisers and American Assn. of Advertising Agencies met May 24 in Washington to review problems involved in the November 1963 expiration of commercial and program contracts with American Federation of Television & Radio Artists and Screen Actors Guild.

The *ad hoc* meeting was called by James H. Hulbert, NAB economics-broadcast personnel manager. The wage scales cover live, film and video tape commercials and programs.

AFTRA and SAG teamed up for negotiations when the last contract expired in November 1960. Commercial and entertainment scales were negotiated as a package. Main attention is on tv. NAB has proposed a series of advance economic studies.

Mr. Hulbert is expected to submit the matter to the NAB Board of Directors at its upcoming meeting in June. It's known many stations have felt they should be represented in negotiations by NAB. In 1960 the negotiations were mostly handled by the networks, with the advice of ANA and AAAA. The associations and their members have become increasingly concerned over the high cost of talent. Both ANA and AAAA have stated they want to take an active part in the upcoming bargaining.

Attending the Washington meeting besides Mr. Hulbert were Joe Schertler, Westinghouse Broadcasting Co., who is chairman of the *ad hoc* group; William C. Fitts Jr., CBS; William Melson, WBTV (TV) Charlotte, N. C.; William Michaels, WJBK-TV Detroit. Sitting as guests were Guy Farmer, ANA counsel; Harry Saz, Ted Bates & Co., chairman of the AAAA committee handling negotiations and Charles H. Tower, Corinthian Stations.

Georgians to meet with Carolinians

Chairman Oren Harris (D-Ark.) of the House Commerce Committee will be speaker at a joint meeting of the Georgia Assn. of Broadcasters and South Carolina Broadcasters Assn., to be held Aug. 5-7 at Jekyll Island, Ga.

The meeting is a departure from usual state assemblies in that it gives the two states a chance to go over their common problems. Over 400 broadcasters are expected to attend, according to H. Randolph Holder, GAB president, who met recently with Frank Harden, WIS Columbia, head of SCBA.

Other Washington speakers will include LeRoy Collins, NAB president. Jack Williams, GAB executive secretary, predicted the dual program will draw the largest attendance of any state association function ever held. Co-chairmen are C. C. Smith, Americus, Ga.; William Quinn, WBTW (TV) Florence, S. C., and Bruce Buchanan, WFBC Greenville, S. C.

Media reports...

Shapiro award ▪ Mike Shapiro, general manager of WFAA-AM-FM-TV Dallas, has been named recipient of the Assn. of Broadcast Executives of Texas (ABET) fourth annual Betty award. The annual award is given to the individual, who, in the eyes of the association . . . "merits special recognition for a specific or consistent contribution to the effectiveness, service and dignity of the broadcast industry." In addition to the Betty award, ABET also recognized the outstanding radio and the outstanding tv commercial. Those awards went to Glenn Adv., for Lone Star Brewing Co. (radio) and Tracy-Locke Co. for Imperial Sugar (tv).

WNAC adds UPI Audio ▪ To its hourly fifteen minute newscasts, WNAC Boston has added UPI Audio News Serv-

ice. The feature, initiated last week, consists of reports from UPI correspondents on the scene, supplemented by four daily roundups. Reports are transmitted on a leased voice circuit from New York. William M. McCormick, WNAC president and general manager, announced the inauguration of the service for WNAC and the Yankee Network.

Another report ▪ The third annual report of its public affairs programming, contained in a booklet entitled "Awareness—'61," has been published by WJXT (TV) Jacksonville, Fla. Some 1,000 copies are being distributed to prominent local and national figures, the station reported, but a limited number are available upon request on a first-come-first-serve basis.

WSB-FM expands ▪ Effective June 18, WSB-FM Atlanta, which has duplicated WSB, will have 18 hours of separate programming daily. At the same time, the station announced that it would begin multiplex stereo broadcasts, about 5½ hours daily. WSB-FM operates on 98.5 mc with a power of 49 kw.

Sloan awards honor radio-tv, sponsors

Radio-tv awards went to 15 program sponsors and broadcasting organizations for "outstanding work in highway safety promotion" in 1961 during the Alfred P. Sloan Foundation's 14th annual dinner in New York last Tuesday (May 22).

Mr. Sloan presented plaques to the following: Bethlehem Steel Co., Spearman Distributing Co., MFA Insurance Co., Ray-O-Vac Co., R. H. Meyer Packing Co., Armstrong Cork Co. and First National Bank, Phillipsburg, Kan.; WAVZ New Haven, Conn.; WWOM New Orleans; WGN Chicago; WJR Detroit; KLON Long Beach, Calif.; WGN-TV Chicago; WYES-TV New Orleans and the Canadian Broadcasting Corp.

Carroll E. Gregg and James L. Pritchett of KWTV (TV) Oklahoma City received special awards of $1,000 each as producer and writer respectively of highway safety programs of "exceptional originality."

WTAF-TV sets target date

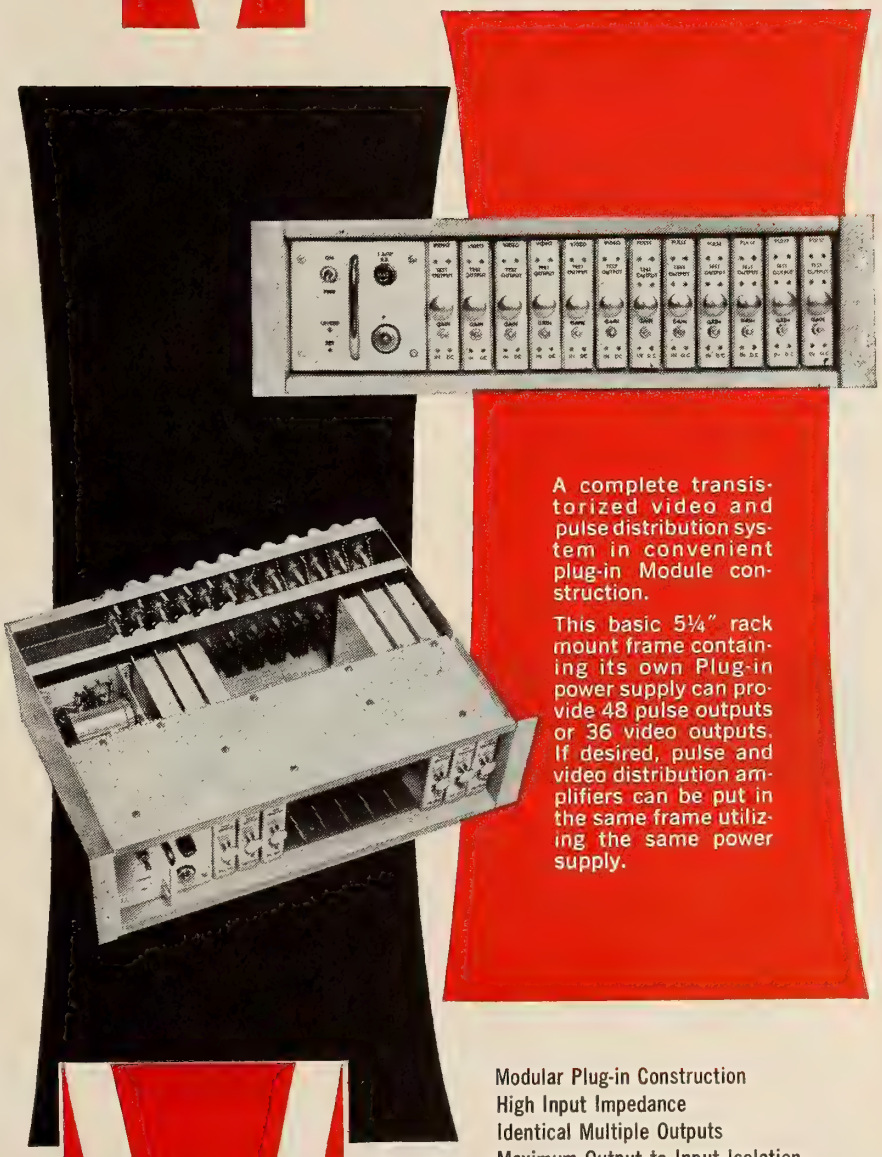
Construction of WTAF-TV Marion, Ind., is expected to be completed by late summer when the station plans to begin operations.

The new station, which will operate on ch. 31, is owned by Geneco Broadcasting Corp., Eugene C. Thompson, president. Studios and transmitter will be housed on the top two floors of the Elks Building in downtown Marion.

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Broadcasters expect rising revenues

Broadcasters are looking forward to "a healthy increase" in total revenue during 1962, according to James H. Hulbert, NAB economics-broadcast personnel manager.

On the basis of his annual spring forecast of business conditions Mr. Hulbert predicted:

Radio's total revenue will run 3.5% over 1961, the largest increase since NAB began gathering this data six years ago.

Television revenue is expected to climb 6.7%, the second highest increase of the last six years.

The estimates are based on figures submitted in March by a cross-section of radio and tv stations.

"Two-thirds of all radio stations expect an increase in revenue this year," Mr. Hulbert said, "while 10% expect a decrease and 24% anticipate no change. Stations in the largest markets expect the largest increase, around 6%, while a 2.5% increase is anticipated in smaller markets.

"Over four-fifths (82%) of all tv stations expect an increase, while 3% expect a decrease and 15% anticipate no change. The largest tv increase, of more than 7%, is expected by stations in smaller markets while those in the largest markets anticipate an increase of about 5%."

Labunski says radio has 'inferiority complex'

Radio's No. 1 problem is a "massive inferiority complex" and not an overabundance of stations, rate-cutting, unions or television, Stephen B. Labunski, vice president and general manager of WMCA New York, told a meeting of the Connecticut Broadcasters Assn. in Hartford last Thursday (May 24).

Mr. Labunski contended that the radio industry has accepted "second-class citizenship" and that it is "humble, undemanding, secondary, supplementary, pliable, cheap, cancellable." He claimed that salesmen are apologetic about selling the medium and this negative attitude is communicated to the advertiser, reinforcing the sponsor's belief that radio "is not important."

He urged station operators to "do things on the outside to create some excitement for radio and elevate its importance in the minds of people at every level." He pointed out that the station which can draw crowds to a supermarket can do the same for a civil defense rally, or can expose the town scandal or persuade people to visit a veterans' hospital.

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Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KTRE-AM-TV Lufkin, Tex.: Sold by R. W. Wortham Jr., Henry B. Clay, John S. Redditt and others to Lucille Buford, Marshall Pengra and associates for $750,000. The buyers own KLTV (TV) Tyler, Tex. Remaining with the Lufkin station in both minority ownership and management capacities are Richman G. Lewin, vice president-general manager, and Fred C. Hill, chief engineer. The transaction includes 50% ownership in a community antenna system in Lufkin. KTRE is 1kw fulltime on 1420 kc and is affiliated with MBS. KTRE-TV, which began operating in 1955 on ch. 9, is affiliated with all three networks.

▪ WISE Asheville, N.C.: Sold by Harold H. Thoms to Charles McGuire and John Lee Davenport for $150,000. Mr. McGuire is part owner of WGAT Gate City, Va.; Mr. Davenport lives in Falls Church, Va. WISE is fulltime on 1310 kc with 5 kw day and 1 kw night. Other Thoms stations: WISE-TV Asheville, WCOG Greensboro, WKLM Wilmington, one third of WAYS Charlotte, 75% or WMSJ Sylva, all North Carolina, and 75% of WEAM Arlington, Va. Broker was Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 101).

▪ KODE-AM-TV Joplin, Mo.: Sold by WSTV Inc. to James S. Gilmore Jr. for $1.85 million. Mr. Gilmore is a Kalamazoo, Mich., businessman who also owns an advertising agency there. WSTV Inc. is part of the Friendly Group. Commissioner Robert T. Bartley dissented.

▪ KFBB-AM-TV Great Falls, Mont.: Sold by David E. Bright, Ernest L. Scanlon and Daniel T. O'Shea to Harriscope Broadcasting Corp. for $610,000. Harriscope stockholders, Lawrence S. Berger, Donald P. Nathanson and Irving B. and Burt I. Harris, owns KTWO-AM-TV Casper, Wyo., KLFM Long Beach, Calif., and KKAR Pomona, Calif.

▪ KGMS Sacramento, Calif.: Sold by Anthony C. and Alfred A. Morici,

Abraham R. Ellman and associates to Capitol Broadcasting Co. for $577,500. Capitol Broadcasting stockholders are A. J. Krisik (51.5%), Theodore Wolf (29%), A. Judson Sturtevant Jr. (10%) and Herbert W. Dustin (9.9%), all of whom have interests in KFAX San Francisco and three of whom have interests in KFIV Modesto, Calif. Commission approval was given May 23, after the question of overlap between KGMS and other stations in which the buyers have interests was the subject of a hearing. An examiner's initial decision proposed approval. Commissioner Frederick W. Ford dissented, claiming that no affirmative showing was made to justify relaxation of the duopoly rule which forbids a single owner from owning more than one station in a market. Mr. Ford was joined in his dissent by Chairman Newton N. Minow and Commissioner Robert T. Bartley.

▪ WZST Tampa, Fla.: Sold by Alpha B. Martin to John M. McLendon for $160,000 and assumption of note. Mr. McLendon controls WOJK Jackson, Miss.; KOKY Little Rock, Ark.; KOKA Shreveport, La.; WENN Birmingham, Ala. Commissioner Robert T. Bartley dissented.

▪ KRIC - AM - FM Beaumont, Tex.: Sold by the *Beaumont Enterprise* to Texas Coast Broadcasters of Beaumont Inc. for $150,000. Texas Coast is headed by Max H. Jacobs, chairman, and David H. Morris, president, and owns KNUZ-AM-TV and KQUE (FM) Houston, Tex. Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented.

▪ KINT El Paso, Tex., and KVOD Albuquerque, N. M.: Sold by G. E. Miller & Co. and Odis L. Echols Jr. (KINT) and Wentronics Inc. (KVOD) to George O. Cory and Gerald Olesh for $59,000 for KINT and to George O. Cory individually for $73,800 for KVOD. Mr. Cory owns KSLV Monte Vista, Colo.; KRAC Alamogordo, N. M.; KUBC Montrose, Colo., and with Mr. Olesh, KRAI Craig, Colo. Commissioner Robert T. Bartley dissented to both transactions.

CBS promotion meet set

Fall promotion plans of the five CBS-owned tv stations will be formulated by the stations' promotion and information services directors at their fifth annual meeting in New York June 7-8.

Craig Lawrence, vice president, CBS-TV stations, said the two-day agenda will cover all phases of advertising, promotion and publicity, research, sales promotion and sales development. Representatives from both the stations division and the network will participate in discussions.

ABC Radio stations claim record first half

ABC Radio's owned stations are reporting a record first six months, claiming the January-June period in 1962 will show the stations with the highest sales in their history. The sales represent an approximate increase of 30% over the like period a year ago.

Stephen C. Riddleberger, president of the ABC-owned radio stations division, said all the stations improved in sales. ABC owns six: WABC New York, KABC Los Angeles, KGO San Francisco, WXYZ Detroit, WLS Chicago and KQV Pittsburgh.

The ABC-owned stations' announcement came during the week when Leonard Goldenson, American Broadcasting-Paramount Theatres' president, called attention to ABC Radio's marked sales improvement as a network though admitting it was still operating in the red (BROADCASTING, May 21).

Fogarty warns against federal program control

"Those who propose government control over programming are offering to barter away one of their most fundamental and precious rights—the right to a free press and to free speech." So spoke Frank P. Fogarty, executive vice president of Meredith Broadcasting Co. and vice president and general manager of WOW-AM-FM-TV Omaha, Neb., at the second annual San Diego Kiwanis Club Pillars of American Freedom program May 15.

Mr. Fogarty said he doubted the government's ability to operate as a programmer. "Do we have any reason to believe that a government commission can, or would, do a better job of programming? There is little in the record to indicate that it [the government] has the creativity or objectivity to broadcast in the true public interest," he said.

"Whatever the evils of broadcasting," Mr. Fogarty continued, "—and I think they are minor indeed—they are not to be compared with the danger of compromising the free press amendment of making government either the referee, the author or the auditor of programming."

As an answer to the broadcasters' problem, Mr. Fogarty offered the following bill of rights for broadcasters:

▪ The first amendment of the Con-

FAR WEST—Fulltime radio station with excellent power and good frequency in large growth market. Land and building included in over $170,000.00 of assets. Last year's cash gross of approximately $160,000.00 reflected drop-off of $45,000.00 from previous year and marked first time station grossed less than $185,000.00 in past six years. Priced at $275,000.00 on basis of $75,000.00 down and balance out over ten years. ***ANOTHER H&L EXCLUSIVE.***

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New York		New Orleans	

stitution, quaranteeing a free press and freedom of speech, applies to radio and television broadcasting, including program material of informational, entertainment and all other types.

- The broadcaster shall be solely responsible for the programming of his station, without governmental censorship, coercion or control.
- In the discharge of his duties as a component part of the free press, the broadcaster with due regard for national security will have the right to use his cameras and microphones in the coverage of governmental proceeding, including those of the judicial branch.
- The broadcaster shall be relieved of the artificial restrictions of his freedom to serve the public incorporated in Sec. 315 of the Communications Act.
- The broadcaster shall, by clear legislation and commission action, be given the right to editorialize, without cancelling out the effectiveness of his editorial voice by artificial and stultifying equal time regulations.

WBZ-TV tells why time denied doctors

A refusal by WBZ-TV Boston to carry the American Medical Assn.'s May 21 reply to President Kennedy's comments on the medical care bill drew criticism from the American Civil Liberties Union. According to ACLU's position, the station should have granted free time to AMA for an answer to the President, who spoke May 20 on a free NBC hookup.

WBZ-TV said it did not carry the AMA-sponsored reply on NBC-TV because it "does not sell time to organizations or individuals for discussion of controversial issues in which such organizations or individuals are involved. For that reason we could not accept the AMA's program." WBZ-TV said it had arranged a round-table discussion of the subject May 25, with spokesmen for both sides of the issue.

In New York, the American Civil Liberties Union said the networks should have granted "equal time" to the AMA for a reply to the Kennedy speech. It conceded that the networks shouldn't be forced to provide time to any group or individual having opinion contrary to president's but contended that Mr. Kennedy's Medicare speech singled out one group for attack—the AMA. Thus, ACLU said, AMA should be granted time to reply.

Rollins dividend

Rollins Broadcasting Inc. last week declared a regular quarterly dividend of 8 cents per share on common stock payable July 25 to stockholders of record June 25. No cash dividend was declared on Class B common stock. Rollins began operating KDAY Santa Monica May 9; Rollins bought the 50 kw daytimer (on 1580 kc) earlier this year for $1 million. Rollins' other stations: WBEE Harvey, Ill.; WNJR Newark, N. J.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; WAMS Wilmington, Del.; WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla., and WPTZ (TV) Plattsburgh, N. Y.

EQUIPMENT & ENGINEERING

Electronics heads for new high—Davis

EIA HEAD TELLS CONVENTION 1962 SALES SHOULD HIT $13.8 BILLION

Electronics industry factory sales should hit a new high of more than $13.8 billion this year, with about 60% in federal defense and space spending, L. Berkley Davis, president of Electronic Industries Assn., said Thursday at the annual EIA convention in Chicago. He predicted growth in both the U. S. and world markets in the years ahead.

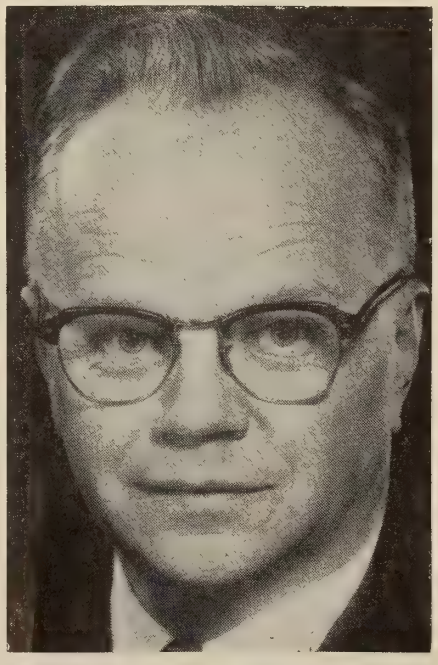
A total of 350 registered for more than 50 closed business sessions Monday through Friday. Over 600 attended the annual banquet Thursday at which Dr. Elmer W. Engstrom, RCA president, received EIA's medal of honor.

Mr. Davis, also vice president of GE's electronic components division at Owensboro, Ky., said EIA supports the objective of all-channel set legislation—to expand uhf broadcasting—but deplores the "method employed and the precedent it sets in subjecting one segment of our manufacturing industry to FCC control and in robbing the consumer of his freedom of choice."

He said EIA is concerned over the "threats to our American patent system in both the legislative and executive branches of government." He said EIA will continue to be "vigilant."

Dr. Engstrom was given the EIA medal for "distinguished service contributing to the advancement of electronics in industry." The RCA president urged a broad study of the industry's present status and future prospects. He said more specific guidelines are needed in view of gains in research and development.

Edward R. Taylor, president of Motorola Consumer Products Inc., and chairman of the EIA consumer products division, predicted fm stereo will provide the entertainment electronics industry its best business opportunity since television. He said the future for uhf tv is "up" also and figured "the rise over the next 10 years could be very significant for the receiver industry."



RCA's Dr. Engstrom
He won EIA's highest honor

EIA last week also announced that leading entertainment product manufacturer members will underwrite a major EIA symposium June 26 during the convention of the National Assn. of Music Merchants in New York.

FCC Commissioner Robert T. Bartley will speak at the symposium on such issues as the partial freeze on am, growth of fm stereo and prospects for am operators considering fm. Panel sessions, EIA said, will cover educational tv, color tv, pay tv and phonographs. Officials of manufacturers, networks and stations are being invited.

Sigalert gear offered to U.S. communities

Sigalert, an electronic system developed to alert and communicate with police, firemen, hospitals, schools and the general public in emergencies, is being offered to U. S. communities (CLOSED CIRCUIT, May 7).

Beta Instruments Corp., Dallas, subsidiary of Cadre Industries Corp., ac-

quired the rights to Sigalert from Sigalert and Airwatch Inc. of California where the system was created, tested and developed. Beta has exclusive rights to manufacture and market Sigalert equipment.

Sigalert, Beta reports, uses the carrier waves of existing radio transmitters without interfering with their normal operations. Thus, the local control center can communicate with off-duty police, fire departments or hospitals before the general public is notified. For alerting the public, a control center signal automatically sends a recorded taped message to all Sigalert radio stations. A special signal warns a station that a Sigalert message is coming.

Beta says installation of the Sigalert system is relatively simple and little space is needed for the equipment. The home receiver is independent of land lines, operates from regular AC current and automatically switches to battery power if regular power fails.

Ampex establishes advanced research lab

A new advanced research facility, the Alexander Poniatoff Laboratory, has been established by Ampex Corp., at the company's headquarters in Redwood City, Calif., William E. Roberts, president, announced.

The new laboratory will be under the personal direction of Alexander M. Poniatoff, founder and board chairman of Ampex Corp. It will investigate advanced and experimental techniques in magnetic recording and will complement activities of other Ampex research and developments. Initial staff members are Harold Lindsay, staff assistant to Mr. Poniatoff, and Alex R. Maxey and Alan Grace, both video staff engineers.

Technical topics...

Transistor camera ▪ A new transistor camera for closed-circuit tv systems has been developed by Blonder-Tongue Labs Inc., Newark. The new camera, called the TC-1, has a net price of $850. It features an automatic light compensator which adjusts to conditions that vary between a magnitude of 1,000 to one. Lens opening and focus are the only functions to be controlled.

Phosphor characteristics ▪ The publication of a new booklet outlining phosphor characteristics for cathode ray tubes has been announced by Sylvania Electric Products Inc. The technical publication, which replaces a 1960 edition, is designed to assist in selecting the proper phosphor for a given application.

New catalog ▪ A new catalog and price list covering the Daven DA line of precision metal film resistors has been published by the Daven Div. of General Mills Inc., Livingston, N. J. The catalog provides specifications and performance characteristics; complete graphs, charts and photographs explaining the performance of the metal film resistors; a full description of the Daven high reliability assurance program, and a simplified format for ordering Daven metal film resistors. Copies are free; obtainable by writing to the company.

GFL expands ▪ The opening this month of a new wing in the Hollywood plant of General Film Laboratories is the key move in a quarter-million-dollar expansion of the firm's motion picture film-processing facilities, according to William E. Gephart, president. As part of the program, a fifth projection room is under construction and orders have been placed for an estimated $140,000 worth of film-printing equipment for production rooms to be opened shortly. GFL, a division of Pacific Industries Inc., provides a complete processing and printing service in black-and-white and color for professional producers of 16mm and 35mm films.

Tv without a picture ▪ A pictureless tv set, designed primarily for installation in automobiles of television station executives so that they may keep tabs on their stations' programming while in transit, is offered by the MobilSound Corp. of California, 321 S. McClelland St., Santa Maria, Calif. Unit, called the MobilSound Tv AudioMonitor, measures six by four by seven inches and is installed to operate in connection with the car's am radio to provide reception of the audio portion of vhf channels 2 through 13. The AudioMonitor is being custom-manufactured on a contract basis for MobilSound by Calbest Electronics, Los Angeles. Unit sells for $124.50.

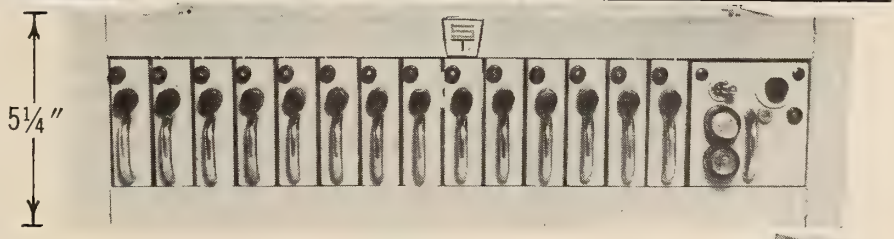
CBS space coverage used wireless camera

A new wireless tv camera, said to produce clear and sharp pictures under adverse lighting conditions, was used by CBS-TV for the first time last Thursday (May 24) in the network's coverage of Lieut. Comdr. M. Scott Carpenter's orbital space flight.

The 20-pound transistorized camera with standard orthicon pickup tubes was used to show the interior of a replica of the astronaut's Aurora 7 capsule.

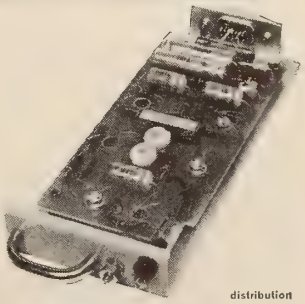
The camera was adapted for CBS-TV jointly by two Japanese companies—Chubu Broadcasting Co. of Nagoya and Ikegami Electric Co. Ltd. of Kawasaki.

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NBC shaves CBS as top Emmy winner

50 MILLION WATCH ACADEMY'S THREE-CITY ANNUAL CEREMONIES

An estimated 50 million viewers saw the Academy of Television Arts & Sciences' annual presentation of "Emmy" awards on NBC-TV last week.

The telecast—scheduled for 90 minutes but which ran 20 minutes over—had three advertisers, Procter & Gamble, Joseph Schlitz Brewing Co. and Timex Watches.

A total of 26 categories citing outstanding achievement broke down into the following score in inter-network competition: NBC-TV 12; CBS-TV 10, and ABC five, a total of 27 (one category combined variety and music, both won by CBS-TV).

The Emmys were conferred at simultaneous three-city, black-tie dinner presentations in New York, Hollywood and Washington, D. C. The telecast was produced by Fred Coe (who highlighted tv's 1961-62 season by presenting tapes and film) and featured co-masters of ceremonies Johnny Carson in New York, Bob Newhart in Hollywood, and David Brinkley in Washington.

ATAS voting, as last year, selected a mixture of culture, drama, high-level information and pure entertainment.

ATAS also shot high to make its trustees awards: the manned orbital flight coverage by the three networks; one to CBS News and one to Mrs. John F. Kennedy for the White House tour telecast; and one to Brig. Gen. David Sarnoff, RCA board chairman, for statesmanship in the broadcasting industry and "his many years of vision and accomplishment."

In the Emmy presentation, CBS-TV's *The Defenders,* a dramatic courtroom series new to tv this season and filmed in New York, won four; and *Hallmark Hall of Fame's* production of "Victoria Regina" on NBC-TV won three.

The official list covers presentations of any length, live, taped or filmed, except in classifications of cinematography for tv, electronic camera work, film editing for tv and engineering or technical. They are:

PROGRAMS

Humor (regular or special program or series)—*Bob Newhart Show* (NBC).

Drama (regular or special program or series)—*The Defenders* (CBS).

Variety and music (regular or special program or series)—(A) variety: *Garry Moore Show* (CBS); (B) music: Leonard Bernstein and the New York Philharmonic in Japan—Feb. 6, 1962 (CBS).

News (regular or special program or series)—*Huntley-Brinkley Report* (NBC).

Educational and public affairs (regular or special program or series)—*David Brinkley's Journal* (NBC).

Children's (regular or special program or series)—*New York Philharmonic Young People's Concerts with Leonard Bernstein* (CBS).

ACTING PERFORMANCES

In a leading role (single performance only)—Peter Falk, "The Price of Tomatoes," *Dick Powell Show,* Jan. 16, 1962 (NBC).

In a leading role (single performance only)—Julie Harris, "Victoria Regina," *Hallmark Hall of Fame,* Nov. 30, 1961 (NBC).

In a series (lead), (continued performance only)—E. G. Marshall, *The Defenders* (CBS).

In a series (lead), (continued performance only)—Shirley Booth, *Hazel* (NBC).

In a supporting role (regular or special)—Don Knotts, as Deputy Barney Fife, *Andy Griffith Show* (CBS).

In a supporting role (regular or special)—Pamela Brown, as Duchess of Kent, "Victoria Regina," *Hallmark Hall of Fame,* Nov. 30, 1961 (NBC).

In a variety or musical program or series (regular or special)—Carol Burnett, *Garry Moore Show* (CBS).

DAYTIME PROGRAM

Specifically created for daytime television (regular or special)—"Purex Specials for Women" (NBC).

PROGRAM OF THE YEAR

(That program, created originally or fully adapted for television, which is considered

Storer Programs sets series on communism

A series of 26 half-hour films on the differences between the communistic and the free worlds was placed into tv distribution last week by Storer Programs Inc., New York, which is producing the programs in cooperation with United Press International and Movietone News. It is scheduled to start on stations in the fall.

Titled *Communism: R.M.E.,* the series will be offered immediately for sale to regional advertisers and on Aug. 1 to stations. Terry Lee, vice president of Storer Broadcasting Co. and head of Storer Program Sales, said the series will have such titles as "Russia's Big Lie," "Russia's Propaganda Mileage," "As the Twig is Bent" (education and who gets it), "Soviet Brainwashing" and "The Worker's Paradise" (Soviet working conditions and rate of pay). The "R. M. E." in the title, he said, is for "Riddle, Mystery, Enigma," based on a Winston Churchill phrase describing the issues of Communism.

He said the series is using the worldwide news and photographic facilities of Movietone News and the research and editorial facilities of UPI. Scripts and production are under the supervision of Sherman Dryer.

Mr. Lee described the series as "the first of its kind." In recent months, the television networks have scheduled an increasing number of programs on the subject of Communism and other independent producers have disclosed plans to produce series on this topic (BROADCASTING, Jan. 22).

Disney tv income up 23.9% for half-year

The television income of Walt Disney Productions for the six months ended March 31, 1962, totaled $3,480,314, up 23.9% from the $2,810,133 derived from tv for the same period of the previous year. Total income, from film rentals and the amusement park and comics, records, etc., as well as tv, was $32,642,281, compared to $23,065,743 for the same period last year. Net profit for the first half of fiscal 1962 was $2,425,065, equal to $1.45 a share, compared to $69,982, or $0.41 a share, the year before.

The studio is now producing *Walt Disney's Wonderful World of Color* for NBC-TV under a two-year contract and is syndicating the *Mickey Mouse Club* series for broadcast starting in the fall on individual local stations, which should produce a further increase in tv income for fiscal 1963.

AFTRA, record firms agree on new code

A new phonograph recording code has been negotiated between the record companies and the American Federation of Television & Radio Artists and has been approved by the AFTRA board, subject to membership ratification.

The agreement, to run for three years starting retroactively on April 1, 1962, maintains the same scale for group singers but increases that of royalty soloists and duos from $45 to $57.50 per side or per hour. Narrators will get $40 per side, up from $27.50. Actors, whose old scale also was $27.50, are to get $35 per side, with three or more roles raised from $65 to $90. Singers who step out for more than eight successive bars will get smaller group rates when moving from a larger group to a smaller and $30 in addition to group rates when moving to soloist or duo



Newhart Marshall Moore Bernstein Brinkley Huntley Harris

to be the most outstanding presentation during the awards period. Such a program may be either one of a series or an individual presentation, either entertainment, public service or coverage of a newsworthy event, but may not include a duplicate or an approximate duplication of a presentation previously used in another medium)—"Victoria Regina," *Hallmark Hall of Fame*, Nov. 30, 1961 (NBC).

ACHIEVEMENT

In original music composed for television (a regular or special program or series)—Richard Rodgers, *Winston Churchill, The Valiant Years*, series (ABC).

Writing in drama (special or single program of a series)—Reginald Rose, various, *The Defenders* (CBS).

Writing in comedy (special or single program of a series)—Carl Reiner, *Dick Van Dyke Show* (CBS).

Writing in the documentary field (single program of a series or special)—Lou Hazam, "Vincent Van Gogh: A Self Portrait," Nov. 17, 1961 (NBC).

Directorial in drama (single program of a series or special)—Franklin Schaffner, various episodes, *The Defenders* (CBS).

Directorial in comedy (single program of a series or special)—Nat Hiken, *Car 54, Where Are You?* (NBC).

Art direction and scenic design (single program of a series or special)—Gary Smith, *Perry Como's Kraft Music Hall* (NBC).

Cinematography for television (any type or length filmed program or series)—John S. Priestley, *Naked City*, series (ABC).

Electronic camera work (any type or length program or series, live or taped)—*Ernie Kovacs Show* (ABC).

Film editing for television (any type or length filmed program or series)—Aaron Nibley, Charles L. Freeman, Hugh Chaloupka, *Naked City* (ABC).

Engineering or technical—ABC, video tape expander or VTX, slow motion tape developed by ABC; Albert Malang, chief engineer, video facilities, ABC.

TRUSTEES AWARDS

CBS News for the special program—"A Tour of the White House"—CBS created and produced the biggest housewarming of the year. The CBS News team brought its cameras into the home of our Chief Executive, gave the nation a bright, fresh look at their historic White House. A Trustees Award for one of the major highlights of an exciting television year.

Mrs. Jacqueline Kennedy—The television "Tour of the White House" brought to the tv screen a memorable hour, alive with a singular experience. The Academy Trustees wish to honor, on behalf of the membership, the concept and star of that program. For her gracious invitation, extended to millions of Americans, to see the White House and through this tour to learn of the historical and cultural background of this national monument; for making history a living thing and for making the entire country feel at home. . . . A Trustees Award to the First Lady of the United States—Mrs. Jacqueline Kennedy.

The heads of the news departments of ABC, CBS and NBC—The Trustees of the Television Academy have voted to honor an exciting television adventure which dramatically demonstrated to the world our country's policy of open reporting. By sending John Glenn and Friendship VII into space in front of the nation's tv cameras, more than a hundred million of us saw . . . as it happened . . . a thrilling advance of science. Our three national networks offered a coverage at once complete and dynamic, demonstrating the full range of tv's creative resources. In salute to all those who opened this window of history; the reporters, the technicians, directors, cameramen; a veritable army of skilled associates . . . Trustees Awards to the heads of the news departments of ABC, CBS, NBC.

Brig. Gen. David Sarnoff—The Trustees of the Television Academy have voted this year to honor an illustrious statesman of our industry. He has been both pioneer and prophet. He has inspired and supported many of television's finest cultural achievements. He has laid many of our cornerstones, blueprinted much of our future and has been the leading architect in the development of color television. For his many years of vision and accomplishment . . . a Trustees Award to the chairman of the board of the Radio Corp. of America, Brig. Gen. David Sarnoff.

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spots. A singer stepping out from a group of three to five voices to work as soloist or duo, will be paid $30 in addition to the group fee; two singers will get $20 additional each and three or more, $15 each in addition to the group fee.

CBS-TV leases studio from Republic Corp.

CBS-TV has signed a five-year lease with Republic Corp. at $400,000 a year for use of the studio's 70-acre facilities in North Hollywood, Calif., in the making of tv filmed programs.

The lease gives CBS-TV an option to purchase the property within five years at a total price of $11,685,000. The rights, title and interest of Mark VII Ltd., Jack Webb's production company, to use of the Republic facilities have also been assigned to CBS-TV. Present schedule calls for production of *Rawhide* for the 1962-63 season to start June 25 at the Republic lot. On May 1, 1963, Radford Realty Corp., wholly-owned CBS-TV subsidiary which negotiated the Republic lease, will assume operation of the entire studio facility, which will be used by CBS and other producers for the production of tv filmed shows.

The "other" segment is primarily Four Star Television, which is currently using the Republic studios for its various tv series under a contract which runs to the end of 1964 and assertedly gives Four Star first call on any and all facilities of the studio.

Program notes...

New distributor ▪ Page One Ltd., Toronto, a newly-formed company, will distribute television properties of CBS Films in Canada, effective immediately, Ralph Baruch, director of international sales for CBS Films, announced last week. Kenneth Page, formerly president of S. W. Caldwell Inc., which had represented CBS Films in Canada for ten years, is president of the new company. Mr. Baruch said the change was prompted by Mr. Caldwell's added responsibilities as head of the new CTV network in Canada.

MGM post-48's sales

MGM-TV has written more than $6.5 million in licenses for telecasting of 60 post-1948 features in the past year, according to Richard A. Harper, director of syndicated and feature sales.

The first group of 30 features, released last May, is licensed in 62 markets. A second group of 30, released in January, is now licensed in 48 markets.

Picasso syndicated ▪ "Picasso: An American Tribute," a special program produced by WNBC-TV New York and telecast April 23, will be syndicated by NBC Films. The special show is the first non-series entry to be selected for national syndication by NBC Films.

Ski series ▪ Telemark Productions Inc., 673 Fifth Ave., New York, a new tv production company, is preparing a television ski series for syndication by Heritage Productions, New York. Series will headline Skitch Henderson, as host, and ski star Peter Estin. It consists of 26 15-minute segments.

Communism series ▪ *The Red Myth*, a series of 13 half-hour programs dealing with Communism produced by KQED (TV) San Francisco, is being made available to commercial stations. The series, which utilizes the files of

the Hoover Institute for War, Revolution and Peace, traces the history of Communism from Marx to Khrushchev. All inquiries should be directed to Hap Everett, Southern California office, Stanford U., 621 S. Hope St., Los Angeles 17, Calif.

Passage licensed ▪ CBC-TV has licensed as a summer replacement MGM-TV's *Northwest Passage* series, formerly telecast in color on NBC and now in syndication. The sale is the first outside the United States for the series.

In syndication ▪ MCA-TV is syndicating *The Restless Gun,* former half-hour NBC-TV and ABC-TV western starring John Payne. The new off-network series consists of 77 half-hours.

Kovacs film ▪ The pilot of the late Ernie Kovacs' planned tv series, *The Medicine Man,* will be the first episode in CBS-TV's *Comedy Spot,* summer replacement for *Red Skelton* (Tues., 9-9:30 p.m. EDT). A total of 11 pilots of projected series will be presented from July 3 to Sept. 18, one of few network summer series not offering repeats of past season.

'Expedition' available ▪ ABC Films Inc., New York, will offer the *Expedition* series, which had a two-year run on ABC-TV, in immediate syndication in the U. S. There are 47 half-hours in the multi-award winning series produced by Insight Inc., Hollywood.

Preparations begin ▪ Warner Bros. has begun preparations for *Jetport,* anthology series dealing with the operations of Los Angeles International Airport, which is planned for the 1963-64 season. Boris Ingster will produce.

Georgia series ▪ An educational project to tell Georgians about the free enterprise system and its importance to the nation is being conducted by the Georgia State Chamber of Commerce and Georgia Assn. of Broadcasters. A series of tape recordings is being broadcast by state stations under the title, *Myth vs. Truth.* Nine 90-second tapes comprise the series, prepared under supervision of Jack Williams, GAB executive director.

Bank show ▪ *Money in Your life,* 156 five-minute programs created specifically for bank sponsorship, is available from Rex Radio Productions, St. Louis. The series is being co-produced by Rex and Technisonic Studios, that city. Subject ranges from the history of banking to explanations of our capitalistic system in terms of daily financial transactions.

Sport specials ▪ A series of 60-minute sports specials is being prepared by producer-distributor Bernard Schubert. The 39 programs describe 39 athletic events, both here and abroad. Several programs already have been completed in Europe. The series has been offered to NBC-TV, but the network reportedly has not come to a decision. Mr. Schubert's organization, the First National Television Distributing Corp. is prepared to offer the series for syndication. Dave Garroway functions as narrator-interviewer.

Join hands ▪ Rosenberg-Coryell Agency, Hollywood, and Broadcast Management Inc., New York, have merged their talent businesses, but will continue to operate under their separate names and with their present offices. Principals in the merger are George Rosenberg, Robert Coryell and Marvin Josephson.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

May 28-31, June 1, 4-6 (10:30-11 a.m.) **Play Your Hunch,** part.

May 28-31, June 1, 4-6 (11-11:30 a.m.) **The Price Is Right,** part.

May 28-31, June 1, 4-6 (12-12:30 p.m.) **Your First Impression,** part.

May 28-31, June 1, 4-6 (2-2:25 p.m.) **Jan Murray Show,** part.

May 28-31, June 1, 4-6 (11:15 p.m.-1 a.m.) **Tonight,** part.

May 28, June 4 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

May 29, June 5 (7:30-8:30 p.m.) **Laramie,** part.

May 30, June 6 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

May 30, June 6 (10-10:30 p.m.) **Bob Newhart Show,** Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

May 30, June 6 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

May 31 (10-11 p.m.) **Sing Along With Mitch,** Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

June 2 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

June 2 (10-10:30 a.m.) **Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

June 2 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

June 2 (7:30-8:30 p.m.) **Tales of Wells Fargo,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

June 2 (9-11:15 p.m.) **Saturday Night At the Movies,** part.

June 3 (6-6:30 p.m.) **Meet the Press,** co-op.

June 3 (7-7:30 p.m.) **Bullwinkle,** part.

June 3 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** Kodak and RCA through J. Walter Thompson.

June 3 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

Film sales...

Films of the Fifties (Seven Arts Assoc.): Vol. 3 of post-'50 Warner Bros. features sold to KGW-TV Portland, Ore.; WSYR-TV Syracuse, N. Y.; WTPA (TV) Harrisburg, Pa.; WAPI-TV Birmingham, Ala.; WROC-TV Rochester, N. Y.; WNEM-TV Bay City, Mich.; and KOCO-TV Oklahoma City, Okla. Vol. 2 was sold to WROC-TV, WNEM-TV and KOCO-TV. Vol. 3 is now in 50 markets and Vol. 2 is in 93. Special features were sold to KGW-TV and KMTV (TV) Omaha, Neb.

Surfside 6 (Warner Bros. Tv): Sold to KCOP (TV) Los Angeles. Now in 3 markets.

Bronco (Warner Bros. Tv): Sold to WNEW-TV New York and KCOP (TV) Los Angeles. Now in 2 markets.

Bourbon Street Beat (Warner Bros. Tv): Sold to WNEW-TV New York and KCOP (TV) Los Angeles. Now in 2 markets.

Post-'48 MGM Feature Films (MGM-TV): Sold five feature films to Canadian Broadcasting Corp. for use over full tv network on Sunday nights during summer in place of regular Sunday night hockey telecasts.

Hennesey (NBC Films): Newly syndicated off-network series (now ending its run on CBS-TV) has been sold for early fall scheduling to Bowman Biscuit Co., through Durey Ranck Inc., Denver, for use on 36 stations in Texas, New Mexico, Utah, Colorado, Kansas, Arizona, Wyoming and Montana; to Foremost Dairies, through Guild, Bascom & Bonfigli, San Francisco, for use on 23 stations in Florida, California, Washington, Virginia, Georgia and Texas; and to WABC-TV New York; WRC-TV Washington; WGN-TV Chicago; WJBK-TV Detroit; WDBO-TV Orlando, Fla.; KPTV (TV) Portland, Ore.; WFMJ-TV Youngstown, Ohio; WLBT (TV) Jackson, Miss., and WHDH-TV Boston. Now in 68 markets.

The Rebel (ABC Films Inc.): Sold to WABC-TV New York; KCOP (TV) Los Angeles; WGN-TV Chicago; WXYZ-TV Detroit; WRC-TV Washington; KTVT (TV) Dallas - Fort Worth; KMSP - TV Minneapolis - St. Paul; WFLA-TV Tampa-St. Petersburg; WBIR-TV Knoxville, Tenn.; WNEP-TV Scranton-Wilkes-Barre, Pa., and WLOS-TV Asheville, N. C. Now in 18 markets.





A SPECIAL REPORT





Michigan showing new economic vigor

BUSINESS INDICATORS PROMISE BETTER-THAN-NORMAL YEAR IN 1962

There's real hustle on "Main Street" all over Michigan today.

Automobile sales and production are pushing up to the best highs since the record year of 1955. So are other durable goods and products.

Unemployment is being trimmed.

Consumers are spending freely once more, putting new life into the retail bloodstream of this $10-billion market.

There are many more signs of the state's new economic vigor. Signs which the experts can read at various levels in marketing, manufacturing, mining, construction, agriculture, education, and services such as the public utilities.

Above Normal ▪ The economy of the state is fast shaking off a not-so-good 1961 and has rolled up its sleeves to produce what is expected to be a better-than-normal 1962. Although analysts say it won't be a boom year like 1955, they agree the economic level of the market as a whole should top out well above last year and also 1960.

Personal income in the state has moved up to an annual rate of $19 billion, 9% greater than 1961. It is expected to exceed the record of 1960.

Businessmen from Detroit to Muskegon and from Kalamazoo to Jackson, Lansing, Saginaw and Traverse City appear to be still a bit sensitive about Michigan's image on the national scene. They were quite upset about the harm done to the state's economic reputation by the "recession" headlines in the past couple of years.

Problems Overemphasized ▪ But they're too busy serving customers and planning expansion programs to find time to argue about it. When they do, though, they like to point out that they feel the problems of the period were "grossly and unfairly overplayed."

Their biggest complaint: popular confusion of the state's political and fiscal difficulties with the great basic strength and long-term growth of private industry in Michigan.

"Take a look at the new pep and

bounce in business as it steps ahead this spring," they ask.

Here are highlights of some of the new developments—some reported as recently as May 18—and the long-range factors which Michigan business leaders consider to be significant evidence of both current progress and broad economic diversity:

▪ New car sales are up sharply over last year and the pace is the best since the record year of 1955. Factories are working overtime to keep up with demand and Ward's Automotive Reports estimate the 1962 model run will exceed 1961 by 23%. May's output of 660,000 cars will be the second best May on record. (Production of 1961 model cars was just over 5.4 million; 1955, 7.92 million.)

▪ Truck sales during the first quarter of this year also were up sharply over last and are running higher than at any time since the record of 1951.

▪ Unemployment in Michigan on April 15 dropped to 196,000, 6.8% of the total labor force and the lowest since October 1960. This compared with 348,000 or 11.7% unemployed in April 1961. Total U. S. unemployment dipped to 5.5% last month from a rate of 6.9% in April 1961.

Part of the improvement in the labor picture is considered seasonal, but Michigan business officials feel the new state low in unemployment is highly encouraging because it shows the gap with the national figure has been cut to a mere 1.3 points and they do not feel this could be entirely temporary improvement. The picture, they say, is also better than 1960, considered a "normal" year.

▪ Detroit's jobless rate dropped to 7.1% in April, down from 12.6% for that month a year ago and almost equalling 1960's 6.6% for that month. Although April figures are not yet available for Flint, that city showed the biggest improvement in labor in the March report. Flint unemployment plunged to 3.3% compared to 23.2% for March a year ago .

▪ The business activity index (1947-49 = 100) for March gives Michigan a rating of 215.5, up from 209.8 the previous month and 185.6 for March 1961. The retail sales index climbed to 177.6 in February from 174.9 in January and 161.5 in February 1961. The state's index of industrial activity (1957 equals 100) rose to 108.0 for March, almost 2% above the long-term trend and a 26% jump over March 1961.

▪ Retail sales taxes collected by the state in February (on January sales) were up 11.28% over the same month a year ago. Sales taxes collected in March were up 9.55% over March last year.

▪ Indexes for metropolitan Detroit which measure the first quarter of this year with the same period of 1961 show department store sales up 8%, bank debits up 20%, steel output up 64%, power consumption up 17%, new dwelling units up 13% and weekly factory earnings up 10% to $126.59 average.

▪ Deposits in both state and national banks in Michigan at the end of 1961 showed an increase of 6%. The Michigan Bankers Assn. reported the total to be over $9.2 billion. Savings and loan deposits went up 8.8% last year to over $1.3 billion. The Michigan Savings and Loan League said this represents a jump of 362% in 10 years.

▪ The number of mortgage loans through only savings and loan institutions in 1961 increased 12.7% and dollar amount was up 8.1%. Michigan leads the country in the number of families owning their own homes: nearly seven out of ten.

▪ The U. S. 1960 census shows strong improvement in the average family's income in Michigan, up to $6,256 that year from $3,588 in 1950. Urban family income averaged $6,590 in 1960. Economists expect the figures to be significantly higher this year.

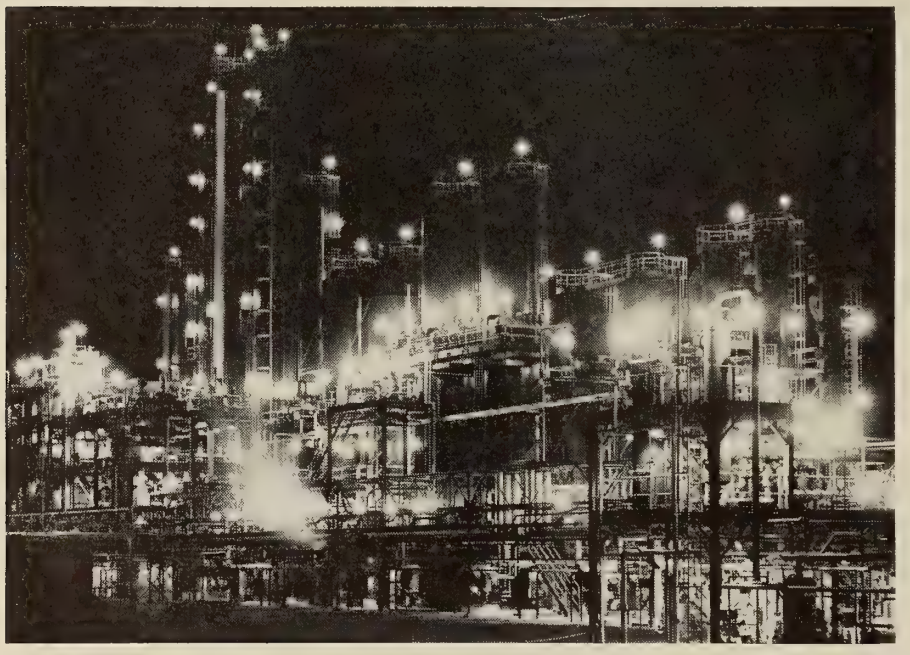
▪ Michigan population grew 22.8% between 1950 and 1960, the census shows, to a total of 7,823,194 and is believed to have passed the 8 million mark this year. Michigan grew almost at the same rate between 1940-50 and today it ranks as the seventh state in total population. It is outranked only by California, Florida and Texas in rate of growth.

▪ Two-thirds of Michigan's people live in urban areas and some 90% of them live in the 38 counties of the southern half of the lower peninsula. The metropolitan area of Detroit contains nearly 3.8 million, close to one-half of the state total. Census data shows, however, continued strong trends in suburban expansion and healthy growth in the important parts of "outstate" Michigan too.

▪ Outstate Michigan has shown vital economic gains in various categories in recent years, particularly industrial expansion, new business growth and agriculture. A rich consumer market, the outstate areas also have benefitted from the swelling tide of tourists and summer residents.

▪ For the long pull, Michigan enjoys a strategic location for access to other U. S. and world markets; a wealth of natural resources, water and raw materials coupled with an industrial production complex that is unmatched elsewhere; a pool of some of the world's most highly skilled technicians in a number of manufacturing fields, and one of the most unusual arrays of research and educational facilities to be found anywhere to make the most effective use of these factors.

▪ Some 13,500 industrial establishments in Michigan employ about 900,000 persons, have an annual payroll of about $5.3 billion and turn out finished product worth some $8.6 billion, ac-



Michigan's huge plastic industry is typified by this Dow Chemical Co. vinyl toluene plant at Midland, Mich. The plant produces Monomers which are molecular building blocks for plastic products.



THE NEW LOOK OVER DETROIT IS FLAGSHIP RADIO

Detroitland's voice of contemporary communication is on the air with . . .

music that everybody knows—music to hum, sing or whistle

local news of Detroitland—politics, labor, government, fires, accidents—the drama of life and death

sports news from across the nation, from Detroit—plus all Tiger baseball games

community service with PM Detroit each night and more than 100 other public service features each week

WKMH flagship radio

AND FLAGSHIP LEADERS IN THESE MARKETS TOO!

WKHM Jackson
rated number 1
with 35% share of audience according to the latest Pulse

WELL Battle Creek
rated number 1
with 36% share of audience according to the latest Pulse

Knorrland stations represented by the Paul H. Raymer Company

cording to revised estimates based on the 1958 census of manufacturing.

Industry in Michigan is highly diversified and the trend continues, with auto and parts production accounting for about 30% now as against 40% a decade ago. Movement of industry in Michigan (inflow of new firms and expansion vs. outflow and contraction) is running 77% favorable and 23% unfavorable.

▪ Michigan agriculture is highly diversified too, topped only by California in the number of products. Farm income has doubled in the past decade and now runs at $775 million level. Output is worth $2.5 billion at retail.

Tourism is Michigan's third industry with annual income of $650 million, up 62% since 1950 and expected to hit $1 billion within next few years. Sharp rise in winter sports facilities is helping to produce all-season flow of vacationers.

▪ Mining in Michigan, including fuels, is up to $435 million level, double 1950. Recent important factors are rise in beneficiated iron ore, new copper production and new oil production. Michigan now is the leading pulpwood state in the Great Lakes region.

▪ Michigan now ranks first in the U. S. in new super highway construction and has over 800 miles in use with more to come. Over $1 billion has been expended in five years.

▪ Military procurement and installations are a big billion dollar market in Michigan too. This market is expanding and is making an important economic contribution to communities in both the upper and lower peninsulas.

Michigan first in four-lane highways

LIMITED-ACCESS ROADS COMPLEMENT COMPLEX TRANSPORTATION SYSTEM

Driving swiftly, effortlessly past city and forest in Michigan, you'll soon understand why the state stands second to none in the construction and completion of new four-lane limited-access interstate highways.

Great sinews of cement and steel, they stretch east and west, north and south across the lower peninsula and reach into the upper. They weld the bustling urban areas and rich agricultural regions into a great economic whole.

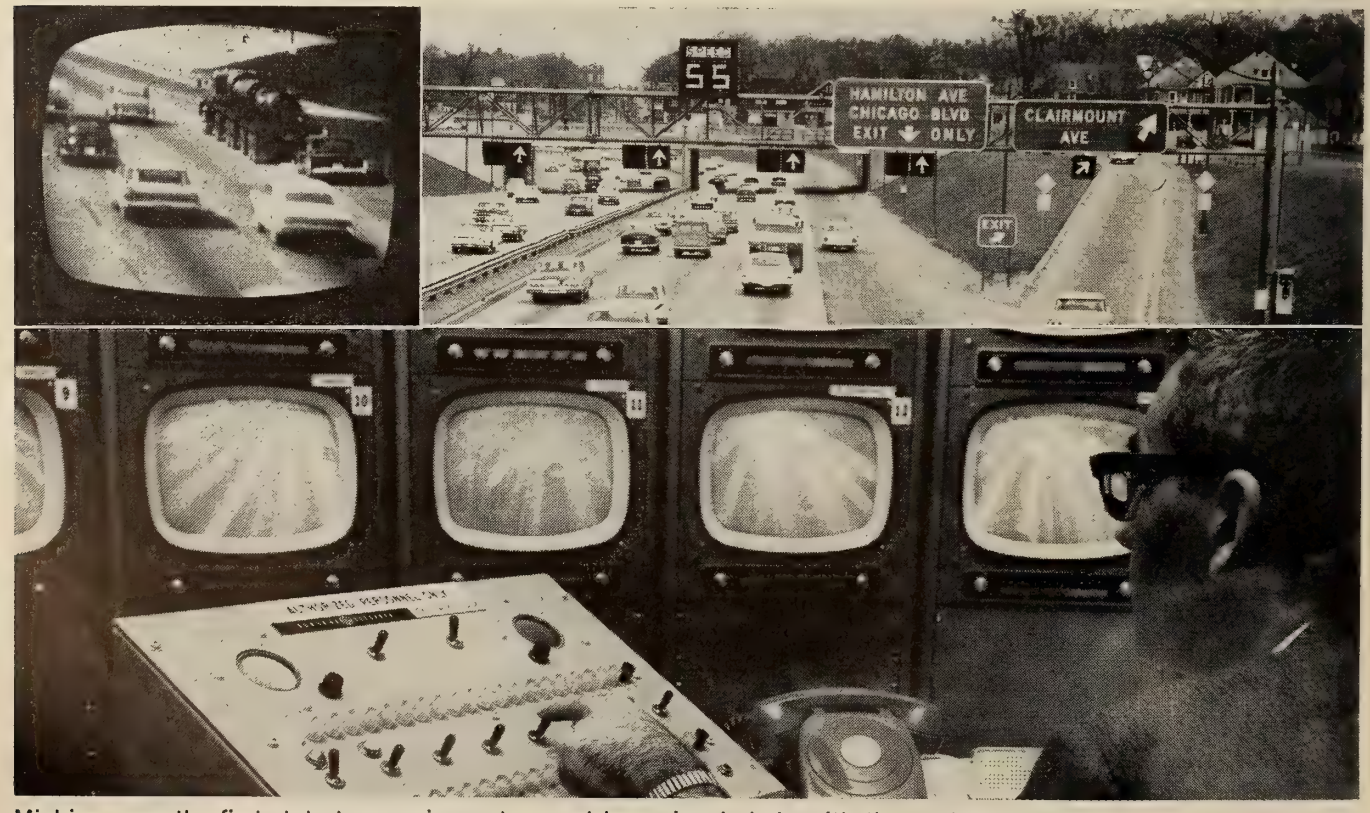
The freeways complement the state's extensive railroad, air and shipping networks. Collectively they tie Michigan to the nation and, via the St. Lawrence Seaway system, to the markets of the entire world.

Five Years ▪ Counting 1962, Michigan's freeway miracle has been accomplished in just five years with an investment of a billion dollars in state and federal funds and it is still going strong. Planners are building for 1980's estimated state population of 12.2 million who are expected to be operating nearly 6 million cars and trucks for double the total vehicle miles clocked on state roads today.

But the system gets plenty of use right now, with nearly 3.8 million vehicles registered and with 75% of the state's 2.9 million workers driving to and from work.

Trucks Heavy Users ▪ Some 3,000 trucking firms with more than 400,000 trucks are using the highways in the state, too, and 90% of the state's 10 million visitors arrive each year by car to help spend their share of the $650 million Michigan earns annually from tourists. The state in addition has over 110,000 miles of other roads which tie together the more than 500 cities and villages in 83 counties.

Michigan opened 238 miles of new super highways last year and has opened more than 600 miles of such freeway during the past four years. The state now boasts over 800 miles of four-lane



Michigan was the first state to experiment with electronic traffic controls. Here, upper right, electric speed indicators and lane signals help with the problem. Below, one of the control points on the John Lodge freeway, where tv cameras picture (upper left) actual traffic conditions along the 3.2 mile section of the important freeway.



What a shame we're not in politics

Think of all the babies we'd get to kiss. And all the grownups whose votes we'd *already* have—over 2 million, as a matter of fact.

You see, at last count (1961 WJR-Politz study), 2,183,000 loyal listeners pledged their undying devotion to WJR. This in an area where 174 other stations can be heard.

Most of these folks—89% of them—are old enough to vote, too. But they're certainly young enough to make and spend lots of money.

What's more we seem to have their attention all day and all night long. They say it's our Complete-Range Programming that gets them. Complete news and sports coverage, fascinating home shows, "live" variety programs, good music, tasteful advertising—who could resist?

Tempted as we are to turn to politics, we think success in one field should be enough for anyone. We loathe greed.

So vote for the man of your choice next election. But by all means, when it comes to radio, cast your vote for WJR.

You can get details of our platform and hear some interesting success stories by giving us a call or by getting in touch with your Henry I. Christal representative.



The measured area of the Alfred Politz media study released September, 1961. This area includes 6,801,000 people—age 15 and older.

WJR DETROIT
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco



The people's choice.

limited-access roadway in use. Some $200 million will be spent this year adding to it.

By the end of the year you will be able to drive non-stop on freeways extending from Detroit westward to New Buffalo near the Indiana state line and near Chicago, or from Detroit westward to Muskegon on Lake Michigan (where giant lake ferries shuttle you to Milwaukee) or from the Ohio-Michigan border just southwest of Detroit northward into the upper peninsula and St. Ignace, via the world's largest suspension bridge across the Mackinac Straits (the bridge is a $100 million engineering marvel opened in 1957). This link later will be completed through to Sault Ste. Marie.

Toll Free Interstate ▪ Add to this the nation's longest toll-free interstate highway—Interstate 94—which is open and runs continuously westward from downtown Detroit past Ann Arbor, Jackson, Battle Creek and Kalamazoo to the village of Sawyer on Lake Michigan. The remaining short link to New Buffalo will be finished this year.

Late in December another freeway milestone in Detroit was marked with the opening of the first section of the Southfield Freeway, upping the city's freeway total to more than 25 miles.

Part of that under construction in Detroit, the Walter Chrysler Freeway, will be one of the most expensive urban highways ever to be built. The $108 million Chrysler road starts on the east side of downtown Detroit and will run north along the route of Oakland Ave. to Eight Mile Rd.

Electronic Control ▪ The nation's first experiment in the electronic control of freeway traffic went into operation May 7 in Detroit over a 3.2 mile section of the Lodge freeway.

The tv cameras, mounted over the freeway in temperature-controlled and tamper-proof boxes (including windshield wipers on the window), actually have been operating for more than a year. But this phase has been devoted to a study of traffic patterns, especially such subjects as emergency pull-offs onto road shoulders.

In the phase started May 7, the cameras now permit a traffic controller to watch car flow and to signal drivers by special new lane signals (a red flashing "x" tells the driver to change his lane, a green arrow means continue in lane; a lighted figure shows speed to be maintained). While Detroit newspapers were on strike, state highway officials depended heavily upon radio and tv stations in the area to air educational spots about start of the test.

Busy Road ▪ The section of the Lodge freeway on which the test is being conducted is one of the busiest in the world. Average weekday flow is 160,000 cars with up to 7,200 vehicles per hour in one direction during rush hours. Several times last year the daily flow hit 180,000. During planning in the late 1940s, a traffic high of 90,000 daily was anticipated. The test is being conducted as a joint venture by local, state and federal authorities.

Last month the Michigan State Highway Dept. awarded contracts totaling more than $800,000 to Motorola for a state-wide two-way fm radio network to coordinate its construction and maintenance activities. The system will include 550 mobile radios plus 15 base stations and a dozen control stations. Of the state's 83 county road commissions, 73 already have two-way radio networks operating.

Safety standards pay off

The safety standards which are being built into Michigan's new freeway system already are paying off in a big way in the saving of human life too, the most precious resource of all. A study of accidents and deaths on a 284-mile portion of the new freeway, compared to those recorded on the roads the freeway replaced, discloses a drop in accidents of nearly 76% and a drop in fatalities of 80 percent. Based on National Safety Council estimates, the higher safety record expected for the freeway system as a whole when completed will represent a saving of $175 million a year to Michigan families.

The graceful Mackinac Bridge is proving to be a modern "northwest passage." The flow northward is expected to grow even more after completion of a $24 million two-mile long auto bridge across the St. Mary's River to Canada at Sault Ste. Marie. Before the Mackinac Bridge was built, the state of Michigan for 34 years operated auto ferries across the rugged straits.

The bridge's suspension span between anchorages is 8,614 ft., the world's longest. With approaches the bridge stretches five miles. The central cable towers rise 46 stories above the water.

Michigan has a number of other important international gateways of travel and commerce. The first electrified railway tunnel ever built under water opened in 1891 between Port Huron, just northeast of Detroit, and Sarnia, Ont., and it is still a vital east-west link. Above water, the Blue Water Bridge, eleventh longest cantilever bridge, opened in 1938, connects Port Huron and Sarnia.

Tunnel to Canada ▪ The first auto traffic tunnel ever built between two nations is pouring cars in and out of Canada between Detroit and Windsor, Ont. It was built under the Detroit River in 1930 and can handle 1,000 cars an hour. The tunnel followed by a year the Ambassador Bridge which links the two cities.

Because of its sheer engineering delight, the Portage Lake Bridge between Houghton and Hancock in Michigan's upper peninsula often causes tourists to stare in amazement. Built for $11 million in 1959, the bridge spans the Portage canal, a Lake Superior shipping shortcut across the Keweenaw peninsula. It's a double-deck railroad-auto bridge which lifts vertically 100 ft. to pass the big vessels.

Michigan is a major "maritime" state. With opening of the St. Lawrence Seaway, the state expects its $2 billion in foreign trade to expand steadily.

40 Ports ▪ The state's 3,121 mile coastline includes 40 lake ports served by passenger ships and freighters. Of these, 19 ports handle more than a million tons of cargo each annually, greater than the total number of such ports in any other state. Detroit ranks among the nation's top three ports and is the leading port for trade with Canada. Over 170 shipping firms operate from Detroit. The busiest water route in the world is the Detroit River, the seaward route from Lake Huron to Lake Erie.

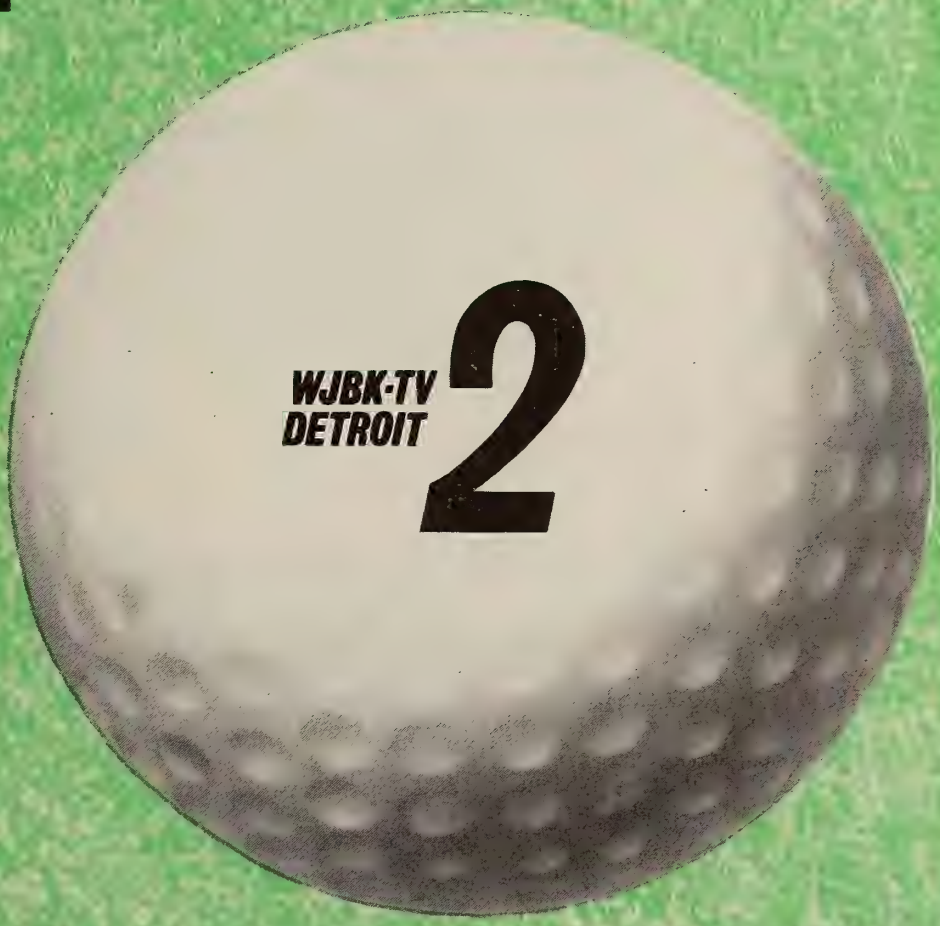
Other Michigan ports claiming "firsts": Alpena for Portland cement; Grand Haven, sand and gravel, and Calcite, limestone. Additional major ports include Port Huron, Bay City, Muskegon, Escanaba, Marquette, Monroe and South Haven.

Detroit and Muskegon are the chief ports of world trade. Last year 779 overseas ships called at Detroit, an increase of 9% over 1960.

Famous Locks ▪ Michigan claims a world title for its famous Soo Locks too. Operated free of toll by the Army Corps of Engineers, the locks at Sault Ste. Marie pass more tonnage through the 22-ft. drop between Lake Superior and Lake Huron in the eight month shipping season that either the Panama or Suez canals do in a year. The Soo locks have been historically strategic in American-Canadian history since early colonial times. The first lock was opened in 1797. A major new $42 million American lock is under construction and will be completed in 1964. It will be 1,000 ft. long, 100 ft. wide and 32 ft. deep—particularly suited to the new big seaway vessels appearing on the lakes.

Railroads Important ▪ Michigan's more than 11,000 miles of railroad

KEEP YOUR *BUY* ON IT



Adult programming
pays off in adult audience
. . . adult purchasing power
. . . 12 months a year
on WJBK-TV, Detroit.

MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	*IMPORTANT STATIONS IN IMPORTANT MARKETS*
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	*STORER BROADCASTING COMPANY*

STORER TELEVISION SALES, INC., representatives for all Storer television stations.

tracks includes 7,312 miles of primary and secondary lines. They serve 81 of the state's 83 counties, operated by 32 railroad and terminal companies. The big lake ferries which gulp in freight cars and carry them over the water among various Michigan, Wisconsin and Canadian ports are always arresting sights.

Modernization efforts are highlighted by the Grand Trunk's unusual tri-level auto carriers and the Chesapeake & Ohio's "Road Railer" unit. The latter has both rubber wheels and steel-flanged wheels, converting swiftly from rail to road with a minimum of handling. Michigan's railroads pour more than $130 million annually into the state consumer market through payrolls alone.

Michigan ranks seventh in the number of new truck registrations each year and ranks sixth in the number of five-ton or bigger rigs. The state is fifth in rank in bus registrations. Of the nation's top industrial counties Wayne County (Detroit) ranks No. 4 in truck ownership. There are 540 common carrier truck terminals in the state. Michigan's motor transport industry employs nearly 250,000, representing an annual payroll of $1.5 billion.

Air Connections ▪ You can board a BOAC jet at Detroit's huge Metropolitan Airport and arrive in London in 7¼ hours or step aboard a North Central DC-3 or Convair 340 at Willow Run Airport there and hop within fractions of an hour from one city to another within the state. Or jet to New York in less than an hour. Air commerce within and from Michigan is expanding too.

Passenger traffic at the two big Detroit airports has soared past the 3.2 million mark and is nearly treble the 1950 mark. New terminal facilities have been recently completed or are underway in such markets as Flint, Jackson, Lansing and Manistee, among others. The state has some 150 licensed airports plus a dozen seaplane bases, not counting the military.

Agriculture second source of income

DAIRIES, CHERRIES, TRUCK CROPS IMPORTANT ON DIVERSIFIED FARMS

Visitors sometimes rub their eyes and look again when they drive into "snowstorms" on a sunny spring day near Traverse City in the northwest section of Michigan's lower peninsula.

But the "snow" turns out to be petals from miles of cherry trees. They blanket the hills and ridges in precise patterns—a great bouquet parade, motionless, yet marching.

By late summer, Michigan's three million cherry trees will have stormed up a $15 million harvest for their growers, too. Michigan ranks first in cherries.

Second Place ▪ Agriculture is Michigan's second biggest economic activity and, like manufacturing in the state, it also is highly diversified. If weather and markets hold about the same as 1961, Michigan farmers will earn $775 million for their varied products this year, worth $2.5 billion at retail.

Counting another $100 million farmers will earn from off-farm jobs, plus more than $37 million from government payments, Michigan's $775 million in cash receipts will swell to a total farmer income in excess of $900 million. Some 40% of the state's farmers work off-the-farm for 100 or more days each year at non-farm jobs.

Government payments to Michigan farmers doubled last year with introduction of the 1961 feed grain program (18 million in this state). The soil bank program provided $9.1 million, conservation awards totaled $5.1 million, the sugar act provided $2.1 million, and the advance payments under the 1962 wheat program hit nearly $2.2 million.

If you define Michigan agriculture in its broadest sense, the way John Ferris of Michigan State U.'s Agricultural Economics Dept. likes to do, you can measure all activities from the farm supply business (implements, fertilizers etc.) to the checkout counter at the local supermarket. This he calls "agribusiness" and he estimates that it represents an investment in Michigan of $7.3 billion, employs about 800,000 or nearly one-fourth of the total labor force and piles up annual sales of around $10 billion. Of this amount, he figures three-fourths is for processing, wholesaling and retailing of food products.

Michigan's population of farms now ranges between 110,000-112,000. Like the trend elsewhere, the total number of farms is decreasing each year as those remaining grow larger and the smaller marginal and part-time farms wither away.

Profit Up ▪ By western standards, the average Michigan farm (around 135 acres) isn't very big, but its net operating profit last year did grow 16% to $2,590, although continuing still short of the U. S. average of $3,323. Taken all together, however, the assets of Michigan farms total some $4.4 billion, equal to the combined assets of Ford, Dow Chemical and American Motors, for example, or half that of General Motors.

Michigan farms are 93% owner-operated. In addition last year they provided some $50 million worth of employment for hired hands.

The farmers themselves represent a big market in Michigan. They spend around $100 million for tractors and other farm equipment and services. Their farms are well-mechanized (see table) and the trend is to become more so.

S. E. Larsen of the Michigan Farm Equipment Assn. finds the state's 700 dealers are "optimistic" this spring about both sales and profits for the



Irrigation is important in parts of the state. Here a sugar beet field is watered by pressure jets. Michigan has varied agricultural products.

IT COMMUNICATES!

A checkered flag signals the winner as thousands of horsepower race down the straightaway! That's communication. A signal from WOOD-TV or WOOD-AM or FM sends hundreds of thousands of WOODlanders racing straightaway to their stores. (Well, almost that fast!) That's real communication! Make your client a winner. Flag down the buying power of WOODwatchers and WOODlisteners in Western Michigan. Ask Katz for details.



WOOD AM FM TV

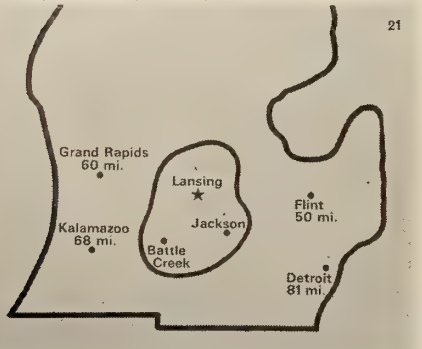
TIME-LIFE BROADCAST, INC.
Grand Rapids, Michigan

No. We've been in the No. 1 Spot here in the Mid-Michigan market for the past 10 years. Measure us by Pulse, Hooper, Nielsen, Politz, Conlan, Verifax or any other means and you always find WILS leading... with more than four times the audience of the next station (as much as 78% of the total radio audience). Our primary signal reaches all three metro counties (Ingham, Eaton and Clinton) plus all of Jackson, Calhoun, Ionia and Gratiot. In addition the pattern covers two thirds (or more) of another six counties. The Mid-Michigan metro area prefers WILS by 3-to-1 over any other local station. Daytime power is 5,000 watts. This unusual metro market has industry (Oldsmobile), government (State Capital) and education (Michigan State University) to give it an economic tripod that ALWAYS MEANS BUSINESS!

MID-MICHIGAN'S BIG No. 1 BUY

RADIO WILS LANSING 1320

Represented by Venard, Rintoul & McConnell



MICHIGAN FARM FACILITIES AND EQUIPMENT
(Census of Agriculture, 1959)

Specified facilities and equipment	Number of farms reporting*	Specified facilities and equipment	Number of farms reporting*	Number on farms
Telephone	89,526	Corn Pickers	30,822	31,294
Home Freezer	71,877	Pick-up Balers	28,240	28,424
Milking Machine	37,713	Field Forage Harvesters	11,483	12,201
Electric Milk Coolers	26,849	Combines	44,375	45,804
Power operated elevator, conveyor or blower	41,386	Motor Trucks	63,041	75,713
Crop Dryer	1,375	Wheel Tractors, other than garden	99,150	165,681
		Crawler Tractors	3,700	4,160
		Garden Tractors	23,274	24,364
		Automobiles	102,263	130,725

*Total all farms: 111,817

year. Competition is "very rough," however, and dealers seem more interested "in seeking management counsel than ever before," he said.

The more than 350,000 cars, trucks and tractors on Michigan farms are a brisk market for more than $40 million worth of gasoline, oil and other fuels each year.

Rank High ▪ Of Michigan's 33 counties, 48 rank among the top 100 counties of the U. S. in the production of field crops, fruits and livestock. Only California can claim greater diversity in farm product output.

Besides cherries, Michigan ranks first in field beans (99% of the U. S. navy bean crop comes from here), hothouse rhubarb and cucumbers (pickling). The state ranks second for asparagus (processing), blueberries and plums; third for apples, celery, and spearmint, and fourth for asparagus (fresh market), cantaloupe, carrots, onions, peaches, pears, red beets, strawberries and sweet cherries. The list runs on. Tomatoes, for example, put Michigan in fifth place for fresh market variety and ninth place for processing variety.

Michigan's biggest money product class is dairy products, which tops $200 million. Dairy product income to farmers has grown considerably during the past decade. Livestock income is almost as high as dairy products. Both categories rose last year over 1960.

Processing Important ▪ Food processing is a $2 billion business in Michigan, employing over 140,000. Gerber Products Co. has one of its four big plants in Michigan at Fremont. It specializes in baby foods. Battle Creek, of course, boasts Kellogg Co., General Foods' Post Division and several other big cereal producers. The pay envelopes of Kellogg workers alone bulge with nearly $25 million yearly there.

Other typical big food processors in Michigan include Heckman Biscuit Co. at Grand Rapids and New Era Potato Chips, which has 10 plants in the state.

Most of Michigan's agriculture is located in the lower peninsula, although potatoes are a big crop in the upper peninsula and are a $14 million crop. The state's rich fruit belt ranges along the western edge of the lower peninsula from Traverse City on the north to the Indiana state line below Benton Harbor. Lake Michigan tends to shield the orchards and vineyards from temperature extremes.

About 60% of the nation's sour cherries (red tart, for pies) are produced in Michigan, the biggest portion of these in the Grand Traverse region. Red tart production is holding steady while sweet cherry production is expected to jump at least 40% in the near future as new young trees come into production.

Other Fruits ▪ Blueberries, peaches, apples, raspberries, strawberries and other fruits are big-money crops in southwestern Michigan. Here, at South Haven, the state has accomplished considerable experimental progress at its research station. And at Benton Harbor is the world's largest cash-to-grower fruit and vegetable market.

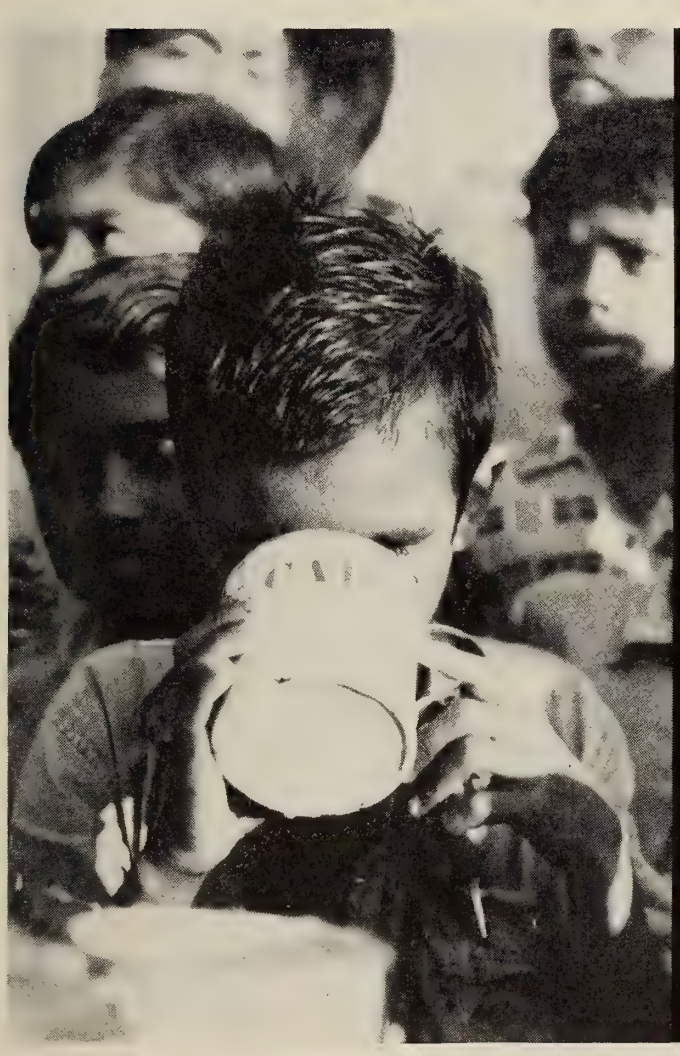
Just a bit northward on Lake Michigan at Holland floriculture is a million-dollar industry, with tulips the most colorful and best known. Christmas trees and floral evergreen boughs are fast becoming a big income source too, about $5 million at present. Collectively, horticultural products (excluding timber and lumber but including nursery stock and certain other forest products) bring nearly $28 million annually to farmers.

Michigan ranks 11th in wheat production, but the state is unique since most of the crop is of the eastern white winter type which is in high demand and seldom is in surplus. Wheat garnered about $68 million in the marketplace last year. Other high-income Michigan crops include corn, $113 million; hay, $65 million; oats, $24 million, and soybeans, $11 million. Michigan ranks fourth in onion production but is second in onions stored for September-March sale. Onions: $8 million.

Ice cream cones for the kid? Michigan can scoop them up faster than the small fry can lick them down. Last year's production topped 33.6 million gallons, sixth for the U. S., and not one drop of artificial flavor in the batch.

FROM SAIGON TO THE STATE SENATE

...or public service above and beyond a coverage map





Recently Salada Tea promoted a public service contest on WXYZ Radio. Listeners were asked to submit a letter stating their favorite charity and why it should receive a cash contribution. The winning letter was submitted on behalf of CARE! Salada Tea's contribution was used to buy CARE packages for the relief of victims of the Mekong River flood disaster. To our astonishment and delight many of the victims wrote letters of thanks to us at Broadcast House. Another example of how WXYZ public service signal reaches far beyond our coverage map.

On April 24th WXYZ Radio made broadcast history with an unprecedented live broadcast direct from the Michigan State Senate. The issue at hand was whether or not Michigan citizens should pay a state income tax. For fifteen hours WXYZ listeners heard the bitter debate while news commentator Lou Gordon interviewed senators and representatives. Public reaction was overwhelming. Governor Swainson said the broadcast was "One of the most historic occasions in Michigan history". Another example of WXYZ public service news coverage *when* and *where* it's needed!

WXYZ

ABC RADIO 1270

IN DETROIT

Represented Nationally by John Blair & Company

Owned and Operated by American Broadcasting-Paramount Theatres

Economic vitality pictured by cities

AMAZING DIVERSIFICATION REVEALED THROUGHOUT ENTIRE STATE

Circling by air over Detroit, you can't escape the panorama of industrial might that is the principal catalyst in the Michigan market.

The great ore and cargo ships move slowly along the Detroit River. The billows of smoke pour up from the big iron and steel mills to mingle with that rising skyward over Ford's great complex on the Rouge River at Dearborn. The bright patches of new construction mottle Detroit's downtown district. The freeways sweep to the suburban horizons.

All speak of vigor, vitality. A brisk activity that is being felt this spring in every facet of the economy all over the state of Michigan.

Vast Reservoir ▪ But, amazingly enough, this manufacturing concentration is only a fraction of the economic picture. Digging deep, you find it ranges to every community of the state, drawing upon a vast wealth of natural resources, calling upon the production capacity of thousands of smaller suppliers, employing the skilled human resources of its people and progressing through the use of the fruits of research and education.

Its sturdy partners include agriculture, a host of suppliers of the intangible services, transportation, communication, power and the wide range of wholesale, retail and other business activities which disclose the state to be a tremendous consuming market too. Then cap it off with the financial institutions where the flow of money and capital become the pulse that shows such things as cycle, volume and this year's recovery trend.

Broad Base ▪ Detroit is automobiles. And it is not.

This paradox usually makes sense only to the native. But it simply means the economic base of Michigan is much broader than most people think it is.

The world knows Detroit as the center of automotive and vehicle production, headquarters for those three industrial behemoths—General Motors, Ford and Chrysler. This is because their products range the globe, making Chevrolet, Ford and Plymouth household words in Ankara as well as Albuquerque.

Yet only 15% of Detroit's workers make cars or automotive equipment. Counting major suppliers to the auto makers the total is estimated to be about 28%.

Diversity is the "d" in Detroit. Here in the metropolitan area more workers are employed exclusive of the auto industry than are employed in all manufacturing in Pittsburgh, Boston, Cleveland, St. Louis or San Francisco-Oakland, for example.



Ford's huge River Rouge plant turns out finished cars from the original iron ore. This aerial view centers around the boat slip and shows the blast furnaces and coke ovens toward the left.

At Parke, Davis & Co., world's leading seller of ethical drugs, they help make Salk vaccine. At Ex-Cell-O Corp., machinery to produce milk cartons. At Helin Tackle Co., fishing lures. At Burroughs Corp., computers and space-age electronic components.

Many Products ▪ Among Detroit's more than 6,400 factories: 14 industrial chemical firms; 55 blast furnaces, steelworks, rolling mills; 50 iron and steel foundries; 86 soap manufacturers; 52 paint makers; 11 tire and tube makers; 119 meat plants and 72 beverage companies.

In Michigan as a whole, you can find 369 or 81% of the 453 industrial groupings recognized by the U. S. Census Bureau.

Six out of the top ten advertsing agencies have offices in Detroit. Total billing is outranked only by New York and Chicago.

Autos certainly get plenty of use in Detroit. Detroit is one of the few markets of the country where auto population (1.25 million) exceeds total households (1.08 million).

A good example of the economic contribution which the major auto producers make throughout the state can be seen in the case of General Motors. During 1961 GM employed nearly 185,000 wage and salary workers in Michigan and paid them almost $1.3 billion. Purchases from more than 8,000 Michigan suppliers in 1960 totaled nearly $1.8 billion. GM now has over half the market in new car sales and for the May 1-10 period it took a whopping 62% slice.

Covers State ▪ GM headquarters in Detroit but it also pours millions into many other Michigan communities to operate additional plants. In Flint, for example, GM last year spent almost $421 million for payrolls and $55.5 million to suppliers; Lansing, $83 million and $34.5 million; Grand Rapids, $37 million and $7.1 million; Pontiac, $152.6 million and $38 million; Saginaw, $80.4 million and $29 million. The list goes on, also including Bay City, Grand Blanc, Livonia, Milford, Warren and Ypsilanti.

Ford typifies the trend of decentralization and diversification of the Big Three of Detroit (Ford actually headquarters at Dearborn). The only manufacturer to start with raw ore and come out with finished car (River Rouge plant), Ford recently acquired the Philco Corp. Ford's world-wide payroll last year was almost $1.5 billion, part of which went to Michigan workers.

River Rouge ▪ Ford's River Rouge plant, now in its fifth decade, is still the largest concentration of integrated factories owned by one company in the U.S. River Rouge employs 36,700, generates enough electricity every day to light the homes in a city of a million people, makes steel and glass and other components and fabricates them into cars at the rate of one every 48 seconds.

Ford's famous Rotunda, first built as the company's exhibit at Chicago's 1933 world's fair, today welcomes more than a million visitors each year. In February Ford announced it would build a new $40 million basic oxygen steel-making plant at the Rouge.



Channel 5 MARKET BULLETIN!

SAGINAW

Choice industrial and commercial sites—skilled labor force—favorable economic climate and community attitude—all yours in the most highly diversified industrial city in Eastern Michigan. Private capital will build to suit.

Robert Albert, Mgr.
Greater Saginaw
Chamber of Commerce

BAY CITY

Opportunities unlimited—that's Bay City! Profit-assuring resources: ready pool of diversified labor skills, seaway, expressways, airways, railways, nationally-famous schools, recreation, good living. We welcome you.

Ambrose J. Maxwell, Mgr.
Greater Bay City
Chamber of Commerce

FLINT

Five million people and 10,000 manufacturing plants within 75 miles—that is Flint's market area. A skilled, productive labor force, a community spirit that "gets things done," outstanding educational facilities and excellent transportation, all serve to make Flint an ideal location for industry.

Edward J. Penny, Mgr.
Greater Flint
Chamber of Commerce

If you are seeking a midwestern plant site contact any one of the above business-minded C of C executives. Plenty of power . . . plenty of water . . . plenty of help . . . plenty of space for expansion . . . in the Golden Saginaw Valley of Eastern Michigan.

WNEM-TV

CHANNEL 5

SERVING THE ONE **BIG** TOP 40 MARKET OF FLINT • SAGINAW • BAY CITY AND ALL EASTERN MICHIGAN

A Gerity STATION

Edward Petry & Co., Inc.

NBC

WNEM-TV

Affiliated with WNEM-FM, 102.5 MC, Bay City, and WABJ, CBS in Adrian.

CHANNEL 5

Michigan Economic Indexes

	Business Activity[1]			Retail Sales[2]			Bank Debits[3]		
	Mar. 1961	Feb. 1962	Mar. 1962	Feb. 1961	Jan. 1962	Feb. 1962	1961 Mar.	1962 Feb.	1962 Mar.
Battle Creek	180.6	171.6	178.4	161.1	171.4	175.0	216.4	205.4	213.5
Bay City	161.4	171.1	169.1	165.4	176.9	181.0	193.3	204.8	202.4
Detroit	186.3	213.4	220.0	155.6	167.8	171.6	223.2	255.4	263.3
Flint	207.4	236.1	241.1	183.6	214.4	218.6	248.5	282.6	288.7
Grand Rapids	182.6	203.7	204.8	164.4	187.5	191.1	218.7	243.8	245.1
Jackson	189.0	194.4	191.2	167.2	169.7	175.5	226.4	232.7	228.9
Kalamazoo	214.2	231.7	228.0	185.8	195.3	202.1	256.6	277.3	272.9
Lansing	174.1	191.6	193.5	165.0	188.1	190.4	208.6	229.3	231.6
Muskegon	151.8	164.1	159.9	157.3	170.0	175.3	181.9	196.4	191.4
Port Huron	156.1	160.3	170.0	146.8	156.1	164.1	187.0	191.9	203.5
Saginaw	180.1	182.5	188.2	166.9	182.7	186.9	215.7	218.4	225.3
Upper Peninsula	147.7	140.1	142.8	161.2	166.2	173.5	176.9	167.7	170.9
State of Michigan	185.6	209.8	215.5	161.5	174.9	177.6	222.4	251.1	257.9

[1]Federal Reserve Banks of Chicago and Minneapolis. Bureau of Labor Statistics, U. S. Department of Labor. Seasonally adjusted bank debits, further adjusted for price change using Wholesale Price Index.
[2]Michigan Department of Revenue, seasonally adjusted. 1961 figures have been adjusted for changed tax rate.
[3]Federal Reserve Banks of Chicago and Minneapolis, seasonally adjusted. [4]Revised

Chrysler statistics show how deeply Detroit is involved in defense production too. Chrysler's military and space business last year was $181 million or 9% of its total sales. This included assorted military vehicles, M-60 tanks and engines, but does not include the year-end contract calling for more than $200 million worth of Saturn S-1 boosters to be built over the next few years.

Chrysler's total employment has adjusted downward in the past five years, but last year the company put 72% of its total $525 million payroll into Michigan. About 37% of the 12,000 firms which supply Chrysler also are in the state.

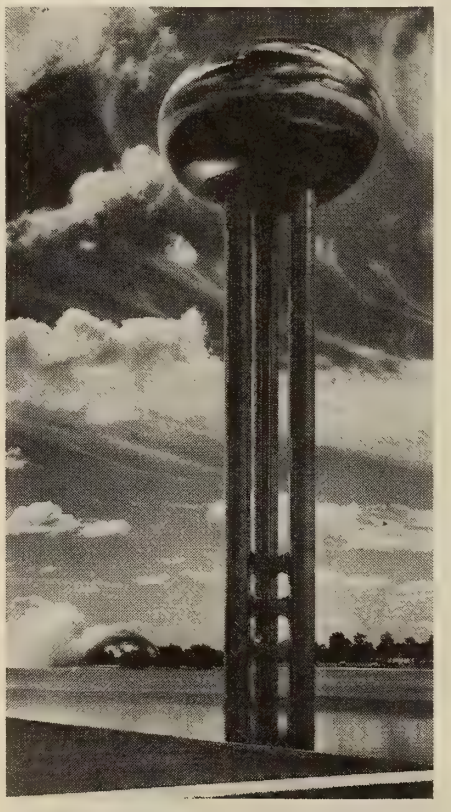
Redevelopment ▪ Detroit's $190 million urban redevelopment program is only part of the face-lifting taking place in this big market. A syndicate is planning a $12-million 25-story hotel in the new Civic Center area facing the recently completed $55-million Cobo Hall. It's the first downtown hotel to be started in 35 years (excluding motels).

Nearby another group plans to clean out "skid row" at the west end of central downtown and build a huge International Village. Waterfront improvements are being made, too, to further expand shipping to world markets, up more than 460% since 1958.

Michigan Consolidated Gas Co.'s $20-million 30-story office building is nearly completed in the downtown area. First Federal Savings is building a $10 million structure to be neighbor to National Bank of Detroit's new $20 million building. Detroit Bank and Trust Co. soon plans to add its new $16 million headquarters. McLouth Steel has $105 million in new expansion while Great Lakes Steel is investing $100 million in further growth.

In suburban areas, Western Electric is now operating its new $5-million distribution center and Kelsey-Hayes Corp. has begun operating from its new $4 million plant.

Suburban Centers ▪ A total of 28 major suburban shopping areas worth $109 million also have been completed, including J. L. Hudson Co.'s Northland Center, which will have facilities for parking 10,000 cars. Northland cost over $20 million, includes 110 stores. The second largest is Eastland. Another six centers ranging in cost from $1 to $13 million are underway.



This stainless steel water tower is a landmark of the General Motors technical center near Detroit.

Detroit itself has just opened its new $23 million post office and is starting a $172 million project to pipe water from Lake Huron into the city. Detroit claims to be first among the 10 largest U. S. cities to write a master plan. Since the plan was approved in 1950 Detroit has completed $800 million worth of municipal improvements.

Drive out of Detroit today in any direction (south to prosperous Windsor, Ont., many of whose residents work in Detroit) and the many other important and growing markets of Michigan quickly rise on the horizon.

At Ann Arbor a whole community of research and development firms are sprouting up around giant U. of Michigan which itself is deep in this field today. U. of M. research projects now total some $30 million, include nuclear physics, aviation and classified fields such as battlefield surveillance.

Research Soars ▪ Private research and development work by industry in Michigan has soared in recent years. General Motors' 330-acre Technical Center development is a good example. A study just completed by the Detroit Engineering Society gives a hint of the industry research trend. A survey of 171 companies showed that 34 firms spent nearly $445 million last year in research and they expect to increase the amount in the next five years.

Ann Arbor is making a big play for this type of business and is developing a special research-zoned district plus another for light industry. It is paying off. The Federal-Mogul Div. of Federal-Mogul-Bower Bearing Inc. has announced it will build a new metal power producing plant there, the result of its earlier research efforts at the com-



for your commercials

Throughout the year, one climate that never changes is the commercial climate on W-CAR--Detroit. Your advertising messages are always placed amidst surroundings of pleasant, relaxing, genuinely good music.

These carefully tended advertising messages are carried far and wide from Detroit throughout 32 counties in southeast Michigan and northern Ohio--by W-CAR's 50,000 watts on 1130 KC. The costs too are as moderate as the "climate is favorable".

"THE GOOD LISTENING STATION"

50,000 WATTS

GOOD MUSIC

NEWS • SPORTS

DIAL 1130

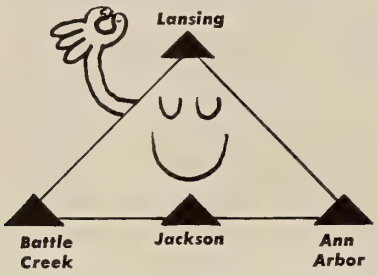
W C A R

DETROIT

Not a square TV viewer in the whole MID-MICHIGAN market . .

WILX-TV

has triangle TV viewers . . .



Look at these MID-MICHIGAN

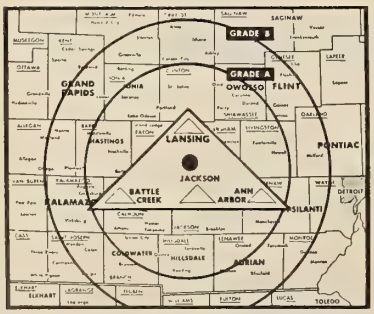
CHOW HOUNDS

FOOD SALES in the four metropolitan area cities total:

LANSING	$90,428,000
Ann Arbor	48,991,000
Battle Creek	48,513,000
Jackson	39,321,000
TOTAL:	$227,253,000*

*Figures from SALES MANAGEMENT SBP Issue.

WILX-TV delivers Grade A coverage to all four Mid-Michigan metro markets. This combined Mid-Michigan FOOD market ranks 34th in national sales.



Here's the real Mid-Michigan buy . . . Lansing, Jackson, Battle Creek and Ann Arbor. Full Time NBC. Tower: 1008' Power: 316,000 watts.

WILX-TV NBC

LANSING/JACKSON

REPRESENTED BY YOUNG TELEVISION CORP.

pany's research center in Ann Arbor.

Farther west on Route 94 is Jackson, the rich rail and road transportation hub of central-south Michigan and headquarters of Consumers Power Co., the major utility which serves nearly all of lower Michigan except Detroit-Ann Arbor. Jackson enjoys industrial diversity and is presently developing two industrial park areas.

Battle Creek ▪ Route 94 leads on westward across southern Michigan to Battle Creek, home of Kellogg, General Foods' Post Division, Ralston and manufacturing firms like Rich Mfg. Co., which has been working triple shifts to keep up with demand for its engine valves. The Grand Trunk Western Railroad has about completed new shop facilities there and put its electronic switching yard into operation. Freight revenues are up. The GT is finding success too with its new triple-deck auto carriers.

Kellogg is making a $4.5 million investment in expansion of its cereal plant in Battle Creek while Clark Equipment Co., maker of big construction equipment, also has been expanding its plant. Fire engine sales of American Fire Apparatus Co. and American Fire Pump Co. are growing overseas as well as in the U.S. Other Battle Creek firms expecting significant gains this year include Weston Biscuit Co., Cello-Foil Products, and Eaton Mfg. Corp.'s valve division.

Walk east on Michigan from Jacobson's toward the gas company's gaslighted corner at Monroe and the array of modern-front shops will tell you how good retail business must be these days. It must be good because Mitchell Star of Star Super Service says he is selling new color tv sets like hotcakes.

In between Jackson and Battle Creek is Marshall, an elm-shaded town that is Calhoun County's seat. Typical of many other Michigan small towns, Marshall is studded with spirited industrial enterprises.

Growing Business ▪ Crowell Carton Div. of St. Regis Paper Co., for example, which has expanded three times since 1949, has increased annual sales from $230,000 to over $3.3 million. Other big employers include Eaton Mfg. Co.'s pump division and State Farm Insurance Co.

One of Michigan's historically most stable and diversified markets is Kalamazoo, west of Battle Creek.

Kalamazoo is prominent as a paper center, the home of drug manufacturer Upjohn Co. and site of a wide range of industrial and consumer products. Paper firm names include KVP Sutherland, Simpson-Lee, Kalamazoo Paper, Hawthorne, Rex, St. Regis and Allied among others. Other industrial firms include American Cyanamid, American Optical, Brunswick, Checker Motors, Borg-Warner (Ingersoll) and Shakespeare products. Fuller Mfg. Co., just announced plans for a $1 million expansion program.

Model Development ▪ Kalamazoo also is recognized nationally for its model area development program. The city's downtown pedestrian shopping mall is winning world-wide attention.

The twin cities of St. Joseph and Benton Harbor make up an important industrial, commercial and agricultural center for southwest Michigan. Larger firms there include Auto Specialties, Clark Equipment, V-M Corp., Lake Shore Div. of Bendix, New Products Corp., Gast Mfg., Remington Rand and Whirlpool.

Capital City ▪ Northwest of Detroit is the thriving state capital, Lansing. State government spends about $50 million of its annual $190 million payroll here. It also rents office space throughout the city to the tune of $790,000 a month in addition to its own new modern office buildings near the Capitol.

A new economic study on the Lansing tri-county market area shows the region's population will grow 36-50% by 1980. Lansing's automobile firms include the Fisher Body and Oldsmobile divisions of GM, the Reo Div. of White Motors and Motor Wheel. Another major local firm is John Bean Div. of Food Machine Corp.

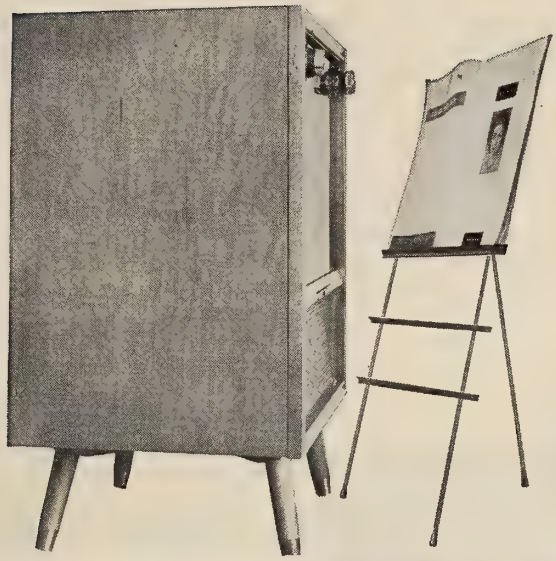
Westward along interstate 96 you hit Grand Rapids, marketing hub of the 23-county western Michigan region where retail sales collectively total over $1 billion annually. Grand Rapids pushed its city population to nearly 200,000 right after the taking of the 1960 census by annexing nearly 14 sq. mi. and 20,000 more people.

Furniture Center ▪ Grand Rapids claims it still is the "quality furniture" center of the universe. "Our master craftsmen never left," businessmen proudly exclaim. Factory register includes names like Barnard & Simonds, Bodart, Brandt, Erstein, Fine Arts, John Widdicomb, Kindel and Michigan Seating.

But Grand Rapids is much more than furniture. Over 800 plants produce some 200 different products. Lear Inc., for example, is one major employer making highly complex electronic gear for aviation and space. Lear has just been acquired by Siegler Corp., of Los Angeles. Another big local firm is the Kelvinator Div. of American Motors.

Farther northwest is Muskegon. U. S. 16 plunges right on west to Milwaukee by way of big auto ferries here.

Growing City ▪ Muskegon grew in population by more than 23% during the 1950-60 decade. The city's modern new chamber of commerce building and 8,000-seat municipal sports and convention center are evidence of local economic growth. A $2.7 million expan-



WHO ANSWERS FOR DETROIT?

It's only natural that WXYZ-TV should speak for Detroit. Since the very beginning of Detroit television WXYZ-TV has been the big public service voice in The Motor City. Locally written and produced shows like "The Exciting Years", "Expedition Detroit", and the WXYZ-TV produced documentary on the Congo Crisis, have received kudos seldom extended to a local Station. Below you see some publicity on the most recent example of the power of WXYZ-TV's public service voice!

Thursday, November 9, 1961—THE DETROIT NEWS—

JUDGING TV

Downgrading of Detroit Answered in TV Special

By FRANK JUDGE
Detroit News Television Writer

A hard-hitting documented answer to Time Magazine's downgrading article on Detroit is being presented by WXYZ-TV at 7 o'clock tonight.

The half-hour special, seen at a preview screening yesterday, is one that is extremely well-produced and forthright.

Time magazine, in its Oct. 27 issue, depicted Detroit as an economic and cultural wasteland. That article was in turn answered by The Detroit News, civic and business leaders and others.

Many references to The News' reply to Time are made in tonight's program. Called "Detroit vs. Time," it is a graphic answer of its own that pulls no punches.

Completely aside from its obvious value to all Detroiters who take pride in their city, the program is well worth watching for its pictorial coverage alone. Through the use of airplanes and helicopters, some of the best aerial photography of Detroit ever obtained forms a large part of the program.

* * *

PRODUCER Peter Strand had his cameramen seemingly everywhere in the Detroit area. The Corktown section—which Time had pictured at an angle to show nothing but a wasteland—and its sparkling new buildings are included.

Detroit's Civic Center, its cultural and educational institutions, its plants, shopping centers, churches, homes, expressways—everything, really, that makes up the city—are shown.

Statistics are used judiciously to document statements which describe Detroit as anything but the city depicted by the magazine article.

John O. Dykstra, Ford Motor Co. president; Joseph L. Hudson Jr., president of the J. L. Hudson Co; Chester B. Larsen, president of the Cunningham Drug Co.; George W. Romney, president of American Motors; Gov. Swainson, Senator Hart and Mayor Miriani all appear on the program.

* * *

THEY STATE their faith in Detroit and detail their reasons for their pride.

Newsmen Lee McNew and Dave Diles narrate the program in a forceful manner.

John F. Pival, president of WXYZ Inc., is the executive producer of the program and the man who conceived the idea for it.



JOHN C. PIVAL
Answers Time

"I wrote to Henry Luce, editor in chief of Time," Pival says, "and invited him to have the men who wrote his article on Detroit look at our program tonight. I challenge them, I challenge Time, to take a look at the real Detroit and report on it."

* * *

PIVAL SAID that the program will be shown at private screenings to business leaders in New York, Chicago and probably the West Coast.

"We want them to know how distorted Time's story was, how utterly unfair it was and, what's more, we want to present the facts for all to see," Pival said.

The program was written by Bruce McDonnell, who is taking over as head writer for NBC's "International Showtime," and Irvin A. Mus, who succeeds McDonnell at WXYZ-TV. The technical directors were Harry Lenk and Zak Lee.

All concerned with the program have done a highly professional, informative and interesting job.

DETROIT FREE PRESS
Friday, Nov. 10, 1961

TV FILM REBUTS TIME

Detroit Decaying? —No, Says WXYZ

BY BETTELOU PETERSON
Free Press TV Writer

WXYZ-TV answered Time magazine's recent black portrait of a declining Detroit with a much brighter picture Thursday.

Where the news magazine, in its Oct. 27 issue, found only blight, decay and an economic slide, WXYZ's cameras and newsmen found healthy business booming building, high income and employment.

The documentary, called "Detroit versus Time," accentuated the positive, since the problems had already been underlined in the article which was quoted from liberally by narrators Dave Diles and Lee McNew.

* * *

WXYZ GATHERED an impressive proclamation of faith in the city from Mayor Miriani, Gov. Swainson and Senator Philip Hart; Industry's George Romney, of American Motors, and John O. Dykstra, of Ford; and businessmen Joseph L. Hudson, Jr., of The J. L. Hudson Co., and Chester Larsen of the Cunningham Drug Co.

The absence of a labor spokesman was notable, however.

Producer Peter Strand gathered the work of his cameras into an excellent montage of views of Detroit, people and places.

The production was comparable to many turned out by the networks, whose resources are considerably more elaborate.

* * *

BRUCE McDONNEL wrote a forceful script, using statistics to back up his statements.

"Detroit versus Time" was a fine example of that much-talked-about kind of program, "public service." Detroiters can be grateful to WXYZ for it.

The station has arranged showings of the documentary for Los Angeles businessmen and hopes to set other bookings in Chicago and New York to help offset the hurt done Detroiters and their city by the Time article.

WXYZ-TV DETROIT

The Station that devotes more time to news than any other in the Detroit area.

Owned and operated by American Broadcasting-Paramount Theatres, Inc.

sion program is underway at the airport. Major manufacturers include Continental Motors, Brunswick, Norge, Shaw-Walker and Anaconda Wire.

U. S. 10 takes you through Pontiac into Flint, the second largest auto production center of the world and the place where General Motors makes more cars and employs more people than anywhere else. Flint this spring is enjoying its highest level of prosperity since 1955-56. Buicks and Chevrolets are made there. GM payrolls in Flint totaled $421 million last year and suppliers earned over $55 million. Flint is home base for GM's AC Spark Plug and Ternstedt divisions.

More at Work ▪ Unemployment in Flint this time last year was high, but since September 1961 it has averaged less than 4%, the lowest of any labor market area in the state.

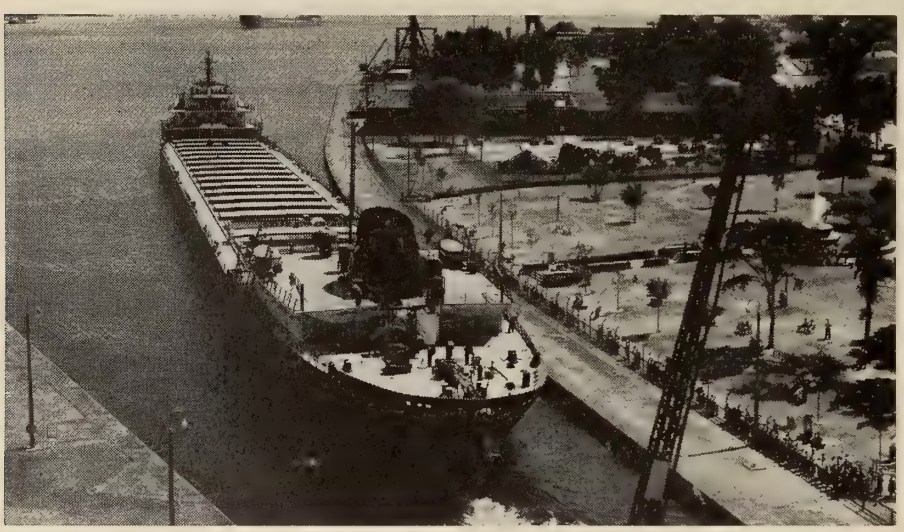
Other Flint industries include Standard Cotton Products, Anderson Tank, Pfeiffer Brewing, General Foundry, du Pont, Ottawa River Paper Co. and Dinsmore Instrument Co.

Saginaw, fourth biggest industrial market in outstate Michigan, is in the midst of a rich sugar beet and bean producing area. Chief plants include General Motors, Eaton Mfg. Co., Sunshine Biscuits, Baker-Perkins Co. (baking machinery), Lufkin Rule Co., A. T. Ferrell Co., Michigan Sugar, American-Marietta Co. and Wickes Corp.

GM Plants ▪ GM has eight plants in Saginaw. Wickes, for example, has grown into a world-wide business with nine divisions in machine and other products after modest beginning there.

A port city as well as major industrial and agricultural market, Bay City is witnessing considerable expansion at Electric Autolite Co.'s facility following closing of Autolite's Toledo plant. The firm may expand its payroll to 1,000 by summer's end. Other local firms include Defoe Shipbuilding, General Motor's Chevrolet Plant, Dow Chemical Co. and Dow Metal Products, Aetna Portland Cement Co., Aladdin Co., Industrial Brownhoist Corp. and several major welding equipment firms.

Dow Expanded ▪ A bit west of Bay City is Midland, headquarters for huge Dow Chemical Co. Dow has diversified into consumer products like Saran Wrap, Dowguard auto coolant, weed killers and ice melting compounds.



The "Soo" locks at Sault Ste. Marie in Michigan's upper peninsula are more than 100 years old, but still accommodate heavy tonnage.

Other big local firms include Kaiser Aluminum and Continental Can.

Mt. Pleasant and Alma are in the heart of important agricultural regions but they also are big oil producing markets, Leonard Refining, which headquarters at Alma, has major facilities in both communities.

Around the "thumb" of Michigan along Lake Huron are a number of smaller markets, many port cities. Biggest is Port Huron. It enjoys a range of industrial activity and shares commerce with Sarnia its Canadian neighbor.

Busy coastal towns are Tawas City and Oscoda, whose economy is enhanced by Wurthsmith Air Force Base, and Alpena, where Abitibi Corp. announced in February its plans for a multi-million dollar expansion of its hardboard plant. Huron Portland Cement Co. here is the world's largest.

Resort Country ▪ Continuing north on Route 23 carries you through Rogers City and Cheboygan to Mackinaw City, prosperous resort areas. Petoskey, Charlevoix, Traverse City, Manistee and Ludington all report expanding manufacturing and port industries in addition to big resort business.

Just a bit inland is Cadillac, where millions are being spent on new four-season resort and ski facilities. Across the Mackinac bridge you're in Michigan's tremendous upper peninsula where tourism, iron, copper and lumber products are king. The 15-county area normally earns about $150 million from vacationers alone. In the eastern portion is Sault Ste. Marie where you can sit at the bar of the Ojibway Hotel and play the "stack game"—guessing the identity of ships in the Soo Locks by the color stripes on smokestacks.

The vital markets of Marquette and Ispheming are in this area and, straddling the Keweenaw peninsula's portage lake channel, are Houghton and Hancock. Michigan Tech is at Houghton, major lumber and copper center. Celotex Corp. has spent $20 million to expand its hardboard and related facilities in Baraga County during the last four years. Upper Peninsula Power Co. has doubled its capacity in the past few years too.

Far to the west at Ironwood, mining has suffered a decline but summer tourists and winter ski enthusiasts are swelling the economy. World ski jump events are held here. Back eastward are busy cities like Iron River, Crystal River, Ironwood and Kingsford. Hanna Mining Co. south of Iron Mountain has begun a $35 million expansion program while Kimberly-Clark, also near Iron Mountain, has just completed a $40 million expansion. Escanaba, on Lake Michigan, is a diversified market of several major industries including Harnischfeger Corp., Mead Paper Co. and Marble Arms and Electric Co.

PAUL BUNYAN TELEVISION
Delivers ALL Northern Michigan (from north of Grand Rapids into Canada)



YOUR First Choice in Michigan, after Detroit, Grand Rapids and Bay City.

116,905 TV Homes (Grade B)
$531,362,000 Retail Sales (Grade B)

See Venard,Rintoul & McConnell or
Paul Bunyan Radio Network
Traverse City, Michigan

Michigan Marches Forward



A great state striding in giant steps to an even greater future! New business and industry? You'll find them a-plenty in Michigan. New advances in science and technology? Michigan breeds them. New horizons in education and culture? Michigan glories in them. The WWJ Stations proudly serve this great state and the bustling metropolitan area that is America's Fifth Market. Join with us! March forward with Michigan and with Detroit. Share in the benefits of their economic strength and vitality.

WWJ THE NEWS STATIONS **WWJ-TV**

Owned and Operated by The Detroit News • National Representatives: Peters, Griffin, Woodward, Inc.

RICH IN NATURAL RESOURCES

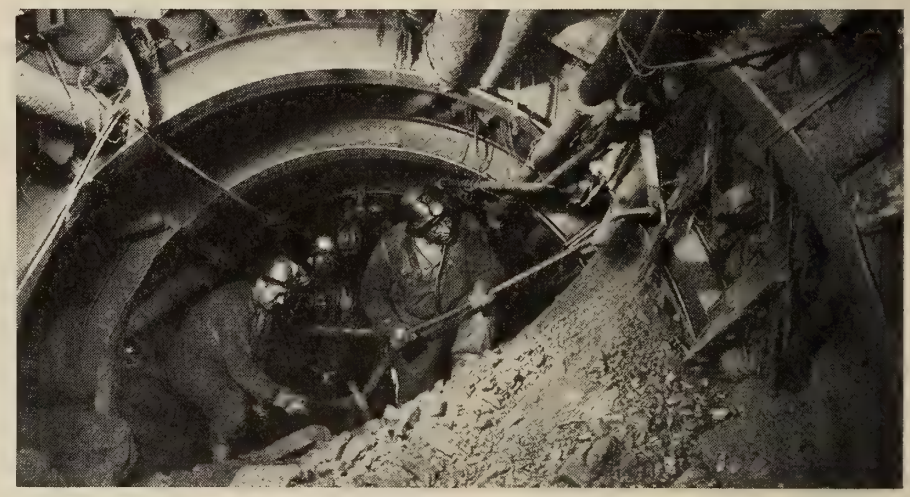
Michigan has iron, copper, salt, oil and timber, as well as nation's greatest fresh water supply

About all some folks know about Michigan's marvelous mix of natural resources is that in the past century its magic rubbed off on a long list of lumber barons, iron and copper mining millionaires and salt and aspirin magnates. All of this is cozily wrapped in a romantic aura of Paul Bunyan folklore, of course, and is assumed to be long past.

The quick-millionaire part may be gone, but the truth is that today Michigan's industries based on development and utilization of the state's natural products are strong and growing, making a significant contribution to the economic health of the market.

Mineral production in the state, both metallic and nonmetallic and including fuels, totaled nearly $435 million in 1961 and when final figures are in it may go above that by $10-15 million, according to state conservation economists. This dollar output has doubled since 1950.

Pulpwood Producer ▪ Michigan's annual cut of lumber is only about one-sixth what it was 50 years ago, but production of wood pulp (based on cutting not counted in lumbering) has increased four-fold during this same period. Michigan is now the top pulpwood producer in the Great Lakes region, with most of the production centered in the upper peninsula, the site of iron and copper mining also.



Iron has always been one of Michigan's principal resources. This scene is from the Mather B in the state's upper peninsula.

Although current dollar and production statistics are not yet available at the producer level, the state's forestry officials point out that forest industry payrolls provide some $309.1 million in wages to an estimated 66,000 workers. Of this total, about $50.8 million goes to workers in lumber and allied products, $153.8 million to workers in pulp, paper and paper products and $104.5 million to craftsmen in furniture manufacturing.

Water, needless to say, is the state's greatest natural resource and its economic importance to industry and society will grow sharply in the decades just ahead. Michigan has territorial control over 40% of the water surface of the Great Lakes. No point in the state is more than 85 miles from one of the Great Lakes and no spot is more than 15 minutes by car from one of the state's 11,000 other lakes and many rivers.

Oil Producer ▪ Michigan can't compete with Texas or Oklahoma in the oil and natural gas production race. In fact, the state imports most of its oil and gas to meet local demand. But Michigan still ranks about 16th in crude oil production and the 18.9 million barrels pumped in 1961 was the highest since 1943 and is due to the increased outflow from new drillings in the rich Albion-Scipio-Pulaski oil field in southern Michigan between Battle Creek and Jackson.

Oil and gas are produced in 50 of the 83 Michigan counties. Over 360 new oil wells have been drilled in the Albion-Scipio-Pulaski oil fields since 1957. Natural gas production last year was over 24.4 billion cubic feet, making 1961 the highest year on record for the state.

Over 30,000 Michigan workers are employed in oil and gas production and

NEW POWER:
5000 watts
NEW MARKET:
The Wealth of Battle Creek and Kalamazoo
...in a one-station buy from Battle Creek

WBCK now delivers stronger coverage of BOTH Battle Creek AND Kalamazoo. This two-metro market represents $626 million income — equivalent to the 79th ranked market in the U.S.; $383 million sales—equivalent to the 86th U.S. market.*

WBCK's new 8-county coverage area represents an average increase of 42% over its 1000 watt market. More power, greater coverage, offers advertisers access to a new billion-dollar market from Battle Creek . . . a MUST BUY IN MICHIGAN . . . THE FIRST BUY WEST OF DETROIT.

*SRDS Consumer Market Data Nov. '61



NBC RADIO 5000 WATTS 930 KC

GEORGE P. HOLLINGBERY CO.
National Representatives

NEVER BEFORE SUCH A CHOICE TO COVER MICHIGAN

(OUTSIDE DETROIT)!



For many years, Fetzer Broadcasting Company has moved steadily and powerfully to give advertisers a most astonishing *choice* of ways to cover *most* of Michigan with television — with AM radio — with FM!

Even "old-timers" will do well to review *today's* setup!



WKZO-TV Covers 645,200 Homes

NCS 61 credits WKZO-TV with 645,200 television homes in 34 counties including the important Kalamazoo-Grand Rapids market. This is the greatest TV coverage in out-state Michigan.



WWTV/WWUP-TV Covers 244,000 Homes

WWUP-TV is a brand-new satellite. It adds the booming American and Canadian region around Sault Sainte Marie, to WWTV's remarkable coverage of Up-state Michigan.



WKZO Radio Covers 316,500 Homes

WKZO Radio is the largest radio station, reaching the largest number of homes, in Michigan outside of Detroit. It is *the* radio station for Kalamazoo, Battle Creek and Greater Western Michigan. It is a "must" station for *most* national radio advertisers.



WJEF Covers 109,200 Homes

WJEF is the radio key to Metropolitan Grand Rapids. This fine station can be bought in combination with WKZO Radio, at little additional cost. Excellent local programming, plus CBS.



WJEF-FM Covers 1,000,000-Home Area

WJEF-FM is the nation's most powerful FM station (500,000 watts). It puts an excellent signal into a *million-family* area. It has a separate staff — does separate "good music" programming. Stereo every day—proven Michigan's finest. WJEF-FM listeners "report in" from all over Michigan, and from several surrounding states.



WWTV-FM Covers 400,000-Family Area

WWTV-FM (100,000 watts) carries a unique and distinctive variety of good music, plus CBS and local news, farm and public service features. It may be bought in combination with WJEF-FM.

With these *six* broadcasting facilities, Fetzer Broadcasting Company offers you probably the most complete "line" of broadcasting opportunities available in any State in the Union. Ask Avery-Knodel for specifics!

AM–TV–FM

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/WWUP-TV CADILLAC-TRAVERSE CITY / SAULT STE. MARIE
KOLN-TV/KGIN-TV LINCOLN, NEBRASKA / GRAND ISLAND, NEB.

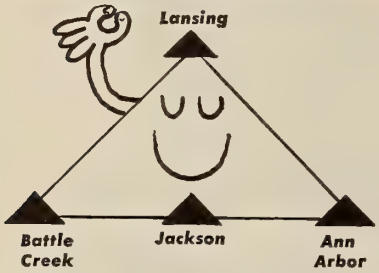
The Fetzer Stations

AVERY-KNODEL, INC.
National Representatives

Not a square TV viewer in the whole MID-MICHIGAN market . .

WILX-TV

has triangle TV viewers . . .



Look at this MID-MICHIGAN

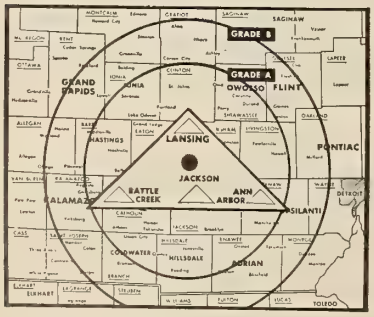
DRUG BONANZA

DRUG SALES in the four metropolitan area cities total:

LANSING	$13,866,000.00
Ann Arbor	9,443,000.00
Battle Creek	7,312,000.00
Jackson	7,156,000.00
TOTAL:	$37,777,000.00*

*Figures from SALES MANAGEMENT SBP Issue.

WILX-TV delivers Grade A coverage to all four Mid-Michigan metro markets. This combined Mid-Michigan drug market ranks 32nd in national sales.



Here's the real Mid-Michigan buy . . . Lansing, Jackson, Battle Creek and Ann Arbor. Full Time NBC. Tower: 1008' Power: 316,000 watts.

WILX-TV

LANSING/JACKSON

REPRESENTED BY YOUNG TELEVISION CORP.

marketing. The annual payroll tops $100 million. The major oil firms include Humble Oil & Refining, Grand Rapids; Ohio Oil Co., Jackson; Sun Oil Co., Mt. Pleasant, and Pure Oil Co., Reed City.

Second in Iron ▪ The California gold rush is probably one of the best known economic ventures in our nation's history, but many economists now appear to agree that the discovery of iron ore in 1844 in the Marquette range at Negaunee, in Michigan's upper peninsula, was of considerably greater importance to the economic and industrial development of the U. S. Michigan was king of iron ore mining until 1901 when the Mesabi range was discovered in Minnesota, but Michigan still ranks second. The state's iron ore production last year was worth $84 million.

During the year the state also doubled the amount of its processed or concentrated iron ore, known as "beneficiated" ore. The process began in 1951. This high grade ore now accounts for one of every four tons shipped. The companies expanding their concentrate facilities include M. A. Hanna Co., Cleveland-Cliffs Iron Co. and Humboldt Mining Co. Humboldt is owned by Cleveland-Cliff and Ford Motor Co.

Michigan's Marquette, Gogebic and Menominee ranges are still producing iron ore but there's a $10 billion reserve of low-grade jaspelite ore that hasn't been tapped yet. Research is underway at Michigan College of Mining and Technology, Houghton, to find an economical means to work it.

Copper Production ▪ As with iron, Michigan a century ago also led the nation in copper production. Today it is sixth, but the value of the copper output still is significant at $42 million (1961). Since 1955, when $90 million was invested by the Copper Range Co. to open its fabulous new White Pine mine in Ontonagon County, the state's output has tripled. White Pine extracts a copper sulphide ore. It's the largest reserve of its kind known today.

Michigan always has been famous for its pure copper mines, dating back to a pre-Columbus era, and a three-ton mass extracted in 1857 can be seen in the Smithsonian Institute. It's the world's largest.

Nonmetallic production is big in Michigan, too, even exceeding the output value of metals. Cement production last year was nearly $80 million, while sand and gravel accounted for $42.5 million and stone nearly $30 million. The output of world's biggest single cement plant, that of Huron Portland Cement Co. at Alpena, is being enlarged by 2 million barrels to a 14 million total and this is expected to be doubled by 1975. Peerless Cement Co. also has expanded its facilities at Grand Rapids. A newcomer is St. Lawrence Cement Co.'s $30 million plant at Dundee.

Value of Michigan's Minerals and Mineral Products 1951-1960
($ millions)

Year	Nonmetallics	Metallic	Fuels	Total
1951	$127.0	$ 90.3	$40.3	$257.5
1952	134.2	94.8	38.1	267.1
1953	145.1	105.2	37.3	287.7
1954	168.4	82.5	35.7	286.5
1955	192.3	145.4	33.6	371.4
1956	216.8	157.2	32.5	406.6
1957	230.8	144.2	31.8	406.8
1958	217.7	102.1	29.7	349.5
1959	254.2	97.4	33.7	385.3
1960	250.4	134.1	50.6	435.1

Salt Important ▪ Michigan salt was found by Dr. Douglass Houghton, the state's first geologist, in 1838 in springs of brine along the Tittabawasee River, an area later developed by Dow Chemical Co., Midland. International Salt Co. digs salt from tunnels deep beneath Detroit. Michigan ranked first until overtaken in 1959 by Louisiana and Texas.

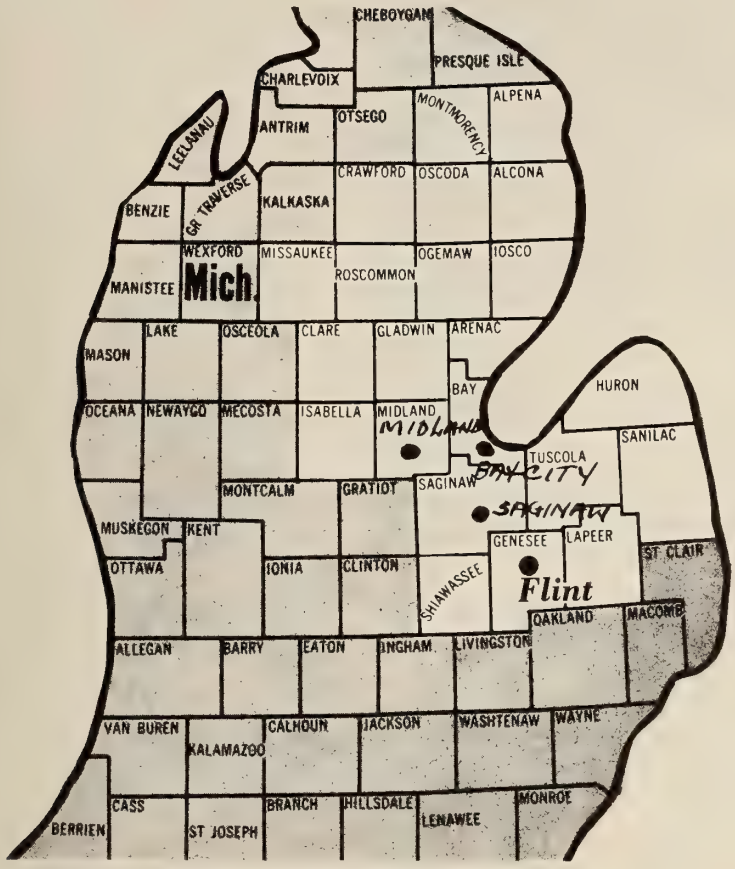
The state's natural salt and salines now come in more than 100 varieties of products for use in food processing, industry, agriculture and pharmaceuticals. The basic ingredients of nearly every aspirin tablet in the U. S. come from Michigan.

While the production and values of saline derivatives are closely guarded corporate secrets, Michigan's common salt production last year alone totaled $32.3 million.

The forests of Michigan have made a remarkable comeback. Originally 35.2 million of the state's 36.5 million acres were covered by virgin forests, but man and fire had taken their devastating toll by the late 1800s. Today forests cover 19.7 million acres and new growth each year exceeds cuttings and losses by more than 62%.

Michigan leads all states in acreage of forests plantations, with about 1.2 million acres planted to date. There are five national forests and 23 state forests in Michigan.

A Tale of Four Cities



NIELSEN COVERAGE SERVICE 1961

THE WTAC MARKET

DIAL - 600

• FLINT • SAGINAW • BAY CITY • MIDLAND

NCS '61	# of Counties	Homes Reached Weekly	% of Radio Homes Reached	Daily Average (Daytime)
WTAC	22	136,710	47	91,510
Station A	14	84,550	29	51,480
Station B	4	42,880	15	23,390
Station C	1	20,380	7	8,150
Station D	2	13,850	5	5,590
Station E	1	12,230	4	5,090

NCS '61 PROVES THAT WTAC HAS BY FAR THE LARGEST AUDIENCE OF ANY OUT-STATE MICHIGAN STATION

PULSE-FLINT METRO, MARCH 1962

	6-9 AM and 3-7 PM		9 AM-3 PM	
	Avg. ¼ hr. rating	Avg. Men & Women	Avg. ¼ hr. rating	Avg. Men & Women
WTAC	7.2	5,620	6.7	4,350
Station A	6.0	4,950	4.9	3,920
Station B	5.1	2,580	3.3	2,376
Station C	1.3	1,130	1.1	1,780
Station E	2.2	2,100	1.9	1,320

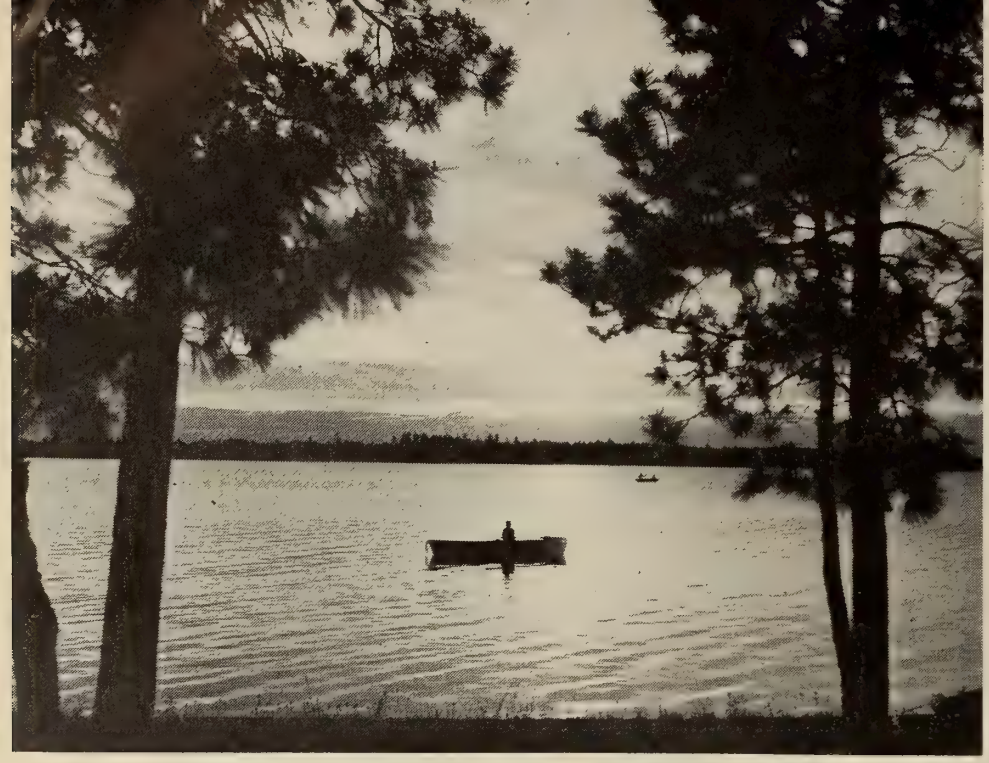
PULSE—MARCH 1962
SAGINAW-BAY CITY METRO

	6-9 AM and 3-7 PM		9 AM-3 PM	
	Avg. ¼ hr. rating	Avg. Men & Women	Avg. ¼ hr. rating	Avg. Men & Women
WTAC *	4.8	2,426	3.8	1,894

*NO OTHER FLINT STATION HAS REPORTABLE AUDIENCE IN SAGINAW/BAY CITY

GENE MILNER, V.P.-GEN. MGR.—PAUL EVANS, NAT. SALES MGR.

robert e. eastman & co., inc.



TOURISM MICHIGAN'S THIRD INDUSTRY

Many lakes and wooded areas are principal attractions

Michigan's lavish array of vacation attractions puts fun in the life of 10 million American tourists each year and in return earns more than $650 million for the state's economy.

Tourism is the state's third ranking industry and it is growing, especially winter sports centers which now account for about $20 million of the total.

The diversity almost poses a problem for the vacationer. There are so many things to do and see every season, so many wooded retreats when you want to get "lost" and do nothing, that you can scarcely choose.

Wide Choice ▪ But whether it's the swank luxury of a private resort in the spring at Hidden Valley, a smart ski lodge in the winter near Cadillac or a tent under the summer stars by a lake in an upper-peninsula wilderness area, the choice will directly profit for some 28,000 individual business endeavors in Michigan and give employment to some 100,000 of its citizens.

Michigan promotes itself as the "water wonderland." Four of the Great Lakes touch its borders and provide 3,251 miles of inland "seashore." The state has more than 11,000 other lakes too. These lure most vacationers during the summer months, including the annual traditional migration of prosperous eastern and midwestern families to their Michigan "cottages," some worth $100,000.

Hunters, campers and fishermen help extend the vacation calendar well beyond both ends of the summer season. They wander the state's 19 million acres of forests and 36,000 miles of rivers and streams. Some even return in the winter to hunt and ice-fish. The ski and skate enthusiasts are helping to swell winter business too. The total of snow sport resorts jumped to 84 this year, some of which are new million-dollar ventures with multiple tows, restaurants, all-year heated swimming pools and fancy lodges. There were only 32 in 1950.

Half Visitors ▪ Of the 10 million vacationers, about one-half come from out of state. Three of four come in family groups and nine of ten use their cars. Apart from food, lodging, gas and oil, 14 cents out of every dollar goes for retail purchases.

State and tourist association officials see a $1 billion potential in Michigan tourism right now. They are pushing hard to achieve this goal within the next few years. Just since 1950, tourism has grown over 62%. In 1950 there were 1,600 motels in the state. By 1960 the total had grown to 2,600. During the same period, resort accommodations, hotels and restaurants increased some 20% too.

State economic planners are aware that Michigan is going to have to fight harder to expand its tourist business in view of the competition that is increasing in other areas. During the past year the state's official policy department, the Michigan Tourist Council, had $420,000 in appropriations. Over 90% of this went into advertising in national and regional media.

Close to City ▪ The southeastern tourist region centers on Detroit. It is dotted with beaches, parks and resorts. Lake St. Clare's muskellunge fishing grounds are still within sight of the city skyline.

The state's east-central region is especially noted for its fishing and sailing waters, particularly Saginaw Bay, plus trout-fishing and canoeing streams. Nearly two dozen winter resorts are there too. Sturgeon Point lighthouse, south of Alpena, and historic Fort Michilimackinac at Mackinaw City are among the many sightseeing highlights.

West Michigan on the lower peninsula is rich with beach resorts, trout and canoe streams (longtime favorites like the Pere Marquette and Manistee) and more than two dozen winter sports resorts. The area is full of festivals, too. Tulips at Holland, cherries at Traverse City, trout at Kalkaska, among others. The National Music Camp at Interlochen adds to the cultural riches of the area too.

The striking Mackinac Bridge joins upper and lower peninsulas, spanning the Straits of Mackinac. The upper peninsula is a land of forests, 4,000 lakes and some 150 waterfalls.

Public utility firms growing with market

The growth of Michigan's big public utility firms is perhaps one of the best gauges of economic prosperity for the market. Consumers Power Co. and Detroit Edison, for example, are each constructing nuclear generating plants to the tune of $124 million.

Consumers' Big Rock nuclear giant is a $30 million installation near Charlevoix. The company serves 64 of the 68 lower peninsula counties with either gas or electricity and this year will invest more than $83 million in expansion. Business was the highest last year, and new records have been set in 1962 to date.

Detroit Edison's $84 million Enrico Fermi nuclear plant is near Monroe. Firm's first quarter was up 7.2% over 1961 period. Detroit Edison will spend $38.5 million this year for expansion. Michigan Consolidated Gas is building new $20-million office in Detroit, has spent $750 million over past 15 years to grow.

Michigan Bell Telephone Co. reported the state's telephone population has grown 55% in the last decade. Michigan Bell is spending $80.6 million this year to keep up with the customers.



"And there I was, big as life, on TV"
(and in one of the top-40* markets, too!)

Flint-Saginaw-Bay City, we mean . . . where Leonard Batz is an engineer for AC Spark Plug by day and sparks young people's interests in science in his offtime. And when he's not lecturing, teaching or talking about his specialty—the use of gyroscopes in spacecraft controls—Leonard's most likely appearing on WJRT programs for youthful science bugs.

You see, WJRT "programming from within" is aimed at people in the market by people who know them and their interests best. That's why Leonard Batz and more than 25,000 other area residents have appeared in front of Channel 12 cameras in just the past two and one-half years to inform and entertain their neighbors.

We think that's why WJRT's average nighttime audience numbers 75,000 *families*—people who use pancake makeup and pancake syrup, chewing gum and sporting goods. And whatever *you* might sell on TV.

Important to you, too, is the fact that these families have an extra $9 of weekly income to spend**—or nearly $500 more product-buying power every year than the national average.

Harrington, Righter and Parsons have all the dope. Reach them in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

WJRT

**Based on ARB & SRDS Reports, 1960 & 1961*
***Metropolitan wage earners, Sales Management's "1960 Survey of Buying Power"*

FLINT-SAGINAW-BAY CITY / ABC PRIMARY / DIVISION: THE GOODWILL STATIONS, INC.

Military brings in $1 billion a year

STATE SUPPLIES MUCH DEFENSE EQUIPMENT; BASES BRING BIG PAYROLLS

The military requirements of today's cold war with communism are estimated to be at least a billion-dollar factor in the business and community life of Michigan.

Payrolls of military personnel now serving at posts throughout the state, as well as of civilians directly employed by the military there, will top some $106 million this year. Approximately 9,400 civilian workers will take home about $62.3 million of this total.

Detroit's industrial muscle won the title of "arsenal of democracy" during World War II and the manufacturing feat was repeated during the Korean conflict.

Today the military and defense requirements extend from traditional equipment like trucks, tanks and ships to the exotic electronic and mechanical gear of space. The economic impact ranges from Detroit far through the state in 1962. It is brightening the industrial glow with million-dollar procurement contracts in many cities like Flint, Grand Rapids, Muskegon, Battle Creek and Ann Arbor.

Air Center ▪ From bases in the upper peninsula, big B-52 bombers of the Strategic Air Command jet into the sky and thunder away on their constant defense alert missions. Elsewhere delta-winged F-106 interceptors needle-nose through cloud and atmosphere with piercing thrusts of power which only hint their fighting capacity.

The U. S. Air Force is the biggest military employer in the state. Installations were expanded quickly several years ago after the decision to disperse SAC bomber and tanker squadrons to protect against surprise attack. Since then about $50 million worth of construction contracts have been completed or are underway at the state's four major air bases, now shared by SAC and the Air Defense Command.

These include Selfridge Air Force Base at Mt. Clemens, just northeast of Detroit; Wurtsmith AFB, north of Saginaw Bay at Oscoda; K. I. Sawyer AFB, in the upper peninsula 20 miles from Marquette, and Kincheloe AFB, also upper peninsula, about 20 miles southwest of Sault Ste. Marie. Selfridge is the largest. It is headquarters for F-106 squadrons and also tenants other units, including C-119 "flying boxcar" and KC-97 refueling jet groups.

Michigan's Military Payrolls
(estimate for 1962)

	Civilian employes	Annual payroll ($ millions)	Military personnel	Annual payroll ($ millions)
Army	7,000	$50.0	2,000	$ 6.6
Air Force	2,000	11.0	13,500	35.3
Marine Corps	.....	.....	125	0.7
Navy	250	1.3	420	1.3
Total	9,250	$62.3	16,045	$43.9

Big Spenders ▪ Selfridge, for example, has a military and civilian force of over 6,100 with an annual payroll of more than $27.1 million, a large portion of which is spent in the surrounding communities. Selfridge, like other military bases, also buys huge quantities of its supplies in the local market. Its monthly milk bill, for instance, probably totals $25,000; bread, $3,500.

The military is said to be the largest single employer in the upper peninsula, where air base expansion will reach a new high this year. The state, for instance, is leasing additional land to Kincheloe AFB for expansion of runways and a new missile annex.

The Navy's air station at Grosse Ile, which is used to train reservists, helps account for part of the $1 million drill pay that goes to these men during annual training. Army reservists earn about the same and so do Air Force reservists, while Michigan National Guardsmen took home over $2.8 million last year for their weekly armory drills. Guardsmen also man Nike missile sites around Detroit and earn $1.7 million each year as civilian technicians.

Guard Training ▪ Out-of-state national guardsmen who come into Michigan each summer for training are estimated to represent a $3 million contribution to the areas about Camp Grayling at Grayling and over $700,000 for Phelps-Collins Air Base at Alpena. This is all federal money.

The U. S. Health, Education and Welfare Dept. spends around $8 million each year with 150 local school districts in Michigan which teach children of service personnel stationed in their areas. The armed services also make substantial investments at the university level for research projects. The U. of Michigan at Ann Arbor received one for nearly $13 million in fiscal 1961.

The Army's Ordnance Tank-Automotive Command spends about 40% of its annual $1.3 billion budget in Michigan, headquartering at Detroit. OTAC employs about 5,000 people there, with a $35 million local payroll. OTAC is charged with the design, production and maintenance of military vehicles, from a quarter-ton modern version of the Jeep to the 50-ton M-60 tank. OTAC Detroit is the free world's military automotive center and is responsible for supporting a million vehicles stationed in 44 countries around the globe.

Tank Builders ▪ The Detroit Arsenal at suburban Warren is being used by

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Chrysler Corp. under a $60 million contract to turn out the M-60 tanks. About 1,000 are employed on this job. The Detroit Ordnance District employs 700 with a payroll of $6.5 million this year.

Detroit also is focal point for further defense expansion under the program for modernization of the services and consolidation of procurement practices. Both the Defense Automotive Supply Center, an organization of the new Defense Supply Agency, and the Mobility Command are being located in the city this year. By early next year they will employ some 2,000 civilians with payroll of $14 million.

$20 Million-a-month ▪ During the past year alone, the Army was buying "hardware" from Michigan manufacturers to the tune of $20 million a month. The Air Force has been buying at the monthly rate of over $25 million for gear, plus another $3-4 million a month for research and development. Navy disbursements have been running around $5 million a month.

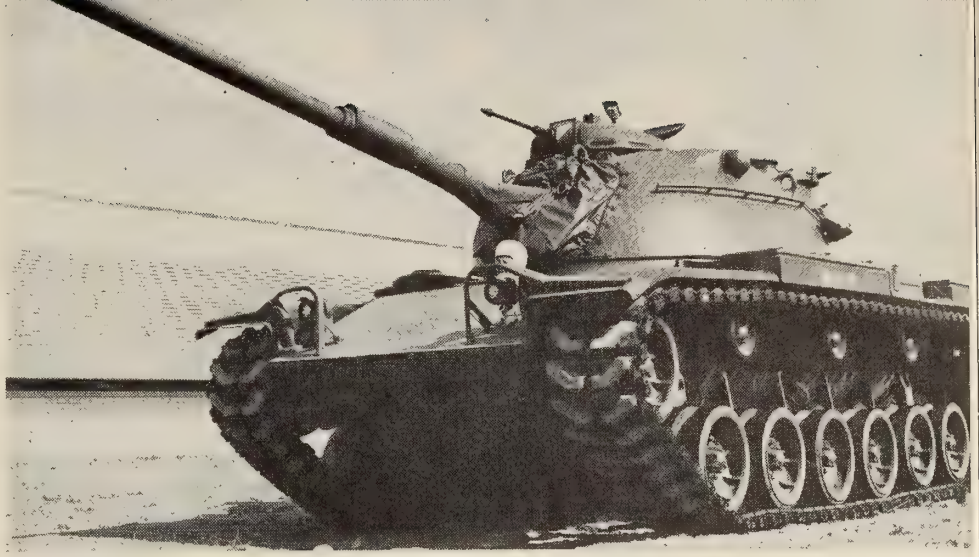
Besides the M-60 tank, Chrysler has been developing the XM-410, an all-aluminum 2½-ton truck prototype that will float over streams, travel cross-country or drop from planes with full cargo. Ford, General Motors and Reo also have been working on the XM-453, an experimental troop and cargo truck in the 3½-5-ton class but which still can be air-dropped.

Greatest industrial region

The Great Lakes Region, with a third of the world's total fresh water supply, is destined to become the greatest industrial region on earth, U. of Chicago Geophysicist Sverre Petterssen told industrial research meeting last week. He predicted a city belt 20 miles deep stretching continuously from Milwaukee to Buffalo.

Other recent typical defense business includes a $37 million order to Continental Motors, Muskegon, for 1,400 tank and recovery vehicle engines; an $18 million contract to the Reo Division of White Motors at Lansing for nearly 2,800 M-44 trucks, and a $6.5 million order to Gar Wood Industries, Wayne, for some 718 wreckers. Continental's total backlog of defense orders last year, for example, topped $100 million.

Lear Inc. at Grand Rapids, has been destroyers under a $64 million contract. the Nike Zeus anti-missile as well as other sophisticated gear. Dow Chemical Co., Midland, has been working on advanced radar devices. Defoe Shipyard, Bay City, is building four guided-missile destroyers under a $64 million contract. Bendix Corp., Ann Arbor, received a $71.5 million contract last year for defense work.



M-60 medium tanks like this are produced by Chrysler under a $60 million contract. About 1,000 men are employed on the job at the Detroit Arsenal. The company also is developing the XM-410 truck prototype.

EDUCATION, TOO, IS BIG BUSINESS

Michigan and Michigan State alone teach nearly 50,000

Window shop for just 10 minutes along Grand River Ave. in East Lansing and you'll discover Joe College, Class of '62, has his pocket full of money as well as dreams.

The smart clothing and specialty shops would do credit to Beverly Hills or Palm Beach. Their sophisticated merchandising appeal is beamed right across the avenue at the broad, wooded, rolling campus of Michigan State U. and its population of 24,000 students, some 25% of whom are married. Drive through this expansive "city" of educational facilities and you'll come upon whole communities of modern apartments filled with families, children and automobiles.

Not Marginal Now ▪ The educational market isn't the marginal consumer product field it once used to be, as the extensive economic activity evidenced in campus areas such as Spartan Village and Cherry Lane will testify—and Michigan is right in the forefront of this phenomenal growth.

Michigan's college student population now tops 100,000, according to the Michigan Council of State College Presidents, and it will double by 1970. The state and private schools are building hard to keep up with the pace. They already have grown 150% since 1950.

Michigan boasts a rich diversity of educational curricula among its state-operated and private colleges and universities. Over seven out of every ten students attend the nine major institutions operated by the state or the 16 public junior and community colleges supported by the state. The rest are divided among the state's 45 private institutions, including some of the highest rated like Kalamazoo College at Kalamazoo. The biggest in this category is the much respected Jesuit-founded U. of Detroit with an enrollment of 17,000.

Michigan Biggest ▪ The U. of Michi-

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Paul Bunyan Radio Network
Traverse City, Michigan





On the upper peninsula pulp and paper is a big industry. Giant cranes (left) unload the trucks that bring in pulpwood from throughout the area. The Big Rock Point nuclear power electric generating plant near Charlevoix (right) is expected to go into operation by September. Two plants like this are being built by Consumers Power Co.

gan at Ann Arbor, with enrollment of 25,500, tops the list of state-operated institutions. MSU almost ties it, including more than 1,000 students at the MSU-Oakland campus at Pontiac, opened in 1959. Wayne State U., Detroit, also tops 20,000. The other state-operated schools include Western Michigan U., Kalamazoo; Central Michigan U., Mt. Pleasant; Eastern Michigan U., Ypsilanti; Michigan College of Mining and Technology, Houghton (with freshman-sophomore branch at Sault Ste. Marie); Northern Michigan College, Marquette, and Ferris Institute, Big Rapids.

U. of M. is the fifth largest in the nation and is the oldest state university in the country.

MSU was established originally as an agricultural school, in which it is still a leader. But today it is highly diversified, including prominent schools in police administration, transportation and marketing, among many others. MSU operates educational WKAR-AM-FM there as well as WMSB (TV), which shares time on ch. 10 with WILX-TV Lansing.

Typical of the expansion of educational facilities in the state, MSU, for example, had a building program after World War II which topped $107 million by 1960. It now is engaged in a five-year $125 million expansion project .

MSU will pump about $60 million into local markets this year through purchases and payroll. MSU President John A. Hannah has served in top government appointments by Presidents Truman, Eisenhower and Kennedy and is director of several major Michigan banks and industries.

U. of M. will probably spend $110 million this year in purchases and payroll to its faculty of almost 1,800. Less than one-third of the expenditure comes from state appropriation. Plant assets top $225 million. The university is keeping its expansion under close control, but expects enrollment of 30,000 by 1967 when the school will be 150 years old.

The educators also have come up with estimates of new money brought into Michigan by students who are not state residents. There are about 15,500 students in this category of whom 20% are married. Their annual economic impact: $32 million.

Michigan biggest state east of Mississippi

Money isn't the only measure of the massive might of Michigan. The market is just plain big not counting the dollar sign.

Take land area, for example. Michigan, without its nearly 40,000 sq. mi. of water surface, is still bigger than England, twice as big as Ireland, or bigger than Belgium, Denmark and The Netherlands tossed in together, with some left over.

Michigan's total of 96,791 sq. mi. of land and water ranks it as the biggest state east of the Mississippi and tenth in the U. S. The upper peninsula alone could hold Connecticut, Delaware, Rhode Island and Massachusetts all in one.

Ironwood, located in the upper peninsula, is farther west than St. Louis. Port Huron in the lower peninsula is as far east as Greenville, S. C.

Detroit, for example, is closer to Washington, D. C., or Louisville, Ky., than it is to Houghton in its own state. And few know this curious quirk of international geography: You go south from Detroit to enter Canada at Windsor. Canada's Ontario Province curves all directions but west around the state.

Until Alaska became a state in 1959, Michigan could claim the longest coastline of any state. Michigan's 3,121-mile shoreline bordering Lakes Superior, Michigan, Erie and Huron equals that of the Atlantic from Maine to Florida and longer than the Pacific from southern California to northern Washington.

Michigan's 11,307 inland lakes and 36,350 miles of rivers and streams were the valuable "highways of commerce" for the Indian long before French and British expeditions battled for control of the rich area. (Fur trading was the first major industry and John Jacob Astor became the state's first millionaire from his American Fur Co., organized in 1808 at Mackinac Island.)

Michigan became the 26th state in 1837. Folks thereabouts prefer to be called "Michiganians." None of that "Michigander" nonsense. They still don't like the term, even if Rep. Abraham Lincoln of Illinois did use it in 1848 when he opposed the nomination of Michigan's Brig. Gen. Lewis Cass as the 1848 Democratic presidential candidate.

BROADCAST ADVERTISING


Mr. Barbour


Mr. Sturgis


Mr. Ham

David F. Barbour, Mason L. Ham and **Robert L. Sturgis** elected vps of BBDO, New York-based advertising agency. Mr. Barbour is copy chief in agency's Pittsburgh office; Mr. Ham serves as account supervisor in Boston, and Mr. Sturgis is account group head and plans board chairman in BBDO's Minneapolis office.

Edward A. Gumpert, John F. Henry Jr. and **Howard M. Wilson** elected to executive committee of Geyer, Morey, Madden & Ballard, New York. Mr. Gumpert is vp and chairman of marketing plans board and account supervisor. Mr. Henry is vp and co-manager of agency's Detroit office. Mr. Wilson is general corporate executive in charge of creative services. All are on GMM&B's board of directors.

William D. Nietfeld, president of William D. Nietfeld & Assoc., advertising and pr agency, elected president of San Diego Assn. of Advertising Agencies. He succeeds **Orva Huff Smith,** secretary-treasurer and radio-tv director of Phillips-Ramsey Co. Other officers elected: **Will Washburn,** principal of Washburn-Justice Inc., vp, and **Jack L. Buchanan,** vp of Barnes Chase Co., secretary-treasurer.


Mr. Long

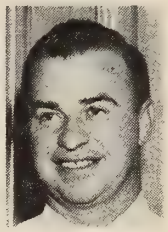
Robert N. Long, executive on Brown & Williamson account for Viceroy cigarettes at Ted Bates & Co., New York, elected vp. Before joining agency in February 1959, Mr. Long was general sales manager of Southern Steel Co., Richmond, Va., and former advertising-promotion manager for Bulova Watch Co., New York.

Victor A. Bonomo, product manager, Maxwell House Div. of General Foods Corp., Hoboken, N. J., named advertising and merchandising manager for Maxwell House. He will be responsible for marketing Instant and regular Maxwell House, Sanka and Yuban coffees.

Bennett B. Holmes, radio-tv business manager, Lawrence C. Gumbinner Adv. Agency, New York, named broadcast account executive on American Tobacco Co. account for dual filter Tareyton cigarettes.

Bert K. Silverman, president of Larrabee Assoc., Washington advertising and pr firm that he helped to establish in 1952, resigns to join Kal, Ehrlich & Merrick, advertising agency, that city, as travel consultant and account executive.

John O'Connell, account executive on Hunts Food at Young & Rubicam, Los Angeles, appointed media director of office. He succeeds **Gordon Fahland,** who moves to Y&R's New York office to work on number of agency's General Foods accounts.


Mr. Mullins

Les Mullins, general manager of newly opened San Francisco office of Post, Morr & Gardner, Chicago-based advertising agency, elected vp. New office, which opened May 11 in Crown Zellerbach Bldg., is chiefly responsible for servicing Burgermeister Beer account, but also handles advertising for Old Milwaukee beer, both products of Jos. Schlitz Brewing Co. Before joining Post, Morr & Gardner, Mr. Mullins served for 13 years as advertising manager of Burgermeister firm.


Mr. Helfgott

Myron J. Helfgott, former vp, Lippincott & Margulies, joins Smith-Greenfield Co., New York advertising agency, in newly created position of executive vp. Mr. Helfgott was one-time director of research at Ogilvy, Benson & Mather.

Richard G. Sears, BBDO, joins N. W. Ayer & Son, New York, as account executive.

James A. Roberts, assistant product manager, Colgate-Palmolive Co., New York, named product manager for Veto deodorant and Palmolive men's line.

Marvin Cantz, president of Tilds & Cantz Adv., Los Angeles, elected president of Western States Advertising Agencies Assn. for coming year at WSAAA annual conference in Palm Springs, Calif., May 9-12. Other officers elected: **Charles Bowles,** Charles Bowles Adv., first vp; **Don Jenner,** Don Jenner Adv., second vp, and **Kay Inouye,** Kay Christopher Adv., secretary-treasurer. All are of Los Angeles.

William R. Walters, member of Quality Chek'd Dairy Products Assn. of Chicago, joins food account service staff of Henderson Adv., Greenville, S. C. Mr. Walters is former advertising and sales promotion manager for Kroger Stores in their Carbondale, Ill., and Kansas City divisions.


Mr. Reagan

J. Neil Reagan, vp, McCann - Erickson, Los Angeles, appointed administrative manager. In his new capacity, Mr. Reagan will supervise budgeting, personnel, planning and scheduling, as well as other administrative duties in Los Angeles office. He will continue his duties as member of M-E Productions, radio-tv division of McCann-Erickson.

June Mozingo, advertising manager of fashion department, Bullock's downtown department store, Los Angeles, joins copy staff of BBDO, that city.

Ralph Breswitz, vp, C. J. LaRoche & Co., joins creative staff of Kenyon & Eckhardt, New York.

Marvin Wartnik joins Los Angeles office of Foote, Cone & Belding as art director. Prior to joining FC&B, Mr. Wartnik served as art director at MacManus, John & Adams, where he worked on Alsynite, American Electronics, Stauffer Home Plan and Alpha Beta Market accounts.

Anthony Marcin, Daniel L. Lynch and **Charles J. Earl Jr.,** join pr staff of N. W. Ayer & Son. Mr. Marcin, manager of publicity and pr for *Chicago Tribune* since 1955, will operate in Ayer's Chicago office. Mr. Lynch was previously with G. M. Basford Co. as pr account executive. Mr. Earl was on pr staff of St. Regis Paper Co. Messrs. Lynch and Earl are assigned to Ayer's New York office.


Mr. Schlesinger

Paul Schlesinger, account executive, Tatham - Laird, Chicago, joins Needham, Louis & Brorby, that city, as vp and account supervisor. **John A. Timon,** account executive, Marsteller Inc., to NL&B's Chicago office in similar capacity. Mr. Schlesinger, who joined Tatham-Laird in 1949, was originally member of T-L's media department. Mr. Timon was previously with Buchen Adv. Agency.

Ray Connors, pr director, MacManus, John & Adams, Los Angeles, elected chairman of advisory board of Mount St. Mary's College, that city.

Theodore L. Reimel Jr., promotion director and account executive of Weightman Inc., Philadelphia, resigns to form T. L. Reimel Adv., 1617 Pennsylvania Blvd., Philadelphia.


Mr. Kelmenson

Leo A. Kelmenson, vp and management account supervisor, Lennen & Newell, New York, elected senior vp and to newly established position of assistant to president, Adolph J. Toigo. Mr. Kelmenson has held account management responsibilities at L&N since 1951. He was elected vp in 1957.

Robert Morrison, senior research group head, Ted Bates & Co., New York, joins Campbell-Mithun, Minneapolis, as associate research director. **Dan Greimel** and **Stanley Abramson,** C-M research supervisors, promoted to associate research director and research account executive, respectively.

THE MEDIA

Paul Crain, general manager of KRTV (TV) Great Falls, elected president of Montana Broadcasters Assn. **Richard D. Smiley,** president and general manager of KXXL Bozeman, and **Pat M. Goodwin,** general manager of KARR Great Falls, elected vp and secretary-treasurer, respectively.


Mr. Lee


Mr. Mendelsohn


Mr. Peebles

Robert M. Peebles, Jack Lee and **Herbert J. Mendelsohn** elected vps of Capital Cities Broadcasting Corp., New York. Mr. Peebles has been general manager of WROW-AM-FM Albany - Schenectady-Troy, N. Y., since September 1959. Mr. Lee has been general manager of WPRO-AM-FM Providence, R. I., since October 1961. Mr. Mendelsohn was named general manager of WKBW Buffalo on March 5, 1962. Other Capital Cities' stations are: WPAT-AM-FM Paterson, N. J.; WTEN (TV) Albany, N. Y.; WPRO-TV Providence; WKBW-TV Buffalo; WTVD (TV) Raleigh-Durham, N. C.; WCDC (TV) Adams, Mass.

John H. Bone, vp and general manager of WTVP (TV) Decatur, appointed operations supervisor of WTVH (TV) Peoria, both Illinois. Both stations are owned by Metropolitan Broadcasting Co. **George Finnegan** continues as vp and general manager of WTVH.

Rick Blakely and **Hugo Petrini** named manager and assistant manager, respectively, of KWAY Forest Grove, Ore. **George Ludtke** appointed chief engineer. **Derald Pearson** named to new post as director of youth activity.

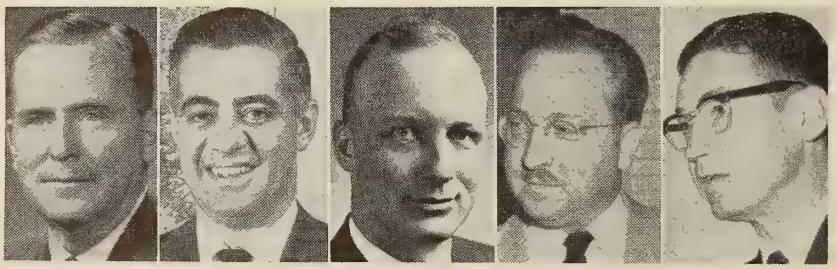
Elmer O. Wayne, vp and general manager, KGO-AM-FM San Francisco, elected to board of directors of San Francisco Advertising Club. Mr. Wayne will serve as chairman of ad club's radio committee.

Ron Truax, program director of WKAK (FM) Kankakee, Ill., named station manager of WFCJ (FM) Miamisburg, Ohio.

Ken H. James, program manager, KETV (TV) Omaha, Neb.-Council Bluffs, Iowa, named sales manager. **R. Douglas McLarty,** formerly with WKBW-TV Buffalo, N. Y., joins KETV as program manager.

Arthur H. Simmers, former commercial manager of WQSR Solvay, appointed local sales manager of WPTR Albany, both New York. **Diana Wormuth,**

Collins appoints six committees from NAB board


Mr. Patt Mr. Drilling Mr. Russell Mr. Farr Mr. Wright

LeRoy Collins, president of the National Assn. of Broadcasters, last week announced the appointment of six committees:

Radio Fund Finance—**John F. Patt,** WJR-AM-FM Detroit, Mich., chairman; **Richard W. Chapin,** KFOR Lincoln, Neb.; **Rex G. Howell,** KREX-AM-FM Grand Junction, Colo.; **Odin S. Ramsland,** KDAL Duluth, Minn.; **Ben B. Sanders,** KICD Spencer, Iowa; **Harold Essex,** WSJS-AM-FM Winston-Salem.

Television Fund Finance—**Joseph C. Drilling,** WJW-TV Cleveland, Ohio, chairman; **Payson Hall,** Meredith Broadcasting Co., Des Moines, Iowa; **Clair R. McCollough,** Steinman Stations, Lancaster, Pa; **William B. Quarton,** WMT-TV Cedar Rapids, Iowa; **W. D. (Dub) Rogers,** Texas Telecasting Inc., Lubbock, Tex. General Fund Finance Committee is composed of the total membership of the Radio and Television Fund Finance Committees, with the two chairmen serving as co-chairmen of the overall committee.

Convention—**James D. Russell,** KKTV (TV) Colorado Springs, Colo., co-chairman; vice chairman of radio board, when named at June board meeting, co-chairman; **Robert F. Wright,** WTOK-TV Meridian, Miss.; **Eugene S. Thomas,** KETV (TV) Omaha, Nebr.; **Gordon Gray,** WKTV (TV) Utica, N. Y.; **Mike Shapiro,** WFAA-TV Dallas, Tex.; **George T. Frechette,** WFHR-AM-FM Wisconsin Rapids, Wisc.; **John S. Booth,** WCHA-AM-FM Chambersburg, Pa.; **Willard Schroeder,** WOOD-AM-FM Grand Rapids, Mich.; **Lester G. Spencer,** WKBV-AM-FM Richmond, Ind.; **Ben Strouse,** WWDC Washington.

By-Laws—**B. Floyd Farr,** KEEN-AM-FM San Jose, Calif., chairman; **John S. Hayes,** Post-Newsweek Stations, Washington, D. C.; **Gordon Gray,** WKTV (TV) Utica, N. Y.; **Henry Clay,** KTHV (TV) Little Rock, Ark.; **John R. Henzel,** WHDL-AM-FM Olean, N. Y.

Membership—**Robert F. Wright,** WTOK-TV Meridian, Miss., co-chairman; **Carleton D. Brown,** WTVL (TV) Waterville, Me., co-chairman; **A. Boyd Kelley,** KRRV Sherman, Tex.; **Joseph C. Drilling,** WJW-TV, Cleveland, Ohio; **Julian F. Hass,** KAGH Crossett, Ark.; **James D. Russell,** KKTV (TV) Colorado Springs, Colo.; **Allan Page,** KGWA Enid, Okla.; **John F. Box, Jr.,** WIL-AM-FM St. Louis, Mo.

Rooney elected president


Mr. Rooney

Stephen J. Rooney, general manager, WJAS-AM-FM Pittsburgh, elected president of Pittsburgh Radio & Tv Club for one-year term beginning this fall. He replaces **Jerome R. Reeves,** general manager, KDKA-TV, that city. New vps elected: **Franklin Snyder,** vp and general manager, WTAE (TV) Pittsburgh, programs; **William Morrissey,** account executive, Lando Adv., membership; **Roger Rice,** sales manager, WIIC (TV) Pittsburgh, social; **B. B. Randolph,** Alcoa, publicity, and **Eleanor Schano,** air personality, WTAE(TV), women's activities. **Florence Herlick,** timebuyer, Fuller & Smith & Ross, elected secretary, and **L. H. Neiplin,** owner of J. Grant Co., treasurer.

formerly with Woodard, Voss & Hevenor, Albany advertising agency, joins WPTR as traffic manager.

Dick Moore, KBOX Dallas, elected president of UPI Broadcasters Assn. of Texas for 1962-63. He succeeds **Joe Holstead,** KOLE Port Arthur. **Morgan Jeffreys,** KFRD Rosenberg, and **Donn Glassett,** KCTV (TV) San Angelo, elected vps.

Edward B. Ingeman, former broadcast supervisor, Ogilvy, Benson & Mather, New York, joins WHLI Hempstead, L. I., N. Y., as account executive.

Hayden Young, formerly with Moloney, Regan & Schmitt, national newspaper reps, joins WIL-AM-FM St. Louis as account executive.

Wells F. Bruen joins KBOX Dallas as account executive. **Barbara Davenport** appointed sales secretary.

Allan Eisenberg, account executive, WINQ Tampa, joins WFUN Miami Beach, in similar capacity.

Louis S. Peirce, of Henderson, Quail, Schneider & Peirce, elected chairman of Educational Television Assn. of Cleveland. Other officers elected: **D. James Pritchard,** vp, Society National Bank, president; **Thomas H. Jones,** vp; **Mrs. Paul G. Wagner,** secretary, and **Charles F. McCahill,** treasurer. Members elected to executive committee: **Dr. George H. Baird, Msgr. Clarence Elwell** and **Dr. William B. Levenson.**

John T. Caldwell Jr., production and facilities manager, WMSB (TV) Onondaga, named director of distribution and operations, National Educational Television & Radio Center, Ann Arbor, both Michigan. He replaces **Donald Sandberg,** who was appointed station relations associate, NETRC, New York.


Mr. Hoel

James R. Hoel, member of NBC-TV Chicago Spot Sales staff since September 1959, promoted to local sales manager of WNBQ (TV), that city. Mr. Hoel, who assumes his new duties effective June 1, replaces **John C. Hauser Jr.,** resigned. Prior to joining NBC Spot Sales Mr. Hoel was sales manager of WTCN-TV Minneapolis for two years, and earlier, served as salesman for The Katz Agency in Chicago from 1948 to 1957.

Norman Louvau, vp, WAPA-TV San Juan, elected board chairman of WOLE-TV Arecibo, both Puerto Rico. WAPA-TV Broadcasting Corp. (WAPA-TV), subsidiary of Screen Gems Inc., owns third interest of WOLE-TV (Western Broadcasting Co.).

David Bellin, manager, creative services, on-the-air promotion, NBC, New York, named manager, trade and NBC owned stations' advertising.


Mr. Hopkins

John Hopkins, president and general manager of Chris Craft Industries (formerly Nafi Corp.) stations KCOP (TV) Los Angeles and KTVT (TV) Dallas-Ft. Worth, elected to board of KCOP Television Inc., Nafi Telecasting Inc. (KTVT) and Oregon Television Inc. (KPTV [TV] Portland), also Chris Craft subsidiary. Bing Crosby is board chairman of all three companies.

Sheldon J. Bitkower, research analyst, H-R Representatives, New York, promoted to radio research manager, replacing **Mary Richardson,** resigned.

Jerry Romig, production director of WDSU-TV New Orleans, elected president of Television Programmers Conference (formerly Southwest Assn. of Program Directors) at organization's meeting in Oklahoma City May 14-15

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1961-62 BROADCASTING YEARBOOK

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New York—Chicago—Hollywood



Mr. Lee



Mr. Rohde



Mr. Hogan

Robert Rohde named Chicago sales manager for western group of tv stations represented by The Katz Agency, New York - based station rep firm. **Joseph Hogan** appointed Chicago sales manager for eastern group of Katz-represented tv stations. **William Lee** named Chicago sales manager for radio stations. Realignment of Chicago staff responsibilities is result of appointment of **Alan Axtell** as manager of The Katz Agency's Chicago office (FATES & FORTUNES, May 21).

Rob Townsend, formerly with Commercial Recording Corp., Dallas, named program director of WLAC Nashville, Tenn. Station was incorrectly identified in BROADCASTING, May 21.

Les Brown, news director, WYNG Warwick-East Greenwich, R. I., assumes added duties as program director. **Ed Williams** appointed music director. **Jerry Roderick, Jack Andrews** and **Bob Kuller** join WYNG as air personalities.



Mr. Craig

Frank Craig, vp and national sales manager, WINZ Miami, Fla., named general manager. **Bill Calder,** music director, promoted to program director. **Frank Ward,** operations manager, resigns to join WHFC Cicero, Ill. Mr. Craig has been member of WINZ staff for past four years.

Vic Sterling, formerly with WANE-TV Fort Wayne, Ind., joins WPTA (TV), WPTH-FM, that city, as program manager.

Allen Davis named program director of KBIG, KBIQ (FM) Avalon, Calif. **Bob Gage,** KBIG chief announcer, promoted to resident manager.

John B. Lyon, formerly with WTNS Coshocton, Ohio, joins WIZZ Streator, Ill., as news director.

Wayne Harris, former news director of WCBT Roanoke Rapids, N. C., joins WINA-AM-FM Charlottesville, Va., in similar capacity.

Pioneer nominees

Jeff Sparks, United Nations radio officer, has been nominated for president of New York chapter of Broadcast Pioneers. BP President **Phil Edwards** is nominee for treasurer. Candidates for three vice-presidencies are **May Singhi Breen, Vincent Lopez** and **Peggy Stone. Lillian Okun** is nominee for secretary. In absence of petitions by 10 or more members before June 7 annual election meeting, slate will be unopposed.

Al Helmso, local news and sports editor, KTVU (TV) Oakland-San Francisco, promoted to news director, succeeding **Les Nichols,** resigned.



Mr. Grossman

Myron E. (Mel) Grossman, director of sales development, WBNS-AM-FM-TV Columbus, Ohio, appointed director of sales promotion for H-R Representatives and H-R Television, both New York.

Marion Heaton, private secretary to Otto Brandt, vp of King Broadcasting Co. (KING - AM - FM - TV Seattle, KGW-AM-TV Portland, Ore., and KREM-AM-FM-TV Spokane, Wash.), re-elected to board of directors of Executive Secretaries Inc. for second consecutive year.

PROGRAMMING



Mr. Frey

George H. Frey, former vp in charge of network relations for Sullivan, Stauffer, Colwell & Bayles, New York, joins New Merrit Enterprises Inc., that city, as sales consultant. Firm produces and packages live programs, primarily for Canadian commercial tv network. Before joining SSC&B, Mr. Frey was at NBC for 32 years as vp in charge of radio and tv network sales.

Richard Gray, former executive director of client relations and producer-salesman for NBC Telesales, appointed director of sales for Van Praag Productions, New York.

Arnold Belgard, Richard Simmons, Ellis Marcus and **Maurice Tombragel** elected for two-year terms as directors of radio-tv branch of Writers Guild of

America West. Holdover members include: **Nate Monaster,** president; **Christopher Knopf,** vp; **Louis Pelletier,** secretary-treasurer, and **David Harmon, Mary McCall Jr., Jack Neuman** and **Barry Trivers.**


Mr. Harrison

Spencer Harrison, vp and business manager, talent and contract properties, CBS, joins Ashley - Steiner Inc., talent and sales agency, New York, as vp in charge of legal and business affairs department. Mr. Harrison joined CBS in 1942 as member of legal staff and became officer of company in 1952.

Bernard Mackall, tv program salesman, appointed San Francisco representative of Animation Inc., Hollywood producer of commercial, educational entertainment films and tv commercials.

William G. Seiler, account executive, ABC Films, appointed southern division manager.

James McMenemy, formerly with Sullivan, Stauffer, Colwell & Bayles, appointed head of sales and creative services for Sy Shaffer Enterprises, New York.

Larry Cooper, program manager, KTVI (TV) St. Louis, joins Cellomatic Division of Screen Gems Inc., New York, as account executive.

Lt. Col. David W. Sisco, executive officer of 1st Airborne Battle Group, 82nd Airborne Div., Fort Bragg, N. C., joins Warner Bros. Studios in Burbank, Calif., as technical advisor on studio's *Gallant Men* tv series. *Gallant Men,* which is being produced by Richard Bluel, is being filmed for showing on ABC-TV Network this fall.

Buzz Kulik, independent Emmy-award winning producer-director, signs exclusive producer - director contract with Four Star Television to direct several segments of *The Dick Powell Show* and *Saints and Sinners* series, as well as other shows for which he is available. Mr. Kulik will also begin work on development of several properties for 1963-64 season.

Oscar Brown Jr. named permanent host on 39 half-hour musical program series, *Jazz Scene USA,* now being filmed for tv syndication by Meadowlane Productions, Steve Allen's Hollywood tv production company. **Steve Binder** is directing series, with **Penny Stewart** as production assistant.

Arne Lewis, art director in advertising and sales promotion department of CBS-TV, named creative director of Associated Design Studios, New York.

RTRA elects new slate

Randy Wood, president of Dot Records, was elected president of Radio, Television Recording & Advertising Charities of Hollywood at organization's annual meeting Thursday (May 24). He succeeds **J. Neil Reagan,** vp of McCann-Erickson, Los Angeles, who has served as RTRA president for past two years. Other 1962-63 officers elected are: **John K. West,** RCA, and **John Reynolds,** CBS-TV, vps; **Sherwood Schwartz,** writer-director, secretary, and **Cy Pearson,** United California Bank, treasurer. Directors are: **Robert W. Breckner,** KTTV (TV) Los Angeles; **Sandy Cummings,** ABC-TV; **Don Fedderson,** Don Fedderson Productions, Hollywood; **Art Gilmore,** AFTRA; **C. P. Hughes,** IBEW; **Tom McAndrews,** Ted Bates & Co., **Bruce Robertson,** BROADCASTING magazine, and **Thomas W. Sarnoff,** NBC.

Al Morgan, novelist and radio documentary producer-writer, named producer of NBC-TV's *Today* program, effective June 4. He succeeds **Robert J. Northshield,** who will produce NBC News specials during 1962-63 season.

ALLIED FIELDS


Mr. Gordon

Herbert Gordon, president and editor-in-chief, News Assoc. Inc., Washington voiced news service, appointed editor of UPI Audio Services. Mr. Gordon's appointment is part of program to expand UPI's audio service to radio stations in U. S. First leg of 24-hour leased audio newswire is now in operation to radio-tv outlets in New England. Mr. Gordon was International News Service's far eastern editor after World War II until INS and United Press merged into UPI in 1958. At that time he formed News Assoc. Inc., which discontinued operation with Mr. Gordon's UPI appointment.

John A. Gleason elected executive vp of Advertising Technical Assoc., service agency to advertising profession. Mr. Gleason will direct activities of all seven divisions of company, which maintain offices at 48 West 48 St., New York 36, N. Y.


Mr. Hurst

Russell E. Hurst, editorial writer on *Minneapolis Star & Tribune,* appointed national executive officer of Sigma Delta Chi, professional journalistic society. Mr. Hurst, who will take office July 1 at Society's headquarters in Chicago, replaces **Dr. Warren K. Agee,** who on that date becomes professor of journalism and dean of Evening College at Texas Christian U., Fort Worth. Mr. Hurst was staff writer for *Minneapolis Tribune* from 1953 to 1959. His previous experience includes two years as staff writer for *Fort Worth Star-Telegram,* two years as announcer for KXOL Fort Worth, and one year as Air Force public information officer. Mr. Hurst became editorial writer in 1959.

Alan Morse, manager of clinical analysis department, Gallup - Robinson, Princeton, N. J., joins Tv Surveys Inc., division of Audits & Surveys Co., New York, as project director.

Leif G. Brush, former newsman with WNAK Nanticoke, Pa., joins The Sound Service (STP), Chicago, as coordinator of outside broadcasts.

Dr. Kenneth E. Thomas, head of department of extension radio-tv, Kansas State U., Manhattan, appointed director of division of university information.

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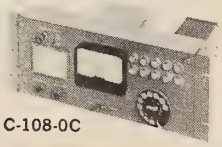
Please send me, at no obligation, a suggested Remote Control Plan for my Transmitter, Make_____ Model No._____

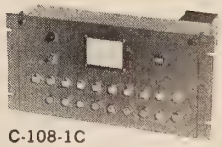
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C-108-0C


C-108-1C

GENERAL ELECTRONIC LABORATORIES, INC.

195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.

Admiral Horne elected EIA president



Rear Admiral Charles F. Horne (USN-Ret.), senior vp of General Dynamics Corp. and president of General Dynamics-Electronics and General Dynamics - Pomona, was elected president of Electronics Industries Assn., Washington, succeeding **L. Berkley Davis,** vp of General Electric Co. Elected to EIA board: **Joe Friedman,** Trav-Ler Radio Corp.; **M. H. Benedek,** General Instrument Co.; **Dr. Robert C. Coon,** Sperry-Rand Corp.; **J. J. Graham,** International Telephone & Telegraph; **Robert W. Galvin,** Motorola; **W. E. Andrus Jr.,** International Business Machines; **M. W. Kremer,** Sylvania Electric Products, and **J. L. Hanigan,** Corning Glass Works.

Newly appointed chairmen of principal EIA divisions: consumer products—**Morris Sobin,** Olympic Div. of Siegler Corp., succeeding **Edward R. Taylor,** Motorola; military products—**Dr. Ashley A. Farrer,** Raytheon Co., succeeding **L. L. Waite,** North American Aviation, who becomes new EIA vp; industrial electronics—**Grafton P. Tanquary,** Litton Industries, succeeding **C. Russell Cox,** Andrew Corp.; parts division—**Allen K. Shenk,** Erie Resistor Corp., succeeding **W. Myron Owen,** Aerovox Corp., who becomes new EIA vp; tube and semi-conductor division—**George W. Keown** (re-elected), Tung-Sol Electric Corp., who continues as EIA vp.

INTERNATIONAL

William Brennan, former owner of Video-Ad Service Ltd., Toronto, appointed sales manager of Bonded Tv Film Service Ltd., that city.

Murvyn W. Austin, assistant to senior vp of McConnell, Eastman & Co., Toronto, joins Television Bureau of Advertising of Canada, that city, as research manager. Mr. Austin will be responsible for planning and coordination of all research activities as well as supervision of bureau's library of filmed and printed presentations and special production assignments.

Antonin Boisvert, manager of information services of French-language networks of Canadian Broadcasting Corp., named director of corporate affairs of French-language section of CBC at Montreal.

Stephen Murphy, radio-tv talks producer, British Broadcasting Corp., joins Independent Television Authority, effective June 18, as regional officer for North of England and Midlands. **Eric Croston,** pr editor with Associated Television since 1958, appointed publications officer at ITA headquarters in London.

Leonard Miall, director of talks and current affairs programs, British Broadcasting Corp., appointed assistant to Kenneth Adam, director of tv. **Frank Axon,** head of external services engineering department since 1951, retired May 16 after 21 years with BBC.

GOVERNMENT

Charles E. O'Connor named chief of division of trade practice conferences in Federal Trade Commission's bureau of industry guidance. **Chalmers B. Yarley** appointed chief of division of general rules and regulations applicable to unlawful trade practices, and **George S. Rountree** named chief of advisory opinions and guides division. Messrs. O'Connor, Yarley and Rountree will help administer new FTC rules giving advance rulings and trade guidelines to businesses and advertisers (BROADCASTING, May 21).

EQUIPMENT & ENGINEERING



Mr. More

Herbert R. More, manager of tv lighting department, Kliegl Bros. of New York, manufacturer of lighting and control equipment for tv, theatrical and architectural use, elected vp in charge of professional and educational tv lighting sales and engineering. Mr. More joined Kliegl in 1948 and has served in his present position since 1957.

Lionel F. St. Peter, former director of sound for Skelton Studios in Hollywood, appointed audio supervisor at International Video Tape, Los Angeles.

Merrill A. Trainer, manager of electronic recording products department, RCA, Camden, N. J., appointed to newly created position of manager of international operations liaison, RCA broadcast and communications products division. Mr. Trainer, who will continue to make his headquarters in division offices at Camden, will coordinate sales activities for division products in world-wide markets. He joined RCA in 1930 as electrical engineer.



Mr. Krawitz

Max Krawitz, assistant chief engineer of Sylvania Electric Products' picture tube operations, Seneca Falls, N. Y., named manager of color tube manufacturing of Sylvania's electronic tube division, that city. Mr. Krawitz joined Sylvania in 1947 as senior engineer at company's research laboratories in Bayside, N. Y. He transferred to Seneca Falls in 1953 as engineering manager in picture tube operations, in charge of color and monochrome tube design, and was promoted to his present position in 1957.

Don Cinalia, former district sales manager for Filtron Co., Flushing, N. Y., named assistant sales manager of industrial products division of Jerrold Electronics Corp., Philadelphia.

Donald A. Mitchell, director of commercial market and product planning, Raytheon Co., named to newly created post of assistant general manager of Raytheon's electronic services division, with headquarters at Burlington, Mass. Mr. Mitchell joined electronics firm in 1955, serving as assistant to vp in charge of engineering and research.

DEATHS

George H. Hughes, 60, president of Programs Incorporated of California, died May 18 at Sibley Hospital in Washington. Mr. Hughes was former director of Shell Oil Co.'s national advertising. Before joining Office of War Information in 1942, he organized Hughes Agency of New York which handled sales promotion and advertising activities of radio stations of which he was part owner in Syracuse, N. Y., and San Francisco. Following World War II, Mr. Hughes became manager of radio station relations for International Radio Div. of State Department. For past 10 years, he had confined his activities to Programs Inc., Los Angeles company which produces radio and tv programs transmitted primarily to Armed Forces overseas.

Virginia M. Hagerman, 47, advertising and promotion manager of Gerity Broadcasting Co. (WABJ Adrian and WNEM-FM-TV Bay City, both Michigan), died May 21 of heart attack. Mrs. Hagerman had been with Gerity organization for 24 years, having served as executive secretary to James Gerity Jr., president of Gerity Broadcasting Co., prior to assuming responsibilities of advertising-promotion post.

Robert G. Tabors, president of Textron Electronics Corp., Providence, R. I., and **Jack Alexander,** vp of Futursonic Productions, Dallas, Tex., producer of radio broadcast commercials, died May 23 as result of Continental Airlines crash in Unionville, Mo. Mr. Tabors joined Textron in 1960 as vp and was elected president of electronics firm in May 1961. Previously, he was vp of Baldwin-Lima-Hamilton Corp. and general manager of its electronics and instrumentation division in Waltham, Mass.

Bennett Chapple, 83, author, public speaker and former assistant to president of Armco Steel Corp., Middletown, Ohio, died May 18 in Pittsburgh. Mr. Chapple joined Armco in 1918 as director of publicity. He was elected vp in 1928, assistant to president in 1938 and retired in 1949. Mr. Chapple, who was voice of "Iron Master" on former Armco radio programs, contributed articles to many well-known magazines.

Dr. John Milton Miller, 79, retired pioneer electronics expert, died May 17 at his home in Pompano Beach, Fla., after short illness. Dr. Miller, who studied radio engineering under late Dr. Lee de Forest, began his career in 1907 with U. S. Bureau of Standards. He continued with bureau until 1925 when he was named radio research director of Atwater Kent Manufacturing Co. in Philadelphia. Two years later, Dr. Miller joined RCA Radiotron Co., where he remained until 1940, when he was appointed associate superintendent of radio division of Naval Research Labs. He was promoted to superintendent in 1945, and continued in that capacity until his retirement in 1952.

J. Alan Savage, 53, radio-tv manager of Cockfield, Brown & Co., Toronto, died May 21. Mr. Savage began his broadcast career as radio announcer in Toronto in 1932. He joined Cockfield, Brown & Co., in 1944, and became director four years ago.

William M. Beene, 31, operating studio engineer, KSLA (TV) Shreveport, La., died May 18 of injuries resulting from motorcycle - automobile collision. Mr. Beene joined KSLA in 1958.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 16 through May 23, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis—visual kw—kilowatts. w-watts. mc—megacycles D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Miami, Fla.—Civic Tv Inc. Vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 1,000 ft. above ground 1,042 ft. Estimated construction cost $3,307,420; first year operating cost $2,475,000; revenue $2,600,000. P. O. address 921 Alfred I. DuPont Bldg., Miami 32. Studio location Miami; trans. location near N. Miami Beach. Geographic coordinates 25° 57′ 40″ N. Lat., 80° 12′ 28″ W. Long. Trans. RCA TT-35CH; ant. RCA TW-12A. Legal counsel Weaver & Glassie, Washington, D. C.; consulting engineer Jules Cohen, Washington, D. C. Principals: **Charles H. Crandon, Robert H. Cook, Grover A. J. Noetzel, Henry O. Shaw, Joseph Weintraub, R. D. Maxwell Jr., Edwin N. Belcher, Charles H. Bradshaw, J. H. McArthur, Arthur H. Weiland, D. Earl Wilson** (each 8.33%), **Thomas W. Skinner** (7.93%) and **Edward E. Lewis** (.4%). Mr. Weintraub owns stock in TG-BOL-TV Guatemala City, Guatemala; Mr. Lewis was sales manager for KVII-TV Amarillo, Tex., and is owner of general media advertising agency in Amarillo; other applicants are business and professional men in Miami area. Ann. May 23.

Miami, Fla.—Miami Tv Corp. Vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 945.16 ft., above ground 990.75 ft. Estimated construction cost $1,759,688.57; first year operating cost $1,200,000; revenue $1,650,000. P. O. address 919 Alfred I. DuPont Bldg., Miami 32. Studio location Miami; trans. location N. Miami. Geographic coordinates 25° 57′ 37.25″ N. Lat., 80° 12′ 28.5″ W. Long. Trans. GE TT46A; ant. GE TY-53-B2. Legal counsel Miller & Schroeder, Washington, D. C.; consulting engineer Creutz & Snowberger, Washington, D. C. Principals: **Harvey F. Pierce** (7%), **W. J. Callahan, Edwin H. Bishop** (each 6%), **Joe Creel., Ernest P. Jones, C. Clyde Atkins, R. L. Budde, Frank R. Anderson, David Blumberg, Gerald Vickers, Charles Woods** (each 5%), **Thomas P. Caldwell, D. C. Coleman Jr.** (each 4%), **Herbert Blumberg, Kermyt W. Callahan, Maurice Ferre, M. R. Harrison Jr. C. Edward Kettle, James R. Lowry, E. B. Moylan Jr., Robert L. Searle, Ira F. Willard, Wayne E. Withers** (each 3%), **C. Jackson Baldwin** (2%) and **Alph H. Browne** (1%). Stock in name of C. Clyde Atkins is owned by **Walton, Lantaff, Schroeder, Atkins, Carson & Wahl** law firm; W. J. Callahan owns interest in Storer Bcstg. Co.; Mr. Woods owns 52.66% of WTVY (TV) Dothan, Ala.; applicants are business and professional men in Miami and Coral Gables area. Ann. May 23.

Miami, Fla.—Public Service Tv Inc. Vhf ch. 10 (192-198 mc); ERP 316 kw vis., 195 kw aur. Ant. height above average terrain 932.6 ft., above ground 969.9 ft. Estimated construction cost $472,000; first year operating cost $1,670,000; revenue $1,944,000. P. O. address 2075 Biscayne Blvd., Miami 37. Studio location Miami; trans. location 3 mi. NW N. Miami. Geographic coordinates 25° 57′ 27″ N. Lat., 80° 12′ 43″ W. Long. Trans. RCA TT50AN; ant. RCA TF-12BH. Legal counsel Welch, Mott & Morgan, Washington, D. C.; consulting engineer George P. Adair Engineering Co., Washington, D. C. Applicant, owned by **National Airlines Inc.**, is former licensee of WPST-TV Miami. **G. T. Baker** is chairman of board of National Airlines, **Lewis B. Maytag** (10.43%), president. Ann. May 23.

Miami, Fla.—South Florida Tv Corp. Vhf ch. 10 (192-198 mc); 316 kw vis., 158 kw aur. Ant. height above average terrain 938.3 ft., above ground 980.5 ft. Estimated construction cost $2,365,303.69; first year operating cost $1,876,575; revenue $1,900,000. P. O. address 145 Harbour Way, Bal Harbour, 54, Fla. Studio location Miami; trans. location Dade County. Geographic coordinates 25° 57′ 27″ N. Lat., 80° 12′ 43″ W. Long. Trans. RCA TT-35CH; ant. RCA TW 12-A-10P. Legal counsel Pierson, Ball & Dowd, Washington, D. C.; consulting engineer Lohnes & Culver, Washington, D. C. Principals: **William B. MacDonald Jr.** (80%), **Walter M. Koessler** (10%), **Eleanor L. May** and **William R. Needs** (each 5%). Mr. MacDonald is investor, financier and sportsman; Messrs. Koessler, May and Needs were formerly with WTSP-TV Miami. Ann. May 23.

New am stations

ACTION BY FCC

West Hartford, Conn. — Grossco Inc. Granted 1550 kc, 1 kw D, subject to interference condition and precluding pre-sun-

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

rise operation with daytime facilities pending final decision in Doc. 14419. Estimated construction cost $45,051; first year operating cost $85,000; revenue $90,000. Principals: Julian Gross (74.3%) and others. Mr. Gross is majority stockholder in advertising agency. Chmn. Minow and Comr. Bartley not participating; Comr. Hyde dissented. Action May 23.

APPLICATIONS

Gordon, Ga.—Heart of Georgia Bcstg. Inc. 1560 kc, 5 kw D (requests waiver of Sec. 1.354 and acceptance of application). P. O. address box 949, Macon, Ga. Estimated construction cost $30,432; first year operating cost $40,000; revenue $45,000. Principals: **Voice of the Hills Foundation Inc.** (66%), **J. Robert Moon** (33%) and **Robert L. Rice** (1%). Voice of the Hills is non-profit charitable organization, **Rev. J. Byrl Sessions**, president; Mr. Moon owns printing service; Mr. Rice is with Macon Rescue Mission. Ann. May 23.

Woodstock, Ill.—McHenry County Bcstg. Co. 930 kc, 1 kw unl. (DA-2) (requests waiver of Sec. 1.354 of rules). P. O. address R.R. #1, Woodstock. Estimated construction cost $39,941; first year operating cost $70,000; revenue $75,000. Principals: **Lloyd Burlingham** (75%) and **Robert A. Jones** (25%). Mr. Burlingham owns 50.3% of WIXN; Mr. Jones is consulting engineer. Ann. May 21.

Catlettsburg, Ky.—Challie Yates. 600 kc, 1 kw unl. P. O. address box 255, Ashland, Ky. Estimated construction cost $31,406; first year operating cost $60,000; revenue $80,000. Mr. Yates owns used car firm. Ann. May 17.

Barnesville, Ohio—Capitol Bcstg. Corp. 950 kc, 500 w D (requests waiver of Sec. 1.354 and acceptance of application for filing). P. O. address box 2791, Charleston, W. Va. Estimated construction cost $13,120; first year operating cost $42,000; revenue $55,000. Principals: **E. M. Johnson** (80%), **Paul N. Miles** and **Paul Howard** (each 10%). Mr. Johnson is radio and tv consulting engineer; Mr. Niles has been employe of WHLL Wheeling, W. Va.; Mr. Howard has been employe of WCUE Akron, Ohio. Applicant is licensee of WCAW Charleston. Ann. May 18.

North East, Pa.—James D. Brownyard. 1530 kc, 1 kw D, 250 w CH (requests waiver of Sec. 1.354 and acceptance of application for filing). P. O. address 3622 Ridge Parkway, Erie, Pa. Estimated construction cost $10,750; first year operating cost $36,000; revenue $45,000. Mr. Brownyard, sole owner, is advertising consultant and former commercial manager of WLEU Erie. Ann. May 17.

Greenville, S. C.—Fleet Enterprises. 1070 kc, 50 kw, DA. P. O. address 82 Rock Creek Drive, Greenville. Estimated construction cost $162,191; first year operating cost $70,000; revenue $100,000. Principals: **Jane Harrison Fleet** (50%), **Thomas C. Fleet Jr.** and **John Hudson Fleet** (each 25%). Mrs. Fleet is housewife; Thomas Fleet has been announcer and salesman for KFMK Houston, Tex.; John Fleet has owned interest in KAGH Crossett, Ark. Ann. May 17.

Existing am stations

ACTIONS BY FCC

KBRS Springdale, Ark. — Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 23.

KRPM(FM) San Jose, Calif.—Waived Sec. 1.356 of rules and granted cp to change trans. and studio sites and change operation on 98.5 mc from 3.3 kw to 3.4 kw, ant. height from minus 157 ft. to 370 ft. By letter, dismissed Nov. 13, 1961 petition by KCBS-FM San Francisco, opposing application, since amended. Action May 23.

WJPF Herrin, Ill.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 23.

KCKN Kansas City, Kan.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 23.

KSEK Pittsburg, Kan.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 23.

WNBS Murray, Ky.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

WOCB-FM West Yarmouth, Mass. — Granted mod. of cp to change trans. and increase ERP on 94.9 mc from 3.1 kw to 15.5 kw. Action May 23.

KXRA Alexandria, Minn.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

KLGR Redwood Falls, Minn.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

KXEO Mexico, Mo.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions and without prejudice to any action commission may take on its pending renewal application. Action May 23.

KLID Poplar Bluff, Mo.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

KSMO Salem, Mo.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

KICK Springfield, Mo.—Waived Sec. 3.24 (g) of rules and granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 23.

KOVC Valley City, N. D. —Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

KOCY Oklahoma City, Okla.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 23.

KTOW Sand Springs, Okla.—Granted increased power on 1340 kc, unl. from 100 w to 250 w; conditions. By letter, dismissed as moot petition by KOCY Oklahoma City, opposing KTOW's original appplication for 1 kw daytime operation. Action May 23.

WEST-FM Easton, Pa.—Waived Secs. 1.356 and 3.311(c) of rules and granted change of facilities from 105.7 mc, 10 kw, to 96.1 mc, 2 kw; remote control permitted. Action May 23.

WBRE Wilkes-Barre, Pa.; WSCR Scranton, Pa.—Denied request for waivers of Secs. 3.30 and 3.117(f) of rules to permit operation of WBRE and WSCR from WBRE studios and identify both stations on both frequencies simultaneously. Action May 23.

WHHM Memphis, Tenn.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

WPDN Pampa, Texas—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 23.

APPLICATIONS

KEZY Anaheim, Calif.—Cp to increase power from 1 kw to 5 kw N; 10 kw D; install new trans., change from DA-1 to DA-N and operate trans. by remote control while non-DA-D. Petition for acceptance of application filed. Ann. May 23.

KNOW Austin, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 17.

KODA Houston, Tex.—Cp to increase power from 1 kw to 5 kw and install new trans. (Petition for waiver of Sec. 1.354 (b) of rules.)

New fm stations

ACTIONS BY BROADCAST BUREAU

***Mankato, Minn.—Mankato State College.** Granted 90.5 mc, 10 w. Ant. height above average terrain 75 ft.; remote control permitted. P. O. address, c/o John Hodowanic, Mankato State College, Mankato. Estimated construction cost $1,397; first year operating cost $1,000. Action May 17.

Beatrice, Neb. — Mia Enterprises Inc. Granted 92.9 mc, 19.5 kw. Ant. height above average terrain 307.8 ft. P. O. address box 1450, Beatrice. Estimated construction cost $30,985; first year operating cost and revenue over and above am operation. **Gordon C. Bud Pentz,** sole owner, owns WKBE Beatrice. Action May 18.

Van Wert, Ohio—Van Wert Bcstg. Co. Granted 98.9 mc, 3.52 kw. Ant. height above average terrain 148 ft.; conditions. P. O. address box 487, Van Wert. Estimated construction cost $12,825; first year operating

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 23

	ON AIR		CPS	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,658	71	148	669
FM	932	63	197	154
TV	484[1]	78	85	112

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 23

	VHF	UHF	TOTAL TV
Commercial	471	91	562
Non-Commercial	42	16	58

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,646	937	484[1]
Cps on air (new stations)	80	51	75
Cps not on air (new stations)	145	196	83
Total authorized stations	3,871	1,184	653[2]
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	164	22	65
Total applications for new stations	582	121	108
Applications for major changes (not in hearing)	459	92	35
Application for major changes (in hearing)	46	4	12
Total applications for major changes	505	96	47
Licenses deleted	1	1	0
Cps deleted	1	2	0

[1]There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. [2]Includes one STA.

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cost $9,600; revenue $11,000. Principals: **Kenneth E. Kunze, Raymond M. Waldron** (each 25%), **George W. Wilson, G. Dale Wilson, Stephen S. Beard** and **Merl Knittle** (each 12.5%). Applicant is licensee of WERT Van Wert. Action May 17.

APPLICATIONS

***Richmond, Ind.—Earlham College.** 88.1 mc, 10 w. Ant. height 65 ft. P. O. address, c/o Ronald J. Wickersham, box 235, Earlham College, Richmond. Estimated construction cost $1,602; first year operating cost $500. Ann. May 22.

Great Falls, Mont.—Pat M. Goodover. 106.5 mc, 3.686 kw. Ant. height above average terrain 16 ft. P. O. address box 2072, Great Falls. Estimated construction cost $15,285; first year operating cost $12,000; revenue $18,000. Mr. Goodover owns KARR Great Falls. Ann. May 18.

Trenton, N. J.—Delaware Valley Bcstg. Co. 106.5 mc, 20 kw, DA. Ant. height above average terrain 105 ft. P. O. address 51 W. State St., Trenton. Estimated construction cost $22,350; first year operating cost $20,000; revenue $25,000. Principals: **Edward L. Cossman** (39%), **Joseph Shoenholz** (32%) and **Kalmon Proslin** (29%). Applicant is licensee of WAAT Trenton. Ann. May 22.

Eugene, Ore.—Lee Roy McCourry. 100.1 mc, 278 w. Ant. height above average terrain 486 ft. P. O. address box 5066, Eugene. Estimated construction cost $20,478; first year operating cost $7,500; revenue $10,000. Mr. McCourry, sole owner, is commercial designer. Ann. May 21.

Madison, Tenn.—Central Bcstg. Corp. 94.5 mc, 20 kw. Ant. height above average terrain 152 ft. P. O. address box 5236, Nashville, Tenn. Estimated construction cost $11,551; first year operating cost $6,500; revenue $10,000. Principals: **H. C. Young Jr.** and **Walter A. Duke** (each 50%). Applicant is licensee of WENO Madison. Ann. May 12.

Ownership changes

ACTIONS BY FCC

WZST, Dixieland Bcstrs., Tampa, Fla.—Granted assignment of license from **Alpha B. Martin** to **John M. McLendon**; consideration $160,000. Assignee has controlling interest in WOKJ Jackson, Miss.; KOKY Little Rock, Ark.; KOKA Shreveport, La., and WENN Birmingham, Ala. Comr. Bartley dissented. Action May 23.

WABX(FM), Richard E. Burris, Detroit, Mich.—Granted assignment of license to **Mid-State Bcstg. Corp. of Detroit (Michael L. Dow**, president); consideration $24,479. Some assignee stockholders have interest in WWBC Bay City, WSTR-AM-FM Sturgis, WSWM(FM) East Lansing, WQDC(FM) Midland, and WGMZ(FM) Flint. Action May 23.

KODE-AM-TV (ch. 12), WSTV Inc., Joplin, Mo.—Granted assignment of licenses to (1) **James S. Gilmore Jr.**; consideration $1,850,000, and (2) to **Gilmore Bcstg. Corp.**, owned by Mr. Gilmore. Comr. Bartley dissented. Action May 23.

KFBB-AM-TV (ch. 5), KFBB Bcstg. Corp. Great Falls, Mont.—Granted transfer of control from **David E. Bright, Ernest L. Scanlon** and **Daniel T. O'Shea** to **Harriscope Bcstg. Corp. (Lawrence S. Berger, Donald P. Nathanson** and **Irving B.** and **Burt I. Harris**); consideration $610,000. Transferees own KTWO AM-TV Casper, Wyo., and KLFM Long Beach, Calif., and latter three have interest in KKAR Pomona, Calif. Action May 23.

KVOD Wentronics Inc. Albuquerque, N. M.—Granted assignment of licenses to **Colorado Radio Corp.** (KSLV Monte Vista); consideration $73,800 plus and agreement not to compete for 10 years within Bernalillo County. **George O. Cory**, assignee president and 100% owner, owns KRAC Alamogordo, N. M., with wife owns 98.7% of KUBC Montrose, Colo., and has 50% interest in KRAI Craig. Colo. Comr. Bartley dissented. Action May 23.

WCDJ, Colonial Bcstg. Co., Edenton, N. C.—Granted assignment of license to **Colonial Bcstrs. Inc., of Edenton (William L. Watkins, James F. Flanagan, Robert G. Currin** and **Richard W. Schuman**); consideration $57,500. Messrs. Flanagan and Currin have interest in WFVG Fuquay Springs. Action May 23.

KRIC-AM-FM, The Enterprise Co., Beaumont, Tex.—Granted assignment of cp and licenses to **Texas Coast Bcstrs. of Beaumont Inc. (David H. Morris**, president); consideration $150,000. Assignee and stockholders own KNUZ-AM-TV and KQUE(FM) Houston. Chmn. Minow and Comr. Bartley dissented. Action May 23.

KINT, Radio Kint Inc., El Paso, Tex.—Granted transfer of control from **G. E. Miller & Co.** and **Odis L. Echols Jr.**, to **George O. Cory** and **Gerald Olesh**; consideration $59,000. Mr. Cory owns KSLV Monte Vista, Colo., KRAC Alamogordo, N. M., and with wife owns 98.7% of KUBC Montrose, Colo.; Messrs. Cory and Olesh have interest in KRAI Craig, Colo. Comr. Bartley dissented. Action May 23.

APPLICATIONS

KDRS Paragould, Ark.—Seeks assignment of license from **T. M. Self** and **G. T. Rand** (each 50%), d/b as **Progressive Bcstg. Co.**, to T. M. Self (50%), G. T. Rand (49.9%) and **Maxine S. Rand**, d/b as **KDRS Inc.**; no financial consideration involved. Ann. May 17.

KHOM (FM) Turlock, Calif.—seeks assignment of license from **Eldon Erickson, Gordon D. Olson, Roy S. Stalians, Donald E. Johnson, Oscar Gustafson, Walter G. Pankratz, John H. Boswell, Dewey W. Green** and **Gordon Bonander**, d/b as **House of Music** to Gordon D. Olson, Roy S. Stalians, Donald E. Johnson, Oscar Gustafson, Walter G. Pankratz, John H. Boswell, Dewey W. Green, **Charles E. Bakke, Eugene R. Allen** and Gordon Bonander, d/b as House of Music; Mr. Allen will pay Mr. Erickson $550 for his 10%; Mr. Bakke will pay Messrs. Olson and Bonander $440 for 5% from each. Mr. Allen is elementary school teacher; Mr. Bakke owns truck body manufacturing company. Ann. May 17.

WTHR Panama City Beach, Fla.—Seeks involuntary assignment of license from **Gulf Coast Radio Inc.**, to **Robert D. Sidwell**, receiver. Ann. May 17.

WAXE Vero Beach, Fla.—Seeks assignment of license from **R. M. Chamberlin** to **James J. Sharp** and **Richard L. Crago** (each 50%), d/b as **Shargo Inc.**; consideration $60,000. Mr. Sharp owns 25% of property rental firm; Mr. Crago has been assistant to president of newspaper. Assignees have interest in applicant for new tv station in Largo, Fla. Ann. May 17.

KULA Honolulu, Hawaii—Seeks transfer of all stock in **KULA Bcstg. Corp.** from **Charles Stuart III** and **Charles T. Stuart** to **A. J. Krisik** (51%), **Theodore J. Wolf** (29%), **A. Judson Sturtevant Jr.** and **Herbert W. Duston** (each 10%); consideration $5,000 and $395,000 promissory note. Messrs. Krisik, Wolf and Sturtevant are stockholders in KFAX San Francisco, KFIV Modesto, both California, and KAGO Klamath Falls, Ore.; Mr. Dustin is CPA and stockholder in KFAX and KAGO. Ann. May 17.

WAIV(FM) Indianapolis, Ind.—Seeks acquisition of positive control of **Calojay Enterprises Inc.** by **Carl W. Godzeski** (present 25%) and **Mrs. Loretta K. Godzeski** (7.5%) through issuance of new stock. Dr. Godzeski wll own 41%; Mrs. Godzeksi, 10%, and **Dr. Robert E. Shipley** (present 25%) will own 20.6%; no financial consideration involved. Ann. May 22.

WHBN Harrodsburg, Ky.—Seeks transfer of all stock in **Fort Harrod Bcstg. Inc.** from **Victor M. Bellamy** and **R. F. Niemeier** to **Robert L. Martin**; consideration $60,000. Mr. Martin is employe of WHBN. Ann. May 22.

WLAM Lewiston, Me.—Seeks transfer of 29.5% of all stock in **The Lewiston-Auburn Bcstg. Corp.** from **Frank S. Hoy** to **F. Parker Hoy** (present owner of 31%); no financial consideration involved. Ann. May 17.

WQIZ St. George, S. C.—Seeks assignment of cp from **Clarence Everett Jones** to **WQIZ Inc.**, new corporation owned by Mr. Jones. Ann. May 22.

KSAM Huntsville, Tex.—Seeks assignment of license from **Verla Cauthen**, executrix of estate of **M. B. Cauthen**, deceased, d/b as **Huntsville Bcstg. Co.**, to Verla Cauthen. Ann. May 22.

KTRE-AM-TV Lufkin, Tex.—Seeks transfer of all stock in **Forest Capital Bcstg. Co.** from **R. W. Wortham Jr., Henry B. Clay, John S. Redditt** and others, all stockholders, to **Lucille Buford** (36.75%), **Marshall H. Pengra** (15%), **Richman G. Lewin, Fred C. Hill (each 12.5%), Robert Buford, Gerald Buford, Geoffrey Buford** (each 7.5%) and others; consideration $750,000. Mrs. Buford owns 49% of KLTV(TV) Tyler Tex.; Mr. Pengra owns 20% of KLTV(TV); Messrs. Lewin and Hill are employes and minority stockholders in KTRE-AM-TV; Messrs. Buford each own 10% of KLTV (TV). Ann. May 23.

KTIX Seattle, Wash.—Seeks assignment of license and cp from **KTIX Inc. (Edward J. Birney**, liquidating trustee), to **William E. Boeing Jr.**, d/b as **Chem-Air Inc.**; consideration $230,000. Mr. Boeing owns KEDO Longview, KETO-FM Seattle, both Washington; KPAM, KPFM(FM) Portland, Ore.; KIDO Boise, Idaho, and 90% of applicant for new am station in Carmichael, Calif. Ann. May 17.

Hearing cases

FINAL DECISIONS

■ By decision, commission modified and made effective Dec. 29, 1961 initial decision and granted application of Wireline Radio Inc., for renewal of license of WITT Lewisburg, Pa., for short-term of one year. In petition for immediate final decision, WITT withdrew its limited exceptions to initial decision. Comr. Bartley dissented; Comr. Craven not participating. Action May 23.

■ By decision, commission (1) granted application of Grossco Inc. for new am station to operate on 1550 kc, 1 kw, D, in West Hartford, Conn., subject to interference condition and precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419, and (2) dismissed application of Berkshire Bcstg. Corp. for new station on same frequency with 500 w, D, in Hartford, Conn. Chmn. Minow and Comr. Bartley not participating; Comr. Hyde dissented. Sept. 13, 1961 initial decision looked toward this action. Action May 23.

■ By decision, commission granted application for transfer of control of KGMS Inc. (KGMS), Sacramento, Calif., from Anthony C. and Alfred A. Morici, Carol McNamee, Marianne Aiassa and Abraham R. Ellman to Capitol Bcstg. Co.; consideration $577,500. Comr. Ford dissented and issued statement in which Chmn. Minow and Comr. Bartley joined. Nov. 2, 1961 initial decision looked toward this action. Action May 23.

■ Commission gives notice that March 21 initial decision which looked toward granting application of Raritan Valley Bcstg. Inc., to increase daytime power of WCTC New Brunswick, N. J., from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; conditions became effective May 10 pursuant to Sec. 1.153 of rules. Action May 17.

STAFF INSTRUCTIONS

■ Commission on May 23 directed preparation of document looking toward granting application of Salina Radio Inc., for new am station to operate on 910 kc, 500 w, D, DA, in Salina, Kan., and denying application of Kansas Bcstrs. Inc., seeking same facilities. May 31, 1961 initial decision looked toward this action. Ann. May 23.

Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision.

INITIAL DECISION

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting applications of Interurban Bcstg. Corp. for new am station to operate on 900 kc, 1 kw, DA, D, in Laurel, Md., conditions, and Scott Bcstg. Corp. to increase power of WJWL Georgetown, Del., on 900 kc, D, from 1 kw to 5 kw, using DA; and denying application of S & W Enterprises Inc., for new station on 900 kc, 1 kw, DA, D, in Woodbridge, Va. Action May 22.



In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

OTHER ACTIONS

■ By memorandum opinion & order, commission denied on procedural grounds petition by Dunlea Bcstg. Industries Inc., for reconsideration of Feb. 28 action placing in pending file its application to increase daytime power of WMFD Wilmington, N. C., from 1 kw to 5 kw and change daytime DA, continued operation on 630 kc, 1 kw-N, with present nighttime DA because of non-compliance with "clear channel" criteria in amended Sec. 1.351(b)(3) of rules; also denied Dunlea's alternative request for waiver of Sec. 1.351. Comr. Lee not participating. Action May 23.

■ By memorandum opinion & order, commission denied petition by Storer Bcstg. Corp. (WJBK), Detroit, Mich., for reconsideration of March 1 memorandum opinion & order enlarging issues concerning its nighttime proposal in am consolidated proceeding in Docs. 14288 *et al.*; clarified issue 20 to add word "objectionable" before word "interference." Action May 23.

■ By memorandum opinion & order, commission denied petition by Pioneer States Bcstrs. Inc., for enlargement of issues on its application to move WBZY from Torrington to West Hartford, Conn., and decrease power from 1 kw to 500 w, continued operation on 990 kc, D, with DA; dismissed motion by Aldo De Demonicis to strike that portion of WBZY petition which refers to him. Comr. Hyde concurred in result. Action May 23.

■ By order, commission granted motion by applicant Ocean County Bcstrs. Toms River, N. J., and struck exceptions to initial decision in am proceeding in Docs. 13092 *et al.*, filed by Jerome Sill, assignee of and successor of applicant WFPG Inc., Toms River (which corporation was dissolved June 15, 1961 under state law), and ordered that Mr. Sill's exceptions will not be considered further. Feb. 19 memorandum opinion terminated Mr. Sill's right to participate further in this proceeding. Chmn. Minow not participating. Action May 23.

■ By memorandum opinion & order, commission denied petition by Hershey Bcstg. Co. for reconsideration of March 2 memorandum opinion which enlarged issues concerning its application for new fm station in Hershey, Pa., which is in consolidated hearing with similar application of Reading Radio Inc., Reading, Pa. Comr. Craven dissented; Comr. Cross abstained from voting. Action May 23.

■ Commission, on its own motion and for further consideration, set aside its action of May 9 which designated for consolidated hearing applications for new daytime am stations in Riverton, Wyo., of William L. Ross, to operate on 1370 kc with 1 kw power and Hugh Jordan Stock, on 740 kc, 1 kw. Action May 23.

KLUE Longview, Tex.—Designated for hearing application to increase power on 1280 kc, D, from 1 kw to 5 kw; made KLCO Poteau, Okla., KFJZ Fort Worth, KWHI Brenham, both Texas, and KWCL Oak Grove, La., parties to proceeding. Action May. 23.

KFNF Shenandoah, Iowa—Designated for hearing application to move station to Council Bluffs and increase power on 920 kc from 500 w-N, 1 kw-LS, to 1 kw-N, 5 kw-LS, DA-2; made KIOA Des Moines, Iowa and KJSK Columbus, Neb., parties to proceeding. Action May 23.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Broadcast Bureau and extended to May 28 time to respond to two petitions to enlarge issues filed by North Attleboro Bcstg. Co., in proceeding on applications of North Attleboro and Christian Bcstg. Association of New England Inc., for new fm stations in North Attleboro, Mass., and Providence, R. I., respectively. Action May 21.

■ Granted petition by Bootheel Bcstg. Co., and extended to May 24 time to respond to petition to enlarge issues filed by Broadcast Bureau in proceeding on its application for new am station in Kennett, Mo. Action May 21.

■ Granted petition by Rensselaer Polytechnic Institute (WHAZ), Troy, N. Y., and extended to July 16 time to respond to petition to modify issues filed by Debs Memorial Radio Fund Inc. (WEVD), New York, N. Y., in proceeding on their applications for renewal of licenses, *et al.* Action May 21.

■ Granted motion by WJMJ Bcstg. Corp. and extended time to file exceptions to supplemental initial decision to twenty days from date of commission action on its April 18 and Broadcast Bureau April 27 petitions to reopen record in proceeding on WJMJ's and The Young People's Church of the Air Inc., applications for new fm stations in Philadelphia, Pa. Action May 21.

■ Granted petition by Vidor Bcstg. Inc., Vidor Tex., and extended to May 31 time to respond to motion to enlarge issues filed by KWEN Bcstg. Co., Port Arthur, Tex., in proceeding on their am applications, *et al.* Action May 17.

■ Granted petition by Broadcast Bureau and extended to May 29 time to file exceptions to initial decision in proceeding on am application of Lake Shore Bcstg. Inc., for mod. of license of WDOE Dunkirk, N. Y. Action May 15.

By Chief Hearing Examiner James D. Cunningham

■ Held in abeyance, pending submission of appropriate affidavits, ruling on joint petition by South Florida Amusement Inc., and Coral Tv Corp., applicants for new tv stations to operate on ch. 6 in Perrine and South Miami, Fla., respectively, seeking (1) approval of agreement contemplating dismissal of South Florida application upon payment by Coral of $65,000 or such lesser amount as commission may determine to have been legitimately and prudently expended in prosecution of South Florida application, (2) dismissal of Florida application and (3) grant of Coral application without further hearing. Action May 18.

■ Denied petition by Rockland Radio Corp., Spring Valley, N. J., for enlargement of issues in proceeding on its am application in Docs. 14510 *et al.* Action May 18.

■ Granted petition by Mainliner Bcstrs., Louisville, Ky., and dismissed but with prejudice its am application; application was in consolidated hearing in Docs. 14288 *et al.* Action May 17.

■ Granted petition by Frederick County Bcstrs, Winchester, Va., and dismissed but with prejudice its am application; application was in consolidated hearing in Docs. 14384 *et al.* Action May 17.

■ Scheduled prehearing and hearing conference for June 22 and July 24, respectively, in proceeding on fm applications of Rhode Island-Connecticut Radio Corp. (WERI-FM), Westerly, R. I., and The Willie Bcstg. Co., Willimantic, Conn. Action May 16.

■ Granted petition by WNOW Inc. (WNOW), York, Pa., and extended from May 18 to May 23 time for filing reply findings in proceeding on its am application and that of Radio Assoc. Inc. (WEER), Warrenton, Va. Action May 16.

■ Granted petition by Broadcast Bureau and changed place of hearing from Washington, D. C., to Birmingham, Ala., in proceeding on am applications of Jefferson Radio Co., (WIXI), Irondale, Ala., *et al.* Action May 16.

■ Granted petition by Elson Electronics Co. and dismissed its application for new tv station to operate on ch. 12 in Santa Maria, Calif., application dismissed with prejudice; retained in hearing status remaining applications in consolidation. Action May 15.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled prehearing and hearing conferences for June 21 and July 23 in proceeding on am applications of Mineola Bcstg. Co., Mineola, and Center Bcstg. Inc., Pittsburg, both Texas. Action May 21.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Hershey Bcstg. Inc., and extended to May 29 date for exchange of exhibits and continued May 29 prehearing conference to June 5 in proceeding on its application for new fm station in Hershey and that of Reading Radio Inc., Reading, both Pennsylvania. Action May 22.

■ Scheduled oral argument for May 21 on petition by Gabriel Bcstg. Co. Chisholm, Minn., for leave to amend its am application which is in consolidated hearing with People's Bcstg. Co. (WPBC), Minneapolis, Minn. Action May 18.

By Hearing Examiner Walther W. Guenther

■ Granted joint request by applicants Rollins Bcstg. Inc., and WHYY Inc., for new tv stations to operate on ch. 12 in Wilmington, Del., and extended certain procedural dates as follows: reply findings and proposed conclusions and submission of corrections to transcript from May 29 to June 5, and reply conclusions from June 14 to June 21. Action May 22.

■ Pursuant to agreement of parties at May 15 further prehearing conference scheduled certain procedural dates in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., and continued from May 23 to June 20 hearing on applicant's engineering case. Action May 16.

By Hearing Examiner Annie Neal Huntting

■ On own motion, continued June 1 prehearing conference to June 5 in proceeding on am applications of Newton Bcstg. Co., Newton and Transcript Press Inc., Dedham, both Massachusetts. Action May 22.

By Hearing Examiner David I. Kraushaar

■ On own motion, advanced June 15 prehearing conference to June 7 in proceeding on am applications of Salem Bcstg. Co. (WJBD), Salem, and Leader Bcstg. Co., Edwardsville, both Illinois. Action May 17.

By Hearing Examiner Jay A. Kyle

■ Denied petition by Simon Geller for leave to amend his application for new am station in Gloucester which is in consolidated hearing with Richmond Brothers Inc. (WMEX), Boston, both Massachusetts. Action May 21.

By Hearing Examiner Forest L. McClenning

■ Granted request by WFYC Inc. (WFYC), Alma, Mich., and extended from May 21 to May 23 time for filing proposed findings in proceeding on its am application. Action May 17.

■ Granted request by applicants in Grand Rapids, Mich., tv ch. 13 proceeding, cancelled May 17 prehearing conference and continued May 21 hearing to May 22. Action May 16.

By Hearing Examiner Chester F. Naumowicz, Jr.

■ Formalized by order certain agreements and rulings reached at May 17 prehearing conference in proceeding on application of Bill S. Lahm for additional time to construct WRNE Wisconsin Rapids, Wis.; scheduled hearing for June 29. Action May 17.

By Hearing Examiner Herbert Sharfman

■ Scheduled further prehearing conference for June 6 in proceeding on am applications of Smackover Radio Inc., Smackover, and Magnolia Bcstg. Co. (KVMA), Magnolia, both Arkansas. Action May 22.

■ Denied petition by Rockland Bcstrs. Inc., Spring Valley, N. Y., to add Evansville issue with respect to application of Rockland Bcstg. Co., Blauvelt, N. Y., in proceeding on their am applications, *et al.*, and denied petition for oral argument. Action May 15.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of May 22

K80AD Lone Pine, Calif.—Rescinded action of May 10 granting renewal of license for uhf tv translator station.

WKOZ, Kosciusko Bcstg. Inc., Kosciusko, Miss.—Granted assignment of license to **H. Mims Boswell Jr.**; consideration $147,500; assignor not to compete in radio or tv broadcasting for 10 years in Kosciusko, Miss.

KDLS, Perry Bcstg. Co., Perry, Iowa—Granted acquisition of positive control by **G. E. Whitehead** through purchase of stock from **Willard D. Archie.**

KTAT, W. C. Moss Jr. and David W. Ratliff, Frederick, Okla.—Granted assignment of license to **Tillman Bcstg. Co.**

WKAK(FM), Baker-Maltby-Baker Enterprise, Kankakee, Ill.—Granted license for fm station.

WSIB, Sea Island Bcstg. Co., Beaufort, S. C.—Granted license for am station.

WRDO Augusta, Me.—Granted license covering installation of new trans.

KVLV Fallon, Nev.—Granted license covering change in frequency from 1250 kc to 980 kc; make changes in ant. and ground systems; increase in power and installation of new trans.

***WHA-TV Madison, Wis.**—Granted cp to change ERP to vis. 158 kw; aur. to 79.4 kw; trans. location; type ant. and trans., and make changes in equipment; ant. height 740 ft.

WLBW-TV Miami, Fla.—Granted mod. of cp to make changes in ant. system, change type ant., make changes in equipment and decrease ant. height to 996.9 ft.; conditions.

KVLF-TV Alpine, Tex.—Granted mod. of cp to make changes in ant. system and equipment; ant. height 230 ft. condition.

Continued on page 110

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Need immediately: dynamic, personable sales manager. Tough Midwest medium market. Personal sales, hard work vital. Rewards wide open. Resume, picture and sales record to Box 127M, BROADCASTING.

Part-ownership opportunity to right man. Must have successful management experience, program oriented and strong local news background. Regional operation. Not top 40. 5 kw full time in dynamic growth area of California. Salary in five figures, plus percentage. Send salary, complete resume and picture. Box 171M, BROADCASTING.

Opportunity unlimited for salesman who wants to be manager. Needs ambition, quality, desire, and courage to make calls. Apply Bill Harrell KVOZ, Box 1638, Loredo, Tex.

Executive Salesmen, management experience, proven sales background. Full-time travel, protected localized territory. Residence in territory required; preference given residents of available territories: "New York-Penna;" "Kansas-Nebraska-Iowa-Missouri;" "Ohio-Michigan." Openings immediately, personal interviews required. Extensive field training provided. Salary commission—incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, pix; Community Club Awards, Westport, Conn.

We're putting second FM station on air soon. Excellent opportunity for man with successful sales record to manage both stations. Salary open. Write complete details (no phone calls, please). President WRWR-FM, Port Clinton, Ohio.

Sales

Baltimore—Good salary plus . . . For good salesman (Management ability) with growing multiple chain . . . complete resume to Box 805K, BROADCASTING.

Boston—Prefer Boston market experience and strong on direct sales. Guarantee of $175.00 weekly. Box 51M, BROADCASTING.

Immediate opening for radio time salesman in Mid-Michigan market. Salary plus commission. Excellent potential. Write Box 55M, BROADCASTING.

Northeast—Experienced salesman wanted for top station in medium market. Adult format. Good guaranteed salary to get started. Station part of group of am-tv operations. Send complete resume to Box 80M, BROADCASTING.

Columbus—select situation for experienced top salesman . . . management potential. Salary, plus multiple market chain. Box 114M, BROADCASTING.

Florida. $100 week plus 15% and gas allowance. Great opportunity for aggressive, energetic, salesman who loves to sell and make money. Box 146M, BROADCASTING.

Two Salesmen needed. One for major city and one for small market. Box 157M, BROADCASTING.

Immediate opening for assistant sales manager. $125 guaranteed weekly salary plus commission bonus, at 5,000 watt station. Might pay some moving expenses. Box 172M, BROADCASTING.

—60 miles from New York City . . . top "good music" am station . . . experienced salesman . . top salary . . . immediate opening . . WBNR, Newburgh, New York.

Help Wanted—(Cont'd)

Sales

Madison, Wis.—outstanding sales opportunity with top rated music/news station. Good money, good future, good family living. WISM, Madison, Wis.

Sales opening experienced and capable draw against commission. Excellent market acceptance and good account list. Phone Nick Evers, Butler Penn. 75778.

Announcers

Opening engineer-announcer 1st class license—no maintenance. 500 watt daytime. $275, send resume, tape. Box 980K, BROADCASTING.

1st phone announcer. No maintenance. New Jersey daytimer. Box 5M, BROADCASTING.

Experienced capable announcer needed by Maryland independent. Mature voice, good board work essential. Box 64M, BROADCASTING.

Immediate opening for radio announcer. Smooth professional delivery. Resonant voice preferred. Adult good music station, Michigan. Many benefits. Send tape, resume, photo. Box 91M, BROADCASTING.

$135.00 per week to start. Experienced announcer with first phone ticket. Western state. Morning shift. Box 111M, BROADCASTING.

Experienced newsman for upstate New York radio. Must gather, write, and deliver. $90 weekly. Tape and resume. All tapes returned. Box 158M, BROADCASTING.

Combo-man, northern Ohio daytimer; top-rated good pay. Box 169M, BROADCASTING.

Southeast country and western station wants staff man who can punch, run tight board. $80.00 plus fringe benefits, town of 35,000. Rush tape, photo, resume Box 187M, BROADCASTING.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

Have immediate opening for 1st phone announcer. New equipment. Emphasis on announcing with limited maintenance. Good working conditions with immediate opening. Contact: Clint Formby, Manager, KPAN, Hereford, Tex.

Newscaster wanted. KREX, Pioneer radio and television station needs mature experienced newscaster. Authoritative delivery, good air voice as well as writing and editing ability are prerequisites for this job. Contact Bob McMahan, Station Mgr. P. O. Box 270, Grand Junction, Colorado.

Experienced Announcer wanted, cool pleasant climate in southwest. Both am and fm facilities. Airmail tape and salary requirements to KRSN, Los Alamos, N. M.

Wanted; announcer with first class license that can do local high school play by play broadcasts of football & basketball and will do light maintenance. Working conditions and pay good. If you have drinking problem do not apply. Contact R. E. Coffey, KVCK, Wolf Point, Montana.

Kilowatt fulltimer needs announcer sportscaster for top fifty, pop, news, play by play. Rush complete tape, resume, references. WCTT, Corbin, Kentucky.

Need immediately first class operator with announcing experience. Write or phone: WMRF, Lewistown, Penn.

Help Wanted—(Cont'd)

Announcers

Expanding group needs two announcers, one salesman. Experience or college work prerequisite. Pay commensurate with ability and character. Good opportunity to make progress. Contact Ed Carrell, WGAD, Gadsden, Alabama.

Due to expansion by the addition of fm, WJIG radio in Tullahoma, Tenn., needs an experienced am announcer. Send tape and resume to WJIG, Box 2139, Tullahoma, Tenn.

First phone announcer no maintenance. Experience necessary—salary open. Send photo, tape, resume, to J. F. Marzke, WJUD, St. Johns, Mich.

. . . we're growing, moving announcer to major market Here's your chance to join young progressive group; tight format, promotion minded. 1st ticket would help, but not necessary. WHAT, Hopewell, Va.

Personality dj for middle of road pop and standard music format. Fast, tight production. Send tape, resume, photo. Tapes returned. WRIG, 529 Third Street, Wausau, Wisconsin.

Leading radio-tv operation has opening for announcer of proven professional caliber. Some television if qualified. WSAV Radio-Television, Savannah, Ga.

Announcer-Combos needed. New 5000 watt full time directional Princeton, N. J. am station under construction. If you have 1st class ticket, want to work at class, non-rock station with exciting future. Contact: Herbert W. Hobler, 295 Mercer Rd., Princeton, N. J.

Technical

Opening engineer-announcer—no maintenance. 500 watt daytime, $275, send resume, tape. Box 979K, BROADCASTING.

5000 watter, East coast, wants competent engineer. No announcing, but must have Tech-knowhow. Liberal fringe benefits. Box 183M, BROADCASTING.

Wanted: A first class Radio-Television operator. Beginning salary between $375-$425 depending upon ability. Contact Mike Donovan, Box 727, Radio Station K-ANA, Anaconda, Montana.

Our chief engineer for the past seven years will get his degree from Kansas University in August. We want his replacement by July first, an experienced, qualified chief, who wants an engineering degree. Be our chief and attend KU. Write Arden Booth, KLWN, Lawrence, Kansas.

First class engineer, interested in some announcing, ideal weather in Hawaii. Jim Ownby, KNDI, Honolulu, Hawaii.

Transmitter operator first phone, am and fm, car necessary. WEOL, Elyria, Ohio.

Production—Programming, Others

Program director or assistant manager wanted for top 40 station. Southeastern capital city. Must have five years experience. Family man prefered. Box 144M, BROADCASTING.

Creative copy writer to join radio-tv continuity dept. in major metropolitan station. Experienced writer with professional ability to produce saleable commercials desired. Send resume references, sample copy and photo to. Box 163M, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Farm Director for large coverage, adult-appeal station with strong farm emphasis. Experience helpful but not necessary. Send resume, tape, picture, salary requirements to Robert D. Hanna, KFRM, Salina, Kans.

Program director-announcer. Experience and judgement will determine amount of responsibility. Opportunity to write editorials if qualified and to express self in programming within certain controls. Good sounding station now, want to keep it that way. Lovely recreational and university community. Lowell Jack, KMAN, Manhattan, Kans.

Northern California 5 kw needs full time news director. Completely equipped department includes mobile broadcast units and airplane for coverage. Accent on local news, salary open. Address resume and tape with full particulars to: Frank McLaurin, KSRO, P. O. Box 1597, Santa Rosa, California.

Radio writer—fulltime in agriculture college at Cornell, recent graduate, under 30, agricultural background helpful, start $5900. Contact L. W. Kaiser, Roberts Hall, Ithica, N. Y.

Situations Wanted—Management

Here's a 3 year record: 1960 from scratch, made 17,000 on straight commission as salesman. In 5 months as sales manager, increased monthly gross from 12,000 to 30,000. First quarter 62 personal billing averaged 2,500 weekly. Over $240,000 in local sales last 9 months. Station rated last in market of 350,000 with 9 competitors. Successful showman, innovator, believer in visuals. All statements varified with company record. Have brand new sales idea for you. Box 62M, BROADCASTING.

Man completely experienced in all phases of radio including management, news and sports, with first phone, looking for opportunity to move into No. 2 spot at good operation. Upon completion of satisfactory probation period would like opportunity to buy into station. Best credit and work references. Box 118M, BROADCASTING.

Need a manager with 20 years experience? Executive who knows sales, programming and promotion? I'm 40, family man, top references, available immediately. Write Box 134M, BROADCASTING.

Spring has sprung! 2 Bears just burst forth from their dens! 2 big energetic, astounding, rambunctious, salesmen. Street or studio, we can sell. We've been hibernating in the Northwoods. Now we're ready to unleash our lean and hungry fury upon the civilized world. In our 20's, hungry as bears, twice as tough. 25 hour days are our meat. Experience; berrypicking to management. We're tired of eating peanuts and the mama bears and cubs are hungry too. Prefer Mid-west trout stream but will accept best offer. Hunter with the best lure gets us, so set your trap now. Box 142M, BROADCASTING.

Currently sales manager. Want complete responsibility as manager. Successful personal sales and 12 years overall management. Financially responsible, mature family man. Finest owner, media references. Area $10,000. Box 152M, BROADCASTING.

Ex-manager, 10 years sales, administrative, programming experience seeks medium market in native south. Trade work and ideas for permanent opportunity. Box 154M, BROADCASTING.

General Manager. Sales background. Medium market. 13 years broadcasting. Box 162M, BROADCASTING.

Successful with all phases. Married, College grad, 28, 3 years with present organization. Aggressive salesman ready to produce sound and $ for you. Box 177M, BROADCASTING.

Late on top pop records? Does your competition have you beat on latest top 40 releases? Then be first, really first in your market. All labels, all artists. Mailings 3 times weekly. 10 day trial, no obligation. Write: T R. Productions, 830 Market, San Francisco, Calif.

Situations Wanted—(Cont'd)

Sales

National sales director — major market group. Available soon. Young, aggressive. One of best administrative, sales and programming records in industry. Box 143M, BROADCASTING.

Top 50 market salesmanager wishes to relocate. Eight years experience. Excellent sales record through knowledge of radio. Wanting large market sales management or medium market station management. Write to: Box 149M, BROADCASTING.

Announcers

Announcer-DJ—Steady, dependable mature sound. Experience, married — Negro. Box 835K, BROADCASTING.

15 Years experience. Announcer-engineer. 1st phone, 35, married, white, employed. Want change. All replys answered. Box 145M, BROADCASTING.

California west coast—bright, smooth and swinging. Four years format experience. Strong in production. Currently in medium S.E. market. Draft exempt. Want to get married but need more money. Box 148M, BROADCASTING.

Experienced announcer, some knowledge of programming, desires relocation North or South Carolina. Married expecting first child. Box 150M, BROADCASTING.

Attention Minnesota, Wisconsin. Announcer-1st phone. Experienced, available June 26, Box 151M, BROADCASTING.

Northeast only. Humorous personality plus news. Veteran, 3 years experience. Box 155M, BROADCASTING.

Experienced 1st phone maintenance. Midwest region Box 160M, BROADCASTING.

One man kiddies show. High rating, guaranteed salable. Available in two weeks. Write Box 159M, BROADCASTING.

10 years as gimmick and humor morning man. Want bigger market. Will boost ratings. Can also do play-by-play sports. Tape and resume. Box 102M, BROADCASTING.

Experienced announcer, c&w and straight. Go anywhere. Box 105M, BROADCASTING.

Bright, young, morning man; tight board; good ideas; 5 years experience. Looking for permanent position with middle of the road station. Box 110M, BROADCASTING.

Young, bright and promising dj announcer with Broadcasting School training, currently with fast paced small market station in Florida. Would like to move up to medium or major market. Air check and resume on request. Box 113M, BROADCASTING.

First phone—good air sell—tight production —five years experience—excellent references—Minnesota, Iowa, Wisconsin only. Box 112M, BROADCASTING.

Announcer, 40, family man, desires change. 15 years radio, tv experience at 50,000 watt station. Emcee, news, interviews, commercials, etc. Prefer Southeastern U. S. or Texas. $300 wk. Box 115M, BROADCASTING.

Announcer-dj. Authoritative newscaster—tight board—not a prima donna—not a floater. Box 116M, BROADCASTING.

How's this for a stereotype—4 years announcing, dj., tv (booth & on camera), college. I'm interested. Are You? Box 117M, BROADCASTING.

Bright, happy, professional dj, now available. 8 years experience, married, dependable, references. I get results. Currently making $675 per month. Box 122M, BROADCASTING.

Night personality, 14 yrs. exp., radio-tv-interviews—play-by-play. Soft sell, intimate delivery for good music program. Married, children, veteran. Presently top night program, medium 5 station market. Desire major eastern market. $700 minimum. Air check, resume or personal interview. Box 123M, BROADCASTING.

First phone announcer—five years experience . . . married. Presently employed in Florida. Box 126M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

25 year old disc jockey completing military obligation end of July—desires employment in New York, Pennsylvania area—audition tape and resume upon request—salary requirements $85 per week. Box 124M, BROADCASTING.

"Swing sound" is my beat. Eleven years experience. Solid, versatile. Best references. Box 128M, BROADCASTING.

Available immediately—experienced "happy personality" dj, announcer. Tight board. Not a floater or screamer. Tape available. N.Y.C. ULster 4-3585. Box 135M, BROADCASTING.

DJ; resonate voice; fast board; experienced, reliable, want permanent position. Box 136M, BROADCASTING.

Negro announcer, presently employed Chicago area. Desire relocation with opportunity anywhere. Box 140M, BROADCASTING.

Announcer grad.—1st phone—seeks start. Northeast preferred. Adv. Sales experience. Box 173M, BROADCASTING.

Southwest. Must relocate in warm, dry climate. Seven years in radio. (Four years in same place.) 29 yrs. Married. Will gather, write and broadcast news, or air "good music" programs. Box 175M, BROADCASTING.

Have been off the air for several months and am rusty. An excellent major market announcer with 8 years experience will be yours if you'll accept a tape with the above mentioned condition. Will go anywhere, but no formats. $115 minimum. Box 178M, BROADCASTING.

First phone, Degree, good voice, sales. Wants job. Box 180M, BROADCASTING.

First class ticket, pleasant voice. School teacher desires summer job. Very reliable. Box 181M, BROADCASTING.

Top 40 disc jockey—HSG, college training, 19, and single. 3 months experience and a real swinger. Box 186M, BROADCASTING.

Versatile negro announcer with radio and tv degree will travel. Bill Richmond, 1314 W. 6th St., Charlotte, N. C.

Announcer, 2nd phone, good newscasts. 1½ yrs. commercial & AFRS-tv announcing, and production experience. Jr. college graduate, 24, service complete, tape, pix, resume. Calif. Nev. Arizona only. Norm Colwell, 2443 Broad St., San Luis Obisdo, California. LI 3-7453.

Single market: First phone deejay. Johnny Bowles, 447-2779, Louisville, Ky.

Jim Dougherty, 103 Middle Road, Muscatine, Iowa. B.A. Experienced. 3rd.

Situations Wanted—Technical

Chief engineer — experienced am/fm construction — maintenance — directionals-proofs to 50kw. Box 100M, BROADCASTING.

Chief-combo, strong announcing, experienced up to 50 kw. $125. Box 125M, BROADCASTING.

Engineer with announcing experience. Good technical background. Am single in mid-twenties. Will take best offer. Box 129M, BROADCASTING.

First phone engineer. Experienced tv and radio maintenance and installation. Box 130M, BROADCASTING.

Combo—17 years staff and chief experience. Florida or southeast. Box 139M, BROADCASTING.

Chief, 20 years experience, seeks permanent home. Prefer stable operation with lots of technical problems. Box 165M, BROADCASTING.

Engineer, first phone, good on maintenance am, fm announcing experience. Desires job with future. 110 Minimum. Box 166M, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Chief engineer 4 years. No announcing. 1 and 5 kw daytimers, remote control. Anthony Ostopoff, Box 6876, Towson, Maryland. Phone 821-9420.

Have car—will travel, work for peanuts. Good on maintenance—tight board, college. Desire experience. Box 109M, BROADCASTING.

Production—Programming, Others

Program Director top 50 market. Number one station-personal Hooper 50% share. Move to larger market imperative. Box 70M, BROADCASTING.

Programming-promotion — Professional announcer looking for program position at progressive operation or station needing format overhaul and ideas. Sales-budget minded. Know music, news, station administration. College. Ten years experience first station top ten market. Box 82M, BROADCASTING.

Spark plug—Spark plug. Sagging ratings? I have leadership, experience, ideas. Also do top air show. Looking for new challenge. Top references, I get the points. Box 121M, BROADCASTING.

Free! Modern Jazz Show! Taped daily, weekly! Further information. Box 156M, BROADCASTING.

TELEVISION

Help Wanted—Sales

General Manager for KWWL-TV, NBC outlet for Cedar Rapids-Waterloo, Iowa. This position calls for emphasis on local-regional sales. Excellent top management position for the right party.

Top executive position in multiple ownership operation to head national sales for two TV stations. Excellent opportunity for person with national background. Box 961K, BROADCASTING.

Northeast—fine opportunity for aggressive salesman in growing chain. Expanding local sales force. Minimum requirements one year successful tv sales. Send photo, resume, salary requirements, etc. to: Box 120M, BROADCASTING.

Independent Fresno area TV with unlimited growth potential has opening for two young, aggressive salesmen, with option to produce and/or announce what you sell, depending on ability. Rates slightly above radio. Write or contact Harold Gann, KDAS-TV, Box 321, Hanford, Calif.

Announcers

TV newsman for large Florida market. Experience or good potential as reporter-writer, on-camera performer, able to handle 16mm cameras. Send short VTR or SOF. Box 950J, BROADCASTING.

TV staff announcer wanted at group owned midwest station. Base plus talent with paid medical insurance—contact Program Director, WANE-TV, Fort Wayne, Indiana.

Announcer-director. Modern television production center has opening for versatile man who is a proven professional announcer as well as capable director. Send complete resume, tape picture. WSAV-TV, Savannah, Ga.

Technical

South Florida VHF has opening for first class licensed man. Box 949K, BROADCASTING.

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 959K, BROADCASTING.

Fresno area TV needs combination board operator-announcer with 1st class ticket. Remote controlled film system. This job easier than disc-jockeying. $125 per week start. Contact Harold Gann, KDAS-TV, Hanford, Calif.

Help Wanted—(Cont'd)

Technical

Need experienced tv engineer, preferable with microwave background, for maintenance and operation. Contact Bill Elks or Ed Herring, WECT-TV, Wilmington, N. C.

Permanent positions in expanding operation and new studio construction. Maintenance experience extremely important. Also have opening in microwave system maintenance. For application write, or send complete resume with salary required, to Chief Engineer, KOAT-TV, 122 Tulane Se., Albuquerque, N. M.

Need transmitter operator, must have 1st phone license, no experience necessary. Also need one experienced transmitter engineer to work shift and do maintenance work on RCA TT-25-BL transmitter. Send picture and salary with first letter to Jerry E. Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

Experienced maintenance supervisor needed for TV-AM-FM. Installation experience desireable. Include salary requirement with resume. Reply to Jim Garner, Chief Engineer, KLRJ-TV, P. O. Box 550, Las Vegas, Nevada.

Immediate opening for Television engineers experienced in studio maintenance & operation. VTR experience desired. Permanent position with automatic salary increases. Send resume to Director of Engineering, WGBH-TV, Ch. 2, 25 Granby Street, Boston 17, Mass.

Situations Wanted—Management

Experienced national and regional salesman with excellent New York agency-advertiser-network contacts wishes station job in national capacity. Background includes experience with agency in top ten, hard selling with leading national representative firm in N. Y. and local station programming. College graduate with major in tv, married, one young child. Army service behind me. Salary secondary to opportunity with progressive management. Solid references. Available immediately. Box 77M, BROADCASTING.

Sales

Newsman. 17 year background. 11 years radio-TV news. Call 925-5488, collect today, or write: Box 161M, BROADCASTING.

Sales manager—nine years experience local, regional, top producer desires change. Box 167M, BROADCASTING.

Technical

College graduate, draft free. Seeks production experience in small station. Box 147M, BROADCASTING.

Production-Programming, Others

Station operations, or program manager. 13 years small, medium, large market tv experience commercial and public affairs program development, film buying, personnel, sales, administration, reps, networks, promotion, FCC requirements. Dependable, personable, mature. Available immediately. Excellent references. Salary negotiable. Box 103M, BROADCASTING.

Female personality, midwestern accent, ad lib, interviews, news, modeling. Produced own radio and tv show with live audience, sales. Box 131M, BROADCASTING.

Director-producer, seven years tv, twelve years live theatre, college, advertising, sales, psychology. Box 132M, BROADCASTING.

Golden mike award winner for excellence in teenage programming soon available to produce-host your television dance program. Outstanding good taste, youthful appearance, intelligent-mature attitude, commercial approach enables this 10-year broadcast veteran to gain respect, admiration of teens, parents, community. Interested in large market prestige station who's searching for clean-cut personality to compliment station image. Personal interview preferred. Box 133M, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Production manager-operating manager, 10 years experience plus broad scope of programming desires to re-locate in west or southwest. Box 138M, BROADCASTING.

Program director-announcer-newsman experienced with tv & am station operation, all phases. University grad, 32 and married. Could invest. Willing to work up to position. Top references, California preferred. Will be on West Coast June 15-30. Box 141M, BROADCASTING.

Young producer—director. President of Independent film corporation—27, 7 years experience, college degree—ready to go in any capacity in tv or film production. Box 174M, BROADCASTING.

WANTED TO BUY

Equipment

Console, used. Indicate model, condition, price, number of inputs, installation dimensions. Box 137M, BROADCASTING.

Wanted: Complete used studio & transmitting equipment, for 1 kw, fm station in Carribean. Box 188M, BROADCASTING.

Wanted by our clients. Radio fm, and tv test and measuring equipment. "Thirty years in broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Stations

Electronics Components manufacturing company seeks entry AM or TV ownership through purchase profit making Eastern properties. Principals only. Box 986K, BROADCASTING.

I'm interested in a local station in the south or east—one or two station mkt. No brokers. Must be billing at least $7,000 monthly. Send details, first letter. Anxious to move fast. Box 78M, BROADCASTING.

FOR SALE—EQUIPMENT

Large screen tv projector—RCA PT-100. Excellent condition—portabalized—original cost $20,000—bargain at $7,950.00. Gives brilliant picture up to 35 ft. wide. Box 99M, BROADCASTING.

To move fast: 4 bay Andrew antenna now tuned to 94.9 mc $350. 11, 20 foot sections 1⅝" Andrew teflon transmission line (in use 6 months). $450. Box 164M, BROADCASTING.

FM station owners! Complete multiplex-stereo automation system with 18 hour per day popular music programming service available at a price you can afford! Sounds great too! Write for information: Box 176M, BROADCASTING.

Two GPL 16mm Kinescope recorders—one 35mm Kine Camera. All top condition. Box 185M, BROADCASTING.

For Sale: RCA 250 watt fm transmitter. Contact, Richard Tuck Enterprises, KBEC, Waxahache, Tex. WE 7-1390.

Multiplex Monitor. Nuclear Electronics model no. 114. Original cost $1195. Like new. First check for $650 takes it. WEAW, 1700 Central St., Evanston, Ill.

Used but servicable 16mm synchronous tv projector. Will consider any mfr. W. E. Garrison, WFBC TV, Greenville, S. C.

TK11 RCA Camera chain, now operating RCA 33B and 280D power supplies. Excellent condition. Best offer. WSAU TV, Wausau, Wisc.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, $40.00 for 20' length; ⅞" ditto, 90¢ foot; 6 feet. Dishes with hardware, $150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

FOR SALE

Equipment

For sale . . . used steel towers. 2—225 ft.—self supporting; 3—204 ft.—guyed. Condition—good. For information write to: Makay Radio & Telegraph Co., Box 6, Brentwood, New York, att: H. M. Nichols.

Tapes. 1200′ 99¢; 1800′ $1.29. Free catalog. Box 3095, Philadelphia 50.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

CUE-AMP brand new Gates, never been plugged in. Price $100.00 PBS Services, P. O. Box 4210, Washington 12, D. C.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics. 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C First Class License. 14 East Jackson St., Chicago 4, Illinois.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts June 4—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start June 12, July 31, and Sept. 18.

MISCELLANEOUS

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange; 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Tomco Tower Paint," a time tested and approved tower finish used by discriminate stations, coast to coast. #300 Primer, #301 White, #302 International Orange—$7.50 per gallon prepaid. Tower Maintenance Co. Inc., Post Office Box 246, Phone 301-766-0766.

RADIO

Help Wanted—Management

MANAGER WANTED

Position open for experienced radio station manager in Denver, Colorado—5000 watt, 710 frequency, KBTR—affiliated with ABC and Intermountain Networks—owned and operated in conjunction with KBTV by Mullins Broadcasting Co. The man who will fill this position probably has at least five years managerial experience; is presently employed; is seeking to better himself. Apply to: Gil Lee, assistant to the president, KBTR-KBTV, phone, 266-3601, 1089 Bannock Street, Denver, Colorado.

Sales

EXECUTIVE SALESMAN

$30,000 TO $40,000 PER YEAR CALIBRE

LEADING PRODUCTION COMPANY NEEDS A THOROUGHLY EXPERIENCED SALESMAN WITH A BACKGROUND IN RADIO OR TELEVISION. POSITION ENTAILS TRAVELING FOR THE PURPOSE OF WORKING WITH LOCAL RADIO STATIONS AND MAKING TOP LEVEL PRESENTATIONS TO THEIR CLIENTS.
DRAW VS. COMMISSIONS

AUDIO IMAGES
1650 BROADWAY, N.Y.C. PL 7-7893

Small market station managers and sales managers: **Are you ready for the move to the big time? A growing radio chain is expanding its staff and we need top flight personnel. If you can sell, if you have management ability, send complete resume and picture to Box 2031, Huntington, W. Va. Personal interview will be arranged.**

Announcers

WANTED

CRACK RADIO NEWSCASTER/COMMENTATOR FOR AGGRESSIVE ADULT STATION IN ONE OF OHIO'S LARGEST MARKETS. MUST HAVE EXPERIENCE, EXTRAORDINARY ABILITY, GUTS, AND IMAGINATION, WITH YEN TO EDITORIALIZE. SALARY OPEN. RUSH FULL INFORMATION, INCLUDING REFERENCES, PHOTO, AIR CHECK TO

Box 184M, BROADCASTING

Technical

PERSONALITY PLEASE!

Must have metropolitan sound for 50 KW station in Florida. Good music format. Must be good production man. Daytime slot open for right person. Rush tape, photo and resume to:

Bill Colder
Program Director
WINZ
Miami, Fla.

Help Wanted—(Cont'd)

OVERSEAS OPPORTUNITIES
EUROPEAN AREA

RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.
Travel and housing allowances given.
Submit experience and earnings to

Box 841K, BROADCASTING

Situations Wanted—Management

STATION MANAGER

EXPERIENCED, HAVE FIRST PHONE. HONEST AIR, PRODUCTION AND SALES KNOW-HOW. PREFER SINGLE STATION MARKET INTERMOUNTAIN AREA.
Box 179M, BROADCASTING

Situations Wanted—Announcers

DJ PERSONALITY

with one of nations' top chains, 26, married, 7 years experience, college degree, seeks radio or tv position in major or large medium market, modern station. WRITE FOR TAPE & RESUME TO BOX 168M, BROADCASTING. OR CALL 616-534-1762.

TOP-RATED

MORNING PERSONALITY IN NORTHEAST. DESIRES PERMANENT POSITION IN FLORIDA.

Box 119M, BROADCASTING

INSTRUCTIONS

FIRST PHONE IN 6 WEEKS

Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned classrooms. American Academy of Electronics. 303 St. Francis St., Mobile, Alabama.

EMPLOYMENT SERVICE

YOU'RE NEEDED
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW
WALKER EMPLOYMENT SERVICE
Jimmy Valentine
83 So. 7th St.
Broadcast Division
Minneapolis 2, Minn.
FEderal 9-0961

TELEVISION

Help Wanted—Technical

ENGINEERS
FIELD SERVICE

The Dage Division of TRW is expanding its Field Service and R/D Groups to staff new programs on Dage's TV missile-monitoring systems and machine-tool tape controls.

Engineers Field Service-Tv

To carry out missile-site installation, maintenance and service on Dage closed-circuit TV missile-monitoring systems. Background in communications equipment, solid-state circuitry or broadcast electronics helpful. Requires EE Degree or equivalent experience and training.

Tv Equipment Development

Design and develop circuits and systems for closed-circuit TV cameras and equipment. Background in communications, broadcasting or general electronics desirable. EE and several years' related experience.

Electronic Controls

To design and develop solid-state circuits for machine-tool tape controls. Background in logic systems, computer design and storage units applicable.

Dage is a small, growth-type organization located in the vacationland of the Indiana Dunes on the shores of Lake Michigan.

Qualified applicants are invited to mail their resumes to W. G. Kirkwood, Box EM-211C, 23555 Euclid Avenue, Cleveland 17, Ohio.

TRW **DAGE** *Thompson Ramo Wooldridge Inc.*

An equal opportunity employer

Production-Programming, Others

CENTRAL NEW YORK

Television station looking for announcer, news background. Live on camera and booth work. Ability to write and present news essential. Send complete information including picture, resume and tape if available.

GORDON GRAY, WKTV, UTICA, N. Y.

FOR SALE

Equipment

FOR SALE

Collins KW-1 1000 watt A. M. transmitter in perfect condition. Reasonably priced.

E. L. WYLIE
9621 OLD BONHOMME ROAD
OLIVETTE 32, MISSOURI

Stations

CENTRAL ILLINOIS
EXCLUSIVE AM STATION

IN CITY OF 14,000 AND COUNTY OF 40,000

Original owner (11 years); Beautiful Studios in Hotel at $600.00 per year on 20 and 20 year lease. Transmitter site on long term lease at $277.00 per year. In 11 years, never a losing month or year, in fact, never a month or year that good return not made. Average annual earnings exceeds $25,000.-00. Station has top reputation. Management and Sales always done by owner (Never made a deal, trade-out, or rate cut). Priced at $190,000.00 cash. No brokers. Reason for sale: Owner has other radio interests which now require his attention. Write

Box 153M, BROADCASTING

Ala	single	daytimer	$ 85M	terms
Ky	single	daytimer	75M	$29M
Fla	medium	fulltime	275M	$110M
Ga	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

CALIFORNIA. Full time. Metro area. Automated. Gross $60,000. Asking $100,000. 29% down.
ROCKY MOUNTAIN. Daytime. Metro area. Gross oer $100,000. Asking $150,000. 29% down.
SOUTHWEST. Daytime. Gross average $60,-000 for past three years. Asking $65,000. 29% down. Exclusive.
ROCKY MOUNTAIN. Gross. $42,000. Full time. Ideal trade area. Asking $70,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Tex. metro regional, absentee owned, 1961 cash flow $60.000. $250,000 with $50,-000 down—Tex. major FM. $75.000 with 10% down—Tex. regional single $70.000—Tex. f.t. single $70,000—Tex. medium f.t. $160,000—Ark. medium regional $150,000—Ark. regional single $78,750—Ark. major f.t. regional $180,000—La. regional single $45,000—Colo. regional single $50.000—Okla. single, making money $95,000—Tenn. major power, billed over ¼ million yrly past several yrs. $350,000 23% down—Ga. regional single $50,000—Ga. regional single f.t. $75.000 with $15.000 down—Fla. f.t. single $45,000 with $10,000 down—Fla. medium regional $95,000—Fla. medium f.t. power $175.000—Fla. medium regional $145.000—Miss. single $45,000—Tex. major regional $200.000, just $25.-000, bal. 10 yrs. no interest! Contact:
PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

Continued from page 105

Actions of May 21

KTKT, Copper State Bcstg. Corp., Tucson, Ariz.—Granted assignment of cp and license to **Leland Bisbee Bcstg. Co.**

WBML Macon, Ga. — Granted license covering use of old main trans. as auxiliary day and as alternate main night at main trans. location; remote control permitted.

K06AG Moorcroft, Wyo.—Granted license covering cp for vhf tv translator station.

K09EN Hopp-Illiad, Mont.—Granted cp for new vhf tv translator station on ch. 9 to translate programs of KFBB (TV) (ch. 5) Great Falls, Mont.

KCMS Manitou Springs, Colo.—Granted cp to install new trans.; condition.

KCRS Midland, Tex.—Granted cp to install new trans. as auxiliary trans. at main trans. site.

WTNS Coshocton, Ohio—Granted cp to install new alternate main trans.; remote control permitted.

■ Granted licenses for following am stations: WXIV Windermere, Fla., specify studio location same as trans. and delete remote control; WOKC Okeechobee, Fla.; WQVA Quantico, Va.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WBML Macon, Ga.; WSGA Savannah, Ga.; WJBC Bloomington, Ill.; WALE Fall River, Mass.; WVIP Mount Kisco, N. Y., and change in DA pattern; WKBO Harrisburg, Pa.; WRAK Williamsport, Pa.; WHSC Hartsville, S. C.; WBIR Knoxville, Tenn.

■ Granted licenses covering use of old main trans. at present location of main trans. for auxiliary purposes only for fol-

For Sale—Stations—(Cont'd)

GUNZENDORFER

ARIZONA. $10,000 down. Single Station fulltimer. Asking $73,000. *"A GUNZENDORFER Exclusive."*
OTHER AM'S—WYOMING, $100,000, CALIF., $115,000; WASH., $36,000. OTHER FM'S—CALIF., $165,000, $60,000 and $25,000.

WILT GUNZENDORFER AND ASSOCIATES
Licensed Brokers *Phone OL 2-8800*
8630 W. Olympic, Los Angeles 35, Calif.

NEVADA

Top fulltimer in a top Nevada market. $150,000 plus potential. No money down to buyer who will loan corporation $50,000. Attractive price and terms.

Box 904K, BROADCASTING

MISCELLANEOUS

MOVING?
SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, worksaving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

lowing stations: WHSC Hartsville, S. C.; WALE Fall River, Mass.; WBIR Knoxville, Tenn.

■ Granted licenses covering installation of new trans. for following stations: WYAL Scotland Neck, N. C.; WMVA-FM Martinsville, Va., and increase in ERP.

WPET Greensboro, N. C.—Granted renewal of license.

Actions of May 18

WDUN-FM Gainesville, Ga.—Granted cp to increase ERP to 14 kw; change ant. height to 580 ft.; conditions.

KANE, New Iberia Bcstg. Co., New Iberia, La.—Granted assignment of license to **New Iberia Bcstg. Inc.**

***WETN(FM), The Trustees of Wheaton College, Wheaton, Ill.**—Granted license for a non-commercial educational fm station; remote control permitted.

K72AG John Day, Oregon—Granted license to operate uhf tv translator station on ch. 72; rebroadcast station KBOI-TV.

WNOK Columbia, S. C.—Granted license to use old main trans. at present location of main trans. for auxiliary purposes only; remote control permitted.

WKNY Kingston, N. Y.—Granted license to use old main trans. as auxiliary trans. at main trans. location; remote control permitted.

WPLK Rockmart, Ga.—Granted license to use old main trans. at present location of main trans. for auxiliary purposes only.

WPAD Paducah, Ky.—Granted license to use old main trans. at present location of main trans., as an alternate main trans.-nighttime and auxiliary trans.-daytime; remote control permitted.

WBLY-FM Springfield, Ohio—Granted license covering change in frequency and ant. height.

WPLM Plymouth, Mass.—Granted license covering changes in daytime DA pattern.

WORC Worcester, Mass.—Granted license covering installation of broadcast trans. at main location for auxiliary purposes only.

WFPG Atlantic City, N. J.—Granted license covering change in ant.-trans. location; make change in ant. and ground system; and change type trans.

K08DP, K10EB, K12DH Holden, Utah—Granted mod. of cps to change principal community to Holden and Scipio, Utah; trans. location; make changes in ant. system; and change type trans.

KHER Santa Maria, Calif.—Granted mod. of cp to change type trans.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WPAD Paducah, Ky., remote control permitted and specify type trans.; WATZ Alpena, Mich.; WKNY Kingston, N. Y.; WMRN Marion, Ohio; WSTV Steubenville, Ohio.

■ Granted licenses covering installation of new trans. for following stations: WAYL (FM) Minneapolis, Minn.; WVKO Columbus, Ohio; WTUX Wilmington, Del.; WEAQ Eau Claire, Wis.

■ Granted licenses for following vhf tv translator stations: K13AH, K11AG. Inkom Tv Assn., Inkom, Idaho; K11AL, K09AI. Las Vegas Tv Translator Assn., Las Vegas, N. M.; K07AC, K09AD, Newcastle Tv Assn. Inc., Newcastle, Wyo.; K11AR, K09AR, K07BD, Odessa Tv Club, Odessa, Wash.: K11BK, Green Mountain Tv Assn. Inc., Blue River Valley, Williams Fork Valley, Troublesome Creek and Kremmling, Colo.. condition; K07BW. Art Hibbs, Westcliffe, Colo.; K10AT. Howard Tv Club, Howard. Mont.; K08BI, Osage Tv Assn. Inc., Osage, Wyo.: K11AD, Loma Tv Club, Loma, Mont.: K12AA. Troy Non-Profit Tv Assn., Troy, Mont.; K10AG. Hettinger Tv Assn., Hettinger, N. D.; K08AA, Wyodak Tv Assn., Wyodak, Wyo.; K10AA, Baker Tv Booster Inc.. Baker, Mont.; K04AB. Gillette Tv Assn., Wyodak, Wyo.; K04AK. Quinn River Tv Maintenance District, McDermitt, Nev.; K12AI, Better Tv Assn. Inc., Sisseton, S. D.; K08AM, Buffalo Tv Assn., Buffalo, S. D.

WDUN-FM Gainesville, Ga.—In addition to change in ERP and ant. height announced May 12 in Report No. 4197, the cp grant included change in frequency from 103.9 Mc to 106.7 Mc, installation of new trans. and new ant.

WOVE Welch, W. Va.—Granted authority to sign off at 7:45 p.m. for period ending Sept. 1, except for special events.

KNOG Nogales, Ariz.—Granted authority to sign on at 7 a.m. and sign off at 7 p.m. for period ending Sept. 15.

Actions of May 17

WAGY-FM Forest City, N. C.—Granted cp to increase ERP to 20 kw and install new trans.

KVOD, Holiday Bcstrs., Albuquerque, N. M.—Granted assignment of licenses to **Wentronics Inc.**

KSFE, James Parr, Needles, Calif.—Granted assignment of license to **James Parr** and **Darwin Parr.**

KCLA Pine Bluff, Ark.—Granted license to use old main trans. at present location of main trans. for auxiliary purposes only.

KPOL Los Angeles, Calif.—Granted license covering installation of old main trans. as an auxiliary trans. at main trans. location.

WICE Providence, R. I.—Granted license covering changes in daytime DA pattern.

KIUN Pecos, Tex.—Granted license covering change in trans. location (not ant.); make changes in ant. system and ground system; installation of new trans.

KCOH Houston, Tex.—Granted license covering changes in ant. and ground systems.

KSRO Santa Rosa, Calif.—Granted license covering increase in power and installation of new trans.; change in ant.-trans. and studio locations; change in DA system and ground system; remote control permitted while using non-DA; condition.

WKAP Allentown, Pa.—Granted license covering increase in daytime power and installation of a new trans.; change from DA-N to DA-2; change in ground system.

KTXR(FM) Springfield, Mo. — Granted mod. of cp to change type trans. and type ant.; condition.

■ Granted licenses for following am stations: KKIN Aitkin, Minn.; KPIR Eugene, Ore., and specify trans.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KPOL Los Angeles, Calif., and change to DA-2; WHIR Danville, Ky.; KIUN Pecos, Tex.

■ Granted licenses covering installation of new trans. for following stations: KHAR Anchorage, Alaska; KLWT Lebanon, Mo.

KSHE(FM) Crestwood, Mo.—Granted cp to change type trans.

KGAS Carthage, Tex.—Remote control permitted.

Actions of May 16

WSET, Vacationland Bcstg. Corp., Glens Falls, N. Y.—Granted transfer of control of **Olean Bcstg. Corp.**, majority stockholder (80%) of licensee corporation, to (1) **Donald W. Merriman** (now 50% owner) through surrender of 10% stock each by **Herman C. Mosch, J. C. Gleason, F. Kenyon Reed** and **Daniel S. Souders**, and (2) from Mr. Merriman to **Haut's Cookie Shops Inc.**, of Olean, N. Y., for consideration of $3,480 and assumption of $1,880 bank note.

WAEZ(FM), Southern Bcstg. Inc., Miami Beach, Fla.—Granted license for new fm station; specify type trans.

WKSC, Kershaw Bcstg. Corp., Kershaw, S. C.—Granted license for am station.

KACL, Riviera Bcstg. Inc., Santa Barbara, Calif.—Granted license for am station; specify studio location and remote control point.

WNOR Norfolk, Va. — Granted license covering change of auxiliary-alternate main trans. to main trans. site; remote control permitted.

WBCK Battle Creek, Mich.—Granted license covering increase in daytime power; install new trans.; make changes in DA system and specify trans.

KAZZ(FM) Austin, Tex.—Granted license covering change in ant.-trans. and studio location, installation of new ant. and changes in ant. system; change in ERP and ant. height.

WBEL-FM South Beloit, Wis.—Granted extension of completion date to July 16.

■ Granted licenses for following uhf-tv translator stations: K75AU, K78AU, Maupin Tv Corp., Maupin, Ore.; K78AN, K74AX, K70BP, Nor-Sis Tv Corp., Yreka and Weed, Calif.; K78AW, K82AN, Carroll Area Tv Inc., Carroll, Iowa; K70BF, City of Douglas Translator Committee, Douglas, Ariz.; K77AP, Umatilla Rural Tv Inc., Rural Area near Pendleton, Ore.; K70CJ, K74BI, K80BB, R. F. Edouart, Trancas, Calif.; K81AK, K76BF, Translator Tv Unlimited Inc., Aberdeen, Hoquiam, Montesano and Central Park, Wash.; K75AW, Phillips County Tv Assn. Inc., Parts of Phillips County, Mont.; K82AM, Hawaiian Bcstg. System Ltd., Waimea, Kuai, Hawaii; K70CI, Columbus Lion's Club, Columbus, N. D.; K72BI, Williams-Ash Fork Associated Tv Committee, Williams, Ariz.; K74BK, Community Tv Project, Globe and Miami, Ariz.; K70CL, Cowles Magazines and Bcstg. Inc., Fort Dodge, Iowa; K76BG, Golden Empire Bcstg. Co., Chester, Westwood and Greenville, Calif.; K70CP, KDAL Inc., Grand Marais, Minn.; K71AX, Esmeralda County Tv District, Fish Lake Valley Div., Fishlake Valley, Nev.; K77AI, Redwood Tv Improvement Corp., Redwood Falls, Minn., and to show primary rebroadcast station as KSTP-TV; K76BH, Bishop Translator Service, Bishop, Calif., and to specify type trans.

■ Granted licenses covering installation of new trans. for following stations: KTFY Brownfield, Tex.; WOOD Grand Rapids, Mich.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WLAG LaGrange, Ga.; WSOY Decatur, Ill., and specify type trans.; KSNY Snyder, Tex., and specify type trans.

■ Granted cps for following new vhf tv translator stations: The Key Club of Dunsmuir on ch. 2, Dunsmuir, Calif., to translate programs of KMED-TV (ch. 10), Medford, Ore.; Community Tv System on chs. 12, 4 and 2, Gatlinburg, Tenn.; WTVK (TV) (ch. 26), WBIR-TV (ch. 10) and WATE-TV (ch. 6), all Knoxville, Tenn.; conditions.

Action of May 14

KROC Rochester, Minn.—Remote control permitted.

Rulemakings

■ Commission invited comments to proposed rulemaking, based on petition by U. of Vermont, which would (1) reserve for educational use *ch. 49 in Rutland and *ch. 30 in St. Johnsbury (now commercial in those cities), (2) shift reservation from *ch. 16 to *ch. 22 in Burlington, and (3) assign *ch. 26 to Windsor by deleting that commercial channel from Hanover, N. H., and New London, Conn. Vermont now has only one channel (uhf *ch. 16) reserved in that state, and petitioner stated that engineering planning under Ford Foundation grant discloses need for at least four reservations for statewide educational system. Action May 23.

PETITIONS FILED

Sec. 3.606: William H. Porter, Syracuse, New York (5-10-62)—Requests amendment of rules so as to allocate uhf ch. 22 to Salisbury, Md., by deleting it from Cambridge, Md., and substituting ch. 32 at Cambridge, Md., in lieu thereof. Ann. May 18.

Sec. 3.606: The National Educational Tv & Radio Center, Washington, D. C. (5-11-62)—Requests amendment of rules so as to assign ch. 53 to Hempstead, N. Y. and reserve it for non-commercial educational use, and also to assign either ch. 26 or ch. 75 to Riverhead, N. Y. Ann. May 18.

Sec. 3.606: Triangle Publications Inc. (WLYH-TV), Lebanon, Penna. (5-11-62)—Requests amendment of rules so as to reallocate ch. 15 from Lebanon to Lancaster-Lebanon, Pa., and issuance of order to show cause as to why petitioner's license for WLYH-TV should not be modified to specify Lancaster, rather than Lebanon, Pa., as station location. Ann. May 18.

Sec. 3.606: M. F. Coddington, State Superintendent of Public Instruction, State of South Dakota (5-14-62)—Requests amendment of rules so as to reserve vhf ch. 10 at Pierre, S. D., for non-commercial educational use, and reallocate vhf ch. 11 to Rapid City, S. D., on reserved basis. Ann. May 18.

Part 11.544: Alabama Educational Tv Comm., Birmingham, Ala. (5-16-62)—Requests amendment of rules so as to make available 1850-1990 mc. frequency band for interconnecting non-commercial educational broadcast and closed circuit relay use. Further proposed that these frequencies be made available for joint use with the presently allocated STL services without necessity of making individual showings that it is not feasible to utilize frequencies above 10,550 mc. Ann. May 18.

Sec. 3.21, Sec. 3.25: John Poole Broadcasting Inc. (KBIG), Avalon, Calif. (5-16-62)—Requests amendment of Secs. 3.21 and 3.25 of rules by adding to sub-section 3.21(a)(2)(iii) following sentence: "The class II-D station operating daytime only on 830 kc at Avalon, Calif., shall be limited to a trans. power of 10 kw," and by inserting after sub-section 3.25(a)(5)(ii), following subsection: "3.25(a)(5)(iii) On the ch. 830 kc, a daytime only class II station located at Avalon, Calif." Ann. May 18.

Sec. 3.606: Midcontinent Bcstg. Co., Sioux Falls, S. D. (5-16-62)—Requests amendment of rules so as to allocate ch. 11+ to Rapid City, S. D., or, in alternative, to allocate ch. 12 to Rapid City, S. D., and ch. 11+ to Lead, S. D., on condition that trans. for ch. 11 at Lead be located at least 60 miles from trans. sites of KOTA-TV and KRSD-TV Rapid City, S. D. Ann. May 18.



TAPE IT TODAY SHOW IT TOMORROW ANYWHERE IN THE U·S·A WITH

PRIORITY AIR EXPRESS DIVISION R E A EXPRESS AIR EXPRESS

Tapes and films, and anything you ship, move fastest and surest when you use AIR EXPRESS—a co-ordinated service of R E A Express and the 36 scheduled U.S. Airlines. This is the only air shipping service with priority in the air and on the ground, with 13,000 R E A Express trucks providing door-to-door delivery. To ship from where you are to anywhere in the U.S., Puerto Rico and Canada, on or off airline routes, costs far less than you think. For example, from supplier to you or from your plant to market—2 lbs. will travel 2,400 miles for only $3.51.

CALL YOUR LOCAL REA EXPRESS OFFICE FOR AIR EXPRESS SERVICE

OUR RESPECTS to Thomas See Gilchrist, gen. mgr., WESH-TV Daytona Beach

A television station should be a chamber of commerce

Tom Gilchrist is what might be called television-saturated. This executive vice president and general manager of WESH-TV Daytona Beach, Fla., lives and thinks television from dawn to midnight.

He talks television for breakfast and dinner, and then mixes tv viewing with an open attaché case in the evening. "He even talks television in his sleep," Mrs. Gilchrist says.

On weekends he likes to hop in his 18-foot twin-motor boat and set up a barbecue rig on a neighboring island. It would surprise nobody if he were to pore over a stack of papers under a shade tree while the chicken turned on the spit.

And he topped off his television mania last year by taking his bride, the former Betty Langdon, to Washington where they honeymooned at the NAB convention.

This busy executive believes he's got a valuable property to operate and he gives it everything he's got.

Highly Mobile ▪ Tom Gilchrist is a man of contrasts. He has a keen sense of humor and a loud laugh that resounds through the corridors. Yet his brow is constantly puckered and he'll often forget to laugh because his churning mind may be seconds or minutes ahead of what's going on at a particular moment.

His reactions are hair-triggered and often blunt. He can't wait to get something off his mind, and the mobile phone in his car is one of the busiest on the Daytona Beach exchange.

Because Orlando, also part of the booming Central Florida market (which is now rated about 40th among tv trade areas), is 50-odd miles from Daytona Beach, he makes constant use of private planes to quicken the trip to the Orlando studio and office. And he loves to show visiting businessmen the fast growth of the major cities and industries from the vantage point of an airplane.

This six-foot, highly mobile executive is nearly obsessed with the duty of a tv station to promote its market. "The station should be more of a chamber of commerce than the local chambers," he contends. And he acts on this belief by making speeches to organizations all over Central Florida. He likes to invite audience questions to find out public reaction.

Here is another anomaly of the Gilchrist personality: he believes in civic and business organizations but simply can't find time to belong to them. But he insists that WESH-TV be in the middle of activity in the growing cities of the market. Orlando is among the five fastest growing U. S. markets, he points out; Brevard County (Cape Canaveral) has multiplied five times since 1950 and Daytona Beach (naturally he calls it "The World's Most Famous Beach") has doubled in a decade.

All this growth causes problems, and Tom Gilchrist sees them as part of the responsibility of WESH-TV. Hence the regular policy of editorializing by this station, which is operated by the John H. Perry newspaper group.

Actually, Tom got into editorializing by accident. Last Memorial Day (1961) he decided to do an editorial to fill the spot normally devoted to stock market reports. The subject was a hot one and he hit it hard.

At that time a bill pending in the Florida legislature would have banned alcoholic-beverage advertising in newspapers but allow it in most other media if placed by an out-of-state advertising agency. This struck Tom as unfair, unconstitutional and uncouth. He said so on the air and response was good. That put him in the editorializing business. He writes and voices all editorials, contending they're the responsibility of management. Incidentally, the ad bill was defeated.

About six months later he got into another liquor situation when he endorsed a campaign to allow Daytona Beach liquor-selling places to stay open on Sunday. The city consists of a half-dozen blended municipalities, four of which had open bars on Sunday. The result was annoying to Daytona Beach's vast concentration of hotels and business places—dives within walking distance were prospering Sundays and they weren't. The campaign was successful.



WESH-TV's Gilchrist
Television-saturated

Daytona Pilgrims ▪ A few weeks ago Tom editorialized with words of praise for local police and civic leaders who had served as host to the Easter pilgrimage of college students, no longer welcome at Fort Lauderdale. Daytona Beach took a calm look at the pilgrimage many months ago and decided to use an adult approach. The kids came, bunked six to a room, congregated on the wide beach, drank beer and Cokes, enjoyed entertainment supplied by the city, got a little too enthusiastic at times but generally behaved in a normal student manner. WESH-TV approved, in general, and said so.

Tom is a tv news enthusiast. "It's one thing local stations can do on an equal basis with networks and films, by covering local and regional events," he contends. He believes news must be regularly scheduled, avoiding frequent changes in news personalities.

A Florida native (born Dec. 29, 1914), Tom has spent much of his adult life in the state. After public school in Georgia, he entered radio at WGST Atlanta as a $7-a-week announcer in the '30s, a job that opened when Bert Parks left to try his luck in New York. He sold cars, worked at a naval stores plant and ran an oil terminal at Brunswick, Ga., getting back into radio in 1939 at WMOG Brunswick.

In 1942 Tom entered the Perry organization at WTMC Ocala, Fla., rising from announcer to manager. After a decade he was sent to operate WJHP-TV in Jacksonville. This uhf outlet, with a reputed 90% conversion, was getting into the black but when a second vhf outlet was granted, Mr. Perry closed the station.

Tom believes the main reason God gave man a voice was to sell—entertainment, enlightenment and products. He's critical of broadcasters who turn "chicken" at federal pressures; scoffs at tv producers who get so arty they're beyond the masses, and scorns "intellectuals" who think anything they don't like is junk. He talks like an extrovert but actually is an introvert with an introspective approach.

"You can't cram culture and education down the public's throat," he contends.

When he hears a shallow criticism of tv, he'll say, "Just compare the average day's programs with those 10 years ago."

The squeeze on spots

THE current commotion over product protection was inevitable. Simple arithmetic and the laws of probability dictate that as the number of television's customers increases, the amount of time that may be placed between competing customers becomes shorter.

For the last few years it has been standard practice for tv broadcasters to try to separate commercials for directly competing products by 15 minutes. That is what's left of what once was 30-minute and even 60-minute protection, and there are few broadcasters who cannot testify that the 15-minute standard has now become fully as unmanageable as the longer periods were when they succumbed.

The crowning blow, of course, has been the rise of the participation or "spot carrier" programs on the networks. When a network program carries multiple advertisers promoting multiple products and their commercials are rotated through the program from week to week, the network affiliate has only the remotest chance of finding adjacency prospects that will not conflict, sooner or later, with products in the network show.

In these circumstances many stations have, by their own admission, quietly accepted the impossibility of giving 15-minute protection and have let their standards slip—without telling agencies. What is new, and what stirred up the ruckus, is that Westinghouse Broadcasting formally announced that it is cutting 15-minute protection to 10, and will guarantee no protection at all adjacent to network spot-carriers. To which Ted Bates & Co., spot tv's biggest agency, replied that it would recommend that its clients do no further business with WBC stations or any others that renounce the 15-minute standard (BROADCASTING, May 21).

Agencies and advertisers understandably want all the protection they can get. But few of them appear as determined as Bates. Many agree, privately, that protection on the old standard is probably unfeasible. And it is clear, too, that if agencies themselves had not encouraged buying practices that complicate television's accommodation of their competitors, then the protection problem would be far less pressing.

Television is too potent a sales medium to be judged solely on whether it does or does not grant 15 minutes of separation between commercials for competing products. We cannot believe that Bates or any other knowledgeable agency or advertiser will persevere in making decisions solely on so narrow a basis.

Product protection is an ancient and honorable institution, but it is not essential to advertisers. This has been demonstrated conclusively in the print media, which hesitate only about putting competing products on the same or facing pages. If and when product production can be granted, that's fine—a bonus to the advertiser—but television cannot make its best periods available to a wide range of advertisers and at the same time guarantee that their commercials won't come close to one another.

We do not favor the shortening of existing standards as a device for inserting more commercials, but we cannot realistically favor their retention under the circumstances that exist today. The facts of advertising life require that the standards be relaxed. And to avoid another commotion later on, we suggest that they be relaxed all the way—making clear, however, that products will be protected as much as feasible, and that such clearly enforceable provisions as a ban on back-to-back placement will be strictly maintained. In time we think all sides must agree that this is the most sensible, most fair solution to an impossible situation.

Chicago: postlude

MORE than five weeks have elapsed since the FCC's inquiry into local programming of Chicago's television stations was concluded. Not a word has been heard since from the FCC.

The truth is the FCC would like to forget the whole thing. The inquiry boomeranged, in spite of well-contrived efforts to provoke discontentment and to persuade local civic and religious groups to protest.

Although the FCC might like to forget Chicago, we feel the record should be completed. Committees of Congress which deal with the FCC's appropriations each year are beset with requests for increased funds to meet the "workload" requirements of the commission, notably in broadcasting. Congress should know how much of that workload is artificially stimulated by "make work," such as the Chicago programming inquiry.

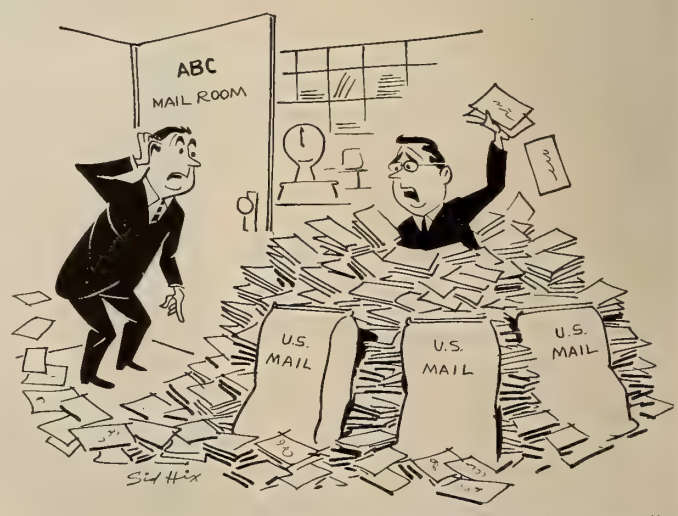
Congress might want to know why, if the FCC is so overburdened, it is possible for one or more members of the agency to be away from Washington so frequently, and why, unlike most other agencies, the FCC recesses over the entire month of August. This is not to say that everybody at the FCC loafs. There are some dedicated members and employes who work overtime.

Congress also might want to know how much the Chicago fiasco cost the taxpayers. The FCC won't release the costs—an order from the chairman's office. A commissioner (Robert E. Lee) and five staff members participated for the FCC. There were 11 days of hearings in March and April —all in Chicago. There were months of preparation and investigation in Washington and Chicago.

We'll venture that the taxpayers picked up the tab on a $200,000 wild goose-chase.

It's easier to come by figures on what it cost the three networks that own stations in Chicago and WGN-TV to defend themselves against a ghost. Our educated estimate is that it ran in excess of $500,000 for legal fees, travel of network executives from New York to Chicago, subsistence, and time spent by key personnel in preparation for the unprecedented proceedings—time that otherwise would have been devoted to productive work for the benefit of the viewing public.

The FCC talks incessantly about the responsibility of licensees. What about the responsibility of government?



Drawn for BROADCASTING by Sid Hix

"They're get-well cards for the little old lady Ben Casey operated on last week."

The Mark of Success in Station Planning

The RCA monogram has been a guide to selection of the best in broadcast equipment and services for over 30 years.



RCA The Most Trusted Name in Electronics

Technically, it's the picture that counts!



Some of WISC-TV'S engineers in a study session; left to right, Will Streblow, Dave Prozzo, Dale King, John Dubois (standing), Walter Hariu (Technical Director), Dale Mallory and Bob Frede.

WISC-TV meets highest technical standards

As a part of WISC-TV's continuing program to maintain the highest possible standards, the Engineering Staff holds regular study sessions.

The finest of television equipment combined with careful maintenance brings a clear video picture to Channel 3 viewers throughout the wide area coverage of Wisconsin, Illinois and Iowa.



WISC-TV
MADISON, WISC.

Represented Nationally by Peters, Griffin, Woodward, Inc.

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 4, 1962

Fm's 15 million homes: new figures point up spread of medium 23

Threat to tobacco ads?: revived talks about health warnings cause concern 26

FCC decrees CBS-TV program compensation plan violates rules 36

How three U. S. stations are being utilized to counter Castro propaganda 70

COMPLETE INDEX PAGE 7

count 'em...the growing number of stations

who have already bought the more than

200 great features available in the

COLUMBIA POST-'48's!

THE FEATURES TOP STATIONS FEATURE

AVAILABLE THROUGH

SCREEN GEMS, INC.

IN SIOUX CITY IT'S . . .

9 FOR 9

KVTV, Channel 9 Celebrates it's 9TH Anniversary as the LEADER in BOOMING SIOUX CITY, IOWA

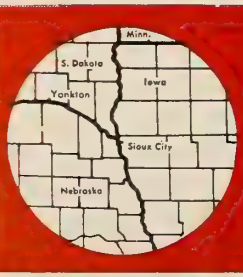
KVTV, Channel 9, has completed 9 action filled years providing television at its finest to Sioux City and the Siouxland area surrounding it. By providing sound local and regional programming and by providing effective community leadership, KVTV, Channel 9, has become a way of life in Sioux City. For 9 years, people (761,000 of them*) have turned to KVTV, Channel 9, for television. People buy when it's seen on KVTV, Channel 9, Sioux City. See your Katz man for complete details.

SIOUX CITY ALL-AMERICA CITY

Source—Sales Management, Survey of Buying Power, 1962

THE KATZ AGENCY, INC.
National Representatives

KVTV
CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

KVTV	. . . Sioux City, Iowa
WNAX	. . . Yankton, South Dakota
WGAR	. . . Cleveland, Ohio
WRFD	. . . Columbus-Worthington, Ohio
WTTM	. . . Trenton, New Jersey
WMMN	. . . Fairmont, West Virginia

HOW does a station which has won the Peabody Award  and the Freedom Foundation  Medal and  Sigma Delta Chi's Florida Award and Green Eyeshade Award  and a Vigilant Patriot's Citation of merit cover a local primary  election in which there are 40 offices and 129 candidates? And how does this station do so in the tradition it has built over the past six years as the New Force in South Florida Television journalism? This is how: it mans 249 precincts with individual reporters  in three counties. It operates  cameras from three separate points in two counties. It organizes a news team of 450  people including commentators, analysts, technicians, precinct reporters, phone operators, tabulators, runners, floor crews, tote board operators, clerical personnel, reception committees, food dispensers, supervisors, and personalities. It builds a remote Election Central  that the candidates flock to for results. And it reports all the returns first and far ahead of all others, using the most effective  computer systems. All this in a breathless 3½ hour presentation of the fastest returns, the most candidate interviews, and the earliest predictions, accurate to within 1%. That is how a station dedicated to citizenship and showmanship did it on Tuesday night, May 8th. One newspaper critic said—*"Sharp Channel 7 reporting triumphs in TV vote race. While normally, it's nip and tuck in a contest between television stations to get the results of an election to viewers . . . Channel 7 (WCKT) ran away with the event Tuesday Night. The Channel 7 reporting was direct, clean and effective."*

We thank him for saying so in print. It was so true.

BISCAYNE TELEVISION CORPORATION
Miami Florida • WCKR Radio 61



from the Ralph D. Gardner Collection

WGAL-TV history reads like a Horatio Alger book. It is a story of years of successful striving, pioneering, and conscientious endeavoring to serve *all* listeners in the many cities and communities throughout its region. In this multi-city market, advertisers find an interesting success story. WGAL-TV delivers a vast and loyal audience because it is far and away the favorite of viewers throughout its coverage area.

WGAL-TV

LANCASTER, PA. · NBC and CBS

WGAL-TV Channel 8

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York · Chicago · Los Angeles · San Francisco

CLOSED CIRCUIT®

Renewal forms ready

New license renewal forms (plus logging requirements) are ready for FCC action. Although requirements, particularly as to logging, have been eased in detail, broadcasters are certain to regard documents as unduly drastic, if not illegal. Forms retain basic principle of programming categories and although definitions are altered, they still require measurement of commercial vs. sustaining in both radio and tv. Responsibility for seeking out community needs is specified.

Renewal forms, under consideration for several years, will implement program policy adopted by FCC in July 1960. NAB staff has been meeting with FCC staff group in refining provisions. Claim will be made that requirements are far less stringent than those originally proposed by FCC, but they nevertheless aren't calculated to satisfy broadcasters who expected less oppressive regulation. Consideration of new form is due at special FCC meeting June 11.

Craven-Cox prospects

Will FCC Broadcast Bureau Chief Kenneth A. Cox become member of commission before June 30, 1963? This is possibility under one provision of law governing compulsory retirements. Commissioner T. A. M. Craven, who reaches retirement age of 70 next Jan. 31, would terminate his tenure then unless President John F. Kennedy extends it to completion of his term on June 30, 1963. Commissioner Craven is known to be willing to serve until June 30, 1963 because of his active interest in space communications in which he is acknowledged expert.

In unlikely circumstance that waiver is not given Commissioner Craven, it is generally thought that Mr. Cox, who aspires to commissionership, would be given this appointment. This presupposes that Commissioner John S. Cross will be reappointed by President Kennedy to begin next June 30. There was no further word last week from White House regarding Cross reappointment (CLOSED CIRCUIT, *May 28*).

Unexplained ferment

Dry organizations for as yet unexplained reasons are showing growing concern over what they believe is marked increase in liquor and beer-wine advertising on radio and tv. Check at NAB code sources indicates no such increase has taken place. Liquor advertising, particularly, is described as non-existent at code stations and rare among non-subscribers to radio-tv code.

Foreign expansion

Theodore C. Streibert, vice president-general manager of WTCN-AM-TV Minneapolis-St. Paul, this week moves to New York headquarters of Time-Life Broadcast Inc. in international expansion activities, headed by Vice President Sig Mickelson. Twin Cities properties now are in process of being sold to group of Twin Cities businessmen for about $3 million (CLOSED CIRCUIT, May 21). In interim they're being directed by Art Swift, manager of stations for past four years.

Time-Life Broadcast Inc. is expanding its external activities in station ownership through joint ventures, program syndication and personnel training under policy direction of Weston C. Pullen Jr., vice president of Time Inc., and Frederick S. Gilvert, vice president-general manager of T-LB. New management team of six, recruited from T-LB stations, also leaves this week for Latin America as part of company's survey of broadcast properties in both Europe and Latin America.

Clears and daytimers

House Commerce Committee is expected to give final consideration to two long-pending broadcasting bills in executive session this week. One (HR 8210) would block for one year FCC plans to duplicate 13 clear channels and authorize commission to grant such stations higher power. Second (HR 4749) would extend hours of operation by daytime broadcasters.

Truth about radio

Detailed analysis of code enforcement standards of radio stations in 50-odd markets, now under way at NAB, indicates marked progress in program and commercial operations, preliminary data indicates. Improvement has taken place since radio code went on paid subscription basis two years ago. Analysis will compare performance of subscribers with that of non-subscribers.

Joy in the jungle

CBS Films is reported to be enthusiastic over prospects of new half-hour syndicated series it is distributing for fall season, *Tongalao* (earlier title: *Aba of the Jungle*). Though audition print will not be forthcoming until June 15, CBS Films already has completed more than $200,000 in sales. Series is being produced in Central America by Albert Gannaway.

Bunker resigns

Edmund C. Bunker has resigned as executive vice president of Froedtert Malt Corp., Milwaukee. He joined company, subsidiary of Basic Products Corp., year ago after having served in executive capacities in sales and station management with CBS, his last post having been vice president in charge of Washington operations. Mr. Bunker shortly will re-enter broadcasting or allied field.

Down to basics

There'll be no headlong rush into problem of solving radio's overpopulation headaches when NAB's new nine-man Radio Development Committee holds its first meeting today (June 4) in Washington. First steps by group will be naming of subcommittees to handle special subjects and delegation of staff studies during summer period.

Sylvan summer

MGM Telestudios, New York, which experimented last summer with establishment of base of video-taping operations in Bucks County, Pa., plans to return to that area this year. Bucks County, less than two hours from New York, provides attractive scenery for on-location taping of commercials, and project is being re-activated because of reported financial success last summer. Kellogg has ordered first commercials to be taped by Telestudios on location this week.

A brain for FCC

FCC is preparing well in advance for installation of Univac equipment, still year away, with three dozen staffers spending all day Friday (June 1) at Remington Rand in Washington for first briefing. Univac 3, costing $1 million, has been authorized for FCC to use in electronic processing of much of work now done by hand. Friday's session was first in program to thoroughly brief all FCC personnel involved before electronic brain is installed. Among those present were engineering assistants of commissioners.

Published every Monday, 53rd issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

ADD ACTION!



ADD COLOR!



For more audience reaction!

now available for first run off network

NORTHWEST PASSAGE

26 half-hour episodes of the exciting exploits of Rogers Rangers... Stars Keith Larsen, Buddy Ebsen and Don Burnett... Based on Kenneth Roberts' best-selling novel... Color quality is the finest...Tops for any time period.

Put more color in your schedule with a program the whole family will enjoy. A fresh, promotable and economical availability. Contact any MGM Television office for full details. (Also available in black and white)

NEW YORK, JU 2-2000 • CHICAGO, ILL., 467-5756 • CULVER CITY, UP 0-3311

MGM TELEVISION

WEEK IN BRIEF

The fight of fm broadcasters for recognition is bringing statistical support. Two surveyors—Pulse Inc. and Media Programmers Inc.—have produced new figures showing spread of this medium. See lead story . . .

FM'S 15 MILLION HOMES . . . 23

Broadcasting stocks were no exception last week. They tumbled and then they came back as the Street had one of its most exciting weeks. Their average, however, still is running below last January's level. See . . .

BROADCAST STOCKS COME BACK . . . 23

Should Uncle Sam demand that cigarette selling include health warnings? Inquiries into the extent of harm to health and what can be done are under way, causing concern to tobacco firms and media. See . . .

THREAT TO TOBACCO ADS? . . . 26

There's no doubt about it—the FCC feels (6 to 1) the CBS-TV program compensation plan for affiliates violates its rules. Now network must undertake the job of negotiating new contracts. See . . .

CBS PAY PLAN UPSET . . . 36

Broadcasting has been good to Peters, Griffin, Woodward for three decades. And H. Preston Peters, the rep firm's head, points to achievements of past years while looking ahead to what's coming in the future. See . . .

PGW'S FIRST 30 YEARS . . . 54

While most everybody's worrying about radio's overpopulation, a California station in a competitive market has done something about it. The story of KGEE Bakersfield and how it has solved its problems. See . . .

PUSHBUTTONS PAY OFF . . . 58

There's a lot more "personal listening" to radio than is generally believed, according to new research data. Some intimate looks inside the typical listener are provided in new motivational project. See . . .

RADIO'S WIDENING SCOPE . . . 30

The Spanish-oriented tv audience in Los Angeles will receive special programming next fall, when a new uhf station, KMEX-TV, takes the air. Bullfights, jai alai and other features planned. See . . .

BLEND OF UHF, SPANISH . . . 50

It's just not fair, said ABC president Leonard Goldenson, for Sen. Dodd to blame ABC for program excesses its ex-employes might have perpetrated after leaving network to join competitors NBC and CBS. See . . .

GOLDENSON REPLY TO DODD . . . 42

On the theory that Fidel Castro can't cope with the truth about Communist Cuba, three U. S. radio stations are broadcasting Spanish programs, mostly news, sponsored by Cuban Freedom Committee. See . . .

REPLY TO CUBAN PROPAGANDA . . . 70

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

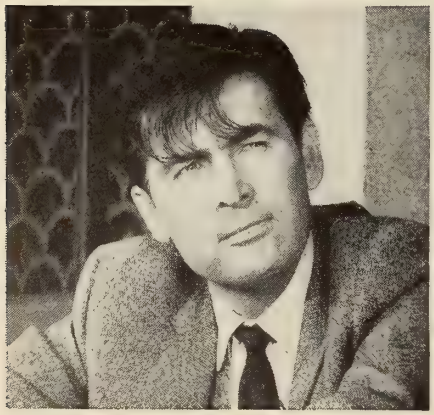
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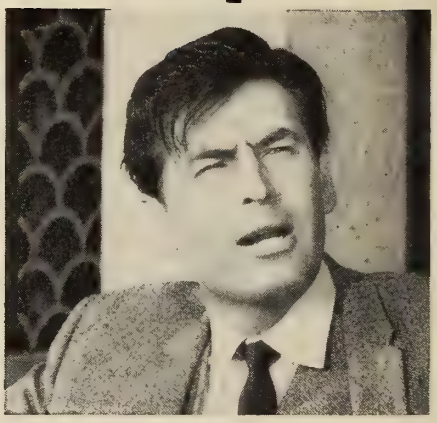
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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.

Can an earnest, honest young man from a small town make good as a Senator in Washington?

Yep.





Senator Smith comes on the Washington scene with some special qualities.

Like native wit and grassroots common sense. Like boyish charm and mature integrity. Like a comfortable feeling about people and an uncomfortable feeling about white ties and tails.

Above all, like dedication to the big ideal and devotion to the little man.

Thus armed, the Senator attacks with equal zeal the private problems of a Senate janitor and the public problems of the people's welfare.

The Senator, you'll recall, was first introduced to the nation in an Award-winning film. Overnight he became—and has remained—an all-time favorite.

In the part created by Jimmy Stewart, one Fess Parker bids fair to extend this popularity. (We seem to remember a previous role Fess Parker played with much the same qualities. And success.)

Mr. Smith's new term starts Saturday, Sept. 29 at 8:30 PM.

On the record, there is good reason to believe the Senator can represent <u>your</u> interests handsomely.

Coming on ABC-TV: "Mr. Smith Goes to Washington"

AT DEADLINE

Tv outlets back Bates on product protection

ONLY SEVEN OF SOME 300 REFUSE 15-MINUTE BUFFER

Statements delineating product-protection policies of approximately 300 tv stations have been received thus far by Ted Bates & Co. in response to agency's canvass, Edward A. Grey, senior vice president in charge of media operations, said Friday.

He said all but seven gave assurances of maintaining "standard" 15-minute protection but that almost without exception they also stresssed that this is becoming more difficult and that if network trend to "spot-carrier" selling continues they may have to lower their standards.

Pending completion of survey Mr. Grey declined to identify those seven broadcasters who did not promise 15-minute separation between commercials for competing products. But he said they consisted of three who clearly did not make such promises, and four others whose statements need clarification.

It was understood that at least one of seven was a multiple-station operator. In addition it was known that Corinthian Broadcasting's stations regard 15-minute protection as unfeasible (CLOSED CIRCUIT, May 28). NBC-owned stations take similar tack as do Westinghouse Broadcasting's stations, whose announcement of break with 15-minute policy led Bates to cancel WBC business for several clients and launch current survey of all tv stations.

FCC issues warning on 'teaser' spots

Broadcast licensees were again warned by FCC last Friday (June 1) that "teaser or come-on" commercials are violations of rules and will be treated as "serious matter." Warning was issued, FCC said, because it recently has received complaints that teaser spots are being aired across country despite previous notices of their illegality.

Agency defines teaser spot as "short and succinct announcement utilizing catch words, slogans, symbols, etc., designed to arouse the curiosity of the public as to the identity of the advertiser or product which is to be revealed in subsequent announcements."

Aired announcements which do not adequately identify sponsor are in direct violation of Sec. 317 of Communications Act and various sections of FCC's rules, agency said. In addition, licensee may falsify logs to indicate that sponsorship announcement was logged, FCC said.

Those found guilty will be subject to fines, FCC said. KDAY Santa Monica, Calif., was fined $5,000 for making teaser announcements (BROADCASTING, April 16). In 1959 FCC denied NAB petition for rulemaking to legalize commercials without identification of sponsor.

Facts on cigarettes

Legislation requiring that cigarette packages specify amount of tar and nicotine in cigarettes was introduced in Senate Friday. (See story page 26).

Bill (S 3366), introduced by Sen. Alexander Wiley (R-Wis.), would also require filtertips package to state effectiveness of filter in reducing intake of tar and nicotine.

Eight ch. 13 seekers to form interim firm

Eight of ten commercial applicants for ch. 13 Rochester, N. Y., have agreed to organize Channel 13 of Rochester Inc., interim company to operate station pending outcome of comparative hearing.

Group announced it will file immediately for special temporary authority from FCC to operate ch. 13. Corporation reportedly is capitalized at $1 million (BROADCASTING, May 14), costs to be shared equally by eight participating applicants. Target date for on-the-air operation: Sept. 1, 1962.

Interim group is formed by Citizens Tv Corp. of Rochester, Community Broadcasting Inc., Federal Broadcasting System, Flower City Tv Corp., Genesee Valley Tv Co., Heritage Radio & Tv Broadcasting Co., Main Broadcast Co. and Star Tv Inc.

Other Rochester applicants are Rochester Area Educational Tv Assn., Rochester Broadcasting Corp., and Rochester Telecasters Inc.

Applicants for Grand Rapids ch. 13 are reported to be working on agreement for interim operation, which spokesmen for group said will be filed with FCC "as soon as possible." Three of five remaining applicants for Grand Rapids are committed to participate in interim group with other two reportedly undecided.

FCC channel change argued before court

Whether FCC legally can change tv channel in Bakersfield, Calif., after rulemaking proceeding without giving licensee right to evidentiary hearing was argued Friday before three-judge panel of U. S. Court of Appeals in Washington.

Result, if favorable to FCC, is seen as giving commission powerful new weapon in deintermixture cases and other areas of federal regulation. FCC would have right to modify facilities of broadcast stations at termination of licenses, leaving licensees no standing to oppose. Up to now, when stations have objected to having their channels changed, most have been given hearings.

Bakersfield case involves Transcontinent Television Corp.'s KERO-TV, on ch. 10. After deintermixture rulemaking proceeding, FCC voted in March 1961 to delete ch. 10 and substitute ch. 23 to make Bakersfield all-uhf (there are two existing uhf outlets: KLYD-TV on ch. 17, and KBAK-TV on ch. 29).

Effective date of deintermixture was set for Dec. 1, 1962, when KERO-TV's license runs out.

FCC also ordered show cause proceeding to determine whether KERO-TV's license for ch. 10 should be modified before end of this year. Hearing examiner last October issued initial decision recommending denial of FCC proposal to change KERO-TV's channel before license period.

Key argument against FCC's action, made by Ernest W. Jennes, attorney for

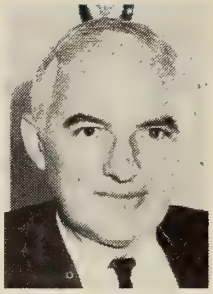
KFMB signs Chargers

KFMB San Diego announced Friday it has signed three year contract with San Diego Chargers, Western Division champions of American Football League, to broadcast team's games. According to Jack Keiner, manager of KFMB, regional radio network is being formed. Details are expected this week.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Matthews


Mr. Colihan

William E. Matthews, vp and director of media relations and planning, Young & Rubicam, New York, is retiring this summer. He's expected to leave agency at about mid-July, and reportedly will concentrate on writing book. His successor has not been named, but **William J. Colihan Jr.,** assistant to Y&R President George H. Gribben, has been named senior vp, and media, merchandising and research will report to him on management level. Mr. Matthews joined Y&R in 1944 as media buyer, moved up to assistant to director of media relations and finally as vp and director in January 1959. Mr. Colihan joined Y&R in 1936 and served mainly in creative areas of broadcasting and print. He was made copy director in 1959 and appointed assistant to president in 1961.

Edward H. Weiss & Co., Chicago, late Friday announced new executive roster with **Edward H. Weiss** becoming board chairman and **Lee King,** senior vp succeeding Mr. Weiss as president. **Bernard Gross** continues as executive vp and **Ken Murrison,** vp, becomes senior vp. Mr. King joined agency in 1943. Mr. Weiss continues as chief executive officer of agency.


Mr. Perry

John L. Perry, assistant to NAB President LeRoy Collins, resigns, effective June 30, to establish his own Washington consulting service to provide representation and counsel in broadcasting, educational tv, publishing and federal-state government affairs, with office at 1330 New Hampshire Ave., N.W. He will, however, continue to assist Gov. Collins on parttime basis following his departure. Mr. Perry has been working with Gov. Collins in Florida and at NAB for seven years, during which time he was active in *Continental Classroom* (early morning NBC series) and Midwest Council on Airborne Television Instruction. Previously, he was reporter and editor of *Tampa Tribune* and *St. Petersburg Times.*

For other personnel changes of the week see FATES & FORTUNES

TTC, was that Communications Act entitles KERO-TV to evidentiary hearing before its license can be modified.

Daniel R. Ohlbaum, assistant FCC general counsel, contended that after Dec. 1, there will be no ch. 10 assigned to Bakersfield; therefore, station has no basis for hearing. He was joined in this contention by J. Roger Wollenberg, attorney for ch. 17 KLYD-TV Bakersfield, and James E. Greeley, attorney for ch. 47 KJEO (TV) Fresno.

Argument was heard by Circuit Judges David L. Bazelon, Charles Fahy and Walter M. Bastian.

CBS o&o's give time to postmaster general

Proposed appearance of Postmaster General J. Edward Day on CBS's owned stations to defend plan to raise postal rate for publications was agreed to Friday (June 1) when Dr. Frank Stanton, CBS president, wired his delight in having Mr. Day on facilities.

Equal time was extended as Dr. Stanton's plan to editorialize on stations was disclosed (see story, page 56). Taping for Mr. Day was set for June 6 and he'll be placed in same time slot selected for Dr. Stanton. Editorial and Mr. Day's comment will be on radio and tv.

Javits would suspend Sec. 315 for Congress

Legislation to make possible radio-tv debates between major party candidates for U. S. Senate and House next fall is expected to be introduced this week by Sen. Jacob K. Javits (R-N. Y.).

Sen. Javits announced plans yesterday (Sunday), after introduction of proposal (SJ Res 193) to suspend equal-time section of Communications Act for 1964 presidential campaign. Resolution was introduced by Sen. John O. Pastore (D-R. I.), chairman of Senate Communications Subcommittee, to implement President Kennedy's recommendation (see story, page 42).

Sen. Javits said his bill would suspend same section of law as it applies to candidates for senators and congressmen. It would be limited to 1962 campaign.

Both proposals are based on 1960 legislation which enabled radio and television stations to carry Kennedy-Nixon debates without having to make equal time available to splinter parties.

Advertising costs set for ANA talks

Cost factors in advertising—including influence of computers — and specific look at rising advertising costs are slated for Assn. of National Advertisers exploration June 20-21 at Water Tower Inn, Chicago.

Workshop sessions are grouped under single heading of "Advertising Administration and Cost Control" but they'll get off to noon start on June 20 with presentation on meeting challenge of rising advertising costs, prepared by Murray Hillman, vice president and chairman, marketing plans board, McCann-Erickson.

Still other topics relating to cost control will come up in discussion. Among them: controlling production costs of tv commercials, procedures employed when there are several divisions and agencies involved, setting up of estimate system for advertising production. co-op advertising mechanics, preparation of advertising budget, and sharpening of cost-saving techniques.

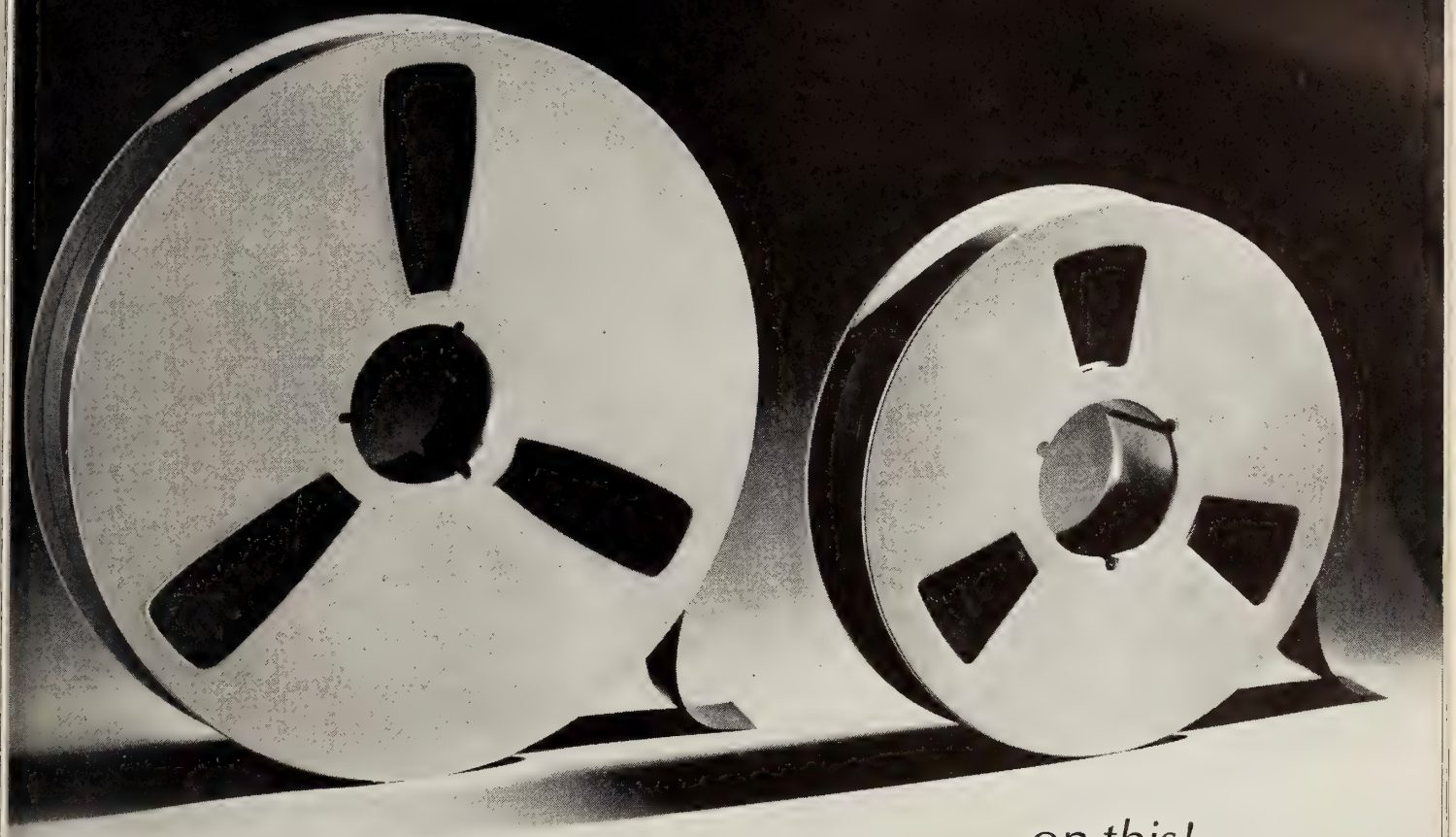
On computers: Herbert D. Manelovog, vice president, media director, BBDO; Kenneth C. Schonberg, president, Central Media Bureau; Alfred Boberg, National Biscuit Co. ad accountant. On "Advertiser-Agency Financial Relationship"; Kenneth R. Davis, Dartmouth professor (Amos Tuck School of Business Administration); auditing: Bradford Calmus, managing director, Institute of Internal Auditors.

Two-part presentation will be made on Shell Oil Co. and Ogilvy, Benson & Mather relationship. (Client and agency for some time has had fee system as compared to commission.) Title is "How Shell and Ogilvy Work Together for Effective Advertising Administration" and speakers are Raymond E. Wilson, Shell Oil, and Shelby Page, OB&M.

Sessions end with panel discussion on "Improvement Opportunities" in advertiser-agency financial relationship and will include: Jack A. Cunningham, assistant to director of advertising, Westinghouse Electric Corp.; Richard E. Day, advertising manager, consumer products, Morton Salt Co.; William N. Hesketh, manager of advertising and sales promotion, Xerox Corp.; Carl J. Ally, vice president-manager supervisor, Papert, Koenig, Lois; Charles M. Skade, senior vice president-administration, Fuller & Smith & Ross; John F. Whalley, financial vice president-secretary, Needham, Louis & Brorby.

NOW...CUT YOUR TV TAPE COSTS IN HALF!

pack twice as much programming on a reel!

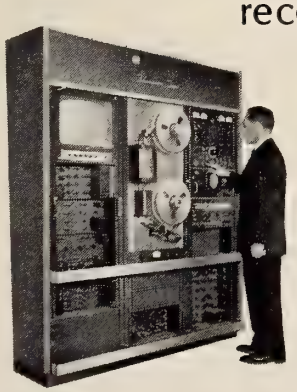


all this...

on this!

Photography Courtesy Reeves Sound Studios, Inc.

New RCA development enables you to operate any RCA recorder at 7½ or 15 ips — *without sacrificing compatibility*



- **Permits 50% Cost Reduction in Tape Inventory**
- **Reduces Tape Storage Space**
- **Cuts Tape Distribution Expense**

This new engineering advance, available only for RCA TV Tape Recorders, combines all the benefits of standard quadruplex recording with the savings of half-track recording. It provides for tape speed to be switchable from conventional 15 inches per second to half speed at 7½ ips.

Since this new approach uses quadruplex recording, tapes are interchangeable with other standard machines. Regular 2-inch tape is used. Standard editing techniques are employed. There are no picture discontinuities. And there is no discernible difference in resolution. *You get the same high quality that you are now getting from RCA recorders.*

HOW IT WORKS: A new RCA headwheel assembly and capstan motor make it possible to use half-track recording and to cut tape operating speed in half. The new recorded track is only 5 mils wide as compared with 10 mils for conventional recording. As a result, twice as many tracks can be recorded on the same length of tape—permitting twice as much programming to be packed on a standard reel.

See your RCA Broadcast Representative for complete details. Write RCA, Broadcast and Television Equipment, Dept. **J-22,** Building 15-5, Camden, N.J.

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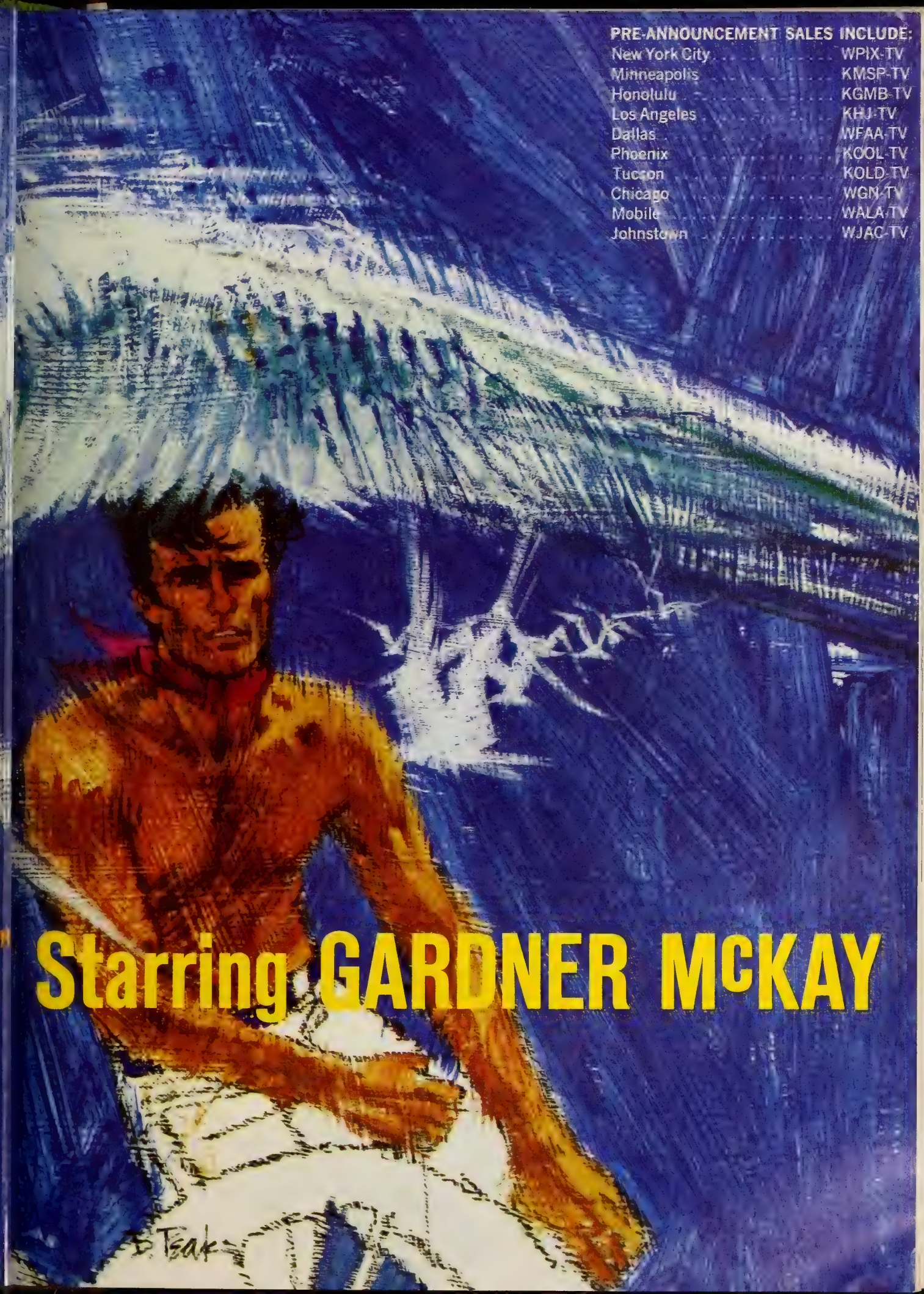
GUEST STARS IN "PARADISE"
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Fay Bainter
Larry Blyden
Hans Conried
Yvonne De Carlo
Gloria de Haven
Dan Duryea
Eva Gabor
Paulette Goddard
Thomas Gomez
Skip Homeier
Glynis Johns
Kurt Kasznar
Elsa Lanchester
Viveca Lindfors
Julie London
Herbert Marshall
Raymond Massey
Marilyn Maxwell
Ricardo Montalban
Rita Moreno
Julie Newmar
Michael O'Shea
Luciana Paluzzi
Vincent Price
Juliet Prowse
Jan Sterling
Elaine Stritch
Gloria Vanderbilt
Betsy Von Furstenburg
Tuesday Weld
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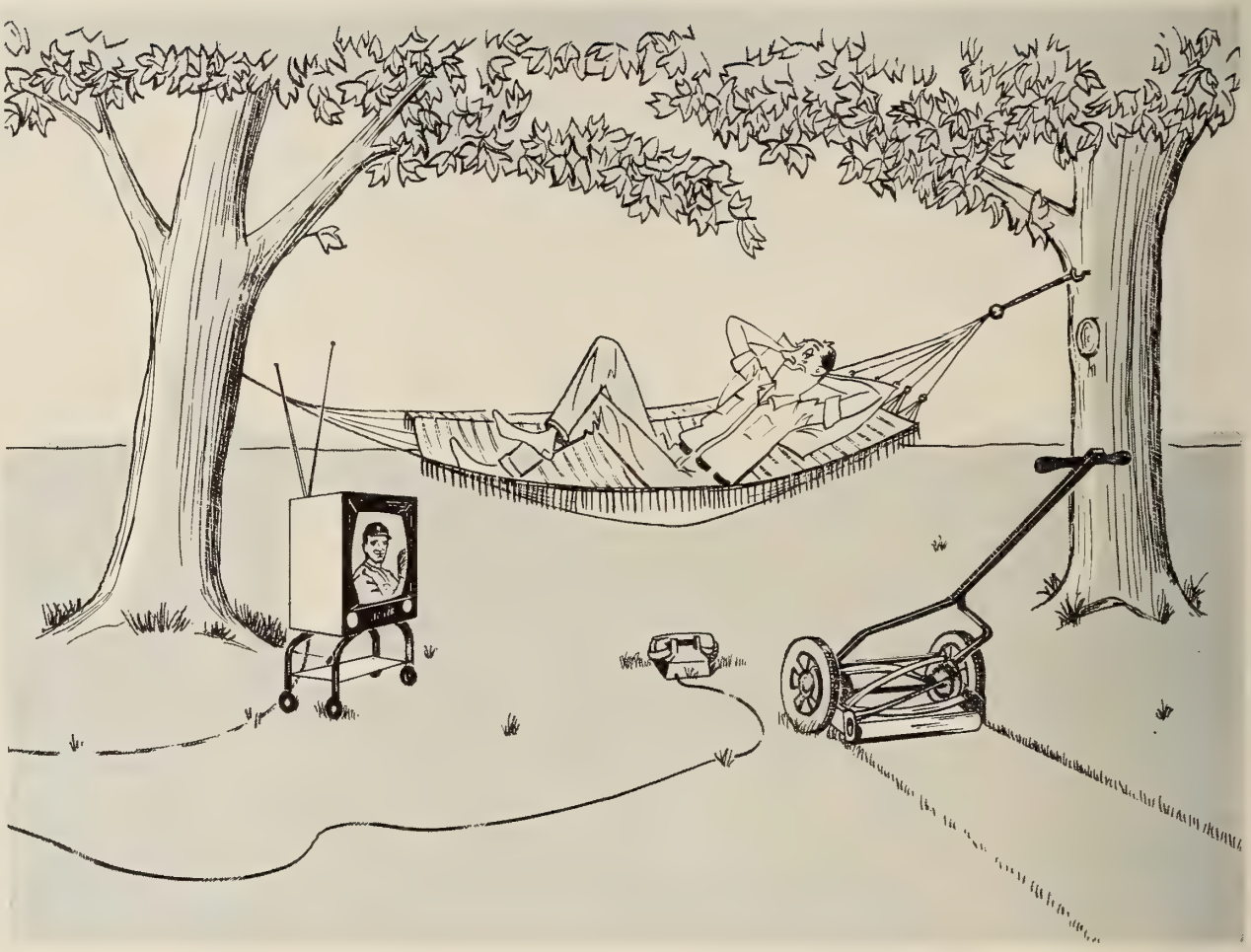
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SUMMER TV VIEWING IS DIFFERENT!

Summertime is an 'easy living' time for television viewers . . . more daylight hours, more outside activity and vacations. *But the viewers are there* . . . to baseball games, to new summer programs, to specials, even to re-runs.

Audience size and reaction undergo some significant shifts. There are secondary effects too, on competitive programming and station shares . . . all varying from market to market. This is a time when broadcasters and advertisers need fast and accurate audience information to uncover these new patterns of TV viewing.

ARB's Overnight Coincidental Survey staff, well experienced in tracking down elusive audiences, is on constant standby to handle just such jobs. For example, they have devised a special 'baseball package' to help evaluate relative strengths and weaknesses of a given line-up. But, whether it's a single half-hour time period or a full week's hour-by-hour reporting of station shares, ARB's Telephone Coincidental Department is equipped and ready to provide the facts.

For complete details on pricing and delivery, call or write your nearest ARB office today. Be sure to request a copy of the new brochure *ARB Overnight Surveys.*

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DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

JUNE

*June 4—**NAB Radio Development Committee.** NAB Hdqrs., Washington.

*June 7-8—**Promotion and information services directors of CBS-owned tv stations,** fifth annual meeting. New York City.

June 10-16—American Women in Radio & Television "Century 21" seminar, on communications and broadcasting with a view toward space age living. Registration deadline May 15; registration fee $150. World's Fair, Seattle.

June 11-12 — North Carolina Assn. of Broadcasters annual convention, Heart of Charlotte Motel, Charlotte.

June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.

June 11-15—American Federation of Musicians 65th annual convention. Public Auditorium and Hotel Penn-Sheraton, Chicago.

June 12-14, 1962 — **Armed Forces Communications & Electronics Assn.** annual convention and exhibition. Speakers will include Dr. Harold Brown, director, research and engineering, Dept. of Defense; Dr. Irvin Stewart, White House director of telecommunications management; Rep. George P. Miller (D-Calif.), chairman of the House Science & Astronautics Committee. Panel discussions will include Modern Trends in Data Communications, Command Control for Survival, Telstar Satellite, and Getting More for the Defense Dollar. Sheraton Park Hotel, Washington, D. C.

June 13-16—**Florida Assn. of Broadcasters annual convention. International Inn,** Tampa. Speakers include Kenneth Cox, Broadcast Bureau Chief, FCC; Charles A. Sweeney, chief, Div. of Food & Drug Advertising, Bureau of Deceptive Practices, Federal Trade Commission; John F. Meagher, NAB vice president for radio; George W. Thorpe, president, WVCG-AM-FM Coral Gables, and Dr. David Schwarts, Georgia State College of Business Administration.

June 14-15 — Western Assn. of Broadcasters, convention. Jasper Park Lodge, Alta.

June 14-16—**Florida AP Broadcasters Assn.** meeting, Tampa.

June 15-16—Wyoming Assn. of Broadcasters, annual meeting. Jackson Lake Lodge, Jackson.

June 16—Flerida UPI Broadcasters Assn. annual meeting. International Inn, Tampa.

June 16—New deadline for reply comments on FCC proposal to charge fees for applications for new stations, license renewals, transfers of control or major facilities changes, and for other non-broadcast licenses.

TvB sales clinics

June 5—Statler Hilton, Buffalo
June 5—Sheraton-Belvedere, Baltimore
June 7—Sheraton-Cleveland, Cleveland
June 7—John Marshall, Richmond
June 19—Tropicana Motel, Fresno
June 21—Benson, Portland, Ore.
June 22—Vancouver, Vancouver
June 26—Writers' Manor, Denver
June 28—Sheraton-Fontenelle, Omaha

NAB Fall Conferences

Oct. 15-16—Dinkler-Plaza, Atlanta
Oct. 18-19—Biltmore, New York
Oct. 22-23—Edgewater Beach, Chicago
Oct. 25-26—Statler-Hilton, Washington
Nov. 8-9—Sheraton Dallas, Dallas
Nov. 12-13—Muehlebach, Kansas City
Nov. 15-16—Brown Palace, Denver
Nov. 19-20—Sheraton-Portland, Ore.

June 16 — **Georgia Assn. of Broadcasters** annual Golf Day, Athens.

June 17—**Wyoming AP Broadcasters** meeting. Jackson Lake Lodge, Grand Teton National Park.

June 17-22—Annual convention **of the National Community Television Assn. Shoreham Hotel, Washington, D. C.**

June 18-19—**Institute of Radio Engineers,** Chicago spring conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 19—**Georgia Assn. of Broadcasters** first annual Tv Day. Atlanta.

June 19-21—**Iowa Tall Corn Radio Stations,** annual meeting. Crescent Beach Lodge, Lake Okoboji, Iowa.

June 20-22—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.

June 20-22—**American Marketing Assn., 45th annual conference. Netherland Hilton Hotel. Cincinnati.**

June 21—**Southern California Broadcasters Assn.** luncheon. Russell I. Hare, space buyer and research director, Tilds & Cantz, Los Angeles, will speak. Michael's Restaurant, Hollywood.

June 21-23—**Mutual Advertising Agency Network** national meeting. Palmer House. Chicago.

*June 21-23—**Maryland-D. C. Broadcasters Assn.,** annual convention. Guest panelists to include Marshall Hawks, vice president, Emery Adv. Corp., Baltimore; George S. Wallace Jr., director of marketing for Mangels, Herold Co., Baltimore; Clayton R. Sanders, advertising director, Peoples Drug Stores, Washington, and Nella C. Manes, vice president and media director, Kal, Ehrlich & Merrick, Washington. Sea Scape, Ocean City, Md.

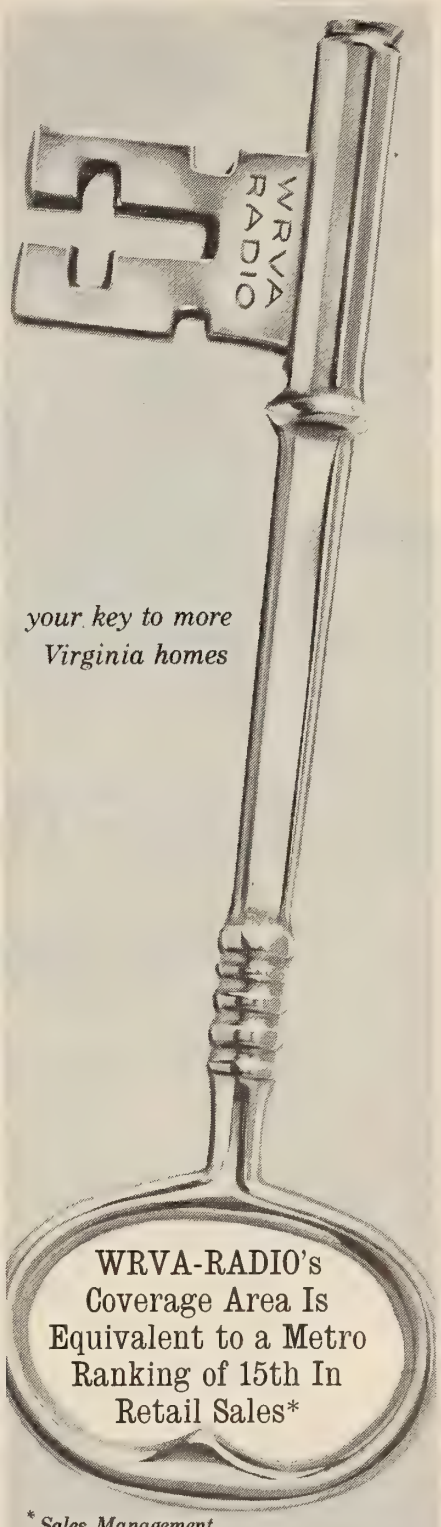
June 22-23—**Colorado Broadcasters Assn.** annual convention. Harvest House, Boulder.

June 23-27—**American Academy of Advertising,** fourth national convention. Denver-Hilton Hotel, Denver.

June 23-28 — **Advertising Federation of America, 58th national convention, in conjunction this year with Advertising Assn. of the West.** Theme of the joint meeting will be "All-American Advertising Roundup." Denver-Hilton Hotel, Denver. Speakers include Mrs. Esthe Peterson, assistant secretary & director of Women's Bureau, U. S. Dept. of Labor; Max Banzhaf, director of advertising, Armstrong Cork Co.; Whit Hobbs, vp, BBDO; John Crichton, president, AAAA; David F. Bascom, board chairman, Guild, Bascom & Bonfigli; Thomas B. Adams, president, Campbell-Ewald; Don Tennant, vp for tv, Leo Burnett Co.; William Tyler, New York advertising consultant, and Russell Z. Eller, advertising director, Sunkist Growers, Los Angeles.

June 23—Advertising Federation of America, ninth district meeting. Denver.

June 25-29—Workshop on television writing, sponsored by **Christian Theological Seminary. Featured guest will be tv writer John Bloch. Christian Theological Seminary,** Indianapolis.



*Sales Management Survey of Buying Power—1961

WRVA-RADIO

50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
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WAVE-TV gives you 28.8% more SMOKERS

—28.8% more viewers, minimum!

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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*Reg. U. S. Patent Office
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OPEN MIKE ®

Michigan market story

EDITOR: Your article on the Michigan economy [SPECIAL REPORT, May 28] was an excellent and exceptionally comprehensive job. I'm sure it will be especially gratifying to the large numbers of Michigan leaders who have been concerned about adverse effects of widespread publicity given to some of our state's particular problems of late . . . —*Jack R. Harned, public relations staff, General Motors Corp., Detroit.*

EDITOR: Your special report on the Michigan market is an extremely well-written and accurate analysis of the current state of Michigan's burgeoning economy. . . .—*Richard T. O'Reilly, vice president & Detroit manager, N. W. Ayer & Son, Detroit.*

[Reprints of the Michigan market story are available at 20 cents per copy.]

For those who missed

EDITOR: I want to commend BROADCASTING for clear and accurate reporting of our new approach to isolating the importance of time period factors in a programs' set rating ("To sponsors: don't play near those bad shows") [PROGRAMMING, April 30].

We believe the article would be of considerable interest to those advertisers, agency and media people on our mailing list who may have missed the original, and we would like permission to reprint and circulate it.—*Mina Block, Home Testing Institute Inc. (TvQ), Manhasset, L.I., N.Y.*

[Permission granted provided proper credit is given to this magazine.]

N.Y. etv contributions

EDITOR: . . . You reported a five-year installment contribution by WPIX to the new educational channel in New York and earlier contributions by the three networks [THE MEDIA, May 14]. Metromedia Inc. was the first contributor to the educational channel, and RKO General was also a contributor, our respective contributions being single payments of $250,000 each. . . .—*John W. Kluge, president, Metromedia Inc., New York.*

Church ownership

EDITOR: In a rumor respecting Saul Haas and KSL-AM-FM-TV Salt Lake City [AT DEADLINE, May 21] you represent that the Mormon Church, through the Corp. of the President, also controls KID-AM-FM Idaho Falls and KBOI-AM-FM-TV Boise. The fact is that the Corp. of the President controls KSL but is only a minority stockholder in KID and KBOI. The same mistake is carried in that issue in a story dealing with KID's application for 720 kc [GOVERN-

ONE OF A SERIES

WHBF
PLUS FACTOR

Community leadership by staff personnel heightens WHBF stature in Quad-City area

A recent survey of WHBF staffers revealed that 64 of them (over 2/3) devoted personal time to local civic affairs . . . as officers, directors, advisers, chairmen. This represents literally thousands of man hours to help build community progress and welfare.

The WHBF stations also consistently support every recognized civic, business, and charitable group in the Quad-Cities with radio and television time.

These contributions to community progress reflect beneficially on this station as a trusted, neighborly institution. This corporate image of solid substance has established for WHBF a deep and stature-producing root system in the Quad-City area.

"The deeper the roots, the stronger the tree." Here is a tangible and important WHBF plus factor to be weighed in the time-buying decision.

WHBF
RADIO • FM • TELEVISION

QUAD-CITIES
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ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

Call Avery-Knodel

United Press International news produces!

WIBC The Friendly Voice of Indiana

Aim—service to our publics!

METHODIST HOSPITAL
INDIANAPOLIS 7



May 9, 1962

Mr. Richard M. Fairbanks
WIBC Radio Station
2835 North Illinois
Indianapolis 8, Indiana

Dear Mr. Fairbanks:

Last night we conducted a disc jockey program for the benefit of the patients in the Psychiatric Unit here at Methodist Hospital.

As you probably know, Bouncin' Bill Baker conducted the program. His friendliness, sense of humor, and conviviality contributed greatly to the success of this worthwhile event. You certainly are fortunate in having Bill Baker as a member of your staff.

Wholesome entertainment of this sort provides a break in the dreary hospital routine and is thus a special treat for our patients.

We are deeply grateful to both you and Mr. Baker for making this opportunity available to us.

Sincerely yours,

James E. Gray

James E. Gray
Recreational Director

JEG/nd

LEADS IN SERVICE

What is a disc jockey? Perhaps we can't answer that question but we can describe WIBC air personalities. They are mature with out-going personalities, smooth and experienced salesmen on the air and expert entertainers off the air. Personal appearances are important to them and to WIBC because they carry the station's image . . . "The Friendly Voice of Indiana" . . . throughout the state.

LEADS IN ACCEPTANCE

It is noteworthy that WIBC disc jockeys spend much of their own time entertaining the less fortunate, fulfilling the role of public spirited citizens. The above letter is but one of many received at WIBC bespeaking work done for churches, PAL clubs, youth centers, schools for the handicapped and just plain schools, veteran hospitals and even penal institutions.

LEADS IN AUDIENCE

We think highly of disc jockeys at WIBC. We believe they are why we can proudly say WIBC has the largest audience morning, afternoon and evening in Indianapolis and Indiana.*

*Pulse 46-County Area Survey, April, 1961
*Pulse Metropolitan Area Survey, October, 1961

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS WIBC 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF THE BLAIR GROUP PLAN

MENT, May 21]. . . .—*Glen A. Wilkinson, Wilkinson, Cragin & Barker, Washington.*

[Although the Mormon Church, as Mr. Wilkinson correctly states, does not hold control of KID and KBOI, the church, through its subsidiary organizations, owns more stock in each of the two stations than any other principal stockholder, according to available records.]

Radio anniversary issue

EDITOR: I would appreciate three reprints of your fine special article, "Radio's 40 years" [SPECIAL REPORT, May 14].—*H. Duane Wadsworth, Stanford, Calif.*

EDITOR: . . . In 1925 I was sent to Indianapolis from Chicago by Middle West Utilities Co., the then new Insull holding company where I was assistant manager of advertising and publicity.

On arriving, I learned that one of our newly acquired local companies, the Merchants Heat & Light Co., was licensed to operate this here newfangled thing called radio. The call letters were WFBM.

It seemed some Westinghouse engineers installing carrier current equipment for load dispatching purposes had enough parts left over to make a radio unit. . . . So we were in business, broadcasting when, as and if, and I was tagged station manager because nobody else wanted to bother with it.

I returned to the middle west offices after organizing the advertising activities and hiring a local manager, and the station was sold within a few years, as I recall. But that is how WFBM came into being.

On my first assignment to set up a studio, I went to the then leading local hostelry and arranged to broadcast their name band free from their dining room nightly. I returned proudly with this coup to the utility company manager, who informed me of the facts of Indianapolis life. There is no competition as you know in the electric utility business, except in a very few places. Indianapolis had not one, but two electric companies, with duplicate sets of wires. Our hotel-studio was on the competing utility lines.

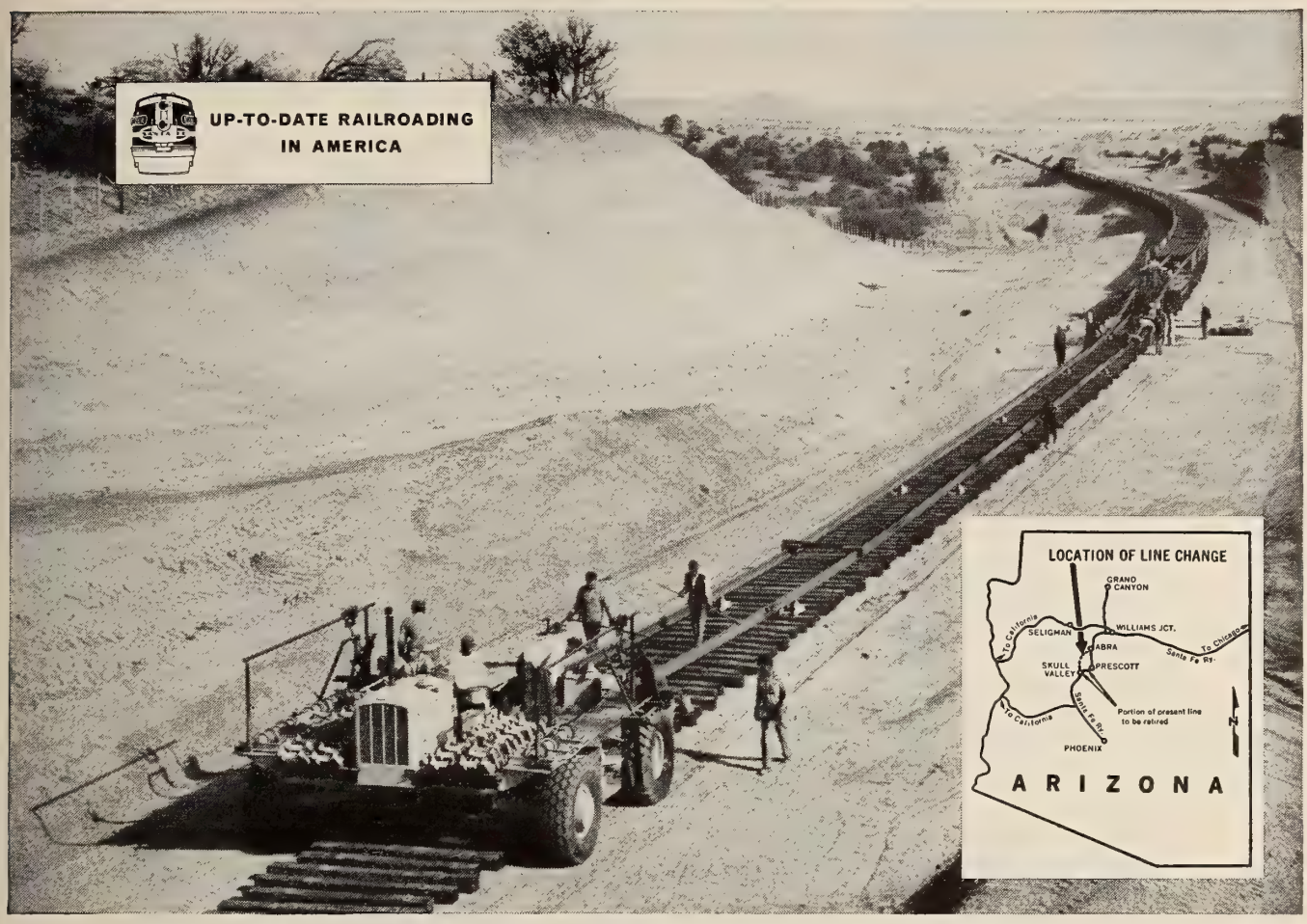
Later we lined up the Indianapolis Athletic Club and were in business.—*Ray Weber, advertising manager, Swift & Co., Chicago.*

EDITOR: . . . The editorial content and layout of radio's 40th year stories are exceptionally good.

Only those who have at one time or another attempted to assemble a vast historical package can fully appreciate the effort which went into the BROADCASTING special radio report.

WSB Radio is tickled pink to be a part of this issue!—*Phil Harrison, director of public relations, WSB Atlanta.*

[Reprints of BROADCASTING's look back at 40 years of radio are available at 25 cents each.]



Santa Fe builds a short cut through Skull Valley

Building new improvements into the Santa Fe Railway never ends.

The latest project in Santa Fe's modernization program is the new 39-mile section of up-to-date, high-speed railroad track across the vast range lands of central Arizona.

The new line provides more efficient and dependable service, cuts 14 miles from the Ash Fork to Phoenix run, and connects two Arizona sites with the magical names of Abra and Skull Valley.

In eliminating steep mountain grades, it permits an appreciable reduction in the running time of passenger trains to and from Phoenix, and it saves time and allows the handling of additional tonnage on freight trains.

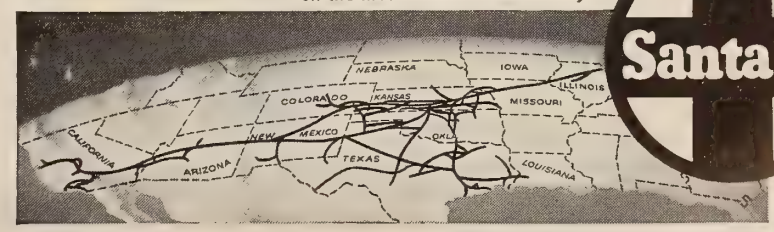
Santa Fe built 158 bridges and culverts to do this job. Poured six thousand yards of concrete. Moved 2,622,000 yards of dirt and rock. Touched off 170 tons of explosives. Designed and built a special "straddle buggy" to speed up the track-laying job. And anchored 39 track-miles of welded steel rail to 117,000 cross-ties with 936,000 spikes.

This multimillion dollar project is another example of how *progress pays its own way on the Santa Fe*—a part of a continuous program to provide better transportation for a growing America and to strengthen a vital part of our national defense *without costing you a single penny in taxes.*

The Story of Skull Valley

Skull Valley lies 113 miles north of Phoenix. As legend has it, a battle occurred there in the middle of the last century. The dead—either Indians or Mexican troops (no one knows for sure)—were left to the bleaching sun. A later party discovered the skulls and bones, and named the spot Skull Valley.

The railroad that is always on the move toward a better way



Santa Fe

SANTA FE SYSTEM LINES

Serving the West and Southwest

MONDAY MEMO

from WILLIAM B. LEWIS, chairman, Kenyon & Eckhardt Inc., New York

The astute agency knows when to bypass the rulebook

If you think back to your sandlot baseball days, as all of us are apt to do occasionally, you may come to this conclusion:

The game was more fun and we may have been better base runners before we were compelled to read the small print in Mr. Spalding's rule book.

I say this as a man who knows profoundly that there is much good in rules and not at all forgetting that I am the architect of Kenyon & Eckhardt's Book of Procedures, a document which undertakes the enormous task of assigning and spelling out each man's duties in the complex business of operating an advertising agency.

Therefore, since I am well on the record as a strong advocate of a set of standards, I presume I will not be entirely misunderstood if the theme of this MONDAY MEMO runs in what might be considered another direction.

Closed Minds ▪ I will come to the point quickly, and it is this: I am fearful of the tendency of individuals in television to operate with closed minds on the types of media purchases which should be made for advertising.

You will find one broadcast executive irrevocably committed to his belief that the only sane way to use television lies in a scatter plan of minutes of high reach and frequency, regardless of client or type of product.

You will find another as incorrigible in his belief that the sponsor identification gained by full or at least alternate sponsorship is the only sensible avenue to sales gains.

At some juncture you meet the man dedicated to the belief that only the numbers game pays off in tv; or another who will not go into action shows.

In many instances, this closed-mind thinking goes beyond individuals and may dominate an entire agency.

If I did not have the belief that the tendency is extending itself, and developing into a trend, I would not bother to mention it here.

No Simple Rules ▪ We simply cannot write hard and fast rules in television, even to the type of show acceptable or suitable to a specific product or classification of products. Or to the methods of buying. And of course there are exceptions to this statement, too, for obviously there are products in existence which by their nature eliminate certain shows on which they might be advertised.

After a quarter of a century in broadcasting and communications, I continue to retain the strong belief that an individual should be careful about committing himself to a rule-book, unless the frontispiece is dedicated to flexibility in thinking.

Frontal-lobe activity will continue to be our most valuable asset, stronger than any rule book we can write. And while we certainly talk among ourselves that what is good for one client may not be good for another, we sometimes forget it.

We know that the Minutemen did well at Lexington and Concord, but they probably would not do well at media meetings with Westinghouse, or U. S. Steel or Henry Kaiser.

Research ▪ I am not for one moment suggesting that we give up or even relax our application of the valuable tools we have designed for measuring television's effectiveness and potential. Instead, we should use them more and learn to interpret their results. Research has given us a mountain of knowledge about television; yet not enough.

We know that a compass built to point north does not always point north. Hidden and mysterious factors can change the needle.

Even if we did have a needle pointing the way to a proper type of tv sponsorship, there are times when we might find it unfaithful.

There was a time in the early days of television when we at Kenyon & Eckhardt committed ourselves to the personal spokesman philosophy of commercial delivery. We recommended to all clients at the time, that, based on our experience, commercials delivered by a company spokesman were far and away ahead of all other types of commercial effectiveness.

If we had remained iron-clad and unshakable in this belief, we would have had our eyes opened, for one of our most successful clients today (the maker of Brylcreem) uses a jingle.

Other Formulas ▪ I can recall other times when we were on a straight cost-per-thousand kick, either justifiably or unjustifiably. And we can point to many successes along this route.

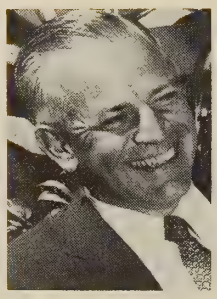
But likewise we have done well with such programs as Leonard Bernstein, Winston Churchill, Shell's *Wonderful World of Golf*, *CBS Reports* and dozens of others.

I predicted a few years ago that public service programs eventually would be so priced that an advertiser could buy them as sole sponsor without surrendering his cost-per-thousand. In many ways, my prophecy has been fulfilled. During the season now ending, we purchased six NBC actuality specials. These shows achieved almost precisely the ratings we anticipated. And they will stand the slide-rule test for viewers per dollar if considered against other nighttime shows in the comedy, drama or action fields.

But equally important, the advertisers who became involved with such programming learned to their gratification that rewarding public reaction to the presentations performed a vital and measurable enhancement of corporate and product image and acceptance among the television public. High praise has been conferred upon several of these television program undertakings by the Academy of Television Arts & Sciences and the *Saturday Review* awards for advertising in the public interest.

If we had applied an agency rule-book to all these purchases, we would have missed valuable opportunities for our clients.

I am not suggesting that all rules are bad, or are made to be broken. But we certainly need "open minds" in the area of media purchases for our advertising.

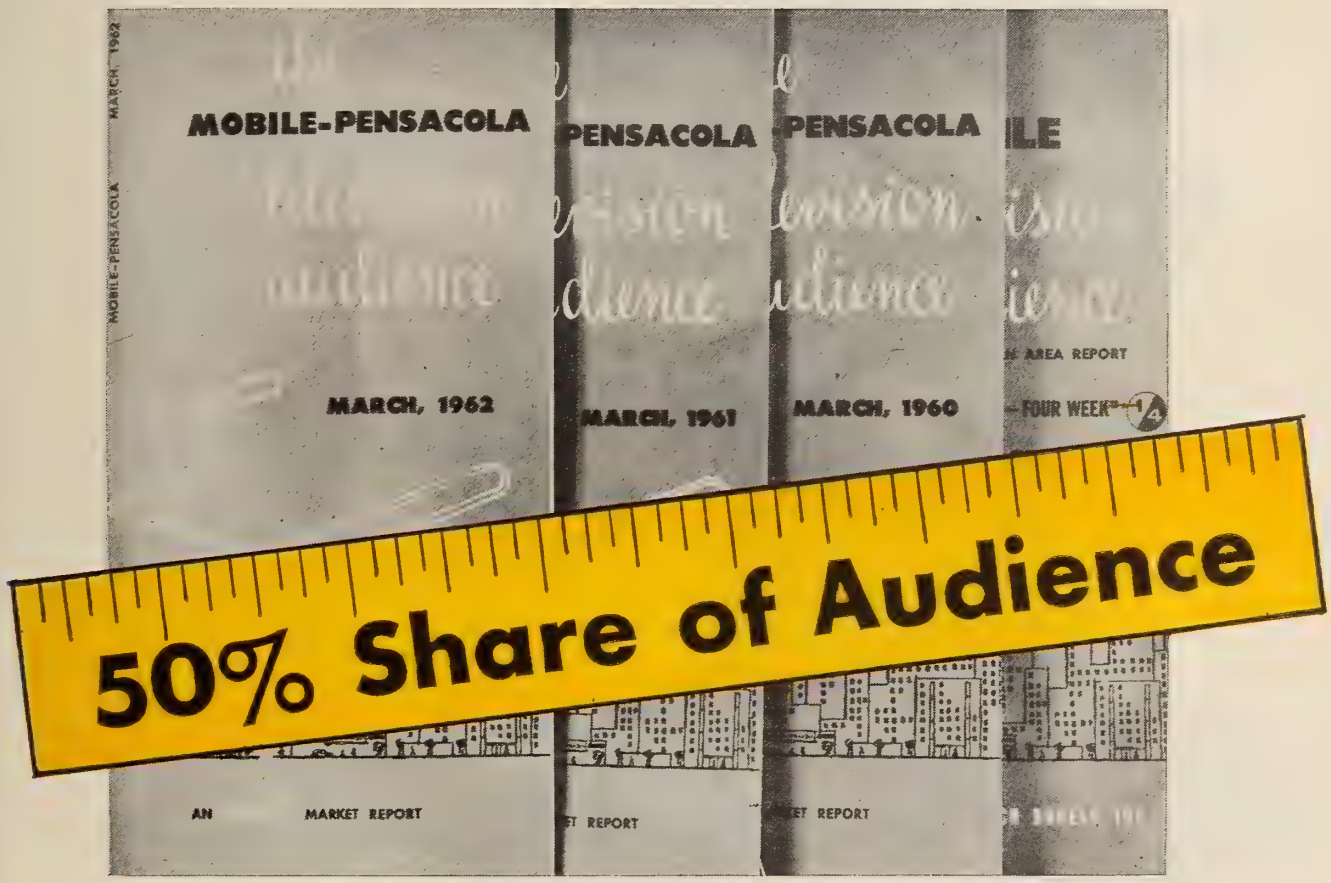


William B. Lewis started with J. Walter Thompson in 1924, worked at Joseph Richards and three other agencies before joining CBS as commercial program director in 1935. In 1936 he became vice president in charge of programs. In 1941 he was named to head a Washington bureau which became the radio bureau of OWI. He rejoined CBS in 1943 and moved to K&E in 1944 as vice president in charge of radio. He was elected president in 1951 and board chairman in 1960.

The Exception To The Rule

WKRG·TV

Mobile—Channel 5—Pensacola



WKRG-TV Mobile-Pensacola has enjoyed

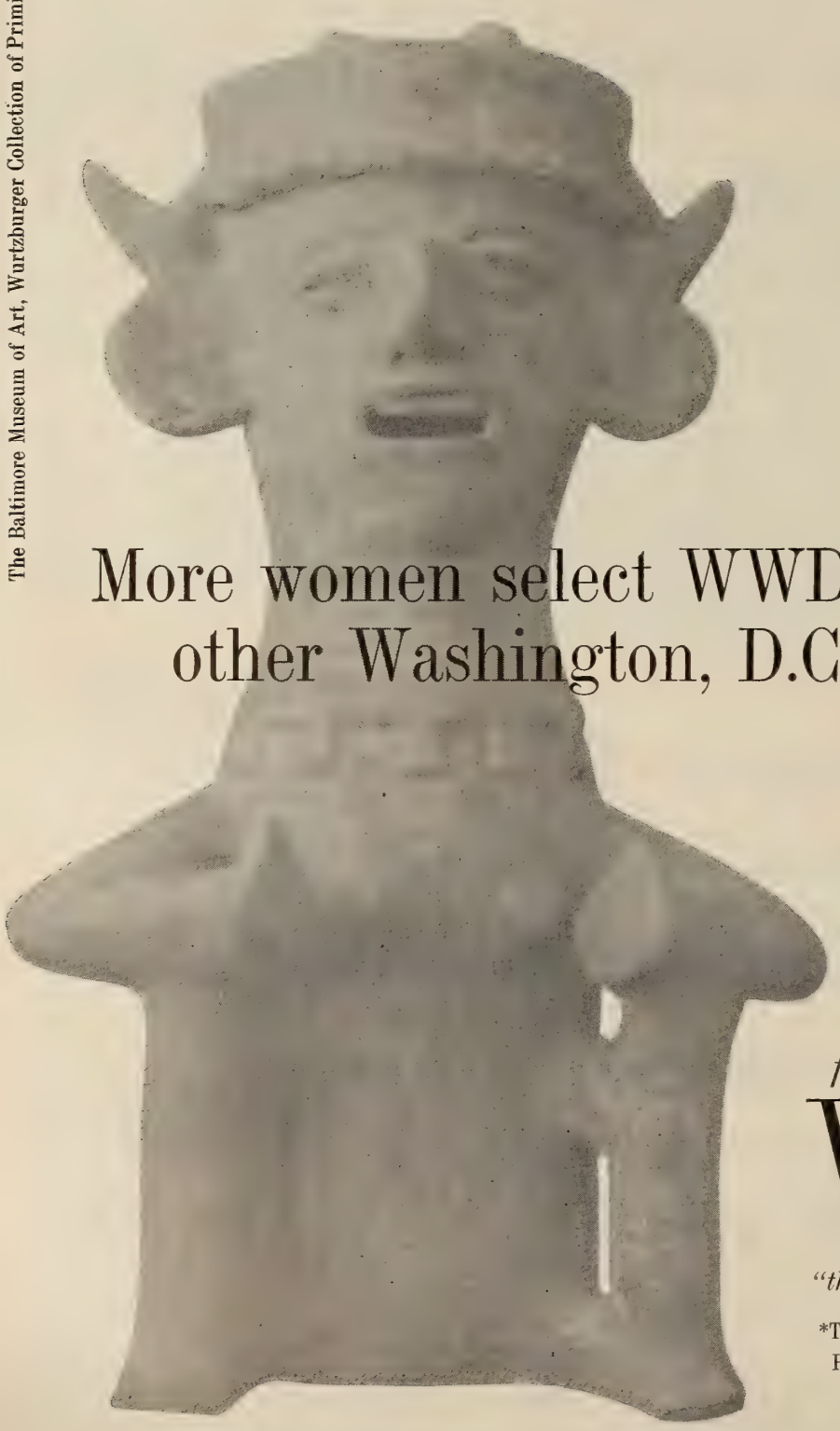
50% or More Share of Audience in every March ARB

Measurement Since 1959 . . . From 9:00 AM to Midnight

For Details Call

AVERY-KNODEL—Representatives

or: C. P. PERSONS, JR., General Manager



The Baltimore Museum of Art, Wurtzburger Collection of Primitive Art

More women select WWDC than any other Washington, D.C. station*

One in a series on the fine art of broadcasting by

WWDC

RADIO WASHINGTON

"the station that keeps people in mind"

*Trendex, Washington, D. C. Study, Nov. 1961

Represented nationally by John Blair & Co.

BLAIR GROUP PLAN MEMBER

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 4, 1962, Vol. 62, No. 23

FM'S FAMILY CIRCLE: 15 MILLION

- Newly collected data shows medium's new spread
- QXR Network and Pulse reveal high income level
- Upcoming figures to analyze brand-buying impact

Fm's emergence as a major vehicle for advertising, with a reach now extending into some 14 to 15 million homes and growing at a rate close to 2 million homes a year, is documented in independently conducted research projects disclosed last week.

The studies stressed fm's size and swiftly expanding growth rate but put primary emphasis on the "quality" of the fm audience as prospective customers for advertised products—for example, the extent to which fm homes have bigger incomes, more education, bigger families and bigger cash investments than non-fm homes [CLOSED CIRCUIT, May 28].

Disclosure of the studies followed a new FCC push to divert would-be radio station operators from am into fm. In imposing a partial freeze on new station grants in the crowded am broadcast band last month, the FCC suggested that people thinking of applying for new am stations "give serious consideration to the greater coverage possibilities, both day and night, in the fm band" (BROADCASTING, May 14).

Two Long Looks ▪ The new fm studies, which together represent one of the most extensive contributions yet made to national fm research, were conducted by (1) Media Programmers Inc., New York, on behalf of QXR Network, which is launching a nationwide expansion program of its own, and (2) The Pulse Inc., a veteran in broadcast audience research.

MPI's material, gathered from a number of sources, analyzed and stored in a QXR "research bank," was released by QXR. Pulse's study encompassed fm material gathered in Pulse tv surveys and compiled in a special project for sale to broadcasters, agencies and advertisers. Although Pulse would not divulge the text of this report, it did make special compilations

Roller-coaster market

Like virtually all the rest, broadcast stocks took a tumble last Monday, with prices in many cases hitting new lows for the year. But again like the market as a whole, they began to rally on Tuesday, and on Thursday moved upward almost without exception.

The average of 14 broadcast stocks listed on the New York and American exchanges dropped $2.10—from $22.42 to $20.32—between the close of business on Friday, May 25, and the closing on Monday, May 28, the markets' worst day. Their average advanced by $0.46 on Tuesday and by $1.10 on Thursday, after Wednesday's Memorial Day holiday. These gains brought them to within about half a point of their May 25 average.

Broadcast stocks as a group were still substantially below their first-of-the-year levels, however, reflecting a gradual slippage which, again, has been the trend in the market as a whole. Last Thursday's 14-stock closing average of $21.88 compares with $27.74 for the same stocks as of the first week of this year.

Broadcast stocks traded over the counter generally followed the patterns of slide, rally and gain which marked the behavior of those traded on the major exchanges.

Only one of 14 broadcast stocks listed on the New York or American exchanges showed a gain last Monday over its previous closing. Rollins Broadcasting, operator of radio and tv stations, closed Monday at 11¾ as against 11 on the preceding Friday. It slipped to 10⅞ on Tuesday but rose to 12 on Thursday to better its opening position for the week.

Filmways, MPO Videotronics, Screen Gems, Taft Broadcasting and Walt Disney Productions also closed Thursday at prices higher than those at which they started the week. Desilu Productions matched its week's opening figure with a return to 8 on Thursday.

In the over-the-counter market, Metromedia closed Thursday with bid-and-asked prices of 12¾ and 13¾, about half a point below its May 25 level. Official Films was off about three-eigths at 1¼ and 1⅝. Transcontinent was holding its own at 8½ and 9½. Comparable indicators for a number of other over-the-counter stocks were not immediately available.

The following table shows the performance of 14 broadcast stocks on the major exchanges at their closings last week as compared to May 25 and the week of Jan. 2:

Stock	Week of Jan. 2	Closed May 25	Closed May 28	Closed May 29	Closed May 31
AB-PT	45	31½	29⅝	29	30⅝
CBS	40½	36¼	32¼	35⅜	35¾
RCA	53⅜	53	47⅞	49⅞	50⅞
Capital Cities	20	15⅜	12½	13¼	13⅝
Desilu	8⅛	8	7⅝	7¾	8
Filmways	6	6⅛	5¾	5¼	6⅜
MCA	78⅞	49	38¼	43½	44⅝
MPO Videotronics	12¾	7½	6⅜	7¼	7¾
Reeves Bcstg.	4⅝	3½	3¼	3⅛	3¼
Rollins Bcstg.	12¾	11	11¾	10⅞	12
Screen Gems	21⅞	15¼	14¼	13	16
Storer Bcstg.	29	30	28	28¼	29¼
Taft Bcstg.	(see note)	16⅛	16	15⅝	16¼
Disney Prod.	37¼	31¼	31	28¾	32

NOTE: Taft Broadcasting was traded over-the-counter at the first of the year. In early January it was quoted at 17⅝ bid and 19 asked.

NOTE: Of the foregoing stocks, AB-PT, CBS, RCA, MCA, Storer, Taft and Disney are listed on the New York Stock Exchange; the seven others are on the American Stock Exchange.

for BROADCASTING summarizing some of the highlights.

These indicated a relatively close correlation between results of the two studies, insofar as they are comparable. QXR officials estimated there are now 16 million fm sets in 14 million U. S. homes, and that the fm growth rate was running at about 2 million homes a year in 1961. Pulse's new study did not estimate the growth rate but placed the number of tv homes having fm sets at about 14,890,500 or 31.2% of all tv homes.

Moneyed Audience ▪ Both studies found that fm homes have higher incomes than non-fm homes—by substantial margins. MPI's data for QXR indicated that the number of $7,000-plus incomes is almost 72% higher among fm homes than among non-fm homes. Pulse's study approached the question from another direction, found the median income among fm families is $7,090 as compared to $5,810 among non-fm families, so that the average fm family has a 22% higher income than the average non-fm family.

MPI-QXR estimated fm's daily audience at 8,557,000 households.

The MPI-QXR research includes special IBM computer analysis of some 250 reports totaling 250,000 interviews in 77 listening areas by such organizations as the U. S. Census, Young & Rubicam, The Pulse (earlier studies), the Alfred Politz organization and others.

This research is one prong of a four-prong campaign by which QXR hopes both to expand its own operations and to establish "quality" fm as a major advertising medium. Other features of the campaign:

▪ Set up a nationwide spot sales organization, FM Spot Sales Inc., to represent fm stations.

▪ Develop new network programming and talent.

▪ Develop new engineering and technical standards for stereo and monaural transmission.

To keep the "research bank" up to date, the QXR Network is sponsoring a new research project by MPI to find the relationship between consumer media usage and brand buying decisions. QXR claims it will be the first comparative media study ever made containing fm data.

The network is appealing to what it calls the "class audience" with its programming heavily stressing classical music and talk programs. And it quotes the latest census figures to show that there are more than 15.3 million professional, executive, proprietor and technical workers in the U. S. or 25% of the civilian male working force.

More of Everything ▪ Data from the QXR "research bank" shows that fm households have a higher percentage of professional and semi-professional workers and proprietors, managers and non-farm officials than do households without fm. The research (see tables) also shows that a bigger part of fm's audience has family income over $7,000; high school education; college or other advanced education; larger families; charge accounts; new automobiles.

The "research bank" also shows that the fm households travel more by airline and take more steamship cruises than do their non-fm counterparts. Airlines were used by 21.6% of fm owners compared to 15.8% for non-fm, or a 36.7% advantage for fm. Steamship cruises were made by 5.1% of the fm audience against 1.8% of the non-fm audience, or a 183.3% fm advantage.

It naturally follows that the fmers travelled more to far away places: Europe (5.4% vs. 2.5% for fm advantage of 116%), West Indies (3.4% vs. 1.6% for 112.5% advantage) and South America (0.5% vs. 0.2% for 150% advantage).

Attention Wall Street ▪ There's more interest too in the stock markets among the fm audience. Stocks or securities are owned by 39%, compared to 25.7% for non-fm, a 51.8% fm advantage; 26.7% traded on the market last year, against 16.7% of the non-fm audience, for an fm advantage of 59.9%; 11.6% of the fm stockholders own 10 or more common stocks, compared to 7% of the non-fm stockholders, or a 65.7% advantage for fm.

The fm family is almost three times as likely to attend a musical event as a non-fm family. But even more of them attend sporting events and motion pictures.

On surveys reported, interviewees were asked whether, in the last month, someone in the household had attended a musical event (31.9% in fm homes had attended compared to 11.6% in non-fm homes for an fm advantage of 175%); a sporting event (47.9% vs. 27.9%, 71.7% more for fm) and a motion picture (60.8% vs. 40.7% for 49.4% fm advantage). The fm family, the study concludes, appears to be more active and with more varied interests.

The Little Lady ▪ Data on the buying habits of the woman of the house show that those living in homes equipped with fm are twice as likely to have attended college as housewives in non-fm homes (25% vs. 12%, or an

Measuring the strong points of fm

These charts from QXR Network's research bank are based on information from studies by Young & Rubicam, Alfred Politz Research Inc. and The Pulse Inc. The studies were originally not fm-oriented, but by punching their data on IBM computer cards and comparing it with information from the U. S. Census and other sources, the computer arrived at these "hard numbers" comparing fm households with non-fm households. The figures are percentages of total fm homes and total non-fm homes, as projected by QXR.

OCCUPATION

Occupation-head of Household	Fm-Households	Non-Fm Households	Fm Advantage
Professional and semi-professional	14%	8%	+ 75.0%
Proprietors, managers and officials (non-farm)	17%	12%	+ 41.7%
Craftsmen, foremen	20%	20%	0%
Clerical, sales	11%	13%	— 15.4%
Operatives, kindred workers	13%	15%	— 13.3%
All others	25%	32%	— 21.9%

Source: 1959 Young & Rubicam Study

INCOME

Annual Household Income	Fm-Household	Non-Fm Household	Fm Advantage
$7,000 or more	38.3%	22.3%	+ 71.7%
$4,000 to $6,999	47.0%	54.4%	— 13.6%
Under $4,000	14.7%	23.3%	— 36.9%
	100.0%	100.0%	

Source: Politz 1960 Study

EDUCATION

Education-Head of Household	Fm Households	Non-Fm Households	Fm Advantage
College or other advanced education	41.7%	29.8%	+ 39.9%
Finished High School	34.9%	32.9%	+ 6.1%
Did not finish High School	23.4%	37.3%	— 37.3%

Source: Politz 1960 Study

SIZE OF HOUSEHOLD

	Fm Households	Non-Fm Households	Fm Advantage
Have at least one child	50.4%	43.2%	+ 16.7%
Three or more in household	57.7%	46.4%	+ 24.4%

Source: Politz 1960 Study

BUYING HABITS of FM HOUSEHOLDS

I. Automobile Ownership

	Fm Households	Non-Fm Households	Fm Advantage
Two or more	31.9%	18.7%	+ 70.6%
One or more cars bought new	55.7%	41.0%	+ 35.9%
Only used cars	34.6%	40.4%	— 14.4%

II. Charge Accounts

	Fm Households	Non-Fm Households	Fm Advantage
Department store charge account (someone in household)	77.0%	55.1%	+ 39.7%

Source: Politz 1960 Study
New York State QXR Network Survey—1960
WQXR 5-year Pulse Study

fm advantage of 108.3%). The fm housewife also is more likely to use cosmetics (83.4% vs. 67.4% for fm advantage of 23.7%) and perfume (65.3% vs. 50.5% for fm advantage of 29.3%), and she is 67% more likely to buy wine (39.9% vs. 23.9%).

The QXR Network was acquired in April from Interstate Broadcasting Co., a subsidiary of *The New York Times*, by Novo Industrial Corp. The *Times* continues to own WQXR-AM-FM New York, which will be key station of the 36-station network. The network currently provides programming seven hours a day to 16 eastern stations, which are connected by on-the-air relay and telephone circuits. The other 20 stations, from Florida to California, receive nine hours of programming each week on tape.

QXR plans to increase to 50 stations by the end of this year and to 100 stations by the end of 1963.

Selling Record ▪ James Sondheim, president of QXR Network, points out that businessmen and professional people are an audience that is "hard to reach." But, he claims, the network and its affiliates have the "type of programming that attracts that audience. Our format does sell people." To back his claim, he points to the record of WQXR, which has "470 advertisers, which is more than any of the other 28 stations in the New York area." He stresses that what WQXR has done on a local level, the QXR Network "intends to do on the national level."

The network's spot sales organization will represent fm stations offering programming similar to that of the network. Central billing will be maintained to simplify agency buying. Sales offices are to be opened in New York, Detroit, Chicago, Los Angeles and San Francisco.

The network also plans to add to its present program schedule and will include multiplex stereo programming "as soon as advertiser and affiliate demand warrants it," according to Mr. Sondheim. Many QXR affiliates are already equipped with multiplex equipment and he is encouraging all QXR stations to begin stereo programming.

Lansdale & Munger formed

The Lansdale Co., Los Angeles advertising agency, has changed its name to Lansdale & Munger Adv., with the elevation of Robert L. Munger, executive vice president, to partner. The change was announced jointly last week by Phil Lansdale, president of the agency, and Mr. Munger.

Under the new alignment, Mr. Lansdale continues to head the creative functions. Mr. Munger is responsible for administration and supervision of client contact.

The company will remain at 8330 West Third St., Los Angeles. A move to expanded quarters in the same building is planned for the near future.

Mr. Lansdale, who has been in advertising since 1929, established The Lansdale Co. in 1948.

Lahr sues Lestoil for imitating voice

Comedian Bert Lahr is suing Adell Chemical Co., makers of Lestoil, and Robert Lawrence Productions, New York, for $500,000, charging they televised a series of cartoon commercials using an actor who mimicked Mr. Lahr's vocal delivery.

Mr. Lahr's complaint charges that Adell used a cartoon film of a duck and "as the voice of the aforesaid duck, an actor, who specializes in imitating the vocal sounds" of the comedian.

He charges that the "vast tv audience and the entertainment industry" believed "that the words spoken and the comic sounds made by the cartoon duck were supplied and made by the comedian."

As a result of the Lestoil commercials, Mr. Lahr's complaint says, his reputation was damaged, that they suggested his "abilities had deteriorated," and that it was "misappropriation" of his "creative talent, voice, vocal sounds and vocal comic delivery" as well as "trading upon his fame and renown."

Arnold Ostwald and Samuel J. Siegel, lawyers for Mr. Lahr, said that the voice used in the commercial was so like that of the comedian's that people had asked him, "What are you doing now? Anonymous commercials for Lestoil?"

Mr. Ostwald added that Mr. Lahr may also sue the Kellogg Co., sponsors of *Yogi Bear*, a syndicated weekly children's show. The comedian contends that a character in the cartoon show also is using an inpersonation of his voice without his permission.

The comedian first began legal proceedings against Adell in federal court in Boston in 1961. The case was dismissed by the court and then taken to the Court of Appeals, which said that the case could be tried for defamation and unfair competition.

The suits are not expected to go before juries until next fall. The Lestoil suit will go before the federal court in Boston while the action against Robert Lawrence Productions will be tried at the New York Supreme Court.

Spokesmen for Adell and Robert Lawrence Productions would not comment on Mr. Lahr's charges.

Does report threaten tobacco tv ads?

KENNEDY TO GET SPECIAL REPORTS AMID FLURRY OVER SMOKING, HEALTH

The controversy about the possible harmful effects of smoking cigarettes burned hotter in Washington last week and government agencies were preparing to report their findings directly to the President. The Public Health Service and the Federal Trade Commission, working together to determine if they think restrictions should be placed on cigarette advertising, backed off from their earlier predictions of sanctions that might be requested.

President Kennedy in his May 23 news conference declined to answer a reporter's question on the connection between smoking and cancer before receiving the Public Health Service report. That agency has been working at full speed to provide him its report by the time of his next news conference, scheduled this week.

Sen. Maurine Neuberger (D-Ore.), who has been crusading to curb cigarette advertising, last week made public a letter from the FTC which said, "We have been informed by the Public Health Service that the scientific evidence now accumulated is such as to remove *almost* [FTC's emphasis] the last doubt that there are major health effects associated with smoking." But the FTC made it clear that agency wants to be on firm legal ground "to sustain findings that a causal relationship existed between cigarette smoking and hazards to health" before proceeding against any tobacco advertising. The FTC said it will not institute any case or issue any restrictive orders until it has "the required evidence."

Hill Activity ▪ The FTC letter was in response to Sen. Neuberger's request that the commission crack down on cigarette advertising as "misleading and deceptive" unless ads state affirmatively that cigarette smoking is unsafe. She has introduced a resolution in Congress to establish a commission to study the relationship of smoking and illness.

Bryan H. Jacques, director of the FTC's Bureau of Industry Guidance, emphasized that any decisions would be made at commission level. He acknowledged it is a possibility the FTC may require warning notices to be associated with cigarette advertising, such as those on certain types of fertilizer, plastic

1961 tv tobacco billing: $114.6 million

Network television and magazines increased their share of tobacco advertising in 1961 but expenditures were down in all other measured consumer media, according to a Television Bureau of Advertising summary released Friday (June 1).

Tobacco advertisers boosted their tv gross time billings last year to $114,605,184, an increase of 1.8% over 1960's total of $112,598,694. Network tv's share jumped by close to $8 million, and spot tv's share fell by nearly $6 million. The network total was $84,868,184, compared with $76,912,694 in 1960. Spot tv's total of $29,737,000 compares with $35,686,000 in 1960.

TvB reports that total tobacco advertising billings, gross time and space, were $171,259,673 in 1961, a decline of 2.3% from 1960's $176,034,976. R. J. Reynolds Tobacco Co., tv's leading tobacco advertiser last year, increased its spending by more than $3 million on behalf of its Camel, Salem and Winston brands. P. Lorillard's Kent cigarette was tv's leading brand with gross time billings of $10,738,373 in network and spot.

LEADING TOBACCO ADVERTISERS
Gross Time or Space Expenditures

1960

	Total TV	Magazines	Newspapers	Outdoor	Total	% tv
R. J. Reynolds	$20,064,986	$5,582,428	$8,485,691	$	$34,133,105	58.8
American Tobacco	15,758,575	6,957,191	5,543,039	916,355	29,175,160	54.0
P. Lorillard	16,186,911	3,328,776	5,100,677	345,011	24,961,375	64.8
Philip Morris	14,639,966	4,301,963	5,482,360	123,427	24,547,716	59.6
Liggett & Myers	12,534,604	3,209,546	2,792,485	78,190	18,614,825	67.3
Brown & Williamson	20,319,349	427,381	4,316,227	....	25,062,957	81.1
Consolidated Cigar	3,594,970	9,023	949,251	....	4,553,244	79.0
General Cigar	2,356,424	295,767	708,041	....	3,360,232	70.1
Bayuk Cigars	5,705,471	....	102,063	....	5,807,534	98.2

1961

	Total TV	Magazines	Newspapers	Outdoor	Total	% tv
R. J. Reynolds	$24,040,662	$5,896,109	$7,515,104	$	$37,451,875	64.2
American Tobacco	13,639,986	7,934,054	3,528,025	888,359	25,990,424	52.5
P. Lorillard	21,609,920	1,354,841	2,007,261	333,892	25,305,914	85.4
Philip Morris	15,319,935	5,847,192	2,444,681	106,025	23,717,833	64.6
Liggett & Myers	13,904,761	4,316,162	3,234 764	....	21,455,687	64.8
Brown & Williamson	17,597,611	33,050	3,052,480	18,000	20,701,141	85.0
Consolidated Cigar	4,863,600	39,098	333,176	....	5,235,874	92.9
General Cigar	2,002,526	801,484	854,780	....	3,658,790	54.7
Bayuk Cigars	820,670	42,775	1,035,908	....	1,899,353	43.2

Sources: Television: TvB-Rorabaugh and LNA-BAR; Newspapers: Bureau of Advertising; Magazines: Leading National Advertisers; Outdoor: Outdoor Advertising Inc.

TOBACCO COMPANIES TV GROSS TIME BILLINGS—1961
(BRANDS SPENDING MORE THAN $1 MILLION)

	Network	Spot
American Tobacco	**9,402,316**	**4,237,670**
Lucky Strike	2,397,963	690,130
Pall Mall	5,057,224	119,970
Tareyton	1,947,129	2,841,930
Brown & Williamson	**14,132,771**	**3,464,840**
Belair	1,527,958	747,530
Kentucky King	820,157	198,160
Kool	3,136,130	917,020
Raleigh	2,436,946	123,050
Viceroy	5,050,613	1,313,930
Consolidated Cigar	**3,379,060**	**1,484,540**
Dutch Master Cigars	1,393,934	65,280
El Producto Cigars	1,088,989	529,260
Muriel Cigars	896,137	384,670
Liggett & Myers	**11,059,411**	**2,845,350**
Chesterfield	4,380,400	1,362,780
L & M Filter Tip	5,425,906	1,334,350
Oasis	1,130,951	71,500
P. Lorillard	**13,606,870**	**8,003,050**
Kent	6,706,973	4,031,400
Newport	2,379,540	1,887,450
Old Gold	2,548,014	1,007,880
Spring	1,624,033	641,570
R. J. Reynolds	**21,740,922**	**2,299,740**
Camel	6,751,925	708,510
Salem	6,165,435	870,720
Winston	8,591,332	685,710
Philip Morris	**8,945,775**	**6,374,160**
Alpine	989,213	104,710
Commander	1,217,985	1,089,000
Marlboro	3,766,781	1,725,290
Parliament	2,378,848	3,067,330
General Cigar	**1,942,246**	**60,280**
White Owl Cigars	1,278,544	500

Sources: Spot: TvB-Rorabaugh; Network: TvB/LNA-Bar.

GOOD MUSIC SETS THE MOOD ON WSB RADIO



Take the right music, schedule it at the right time and you've got good musical programming. That's how WSB Radio does it. Acceptable recordings are carefully auditioned and cataloged for the mood of the hour. This sets the mood for the advertiser's message, too. Music technique is another reason why WSB Radio enchants Atlanta's million. Ask Petry for details.

ATLANTA'S wsb radio

Represented by Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

bags and insecticides, but he said strong medical evidence will be required to bring such a rule into existence.

Television Bureau of Advertising reports television gross time billings from tobacco advertisers in 1961 totaled $114,605,184 (see story page 26). Radio got about $15 million in 1961, according to estimates of industry sources. It was also believed that this figure may be increased in the current year.

Reaction from advertisers among the leading U.S. cigarette brands, reported in the June issue of *Television* magazine, indicates concern but not panic. The article traces the troubled history of cigarette-cancer "scares," emphasized currently by a report from Great Britain's Royal College of Physicians which finds definite links between smoking and cancer and by agitation in the U.S. Congress.

'Tar Derby' ▪ Advertisers fear a return to the "tar derby" type of advertising, brought to a halt by the FTC in 1955, *Television* reports. This advertising, placing emphasis on effectiveness of filters and reduction of tars and nicotine, might be welcomed by certain filter-tip cigarette manufacturers but would be vigorously opposed by the non-filter cigarette makers. As to pending legislation aimed at cigarette advertising, *Television* quotes one company executive as saying: "We've had legislation before and nothing ever came of it."

The 1955 FTC cigarette advertising "guides," which continue in effect pending any revisions brought about by Public Health Service recommendations, frowns upon any claim which "refers to either the presence or absence of any physical effect . . . in smoking. . ." It stresses that filter claims came under this edict. The guide also proscribes claims of low tar, nicotine, resin or acids. Similarly prohibited are representations of "medical approval of cigarette smoking in general or the smoking of any brand of cigarettes."

Agitation for a ban on cigarette advertising has been more pronounced in Europe than in the U. S. since publication of the Royal College of Physicians report. Italy has banned all such advertising under threat of severe fines (although it has been speculated that this move was motivated by a desire to maintain the government's tobacco monopoly). The government of Denmark has received requests to follow suit.

The British government is considering such demands but no early decision will be made. This was announced last week by the Postmaster General, who said he has complete power to ban all cigarette advertising. He said he will make no rushed decision. Meanwhile the Independent Television Authority, which has regulatory power over Britain's commercial network, is discussing the problem with its advertising advisory committee. A recommendation from the committee for a complete ban would be binding on ITA.

Industry Stand ▪ In this country the tobacco industry has maintained that there has been no proof of a connection between smoking and cancer or other diseases. The industry suggests that air pollution is a more probable cause.

The Public Health Service has been extremely guarded about its findings. But based on positions the agency has taken on the subject in the past, its report is unlikely to please tobacco men. The FTC has refused to speculate until it sees the report but has acknowledged it is unlikely to reach any final decision before prolonged and complicated proceedings.

Tanfastic plans radio for saturation drive

Tanfastic, quick tanning suntan lotion, has announced a heavy advertising campaign aimed primarily at the teenagers with spot radio as the key media.

According to Raymond C. Davis, broadcast supervisor of Foote, Cone & Belding, Los Angeles, a series of 20-, 30- and 60-second spots featuring teenage recording star Brenda Lee are being used in saturation schedules in 50 top markets and supplementary schedules are planned in 75 more markets.

Almost all stations being used have high teenage appeal, Mr. Davis said. Tanfastic is a division of Sea & Ski Co., Reno, Nev. The account is handled by FC&B's San Francisco office; all radio-tv production is handled by the agency's Los Angeles office.



William Randall, president of Sea & Ski Co., looks over the music of the company's Tanfastic jingles with recording star Brenda Lee who sings them. The spots started last week in 50 of the top markets across the country.

NBC research answers TvAR's 'Tilt' study

NBC research is firing back at station representatives' spot tv presentations which claim a high percentage of network shows fail to deliver as expected in certain markets. The primary target is Television Advertising Representatives (TvAR), though other reps have been taking up the cudgels, including Blair-Tv, which late last week gave an agency presentation that claimed audience percentages in markets gained by advertisers who participate in network programs fail to compare with the sales potential in the markets.

NBC-TV claims the so-called "tilt" TvAR study (BROADCASTING, Jan. 22) was itself inaccurate. The battle is on over statistics used, and this had led TvAR to conclude that when an advertiser uses network programs alone they limit him in applying market-regulated advertising pressure. NBC comes back with: "In their primary coverage area, the network affiliates do deliver audience in approximate proportion to their coverage" and "these markets actually deliver a bonus audience in relation to their costs."

Business briefly...

Ford Motor Co., Dearborn, Mich., has purchased alternate-week sponsorship of *Ensign O'Toole,* new fall NBC-TV series (Sun. 7-7:30 p.m. EDT). Purchase completes sale of show which is also to be sponsored by Liggett & Myers Tobacco Co. Agency for Ford: J. Walter Thompson.

Procter & Gamble Co., Cincinnati, has bought minutes in NBC-TV's *Eleventh Hour* (Wed. 10-11 p.m.) and *Sam Benedict* (Sat. 7:30-8:30 p.m.), both starting this fall. In the former series, the buy is for a total of six minutes on alternate weeks, and in the latter a total of 15 on a scattered basis. Agency: Benton & Bowles, New York.

Agency appointments...

▪ Rolls Royce Inc. (automobiles), New York, has shifted billings estimated at $300,000 from Ogilvy, Benson & Mather, New York, to Erwin Wasey, Ruthrauff & Ryan, that city. Account was resigned by former agency after four-year tenure.

▪ Boyer International Labs., Chicago, switches its $1 million account for "H.A." hair arranger from R. Jack Scott Inc. to John W. Shaw Adv., both Chicago. Boyer spends most of its money in tv. Firm is currently introducing three new products in several markets.



LOOKING FOR A SPONSOR?

Well...Sponsors are looking too...looking for the best buy in TV time to sell their products and services...quality feature film programming is a proven way of accomplishing this..."Films of the 50's"is an exciting new product, well balanced, with today's top stars, in today's pictures...Seven Arts' "Films of the 50's" sell Advertisers products and services from Erie* to San Diego*...to find and keep Sponsors...program the best...Program Seven Arts' "Films of the 50's —Money Makers of the 60's."

*For a complete rundown on these and other successful Sponsor case histories contact your nearest Seven Arts sales office.

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

More tv used to sell wax, shoe polish

Television's grip on wax and shoe polish advertising was strengthened again in 1961, according to Television Bureau of Advertising's review of total gross time and space expenditures in consumer measured media, released today (June 4).

The wax and polish advertisers spent $23.9 million for network and spot tv in 1961, or 84.9% of total expenditures of $26.8 million. In 1960 tv's total was $19.6 million.

TvB reports that floor and furniture polishes and waxes had billings of $18,837,974 in 1961, up 11.5% from 1960's $16,895,-136; shoe polish billings jumped an impressive 85%, from $2,733,-328 in 1960 to $5,057,842 in 1961.

Concentrating almost entirely on tv, S. C. Johnson & Son again outspent its competitors in both the wax and shoe polish fields. Tv's 97.4% share of the leader's expenditures for floor and furniture polishes and waxes was closely followed in 1961 by Simoniz Co.'s 95.4%. In the same category, Union Carbide and Continental Wax Corp. relied solely on tv. TvB claims Beacon Co. was the only leading wax advertiser not using tv in 1961, but that it has started using spot tv in 1962.

FLOOR AND FURNITURE POLISHES, WAXES

Gross Time and Space Billings
Leading Advertisers—1961

	Spot tv	Network tv	Total	Magazines	Newspapers	Total	% tv
S. C. Johnson & Son	$ 726,090	$7,812,971	$8,539,061	$222,785	$ 5,541	$8,767,387	97.4
Simoniz Co.	2,611,100	2,919,282	5,530,382	91,277	173,725	5,795,384	95.4
American Home Products	269,090	1,435,380	1,731,470	.....	4,534	1,736,004	99.7
Beacon Co.	.....	.....	.....	.....	963,966	963,966	.....
Union Carbide Corp.	145,570	631,957	777,527	.....	.....	777,527	100.0
E. I. du Pont	.....	709,952	709,952	.....	17,417	727,369	97.6
E. L. Bruce Co.	37,550	.....	37,550	201,378	458,326	697,254	5.4
Continental Wax Corp.	441,600	117,999	559,599	.....	.....	559,599	100.0
1960							
S. C. Johnson & Son	2,446,430	5,329,901	7,776,331	569,934	209,082	8,555,347	90.9
Simoniz Co.	2,190,030	2,191,797	4,381,827	306,375	524,413	5,212,615	84.1
American Home Products	76,780	1,474,294	1,551,074	24,140	.....	1,575,214	98.5
Beacon Co.	.....	.....	.....	.....	875,660	875,660	.....
Union Carbide Corp.	517,240	.....	517,240	.....	31,122	548,362	94.3
E. I. du Pont	.....	907,574	907,574	39,695	.....	947,269	95.8
E. L Bruce Co.	33,550	.....	33,550	.....	232,215	265,765	12.6
Continental Wax Corp.	887,050	219,447	1,106,497	.....	.....	1,106,497	1000.

Sources: Spot: TvB-Rorabaugh, Network: TvB/LNA-BAR, Magazines: Leading National Advertisers, Newspapers: Bureau of Adv.

SHOE POLISHES

Gross Time and Space Billings
Leading Advertisers—1961

	Spot tv	Network tv	Total tv	Magazines	Newspapers	Total	% tv
S. C. Johnson & Son	$23,380	$2,479,401	$2,502,781	.....	$427,425	$2,930,206	85.4
American Home Products	802,150	257,802	1,059,952	3,500	62,460	1,125,912	94.1
Corn Products	.....	726,882	726,882	65,500	3,225	795,607	91.4
Revlon	191,860	514,124	705,984	39,201	.....	745,185	94.7
1960							
S. C. Johnson & Son	202,860	463,604	666,464	.....	145,771	812,235	82.1
American Home Products	37,440	630,871	668,311	23,021	109,535	800,867	83.4
Corn Products	.....	.....	.....	239,080	164,260	403,340	.....
Revlon	585,480	611,796	1,197,276	345,511	.....	1,542,787	77.6

A NEW INDICATION OF RADIO'S SCOPE

Chicago study shows listening 'larger than we believe'

Another study offers evidence that the "typical" radio listener may not be the media will-o'-the-wisp he's often made out to be.

The listener exists, though he's not always counted in boxcar numbers, and he usually has a radio set of his own, has programming preferences, and he apparently identifies stations by programming and personalities instead of by their call letters.

This information on patterns in radio listening comes today (June 4) from the Better Broadcast Bureau Inc., New York, in a summary of a pilot motivational research project. The research was conducted in Chicago last December for BBB by Barlow Survey Service Inc., Chicago. BBB turned over much of the data to the Station Representatives Assn. for a promotional campaign to stimulate spot radio business by automakers (BROADCASTING, Feb. 26).

At least one part of the findings is reminiscent of a massive audience study made by Psychological Corp., an independent research firm, for WMCA New York (BROADCASTING, Feb. 5). That study indicated the listener in some cases spends more time with radio than he himself realizes. The WMCA-commissioned probing found that some people are able to display knowledge about radio programming even when they profess to listen little.

Bigger Than Believed ▪ Emphasized by Clifford J. Barborka Jr., BBB's president, in releasing portions of the Chicago study, is that the "extent of personal radio listening on a daily basis is much larger than we believe, even though some of it is a daily accumulation of smaller doses."

He said many listeners don't consider themselves radio fans when first asked the question because they listen to radio in a more personal way than they watch tv. The facts, however, he said, emerge through the technique of conducting lengthy individual or group interviews.

The BBB-commissioned survey selected a cross-section for its sample on a basis of people contemplating the purchase of an automobile in the preceding 12-14 months and thus ostensibly was not made with all radio listeners in mind. But, it is asserted, results would appear to be applicable in many areas to all radio listeners.

The technique used by Barlow consisted principally of depth interviews and employed tape recorders. The material had to be transcribed and edited. The method as a consequence proved costly and apparently would limit its use in surveying large numbers of people (it is reported that the cost per individual interview went as high as nearly $40).

In the SRA presentation, material used from the study noted that it is a misconception that "creative" commercials cannot be devised for radio. Data now released goes further, contending:

▪ Irritating advertising, though perhaps a concern of many, is a powerful



They're still doin' the same as their grandmas did!

OUR wimmin out here in Red River Valley ain't changed at all in the forty years we've known 'em — they're still *mad* about WDAY.

They chased us in 1922, they're still hot on our wave length in 1962. And twenty years from now, when our WDAY birthdays have increased from 40 to 60, you can bet your life they'll *still* be a-hungerin' for us. You see, *we give them what they want!*

If you want the details, ask PGW!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

influence, particularly over the longer period.

▪ Humor can be a potent force but must be used in a selling and not an entertaining-only framework.

Important Role ▪ As did the WMCA-psychological study, the Barlow survey found that many people, when first asked if they listen to radio, answered they didn't or at least "not too much." But once the interview was under way the pattern of exposure to media revealed radio representing an important part of the listener's day. Specifically, radio was relied upon for news and information, music they liked to hear and for a friendly and reassuring voice.

The survey also discloses the automobile as the "most universal listening location," and the BBB editorializes "how strange it is that this vast area of listening that gives radio one of its great media exclusivities is not properly accounted for in the selling and buying of the medium."

The question echoes that being asked by various radio executives and currently receiving concentrated study.

Interviewing uncovered a feeling among many listeners that they particularly resent "insincerity" in commercials (or in print, for that matter). The reaction in this sphere centered mainly on automobile advertising (the theme of the study project), car buyers noting they were at the mercy of an auto company, dealer and service station. The study pointed to a lack of assurance and credibility in many auto commercials and advertising.



When its hard to be 'Humble'

When the location crew from Dallas' Keitz & Herndon invaded a quiet Memphis neighborhood to do commercials for Humble Oil Co., Houston, and its agency, McCann-Erickson, the Esso station used for shooting hitched its own promotion wagon to the event. A sign at the entrance (see picture) called attention to the project.

The series of commercials, showing a 35-foot canvas bag at the service station, is connected with Humble's "Happy Motoring Spectacular," a promotion that involves $1 million in prizes and gifts. The commercials, narrated by Rex Marshall, will be used this month on Humble and Esso news shows as well as other spot tv programs.

Supervising the shooting for McCann-Erickson was John Wallace. Larry Herndon directed for Keitz & Herndon.

Like the cows, people do come home—Roslow

The Pulse Inc. last week said it has greeted the "news of a twice-a-year battery-radio survey" with a "yawn." Specifically, the broadcast audience measurement firm said the ho-hum reaction came from Dr. Sydney Roslow, president of The Pulse, and Claire Horn of the Daren F. McGavren Co., station representative.

Mrs. Horn was with WNEW New York and Dr. Roslow with Pulse at the time they developed a technique to measure "the entire out-of-home audience" and Pulse has been reporting the figures of auto and battery sets in 266 markets "not once or twice a year, but regularly—as often as once a month in some markets."

The Pulse statement did not refer to A. C. Nielsen Co. by name but it made little attempt to disguise the reference, Dr. Roslow commenting: "People don't normally or easily carry diaries, meters or telephones about them but they do come home, and when they do, they can easily tell Pulse interviewers what they heard, on what kind of sets, and where."

A. C. Nielsen Co. the week before had announced an expansion of its network radio measurement to include auto-radio and battery-portable listening figures (BROADCASTING, May 28). Dr. Roslow asserted that in the Pulse reports, "out-of-home audience is reflected in each station's rating—not as a lump sum for an entire market."

He said he and Mrs. Horn won an American Marketing Assn. award via AMA's New York chapter for the developed technique and that Pulse services 1,000 stations, advertisers and agencies with the data.

Advice to jewelers

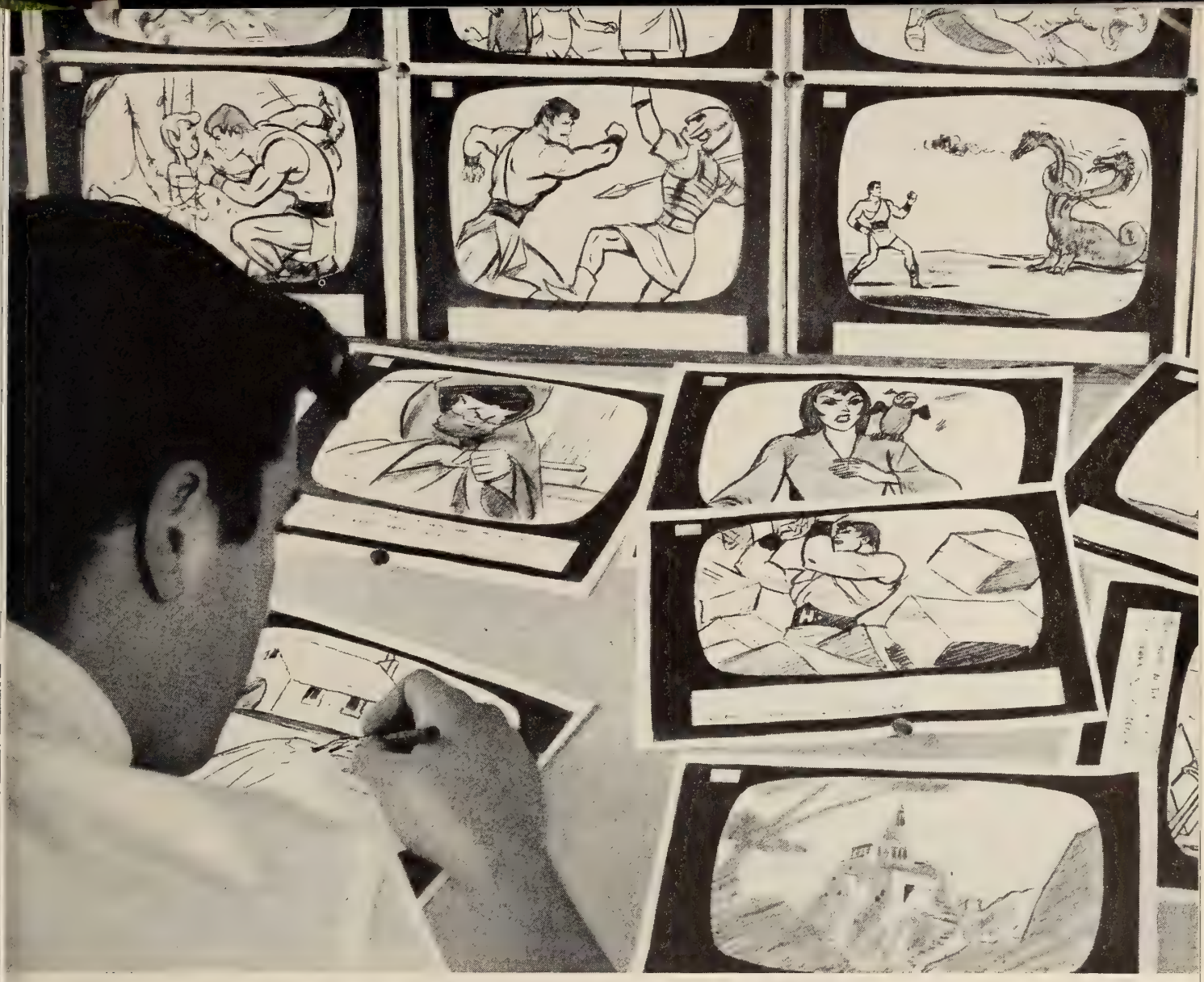
Jewelry store owners have been advised to face up to increasing competition from wholesalers, department stores, discounters and drugs and variety chains by increasing their radio.

In a presentation aimed at jewelry stores, Radio Advertising Bureau says that only about one third of the 200,000 brides married this month will wear engagement rings and wedding rings purchased from retail jewelers.

Also in advertising...

New 'Summary' ▪ The Katz Agency, New York, has released the 31st edition of its "Spot Television Advertising Cost Summary." It includes formulas to be applied to rates in a market-by-market cost summary to estimate most spot tv budgets. The summary shows that a one-time half-hour prime time program in the top 100 markets would cost $74,582, and a 20-second spot would cost $30,140. About one-third of this cost ($23,247 per half-hour program, $10,450 for 20-second spot) would be needed to cover the top 10 markets. Less than one-third additional (or total of $96,165 for program and $37,491 for 20-second spot) would extend coverage to 200 markets.

Forms new company ▪ William M. Ziegler Jr., vice president and account supervisor of Del Wood Assoc., New York, has formed a new company to provide marketing and advertising counsel and media assistance to advertisers with small or medium budgets. Mr. Ziegler will continue his association with Del Wood while maintaining offices under his own name at 1271 Avenue of The Americas, New York.



THE MIGHTY HERCULES

TV's MIGHTIEST NEW CARTOON SERIES!

NOW IN PRODUCTION!

First group of the 130 exciting episodes are in animation—story boards on a dozen more are complete—scripts for a score of episodes are ready—and the word is: "'Hercules' is the BIG ONE for 1963!".

If you're looking for a major share of the children's audience look at "The Mighty Hercules"—and look before it's too late.

Ask to see the NEWEST EPISODES of the greatest cartoon series of them all! Then ask yourself—can you afford to pass up "The Mighty Hercules"?

Call or wire collect to: Richard Carlton, Vice President in Charge of Sales

TRANS-LUX TELEVISION CORP.

625 Madison Avenue, New York 22, New York • PLaza 1-3110

Chicago • Hollywood

"ENTERTAINMENT FOR MILLIONS—MILLIONS FOR ENTERTAINMENT"

MOE LEFF
© 1961 A.C.T. INC.

THE BEST IS YET

BEGINNING with experimental telecasts on March 4, 1947 and introducing regular daily programs on June 3 of that year, WWJ-TV is Michigan's first television station—now celebrating its Fifteenth Anniversary.

Following its 1947 debut, WWJ-TV—like that memorable June—was "bustin' out all over" with television firsts in the Detroit market area:

FIRST WITH • Detroit Tiger Baseball • Boxing • Auto Racing • Boat Racing • Soap Box Derby • Wrestling • Detroit Lions Football • University of Michigan Football • Red Wings Hockey • Bowling • City Council Meeting • Detroit Symphony Orchestra • Polo • Olympic Swimming Trials • Community Chest Program • Colorcasts in Detroit

TO COME...

Since those pioneer days, WWJ-TV has observed and participated in the notable cycles of television's progress—from Jerry Lester, Dagmar, Milton Berle to Robert Montgomery, Sid Caesar, Mr. Peepers to Bonanza, Bob Newhart, Mitch Miller. Paralleling them, WWJ-TV has nurtured and produced its own local dramas, audience participation shows, newscasts, documentaries.

WWJ-TV cameras, projectors, and monitors have seen the good things that fifteen exciting years of television have created. Each of those creations stands as a monument to its own era of entertainment, education, enlightenment.

WWJ-TV looks back proudly on those fifteen years, knowing full well the ingenuity, energy, and endless toil each year reflects. But with interest and anticipation, WWJ-TV looks forward to the eras that lie ahead, confident that television's resources are boundless, that even greater accomplishments are on their way, and that *the best is yet to come.*

WWJ-TV

THE **NEWS** STATION

Owned and Operated by The Detroit News • National Representatives: Peters, Griffin, Woodward, Inc.

Pay plan violates rules, CBS-TV told

FCC ORDERS NETWORK TO NEGOTIATE NEW AFFILIATION CONTRACTS

CBS-TV was told last week that its program compensation plan of affiliation violates the FCC's rules and was ordered to start negotiating new contracts with those affiliates who operate under the plan.

This decision was handed down by the FCC on a 6-1 vote, with a dissent by Commissioner Frederick W. Ford on the grounds no action should be taken until the Justice Dept. suit against CBS, which charges the same plan is an antitrust violation, has been decided.

"We believe that the effect of the CBS plan is clearly to hinder a station from clearing for other network and non-network programs and that it penalizes [financially] a station for so doing," the FCC order said.

The FCC found the CBS plan violates Sec. 3.658 (a) of its rules. The CBS plan was first questioned by the commission last fall (BROADCASTING, Oct. 30, 1961) on much the same grounds under which the affiliation contracts were declared illegal last week. CBS defended the compensation plan a month later and at the same time said that it did not fall under the section cited.

A copy of the FCC order was sent to all affiliates under the controversial affiliation contract (put into effect a year ago [BROADCASTING, May 8, 1961]). CBS said Friday that there are 31 affiliates under the sliding plan but only 20 are operating under the contract. The network refused to release their call letters. Generally speaking, CBS compensates an affiliate by 10% of the station's network rate for each hour cleared up to a certain level, and 60% for each hour carried over the cutoff, according to the FCC. There are several variations to the compensation arrangement.

An important difference between the CBS plan and standard affiliation contracts is that stations must clear a maximum number of programs to achieve the same rates as under the old contracts, the commission said. This incentive clearly hinders affiliates from taking the programs of other networks, the agency continued, and penalizes them if they do so.

The FCC said it had carefully considered CBS' defense of the plan and found it inconsistent, not supported by the facts and unconvincing. Therefore, the commission said, it was adhering to the conclusions reached before the October challenge was issued.

Extreme System ▪ Contrary to CBS contentions, the compensation plan is more extreme in the effects on affiliate payments than standard contracts, the agency countered. The significant difference, the commission pointed out, is that regular contracts compensate the same amount for each hour cleared, no matter how many hours involved, while the CBS plan pays affiliates on a sliding scale based on the number of hours cleared.

The effect of such a scale must be to hinder a station from bargaining freely for programs with other networks and syndicators, the FCC said. And, the order continued, the sliding scale permits CBS to apply the 60% compensation rate on marginal programs, when competition from other suppliers is greatest. This disparity in rates leaves a station no practicable choice but to take the CBS offering, the commission charged.

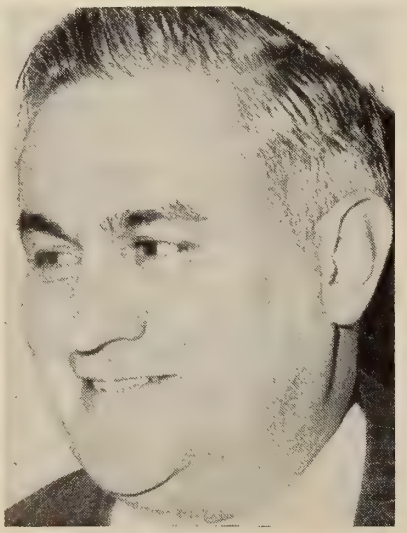
CBS' contention that ABC and NBC could meet successfully the compensation plan competition is not supported by the examples CBS offered, the FCC said. The only way the other two networks could counter would be

Truth is test of tv ad, says FTC officials

Tv demonstrations by advertisers must be more than just credible—they must be factual, the chairman and a top official of the Federal Trade Commission warned in separate speeches last week.

The fundamental responsibility of the tv advertiser is to see that his commercials demonstrate the advertised product, fairly and truthfully, FTC Chairman Paul Rand Dixon told the Executive Conference of the Wharton School of Finance & Commerce in Philadelphia Thursday (May 31). "There are many examples of tv commercial demonstrations which appear to indicate that business has not met its complete obligation in this area."

A commercial must be considered illegally deceptive if purchasers may be induced to buy a product because they have been led to believe they have seen a valid test on tv which actually is not truthful, Chairman Dixon said. "Truth and reality must govern the claims made for the efficacy of a product, whether in tv advertising or in any other medium."



Mr. Dixon

Daniel J. Murphy, director of the FTC's deceptive practices bureau, speaking before an advertising group of the Special Libraries Assn. in Washington, referred to the FTC's famous sandpaper decision. He said it is quite obvious that Palmolive Rapid Shave was making claims for the efficacy of its product which were not true. "The product could not shave sandpaper in the manner and for the length of time depicted in the commercials and equivalently it could not, in the same manner and time, shave a beard as tough as sandpaper," he claimed.

The heart of the Rapid Shave commercials was the visual demonstration—which in reality was not a demonstration, Mr. Murphy said. "If the public is to be induced to purchase a product by demonstration, that demonstration must not exceed truth in reality," he emphasized.



CLOSE-UP: BALTIMORE-MARYLAND

Baltimoreans – and Marylanders – see close-up on Channel 2 a continuous flow of special programs devoted to the daily and future activities of this great city and state. WMAR-TV programming in the public service area runs the gamut of subjects important to the interested citizenry in this rapidly growing market!

Every week, in THE SUN and THE EVENING SUN, there is a WMAR-TV advertisement captioned "THESE ARE YOUR AFFAIRS". This includes a complete listing of the week's regularly scheduled and special feature public service programs created by the WMAR-TV production staff plus many outstanding CBS informational programs.

Ever since WMAR-TV went on the air as Maryland's first television station, Baltimoreans – and Marylanders – have always looked to WMAR-TV for informative programming in the best tradition of service established by its parent organization, The A. S. Abell Company, for 125 years publisher of the Sunpapers of Baltimore.

No Wonder — In Maryland Most People Watch

WMAR-TV CBS

Channel 2 – Sunpapers Television – Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

through a similar plan with the same objectionable features and results, the agency continued.

Serious Concern ▪ The plan also has serious effects on independent syndicators and program suppliers, the FCC said. Although this would not be a violation of the rule cited, it also is of serious concern to the commission.

The FCC said that it is not convinced, as maintained by CBS, that there has been an "alarming increase" in non-clearances. The network reason for the plan—to meet competitive conditions—does not obviate the violation of the rules which has occurred, the commission said. Additionally, the FCC said that the data CBS furnished in alleging the plan does not hinder affiliates or penalize them is not a convincing argument.

Sec. 3.658 (a) is not limited to preventing exclusive network affiliation contracts, as maintained by CBS, the FCC said. The section in question reads: "No license shall be granted to a television broadcast station having any contract, arrangement or understanding, express or implied, with a network organization under which the station is prevented, hindered from or penalized for, broadcasting the programs of any other network."

It is apparent from the broad, general language of the rule that it was adopted to meet not only existing contract provisions (in 1951) but also to apply to any new arrangements designed to achieve the prohibited result, the agency said. Any network plan, regardless of its label, which hinders, penalizes or prevents a station from carrying programs of other networks violates the above rule, the FCC said.

In reaching this conclusion, the FCC pointed out that it is not ruling that all incentive plans violate the rule.

CBS: No Comment ▪ The text of the order had not been released publicly at the close of business last Thursday (May 31) and CBS-TV said it would have no comment until it had studied the order. Generally speaking, CBS affiliates contracted under the plan defended the method of compensation at the time of the FCC attack.

As presented to the commissioners by the staff last week, the outlawing of the CBS plan was in the form of a letter to the network—rather than a memorandum opinion and order. The FCC decided, however, that its action constituted a binding decision and that something more formal than a letter should be issued.

In dissenting, Commissioner Ford said he would prefer that no action be taken which might prevent the prosecution of the Justice Dept. antitrust case against the program compensation plan. Commissioner Ford cited the recent Supreme Court decision that the Federal Power Commission should not have acted on a merger proceeding until a Justice antitrust suit had been litigated.

Justice also declined comment until it has studied the order in light of effect it will have on the antitrust suit. It was pointed out, however, that the FCC order is against the CBS plan in particular while the Justice suit asks for an injunction against this plan and any other similar plan of affiliate compensation.

White House fan

President Kennedy is a regular radio and television listener and viewer during the evening news periods, Pierre Salinger, news secretary, said Thursday at a White House news briefing session.

A reporter during a discussion of the President's newspaper reading asked Mr. Salinger how Mr. Kennedy keeps track of what television and radio say about him. "He watches televison news shows and listens to the radio in the evening," Mr. Salinger said.

Asked to specify the President's specific favorites, Mr. Salinger said, "He makes an effort to watch Huntley-Brinkley (NBC) and I have had callbacks from him on a number of items from other television and radio shows."

Examiner favors KOB in old 770 kc case

The 20-year-old 770 kc case went another step toward possible settlement last week when FCC Hearing Examiner Asher H. Ende recommended that KOB Albquerque, N. M., be allowed to operate full-time on 770 kc with 50 kw power and specified directional antenna at night to protect clear channel WABC New York, also on that frequency.

The initial decision came as a result of a hearing on KOB's application to amend its license to specify a nighttime directional antenna. The initial decision at the same time suggested that the application of WABC for a straight renewal of its license (without directional antenna) be denied.

The case goes back to 1941 when KOB was shifted from 1180 kc to 1030 kc and later the same year to 770 kc under the North American Regional Broadcasting Agreement. ABC, the owner of WABC, opposed the move. In 1958 the FCC ruled that both stations should continue on 770 kc but that each should protect the other with nighttime directional antennas. ABC appealed, but the U. S. Court of Appeals in Washington upheld the FCC's authority to make the change. Last week's initial decision is a result of the hearing held after the court's opinion.

Still pending is an application by KSTP Inc., licensee of KOB, seeking 770 kc in New York. Since this conflicts with WABC's present assignment there, a comparative hearing will be necessary. WABC has the right, however, to amend its renewal application to provide for a directional antenna at night to protect KOB.

National Airlines filing questioned

Three of the four new applications for ch. 10 Miami were accepted by the FCC last week to compete in a comparative hearing for the assignment with the current occupant, L. B. Wilson Inc. (WLBW-TV) (BROADCASTING, May 28).

But there was a question raised by the FCC about whether the remaining applicant, National Airlines' wholly-owned Public Service Tv Inc., is eligible to apply for the channel. Public Service received the original ch. 10 grant in 1957—and operated WPST-TV Miami for five years—but was disqualified three years later for *ex parte* contacts with the commission.

According to an FCC official, the question of Public Service's eligibility for ch. 10 rests on two issues: (1) Sec. 1.309 of the FCC's rules, which prohibits the filing of "repititious" applications within one year after dismissal. The issue hinges on whether the original Public Service application is to be considered as dismissed in July 1960, when the FCC revoked the grant, or last fall, when the station was ordered off the air after unsuccessful court appeals; (2) whether the 1960 disqualification of Public Service in the original ch. 10 contest also makes the company similarly ineligible to be considered in a new comparative hearing for the same channel.

Both questions will be resolved on the commission level (by the seven FCC members) before the Public Service application is either accepted for filing or returned as unacceptable.

Two applicants, South Florida Tv Corp. and Civic Tv Inc., asked the FCC in separate petitions to waive its rules on antenna and transmitter sites in the "unique" Miami proceeding. Each said that although it has acquired rights to an antenna site, if successful, it wishes to negotiate with L. B. Wilson or Public Service to buy their existing structures. Miami Tv Corp., another applicant, indicated the same intention in its application.

TEEN-AGE GIRLS NEED MUCH BETTER HEALTH GUIDANCE

Our Young Women Eat Poor Diets And Pay In Loss of Natural Beauty And Vitality

Our failure to encourage our children to develop sane and sensible health habits early in life is one of the paradoxes of this age of increasing knowledge and affluence. This situation might actually be termed tragic in the case of millions of teen-age girls who have not learned that their failure to follow sound health habits makes it doubly hard, if not impossible, for them to achieve the physical appearance and the vitality which so many of them want. These girls crave this to the point where they readily adopt foolish and expensive, often dangerous, fads to try to achieve their goals.

Although we are often described as being a "child-centered" society, parental striving to provide a good life for our children does not necessarily mean that we are always doing those things which might provide true happiness for our youngsters. When we fail as badly as we have until now in teaching our daughters how to eat properly so that their chances of achieving good health would be improved, we can hardly claim to be the intelligent and enlightened parents we would like to think we are.

A number of studies conducted by State Agricultural Experiment Stations and by the Institute of Home Economics of the U. S. Department of Agriculture have been summarized in a booklet published in October 1959 by the California Agricultural Experiment Station. NUTRITIONAL STATUS U.S.A. reports that generally the nutritional status of the American people is fairly good, but "the diets of the teen-age girls presented the least favorable picture of all those examined."

Girls Often Ignore Sound Nutrition

This unfavorable picture in the nutritional status of teen-age girls cuts across the board so far as socio-economic levels are concerned. These girls don't have poor diets because they live in underprivileged homes or because their parents are uneducated. A large percentage of these girls have diets deficient in several very important food nutrients because in too many cases we parents and others who are responsible for guiding the health habits of our young people fail to fulfill our responsibilities. Boys apparently avoid most dietary deficiencies simply because they are often "bottomless pits" when it comes to food and eat enough food so that they experience few nutrient deficiencies.

Girls, however, become intensely interested in physical appearance early in their teens, and they also want enough vitality to keep up with their various groups. They do not understand in many cases that heredity, rather than any magic pills and potions, will determine the basic shape their bodies will take. There is much that can be done, of course, through following sound health habits, including a well balanced diet, to influence the young lady's physical development, as well as to assure her the energy and vigor she wants.

Weight control is extremely important in the lives of these young girls, and it is often pitiful to witness these youngsters suffering through one crisis after another. If a young person has been allowed to develop those poor eating and exercise habits which lead to excess weight, then every effort should be made by sympathetic parents and others to help the teen-ager learn to adopt new lifetime eating patterns rather than to stay on that fruitless treadmill of trying one fad diet after another, a plan that seldom accomplishes true weight control and which often leads to emotional problems of great magnitude.

They Must Learn From Adult Examples

Teen-age girls need our attention and well planned help. They must be guided toward sound health habits, including recognition of the need for adequate rest and for a program of physical activity that will help them develop their young bodies adequately. They must learn to eat for fitness as well as for enjoyment, and one eating goal here does not conflict with the other! They can easily learn to follow the Daily Food Guide, to select their foods from the four major groups: (1) milk and milk products; (2) meats, poultry, and fish; (3) fruits and vegetables; (4) grains and cereals.

Of course, all of us have to learn to balance total food intake with energy needs. For teen-agers obesity is often a tragedy, not only because it is physically unattractive but also because, in many cases, the obesity indicates that the young person is trying to solve some emotional problems by stuffing with food.

Most of us in this country believe that our children are our most precious resource. We spare little effort and few dollars to provide the very best for our children—new schools, more teachers, etc. Yet we often fail to realize how badly many of us fall down on the job of helping our children right at our own family dinner tables where we parents should be teaching our children some of the most important habits they will ever develop, including eating a daily diet that is satisfactory both in quantity and quality.

We might well keep in mind, too, that it is far more effective to teach by example rather than by preaching. Teen-age girls might overcome their calcium deficiencies if they were observing their mothers drinking milk as a regular part of the meal pattern. As a matter of fact, since the studies of nutritional status indicate that the mothers of teen-age girls aren't doing as well as they should in selecting adequate diets, perhaps we have here the makings of an excellent mother-daughter project for many years to come—to learn together how to eat in order to enjoy better health.



american dairy association

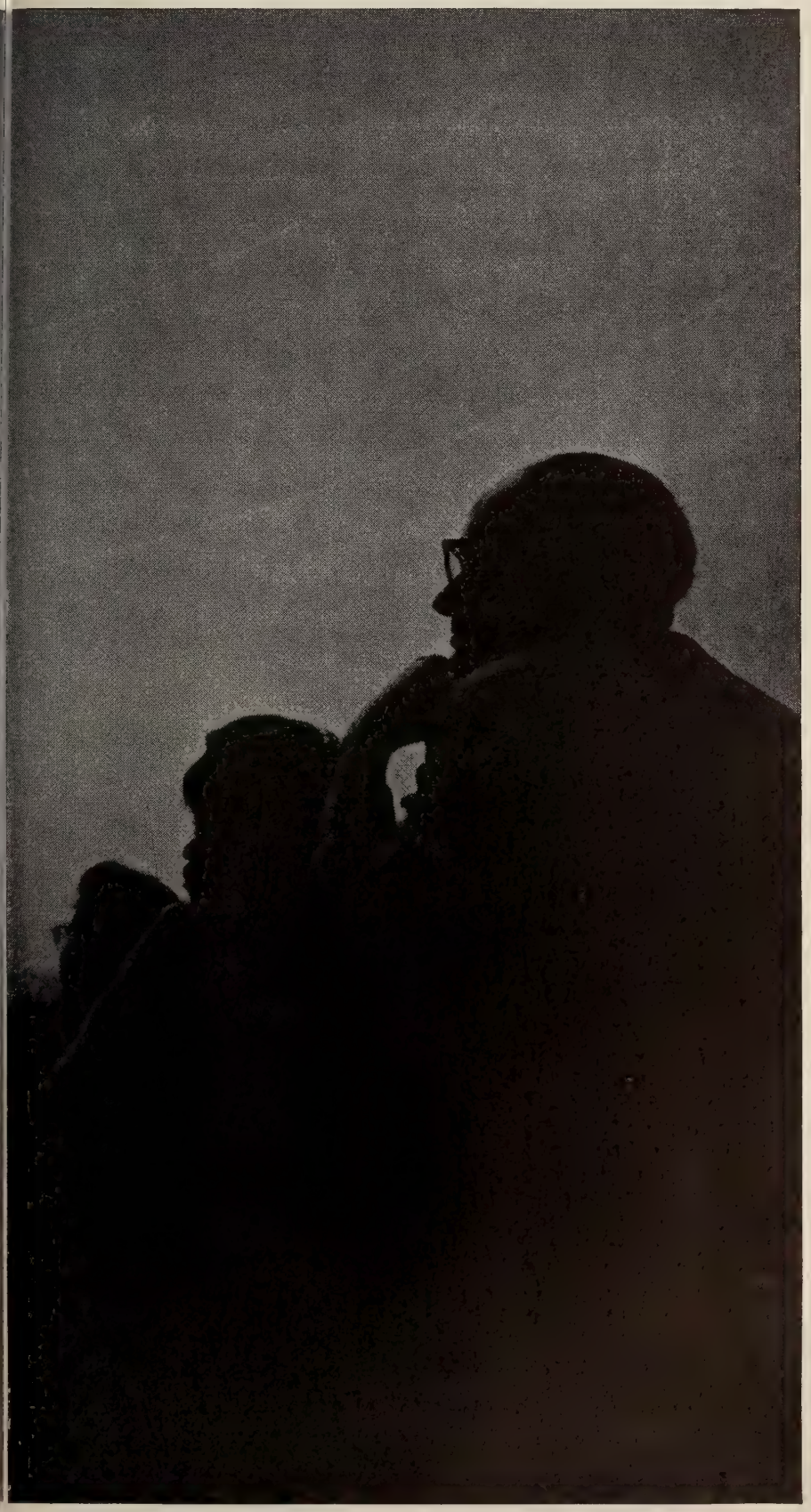
The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

In Chicago



. . . the Adler Planetarium and Astronomical Museum is the first planetarium built in the Western Hemisphere and contains the world's finest collection of ancient astronomical instruments. Here, a lecturer can reproduce the majestic drama of the heavens—past, present and future—over a simulation of Chicago's famed skyline.



In Chicago

WGN

TELEVISION

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—the most respected call letters in broadcasting

WGN IS CHICAGO

Goldenson asks Dodd not to blame ABC-TV

CBS, NBC RESPONSIBLE FOR OWN TV PROGRAMS, HE SAYS

Leonard Goldenson, president of American Broadcasting - Paramount Theatres, has asked Sen. Thomas J. Dodd (D-Conn.) not to blame ABC-TV for the programming "excesses" of NBC-TV and CBS-TV simply because former ABC executives now operate those networks. The responsibility for such programming, Mr. Goldenson suggested, rests with the management employing those executives.

Mr. Goldenson's comments were contained in a letter submitted for the record of Sen. Dodd's Senate Juvenile Delinquency Subcommittee hearing on televised sex and violence. Sen. Dodd, in a statement closing that hearing, singled out ABC for special blame.

He said the network had developed the action-adventure type show and that Robert E. Kintner and James T. Aubrey had learned to "entice" an audience with crime, sex and violence while they were high officials at ABC in the late 1950s. He hinted they applied the lessons they learned after becoming the operating heads of NBC radio-tv and CBS-TV respectively.

Rebuttal ▪ Mr. Goldenson's four-page rebuttal dealt at length with ABC's struggle to become a third competitive network in television. With virtually no program suppliers available and only 15 affiliates which could be cleared on a live basis, he said, ABC turned to the use of film and the motion-picture industry as a program source.

The result, he said, was *Cheyenne*, the first hour-long western. Then came *Walt Disney Presents*, the *Danny Thomas Show*, *Maverick*, *77 Sunset Strip* and *The Untouchables*, among others. In addition, he noted, ABC has greatly strengthened its news and public affairs department.

Mr. Goldenson agreed there are "trends" in television programming. When a particular show becomes popular, he said, it may be imitated "with claimed over-abundance and emphasis." But these trends are not limited to action-adventure shows; they include situation comedies, children's programs, medical dramas and adult cartoon shows.

ABC's purpose, he said "was not to establish trends but to provide top quality programs which we feel have helped ABC to become a third competitive force in these formative years."

Useful Service ▪ Furthermore, he said, ABC provided a useful service in bringing Hollywood into the production of television films and in "creating new program concepts of varied nature responsive to the desires of the viewing audience."

He said this was an "important phase" in the development of ABC's program philosophy, then added:

"In this connection, may I respectfully suggest that rather than excesses in programming being attributable, as you have indicated, to the training at ABC of men who eventually became operating heads of the other networks, it is our belief that any such adoption of program concepts by the other networks is attributable to the furtherance of such program philosophies by the management of these other networks who employed these men."

Tv applicants claim illegal conspiracy

Two applicants for new tv stations have accused existing stations in separate markets of encouraging and financing educational groups to apply for the facilities as a means of blocking competition.

Redding-Chico Tv Inc. asked the FCC to add character and financial qualifications issues concerning Northern California Educational Tv Assn., in hearing with Redding-Chico for ch. 9 Redding, Calif.; Central Wisconsin Tv Inc., which seeks to sell its construction permit for ch. 9 Wausau, Wis., to Midcontinent Broadcasting Co. (which has asked additional time to construct a station), told the FCC that WSAU-TV there has entered an "illegal conspiracy under the antitrust laws" with the Wisconsin Citizens Committee for Educational Tv.

In California, Redding-Chico Tv charged that KHSL-TV Chico, and KVIP-TV Redding, collaborated with NCETA to block rulemaking to get the channel assigned there. The company said the educational group applied for ch. 9 for the purpose of hindering and blocking its application. It claimed KHSL-TV and KVIP-TV have donated a large part of the educational group's tv equipment and aided NCETA in preparing its applications; that KHSL-TV donated time to the educational group for fund raising appeals.

Redding-Chico Tv asked the FCC to explore NCETA's financial qualifications. The pledges for funds received by the association are not firm commitments, the applicant claimed, largely due to the method in which funds were solicited which it said "smacked of medicine-man tactics."

Redding-Chico Tv asked for another issue which would allow it to demonstrate that ch. 15 in Red Bluff, Calif., would be good enough for the educators' purposes.

NCETA has asked that issues be enlarged in regard to Redding-Chico Tv: to determine if it can carry out its programming proposals and to learn what it has done to determine community needs.

Wausau Wrangle ▪ The educational group in Wausau (WCCFET) has charged Central Wisconsin Tv with trafficking in licenses and has asked the FCC to forbid it to sell its ch. 9 construction permit to Midcontinent or to grant further time for construction. WCCFET has not applied for the channel but has announced its intention to do so.

Central Wisconsin Tv has asked the FCC to ignore the educational group's charges because it was organized and financed by WSAU-TV solely to block a potential commercial competitor.

WSAU-TV denies this. It said that other tv stations have also assisted WCCFET financially and that the FCC has indicated its approval of commercial stations helping educational outfits in the case of WNTA-TV New York (where the commercial tv stations provided funds for an educational group to buy one station from National Telefilm Assoc. BROADCASTING, Dec. 18, 1961).

WIBC, Crosley asks FCC delay on ch. 13

Crosley Broadcasting Corp. and WIBC Indianapolis jointly requested the FCC to withhold action on Crosley's petition which asks that the FCC reconsider its action on ch. 13 Indianapolis and reopen the record for rehearing (BROADCASTING, Dec. 4, 1961).

The commission has announced its intention to award ch. 13 to WIBC, taking it from Crosley which has operated the channel as WLWI (TV) since 1957.

The companies said they are negotiating for a settlement in the eight-year litigation and that FCC action on the Crosley petition at this time might adversely affect the chances of an agreement.

If the FCC will suspend action on the petition for 30 days, the companies said, they expect to present a solution to the commission which would bring the case to a conclusion.

Both parties refused further comment last week on the proposed agreement.

Kennedy proposes Sec. 315 suspension

President Kennedy last week recommended that the equal time provisions of Sec. 315 of the Communications Act be suspended for the 1964 political campaign for presidential and vice pre-

In waging its continuing fight for life against highway slaughter in Oklahoma, KWTV's approach is that of a dedicated public servant. During 1961, two special highway safety program series, "Where The Wheel Stops" and "G. Reaper, Collector," were produced and telecast.





The writer-producer team, Buz Gregg and Jim Pritchett, received 1961 Sloan Awards for unusual

'imagination and originality'

in highway safety programming. Their achievement spotlights the talent and thoroughness focused by KWTV on public service challenges—and on building viewer loyalty throughout the vast KWTV Community.

KWTV
OKLAHOMA CITY

Represented nationally by Edward Petry & Company, Inc.

sidential candidates. The suggestion was contained in a series of proposals mainly on campaign expenses submitted May 29 by the President to the Senate and the House.

Acting on recommendations from a bipartisan Presidential Commission on Campaign Costs (BROADCASTING, April 23), the President suggested a joint resolution to permit broadcasters to present presidential and vice presidential candidates on the air free of the requirement that they give equal opportunity to all such candidates.

In the 1960 presidential campaign Sec. 315 was similarly suspended, making possible the Kennedy-Nixon debate broadcasts. The proposed resolution does not relieve broadcasters of the "obligation imposed upon them under that Act to operate in the public interest." The Kennedy proposal also provides that the FCC may ask broadcasters to furnish information to enable the commission to report not later than May 1, 1965 on requests for time, amount of time made available, total charges, rates, editorializing, and other items concerning candidates or issues, as well as the role of broadcast stations in other political campaigns during 1964.

The bulk of President Kennedy's recommendations would provide certain tax credits for individuals who contribute to political campaigns.

NBC board chairman Robert Sarnoff praised the President's suggestions. He said:

"President Kennedy's proposed legislation to suspend the equal time provision of Sec. 315 in the 1964 presidential campaign will enable broadcasters to pick up where they left off in 1960 in presenting unprecedented campaign coverage, including the Great Debates. Though the bill submitted by the President would not apply to the midterm elections of 1962 or offices other than president and vice president in 1964, I believe responsible broadcasters will join me in hoping for its passage as an important step in the right direction."

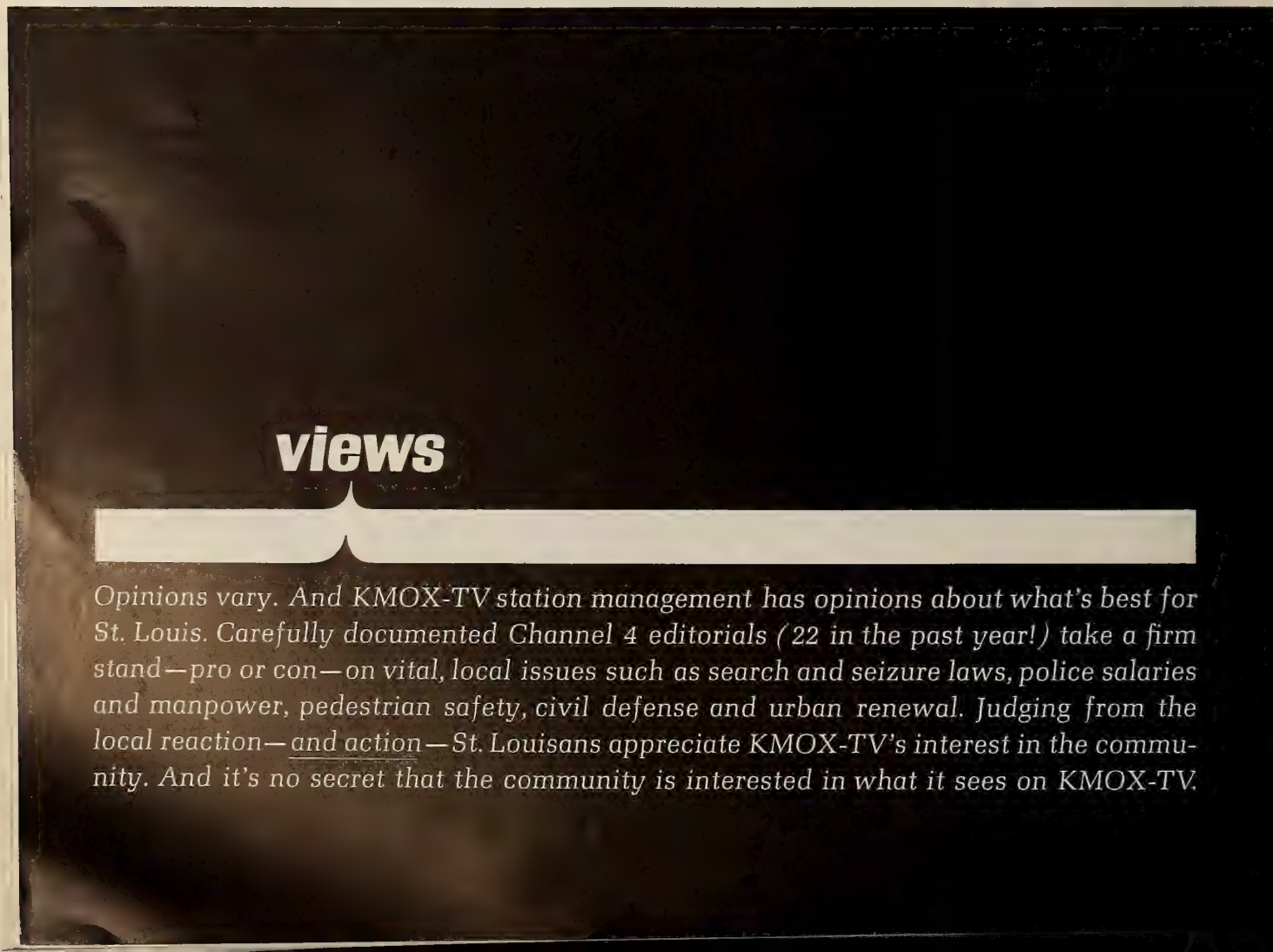
The FCC last week...

▪ Invited comments by July 9 on rulemaking to assign ch. 16 to Mayaguez, ch. 22 to Ponce and ch. 19 to San Juan, all Puerto Rico. Antilles Broadcasting Corp. requested the uhf assignments and said it planned to apply for them if they are allocated to the three cities. Puerto Rico presently is not allocated any uhf channels.

▪ Was asked by the Board of Education, City of Atlanta, to assign a second uhf etv channel there, for which the board will apply. The board now operates educational WETV (TV), ch. 30, and WABE-FM. It asked the FCC to reassign ch. 57 from Marietta, Ga., where it is idle and currently unsought, to Atlanta, which has need of a second etv outlet, according to the board.

Dutch firm signs antitrust decree

The first break in a four-year-old antitrust suit—which charges that one Dutch and two American electronics firms conspired to bar U. S. radio and tv receivers from the Canadian market—came May 24 when N. V. Philips Gloeilampernfabrieken of Holland agreed to a consent decree in settlement of the antitrust charge. Philips agreed to refrain from any agreement that would hinder U. S. radio-tv sales in Canada.



The American firms named in the 1958 antitrust suit brought by the Department of Justice are General Electric Co. and Westinghouse Electric Corp. The three companies are charged with setting up a patent pool in Canada in 1926 which prevented the export to that country of American radio and tv receivers. A trial for the other two defendants is scheduled for October.

WABC-TV power boost disapproved by FCC

Ch. 7 viewers in New York City will have to solve their own tv shadow problems. WABC-TV's request for more power was turned down by the FCC.

The station had asked the FCC to waive its maximum power rule and permit WABC-TV to increase power from 110 to 316 kw, using its present 1,378 ft. antenna. The increase was to provide a greater signal intensity to heavily built-up areas of New York which presently have serious shadow problems and which require use of outside antennas, WABC-TV said.

In denying the request last week, the commission said it feels the benefit that might result from the proposal would not outweigh its ill effect. Competitive imbalance of facilities and erosion of the rules that would be caused by other stations seeking similar waivers, were mentioned as disadvantages.

FCC approves inquiry into WAVY-TV sale

A proposed staff inquiry of WAVY-TV Portsmouth-Norfolk, Va., was approved by the FCC last week seeking further information from the station regarding its $4.5 million sale (along with WAVY-AM) to Gannett Co. (CLOSED CIRCUIT, May 28). Primarily, the commission wants to know what happened as regards two persons proposed as management personnel at the time of the original 1956 comparative hearing.

The FCC also made note of certain allegations by losing applicant, Beachview Broadcasting Co., and asked for more information on an agreement whereby Beachview is to be paid $98,750 after the sale is consummated. In return, Beachview has agreed not to protest further. But it has not withdrawn its charges against the WAVY-TV operations.

Examiner finds against owner of WMOZ, WPFA

"It must inevitably and sadly be held" that Edwin H. Estes, 99% owner of WMOZ Mobile, Ala., has disqualified himself from holding an FCC license, Hearing Examiner Herbert Sharfman said last week in an initial decision. The examiner found Mr. Estes "knowingly and wilfully" submitted false and forged program logs to the FCC as days of the composite week in applying for renewal of WMOZ.

Mr. Sharfman recommended that the FCC deny renewal of the license of WMOZ and revoke Mr. Estes' license for WPFA Pensacola, Fla. A hearing was held in Mobile last December (BROADCASTING, Dec. 18, 1961).

Mr. Estes in his proposed findings charged that certain employes, led by his bookkeeper, had conspired to make him lose his license. The examiner found the employes were hostile and disloyal to Mr. Estes but also that they had worked to bring about his downfall when they learned he had, in fact, submitted false logs instead of submitting the forgeries themselves.

The Broadcast Bureau offered evi-

Source: Nielsen, April 19

news

Fact is, more people get their news from KMOX-TV than any other St. Louis station. The "Ten O'Clock News," for example, scores a mighty 25.6 rating, almost half again the audience of its nearest competitor. It's the highest rated news strip, network or local, in all St. Louis! Also tops in its time period, with a meaty 15.2 early-evening rating, is KMOX-TV's "Six O'Clock Report." Community service! Superior news! Two things that have made KMOX-TV the number one station in St. Louis, year after year after year. KMOX-TV

St. Louis • CBS Owned • Represented by CTS National Sales

dence that Mr. Estes held "practice sessions" at which his employes filled in program logs under his instructions. Mr. Estes testified he was teaching employes the proper way to fill out logs.

Mr. Sharfman felt the similarities between the days chosen by the station owner "at random" and those dictated by the FCC's composite week were too great to be mere coincidence. He took official notice that WMOZ has been challenged on previous license renewals about overcommercialization.

Mr. Sharfman included in his decision a short treatise on odds-making in which he figured the mathematical probability against Mr. Estes, "practice logs" duplicating times of actual logs accidentally as about 4 million to 1. As to Mr. Estes' claim that he was framed by his employes who doctored the logs to coincide with the real ones, submitted them to the FCC without his knowledge and then subsequently blew the whistle on him, "It is improbable that anyone within sight could have devised a plot of such medieval and involved ingenuity, which depended on so many intervening imponderables, for successful execution," the examiner said.

The examiner based his recommendation to strip Mr. Estes of his two licenses entirely on the issues involving false logs. He refused to find against the licensee on other issues.

Two v drop-ins asked

WCCA-TV Columbia, S. C., has urged the FCC not to drop in one additional vhf channel without adding a third in that city. It was a "counterproposal" to a request by WIS-TV (ch. 10), WNOK-TV (ch. 19) and the state and federal officials of South Carolina that the FCC drop in ch. 8 in the state capital, since the FCC plan to deintermix the market is stymied by the agency's announced moratorium on vhf deletions.

WCCA-TV proposed that ch. 8 and ch. 5 be added to Columbia. This would necessitate a switch by WCSC Charleston, S. C., from ch. 5 to ch. 7 plus modification of offset assignments on ch. 5 in Atlanta and Nashville and on ch. 12 in Jacksonville and West Palm Beach, Fla.

The consequences to an existing (uhf) station would be "fatal" should only one vhf channel be added, WCCA-TV predicted.

WJRT asks dismissal of Lake Huron filing

WJRT (TV) Flint, Mich., has asked the FCC to dismiss Lake Huron Broadcasting Corp's. application for ch. 12, which is now held by WJRT. The station said Lake Huron did not comply with FCC rules which require an applicant to publish notice of his application for a station within two weeks after the commission has announced a hearing. Lake Huron either has not published such a notice or has failed to inform the FCC of publication, WJRT charged. The hearing was set April 24 (BROADCASTING, April 29).

In a separate action, the FCC advised Lake Huron last week that, unless a hearing is requested within 30 days, that company's application for more time to construct WLPA (TV) (ch. 11) at Alpena, Mich., will be dismissed, its permit canceled and its call letters deleted. The commission said it is unable to find that Lake Huron was "diligent or was prevented from completing construction by causes beyond its control."

THE MEDIA

APRIL 1960 TV SATURATION: 87.3%

Radio figure 91.5%, Census Bureau says in advance report

Television saturation in the United States in April 1960 was 87.3%, or 46.3 million tv homes, according to advance reports of the decennial census issued by the U. S. Census Bureau. A later Census Bureau sample study for January 1962 showed a total of 48.9 million tv homes or 90% (including sets temporarily out of order).

Radio saturation in 1960 was 91.5%, or 47,504,429 sets, the bureau report said. However, the bureau conducted a later sample check that led to a correction of its radio saturation to 89.9% (BROADCASTING, April 16). This led Radio Advertising Bureau to charge the census radio figures are misleading.

Highest tv saturation in the nation, 92%, was shown in New England, according to the 1960 census. Highest radio saturation, 94.5%, was found in the Middle Atlantic region.

Complete county-city listings of 1960 Census radio and tv circulation are being published by BROADCASTING, starting with the Dec. 18, 1961 issue (see publication dates by states page 80). The series is almost complete.

Following is regional data showing radio and tv homes by total homes saturation and homes with two or more sets (from 1960 U. S. Census):

Area	Occupied Dwelling Units	with radio: Total Radio Homes	with radio: Saturation	with radio: 2 or more sets	with television: Total Tv Homes	with television: Saturation	with television: sets 2 or more
U. S.	53,023,875	48,504,429	91.5%	18,416,149	46,312,320	87.3%	5,259,614
New England	3,116,163	2,935,901	94.2%	1,279,109	2,866,596	92 %	359,450
Middle Atlantic	10,405,988	9,834,126	94.5%	4,362,541	9,555,212	91.8%	1,508,859
East North Central	10,710,827	9,967,327	93.1%	4,149,058	9,779,992	91.3%	1,227,295
West North Central	4,667,922	4,340,475	93 %	1,444,339	4,044,830	86.7%	274,528
South Atlantic	7,266,636	6,294,889	86.6%	1,893,530	6,033,183	83 %	554,326
East South Central	3,307,354	2,881,455	87.1%	678,898	2,536,272	76.7%	170,118
West South Central	4,928,605	4,297,104	87.2%	1,204,401	4,044,432	82.1%	339,474
Mountain	1,975,576	1,815,445	91.9%	695,825	1,636,016	82.8%	138,609
Pacific	6,644,804	6,137,707	92.4%	2,708,448	5,815,787	87.5%	686,955

NBC-TV unit reorganizes

A reorganization of NBC-TV's sales service department, involving five staff appointments, was announced Thursday (May 31) by Stephen A. Flynn, director of sales services. The following appoints were made: Arthur J. Johnson, manager, co-op, station sales and clearance; George A. Hooper, manager, station sales and clearance; Theodore Reinhard, manager, co-op sales; Harvey Gannon, manager, special services, and James P. O'Brien, manager, station services.

Chris-Craft reports quarterly revenues up

First quarter revenues of Chris-Craft Industries (formerly Nafi Corp.) totaled $17,860,000, slightly ahead of the $17,380,269 for the like quarter of 1961, John G. Bannister, president, said last week in an interim report to stockholders. Earnings before taxes were down to $859,240 this year compared with $954,971 a year ago. Net earnings were $469,240 (36 cents a share), versus $544,771 (41 cents share last year).

Concerning the firm's three tv stations, Mr. Bannister reported that the company is awaiting FCC approval on the sale of KTVT (TV) Fort Worth, Texas, which is now operating on a profitable basis, to Oklahoma Publishing Co. (WKY-AM-TV Oklahoma City, WTVT [TV] Tampa, Fla.) for $4 million. KPTV (TV) Portland, Ore., continued to operate profitably and "the losses of KCOP (TV) Los Angeles were somewhat less than during the same quarter a year ago."



FIRST IN QUALITY BROADCAST EQUIPMENT

World's leading manufacturer of FM transmitters, ITA has earned an international reputation for creative broadcast engineering. Design concepts developed by ITA for use in its FM, AM, and TV transmitters and in studio equipment have established ITA as the "pace-setter" for the broadcast equipment industry. Now with EMI/US, manufacturers of TV cameras and accessories, ITA offers a full range of equipment from microphone to antenna systems for AM, FM, and TV.

ITA products are synonymous with dependability . . . *first* choice for quality and service.

ITA ELECTRONICS CORPORATION

BROADCAST DIVISION • LANSDOWNE, PENNSYLVANIA

ITA

ITA with EMI/US NOW SERVING BROADCASTING BEST

The other 3

offer advertisers uncommon advantages

(that's why they sell and sell and sell)

- ☆ Coverage of more than half the homes in counties doing 63% of total U.S. retail sales.
- ☆ Audience concentrated in major metropolitan areas.
- ☆ 100% color reception.
- ☆ No restriction on length of commercial message... you say all you want to say to sell your product.
- ☆ Tested "magazine" format prevents audience drop-off due to low-rated show.
- ☆ Unique device gives immediate provable response to special offers.
- ☆ Prime time always available at no premium, whether for one-time promotion or on regular cycle.

networks...

No electronic miracles, these other three networks . . . but the most powerful selling force in America, according to many leading advertisers.

They are the three big syndicated Sunday newspaper magazines, each offering a new spectacular every week-end, with no re-runs, even in Summer months.

Without counting cumes, the three syndicated Sunday magazines deliver your commercial to more than 25 million different homes every broadcast. They are viewed in the best time period of all . . . on Sundays, when next week's shoppers are relaxed and ready to take in what sponsors have to say . . . and more than half of this audience is in the top 50 markets.

Response? Just ask your audit survey to check a retail selling floor on Monday morning and watch merchandise advertised in Sunday magazines move out the front door! Or be in an advertiser's mail room when those bags of coupons start coming in!

The record shows that most big advertisers today agree that to make advertising dollars perform most efficiently, Sunday magazines should be part of the program. And when you start analyzing the efficiency of Sunday magazines you will quickly find you should start with Parade, reaching 11 million families all over America through their favorite Sunday newspapers.

Just remember that name . . . the call letters are PARADE, the basic buy of the other three networks, located at 733 Third Avenue, New York City.

THE BLENDING OF SPANISH AND UHF

New L.A. tv, others across the country to be in that pattern

Bullfights, jai alai games and soccer matches, together with dramatic programs and variety shows featuring top Latin American entertainers, taped in Mexico City and other Central and South American cities, will be added to the tv program fare of Los Angeles this fall. Bringing them will be a new tv station, KMEX-TV, differing in two major respects from the seven video stations already serving the area. First, it will be an all-Spanish station, programmed primarily to the 800,000 Spanish-speaking residents of the Greater Los Angeles area. Second, it will be a uhf station, operating on ch. 34.

"We expect that there will be a sizeable audience ready and able to tune in our inaugural programs on Sept. 15," Julian Kaufman, vice president of the Spanish International Network, owner of KMEX-TV, said last week in Los Angeles. "We've been talking to receiver distributors and they are extremely enthusiastic. One of them has ordered 40,000 converters which he expects to dispose of within 90 days of our air debut."

KMEX-TV does not intend to leave this to chance, Mr. Kaufman said. In cooperation with the set distributors, the station will launch an all-media campaign in July to tell the Spanish-speaking public what is coming.

One reason for his optimism, Mr. Kaufman stated, is a survey made in March by the Family Panel, Los Angeles market research organization, which reported that personal interviews with a 150-family sample revealed an "overwhelming enthusiasm" for an all-Spanish station. The survey found that 98% of the families in the sample have tv sets now, 60% reasonably new, 26% fairly old and 14% quite old. More than half listen to Spanish-language radio and nearly three-quarters (73%) said that they watch the Spanish tv programs already in Los Angeles.

Another basis for Mr. Kaufman's enthusiasm about the Los Angeles outlook is the experience his organization had in San Antonio, Tex. "In February we took over KCOR-TV, ch. 41, which was virtually dormant. We renamed it KWEX-TV and put in new programming and within 90 days there were 25,000 conversions in the market. Of course, the situations are not completely comparable, but it's proof that people will convert if you give them something to convert for."

The Spanish International Network plans eventually to span the country with all-Spanish tv stations, programmed largely with shows taped below the border. "We plan to do local programming as well," he added.

In addition to KMEX-TV and KWEX-TV, the Spanish International Network has applied for a station in Paterson, N. J., and hopes to have one in the Chicago area. It will also include a number of affiliates from the Mexican side of the border, such as XEWT (TV) Tijuana, XEM-TV Mexacali and XEJ-TV Juarez. "Our U. S. stations are all u's," Mr. Kaufman said, "and our Mexican stations all v's." XEWT is the sister station of XETV (TV) Tijuana, English-language station serving the San Diego area. Mr. Kaufman is vice president and general manager of XETV, one of the Telesistema stations owned by Emilio Azcarraga.

Frank Fouce, Los Angeles theatre operator, is president of XETV and of the Spanish International Network, of which he is 45% owner. Rene Anselmo, in charge of video tape production and sales for Telesistema in Mexico City, holds 10% of Spanish International Network; Ed Noble, Mexico City advertising agency executive (nephew of the former ABC network owner), holds 20%; Mr. Azcarraga also holds 20% and Mr. Kaufman holds the remaining 5%.

Initial rate card of KMEX-TV has a base rate of $400 an hour for AA time, $200 for class C time, Mr. Kaufman said, adding that rapid rate increases may be expected. Carlos Franco, one-time top broadcast media man at Young & Rubicam, New York, has been appointed general sales manager for the network and its individual stations. He will operate from sales headquarters in New York.

Storer outlets reply

Three Storer Broadcasting Co. television stations which carried the controversial April 28 episode of *The Defenders* series on illegal abortion (BROADCASTING, April 30) have kept their promise to present opposing viewpoints.

After they carried the episode, "The Benefactors," WJBK-TV Detroit, WAGA-TV Atlanta and WJW-TV Cleveland promised viewers that another program, representing opposing views, would be presented.

Last week the three stations presented "Reply to the Benefactors," a half-hour program video-taped at the studios of WJBK-TV featuring a group discussion taking an anti-abortion stand.

To: All Radio Stations

From: C.P.I., 405 Park Square Bldg., Boston, Mass.

The "MAGNETIC DOOR OPENER," with franchises in many leading radio stations throughout the country

Including

WCAU-Philadelphia, Pa.	WEEI-Boston, Mass.
WHK-Cleveland, Ohio	WIBW-Topeka, Kan.
WOW-Omaha, Neb.	KWHK-Hutchinson, Kan.
WPRO-Providence, R. I.	WAVZ-New Haven, Conn.
WANE-Ft. Wayne, Ind.	WKXY-Sarasota, Fla.
KWBB-Wichita, Kan.	WZIP-Cincinnati, Ohio
WTAG-Worcester, Mass.	WPIK-District of Columbia
WNDR-Syracuse, N. Y.	WROC-Rochester, N. Y.
WISM-Madison, Wisc.	WIKY-Evansville, Ind.
WMNI-Columbus, Ohio	KCRG-Cedar Rapids, Iowa

Have Availabilities Open

This "Musical Weapon" that makes heretofore unobtainable merchants, into satisfied clients, will account for, from $10,000 to $50,000 in new billing for your station in short order. And, this is accomplished by "YOUR SALES STAFF." Contact us . . . learn about the C.P.I. Guarantee, and get on the "NEW ACCOUNT BANDWAGON."

YOU BUY AFTER YOU SELL

Commercial Producers, Incorporated HAncock 6-9266

Again WROC-TV is FIRST in Rochester!

FIRST in Facilities



The *New* WROC has the most modern broadcast facilities in the East. Announcer Studio D (Right) has 11 video monitors, intercom and switching equipment and provides both visual and audible contact between announcer and master control switches.



FIRST in Popularity

FOR THE SECOND CONSECUTIVE TIME
WROC-TV CARRIES 9 OUT OF 10 OF THE SHOWS YOU LIKE BEST

	SHOW	RATING	
No. 1	Hazel	52.5	Channel 5
No. 2	Dr. Kildare	51.5	Channel 5
No. 3	Bonanza	48.5	Channel 5
No. 4	Saturday Night at the Movies	44.8	Channel 5
No. 5	Sing Along with Mitch	44.75	Channel 5
No. 6	Flintstones	42.5	Channel 5
No. 7	Dick Powell	42.25	Channel 5
No. 8	Walt Disney's World	40.5	Channel 5
	Perry Mason	40.5	Station B
No. 10	87th Precinct	39.75	Channel 5

March, 1962 ARB

BULLETIN: Nielsen for March agrees giving Channel 5 the seven most popular programs in town!

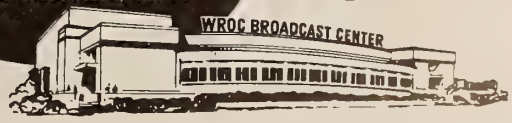
FIRST in Coverage

Each night the 6:30 news and weather with Tom Decker and Bob Mills tops the competition by 62,000 viewers according to ARB; by 68,000 according to Nielsen.

Buy the station more people watch

WROC
ROCHESTER, N.Y.

TV CHANNEL 5
BASIC NBC



Represented by
Edward Petry & Co., Inc.

Ohio etv group plans 26-station network

The Ohio Educational Television Network Commission is accepting applications for the newly-established position of executive secretary. Beginning salary is $11,280. Applicants should address inquiries to Richard B. Hull, commission chairman, Room G-4, State Office Building, Columbus, Ohio.

The position of executive secretary is charged with the implementation of the commission's 26-station statewide educational television network plan. The commission is seeking a man with experience in television administration and programming, familiar with the technical aspects of network inter-connection and transmission.

Six units of the 26-station statewide etv network are to be in operation by the fall—Athens, Cincinnati, Columbus, Newark, Oxford and Toledo. Groups in Cleveland and Franklin County are expected to announce plans for additional etv stations this week.



KNOE's jump across the dial

Raymond Boyd, chief engineer for Noe Enterprises Inc. (KNOE Monroe, La.) flips the switch that changes the frequency of the 5 kw station from 1390 to 540 kc, a move that's been in the works for seven years.

Among those present at the May 8 changeover were (l to r): Edd Routt, KNOE general manager; Jim Williams, Monroe Chamber of Commerce manager; Bobby Joe Oden, assistant manager of the chamber; James A. Noe Sr., president of Noe Enterprises; Mrs. James A. Noe, and Alan Norris, the mayor of West Monroe.

ACLU opposes NAB codes

The traditional stand of the American Civil Liberties Union against the NAB Radio and Television Codes was reaffirmed by the union May 28 after a three-year review of the censorship issue as applied to allegedly obscene material. The ACLU board explained it is neither urging the circulation or evaluating the merit of material charged with being obscene. The union took its stand against the radio-tv codes in 1952. It maintains a similar position in regard to the motion picture code.

you see more opportunities through our eyes...

And you are protected from the hazards of negotiating on your own by Blackburn's penetrating knowledge of markets. We do not send out lists; every sale is handled on an individual basis. Seeing the total picture through our eyes widens opportunities and narrows the risk for both buyer and seller.

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCIAL • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Gerald F. Hurley
RCA Building
FEderal 3-9270

CHICAGO
H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John G. Williams
1102 Healey Bldg.
JAckson 5-1576

BEVERLY HILLS
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

AB-PT buying Springs

American Broadcasting-Paramount Theatres Inc. last week contracted to enlarge its holdings in Florida tourist attractions. Already owner of Weeki-Wachee Springs, near Tampa, AB-PT will acquire the 3,900-acre Silver Springs in a purchase subject to a tax ruling.

Silver Springs was developed as a major tourist sight-seeing attraction, in 1924 by W. C. Ray and W. M. Davidson, who have been the owners and operators since that time. The area, located near Ocala, is famed for its scenic springs, an aquatorium, a Seminole indian village, Ross Allen's reptile institute, Tommy Bartlett's deer ranch and other attractions. More than 1,750,000 tourists annually visit the center. AB-PT also operates the food concessions in Disneyland Park in California under an agreement that runs for four more years.

Changing hands

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 77).

▪ WMRT-AM-FM Lansing, Mich.: Sold by Herbert Graham to Metropoli-

tan Radio Corp. for $150,500 and agreement not to compete for five years plus $50,000 consultant's fee for five years. Metropolitan is headed by Stokes Gresham, former Indiana broadcaster and president of Mercury Consultants, Indianapolis; and includes Luke Walton, Indianapolis advertising agency executive and sportscaster.

▪ WKYB-AM-FM Paducah, Ky.: Sold by Bruce Barrington to Arthur C. Schofield for $140,000 and $50,000 for agreement not to compete for eight years. Mr. Schofield is assistant to president of Peoples Broadcasting Corp. and formerly was vice president in charge of advertising and promotion for Storer Broadcasting Co. Mr. Barrington retains KCGM Columbia, Mo.

▪ KHAK-AM-FM Cedar Rapids, Iowa: Sold by Don-Lo Broadcasting Co. to Northland Broadcasting Corp. for $115,113 and $12,000 for agreement not to compete. Northland comprises Carroll E. Crawford and Kingsley H. Murphy Jr., both of whom also own KOTE Fergus Falls, Minn. Don-Lo principals include John D. Harvey and W. E. McKenehan.

Time donations listed by Conn. broadcasters

Connecticut broadcasters donated the equivalent of over $10.5 million to public service causes during 1961, according to Howard W. Maschmeier, WNHC-TV New Haven, chairman of the publicity committee of Connecticut Broadcasters Assn.

Results of a statewide survey conducted by the accounting firm of Scovell, Wellington & Co. are based on reports from 33 stations. The donated time consisted of 453,555 spot announcements worth $6,199,580 and 68,751 individual public service programs worth $4,353,370, or a total value of $10,552,950.

Compilations were taken from station logs, and employed standard FCC procedures for composite weeks and type designations. Types of broadcasts included educational and religious, public affairs, service to minority groups and political broadcasts, and disasters.

The survey figures were supplied to the CBA convention held May 24 (BROADCASTING, May 28). Sydney E. Byrnes,, WADS Ansonia, CBA president, said the survey supplies "documented proof of the way Connecticut broadcasters met their obligations to program in the public interest."

Ralph Daddio, advertising manager of G. Fox & Co., Hartford department store, said media should study a store's policies, needs and objectives and then submit "constructive, soul - searching recommendations."

Mr. Daddio added, "Don't try to make a quick sale for today, but rather, pace yourself and present the best possible thought-out package which will be given consideration in future plans if it has merit.

"Two or three alternate plans with a dollar sign will help the advertising director make your sales pitch to top management. Review your rate structure and maintain a one-price policy for all advertisers. Competition has become tougher and tougher in the retail field.

Tidewater radio group forms promotion arm

Radio broadcasters in the Tidewater area (Norfolk-Portsmouth-Newport News) of Virginia have formed a new association to promote radio as an effective advertising medium among advertisers and agencies.

The president of the new group, the Tidewater Assn. of Broadcasters, is Ambert Dial, WGH-AM-FM Newport News. Other officers: Jack Harris, WNOR Norfolk, vice president, and George Crump, WCMS Norfolk, secretary-treasurer. All will serve one-year terms.

Stations comprising the new association are WBOF Virginia Beach; WCMS, WNOR, WRAP, WYFI (FM), all Norfolk; WGH and WTID, both Newport News; and WHIH Portsmouth.

Defense begins case in Faulk vs. Aware

Testimony for the defense in the trial of tv humorist-commentator John Henry Faulk against Aware Inc. and two other defendants started last week as the $1 million libel case went into its sixth week in New York Supreme Court.

Earlier testimony by witnesses for the plaintiff was designed to bolster Mr. Faulk's contention that publication of items in an Aware bulletin in 1956, assertedly linking him to pro-communist organizations, had the effect of "blacklisting" him from employment opportunities in radio-tv. Mr. Faulk had been a regular performer on WCBS New York between 1952 and 1957 and had appeared as a guest on various network tv shows during that period.

Paul R. Milton, a founder and director of Aware and former radio-tv writer, was on the stand last Monday (May 28) and Tuesday and will return today (June 4) after a court recess of six days. Mr. Milton denied that Aware ever had "blacklisted" any radio-tv performer or ever had asked sponsors, producers or advertising agencies to withhold employment from certain performers.

He testified that as chairman of

WHAT IS YOUR STATION WORTH?

During the past thirty days, we have formally appraised over $14,000,000.00 worth of broadcast properties.

One appraisal was for the purpose of helping to settle an estate. Another for insurance reasons. A third as a basis for a sizeable bank loan—and two other appraisals because the owners wanted to establish sale prices.

We will be happy to provide you with a realistic evaluation of your holdings documented in an attractively bound report.

Our service is thorough and the price reasonable.

Hamilton-Landis

AND ASSOCIATES, INC.

John F. Hardesty, President

America's Most Experienced Media Brokers

NEGOTIATIONS · APPRAISALS · FINANCING OF CHOICE PROPERTIES

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton 1737 DeSales St., N.W. EXecutive 3-3456 Warren J. Boorom New York	Richard A. Shaheen John D. Stebbins Tribune Tower DElaware 7-2754	Dewitt Landis 1511 Bryan St. Riverside 8-1175 Joe A. Oswald New Orleans	John F. Hardesty Don Searle 111 Sutter St. EXbrook 2-5671

Peters, Griffin, Woodward reviews its first 30 years

For Peters, Griffin, Woodward Inc., station representatives, last week was a time for a review of accomplishments over the past 30 years and an expectation of even better times to come for the broadcast media.

In an interview, H. Preston Peters, PGW's president, who has spent 30 years in the rep business, summed up the role of the station representative in radio-tv:

Representation today, he said, bears strongly on "professionalism" in the selling of spot as well as the services which a rep must add to selling techniques.

Mr. Peters, who joined Free & Sleininger in Chicago in August 1932, said a station rep must allocate a "prodigious amount of study" to such important matters as stations' rate cards, programming, audience tastes in markets, time periods and even engineering plans. The objective, as he described it, is to place all of these facets in perspective so as to encourage "the best advertising value" in each market served.

A Different Look ▪ The rep business and specifically the company Mr. Peters has led these many years has a different look today than in the 1930's when the firm had a single office in Chicago .

Now PGW has 12 offices, including Chicago and New York, and instead of the three salesmen it had in the 30s, it has 65. In the early years, sales functioned on a momentum unaided by other factors such as these—virtually all newly-instituted since the early years: sales service, traffic, research, promotion and accounting.

Free & Sleininger started in May 1932, and Mr. Peters opened a New York office in December 1933. A short period later the name of the firm was changed to Free & Peters, and reorganized to Peters, Griffin, Woodward Inc. on March 15, 1956.

The rep business, Mr. Peters recalled, has thrived on vigorous, healthy competition since the days it was formed when it "did not have acceptance" in the advertising world.

Evaluating the history of his business, Mr. Peters is proud that these charter stations remain under the PGW banner: WHO Des Moines, WOC Davenport, WMBD Peoria, WDAY Fargo and WBAP Fort Worth-Dallas (and their tv counterparts).



Mr. Peters

The nature of the rep business—volatile, personal and ever-changing (in circulation and subsequently in evaluation)—is fascinating to Mr. Peters who emphasizes the basis of a successful operation: adherence to honesty and integrity in dealing with clients and advertisers. These qualities enhance confidence.

A midwest station client back in the 30s in introducing Mr. Peters to a timebuyer of the then largest advertising agency in New York noted, "If Pete Peters promises you the moon with the fence around it, just tell me how high the fence should be." It's this expression of confidence that has remained with Mr. Peters down through the years.

Next 30 ▪ As he prepared for a private party in a New York hotel (attended by staff colleagues) on May 29, Mr. Peters spoke hopefully of the future for the rep business—the next 30 years should be prosperous for the broadcast industry and accordingly he fully expects his rep firm to keep pace.

PGW took its knocks. In July 1959 three tv and five radio stations in the Westinghouse Broadcasting Corp. group departed to join a WBC-owned rep firm and one radio and two tv clients of the Transcontinent stations left. By one year later PGW already had increased overhead "by design," was employing more people and within 25 months of the departure was at a profit level which showed an all-time high in billings, and, Mr. Peters recalled, "mostly from continuing supporting clients plus a few new clients who saw fit to appoint us."

Television, Mr. Peters asserted, is at a new high and radio's billing record is "encouraging." From his point of view, the years ahead indicate further broadcast highs.

Lloyd Griffin, PGW president for television, noted that Mr. Peters fashioned an organization that depends on accuracy, backed by research. "Pete always felt that the first call was the most important," but must be bracketed with the correct "follow up." As for competition from station group-owned rep firms, both Mr. Peters and Mr. Griffin (who as an Office of War Information deputy in India in World War II served with Mr. Peters who was then deputy director for the China-Burma-India Theatre) assert that more important is the question to the client of "what's my money going to build?"

Aware's information committee, he had written the part of the bulletin which said Mr. Faulk has entertained at communist-front affairs. Mr. Milton said he had obtained the information about Mr. Faulk from writer-lecturer-consultant Vincent W. Hartnett, who is a defendant in the suit along with Aware and Laurence A. Johnson, who is accused of circulating the bulletin to advertising agencies and sponsors. (Mr. Faulk earlier had denied appearing at any of the functions listed in the bulletin, except one, which he said was not sponsored by a pro-communist organization.)

Under questioning by Mr. Faulk's attorney, Louis Nizer, Mr. Milton acknowledged that the bulletin constituted "a serious attack" against Mr. Faulk but he insisted that it did not question Mr. Faulk's loyalty or patriotism.

Before the defense began its case last Monday, Justice Abraham N. Geller told the jury that the defendants must try to prove the truth of a publication already ruled libelous. He noted that on a pre-trial motion by Mr. Nizer, the appellate division of the court already had ruled the Aware bulletin was libelous *per se,* and added:

"The law also wisely provides that anyone who repeats a libelous charge cannot excuse himself by stating that he was merely repeating what he heard or read. . . . The fact that there may have been some newspaper advertisements or items referring to Faulk, or that the bulletin used the phrase, 'according to the *Daily Worker,*' is not what is meant by the truth of the charge."

Thomas A. Bolan, defense counsel, formally took exception to Justice Gellers' statement, claiming it had prejudiced his case.

all-transistorized

New Sony Sterecorder 777



the first/complete/portable/all-transistorized/high fidelity PROFESSIONAL RECORDING & PLAYBACK SYSTEM

The most advanced achievement in recorder engineering to date, the superb new remote-controlled professional Sterecorder 777 series features the exclusive and patented Sony Electro Bi-Lateral 2 & 4 track playback Head, a revolutionary innovation that permits the playback of 2 track and 4 track stereophonic or monophonic tape without track width compromise—through the same head!

Included in an array of outstanding features are individual erase/record/playback heads, professional 3″ VU meters, automatic shut-off, automatic tape lifters, an all-solenoid, feather-touch operated mechanism, electrical speed change, monitoring of either source or tape, sound on sound facilities, and an all-transistorized military plug-in type circuitry for simple maintenance. The three motors consist of one hysteresis synchronous drive motor and two hi-torque spooling motors.

Unquestionably the finest professional value on the market today, the 777 is available in two models, the S-2 (records 2 track stereo) and the S-4 (records 4 track stereo). Both models can reproduce 2 *and* 4 track tapes.* *And,* the Sterecorder 777 models will integrate into any existing component system. **$595** complete with portable case and remote control unit.

**Through the exclusive Sony Electro Bi-Lateral 2 and 4 track playback head.*

*Sony has also developed a complete portable all-transistorized 20 watt speaker/amplifier combination, featuring separate volume, treble and bass controls, mounted in a carrying case that matches the Sterecorder 777. **$175** each.*

*Also available is the MX-777, a six channel all-transistorized stereo/monophonic mixer that contains six matching transformers for balanced microphone inputs and recorder outputs, individual level controls and channel selector switches, Cannon XL type receptacles, a switch to permit bridging of center staging solo mike. **$175** complete with matching carrying case.*

*The first/complete/portable/all-transistorized/high fidelity/professional recording & playback system: **$1120** complete.*

Sold only at Superscope franchised dealers. The better stores everywhere.

For additional literature and name of nearest franchised dealer write Superscope, Inc., Dept. 3, Sun Valley, California.

All Sony Sterecorders are Multiplex ready!

SUPERSCOPE

The Tapeway to Stereo

Phonevision foes will try to block test

Opponents of RKO General-Zenith's phonevision pay tv test in Hartford, Conn., which will start service on June 29, will ask the U. S. Supreme Court to upset the FCC's authorization of the test.

Philip F. Harling, chairman of the Joint Committee Against Pay Tv, announced Thursday (May 31) that a writ of certiorari will be filed with the court tomorrow (June 5) by Marcus Cohn of the Washington law firm of Cohn & Marks. The writ will ask the court to review the decision issued last March by the U. S. District Court of Appeals in Washington, which upheld the FCC authorization of a three-year test on ch. 18.

The Supreme Court is not likely to act on the writ until its fall session, according to Mr. Harling. He said the court can either agree or refuse to hear the appeal. The former would result in hearing legal arguments at a later date; the latter decision would in effect affirm the District Court's finding. Mr. Cohn's principal argument is expected to be that only Congress has authority over pay tv.

WBUR to rescue of Boston and Bay State

Broadcasting students at Boston University's WBUR (FM) have accepted a challenge in producing "Boston is in a Great State," a 28-hour marathon which depicted the positive aspects of life in Boston and Massachusetts.

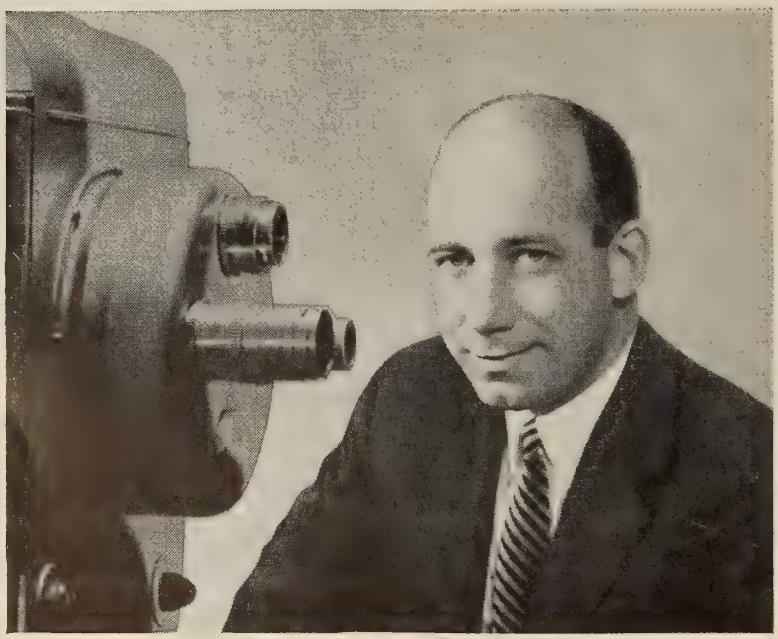
Recent scandals in both state and local government have resulted in unfavorable publicity, the station reported, and the student staff felt that the press failed to show the area's better side.

WBUR is stacking its program deck with recorded and live comments from Sens. Leverett Saltonstall (R-Mass.) and Benjamin Smith (D-Mass.), House Speaker John McCormick (D-Mass), Reps. Lawrence Curtis (R-Mass.) and Torbet MacDonald (D-Mass.), Massachusetts Gov. John Volpe and other state officials.

Also to be featured is a special concert by the Boston Symphony Orchestra and a re-broadcast of a concert by the Boston Civic Symphony Orchestra.

The idea for the program came from H. Paul Jeffers, faculty supervisor of the station, and a few students who were seeking a special project to challenge their professional training and provide a public service.

According to WBUR, many local officials have pledged their support.



WOR-TV OFFERS MORE AND MORE COLOR AS NEW YORK GOES BIG FOR TINT TV

Robert J. Leder, WOR-TV General Manager: "Color has played an important part in gaining increased stature for WOR-TV. We believe Color TV will continue to grow, and that our experience as a Color pioneer will be invaluable. That's why we telecast more Color than any other independent in the nation, and why we're planning even more next season." More and more, the trend is to Color. Get the facts today from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

CBS ON POSTAL RATES

Stanton opposes increase; CBS stations to take stand

Dr. Frank Stanton, CBS Inc. president, last week promised that CBS radio and tv stations would air the issues over proposed legislation to raise the postal rates of newspapers and magazines, and that the stations would take an editorial stand.

It was disclosed also that Dr. Stanton is expected to appear personally on the owned and operated stations in about two weeks to deliver an editorial in opposition to the bill pending in Congress. It will be Dr. Stanton's third "editorial" appearance in about eight years.

Postmaster General J. Edward Day last Thursday (May 31) wired acceptance of the CBS offer to reply to the editorial.

An announcement is expected soon on formal details.

Dr. Stanton appeared on CBS-TV in 1954 to request equal treatment for tv with the press in covering news events and a few years later delivered an editorial on Sec. 315 of the Communications Act dealing with equal-time provisions for political candidates The Stanton editorial on postal rates will run about five minutes.

Dr. Stanton, a fellow of the Sigma Delta Chi professional journalistic fraternity, told a New York chapter luncheon meeting that he opposes increased postal rates, which "cannot help but seriously cut back the pluralistic character of the free press in America."

He said that "those of us in communications who think we have no direct stake in this ought not to make the grievous mistake that it is someone else's battle.

". . . If a single publication in this

KELO-LAND TV gives your product the right of way in the upper midcontinent's





The Sioux Falls—103 County Market. A mighty tempting target for sales managers. Natural distribution flow ties it together as one unified Common Market. Trucks and trains diesel-power their cargos through it handily. But to keep *your* product rolling with them, you've also got to have an advertising medium that can reach out to all 103 counties — *a medium that will cover the complete market.* Only ONE television medium can do that. KELO-LAND TV. To be lured into buying a "package" of scattered, unattached stations (more out of the market than in it) is to set up costly roadblocks against your conquest of this Common Market. Only KELO-LAND TV gives you full product exposure every mile of the way through this great salesland.

KELO-LAND TV now outdelivers the highest rated Des Moines station by 65.6%, the highest rated Denver station by 12.8%, the highest rated Duluth-Superior station by 60.3%, the highest rated North Dakota station by 110.6% (ARB Market Report, Average Quarter-Hour Homes Reached 9 a.m. to Midnight, 7 days a week — March 1962).

CBS • ABC **KELO tv LAND**

Joe Floyd, Pres. • Evans Nord, Executive Vice Pres. & Gen. Mgr. • Larry Bentson, Vice-Pres.

MIDCO

Represented nationally by **H-R** *In Minneapolis by Wayne Evans & Associates*

Midcontinent Broadcasting Group KELO-LAND/tv & radio Sioux Falls, S.D.; WLOL/am, fm Minneapolis-St. Paul; WKOW/am & tv Madison, Wis.; KSO Des Moines

Pushbuttons pay off in a tough radio market

One answer to radio's overpopulation: semi-automation.

That's the formula used by C. Dexter Haymond, co-owner and manager of KGEE Bakersfield, Calif., to get out of the red in less than two years. And it's the secret behind successful operation in that highly competitive, eight-station market where total radio income in 1960 actually amounted to a $230,000 loss.

Mr. Haymond and his father, pioneer broadcaster Carl E. Haymond, bought back KGEE 20 months ago from owners who had bought it from them in 1958. They originally purchased KGEE in 1956 when it was 10 years old. The elder Mr. Haymond once owned KMO Tacoma, Wash. He now lives in Los Angeles.

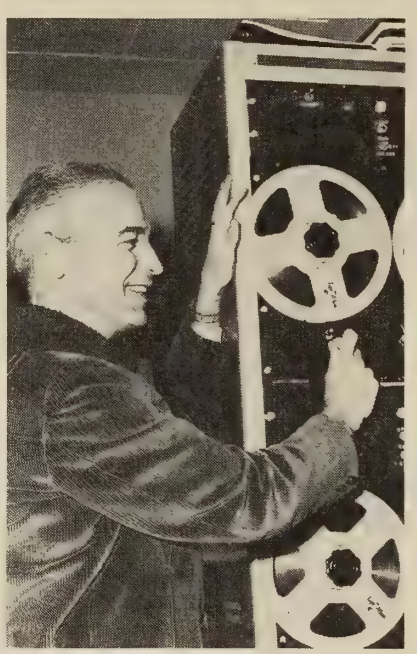
In 1958 the Haymonds sold KGEE for twice what they had paid for it in 1956. Two years later they bought it back from the distressed buyers, who shared Bakersfield's combined 1959 radio deficit of $260,000, a lot of red ink for a market of 300,000.

The problem—how to get KGEE out of the red. After consulting Kenneth W. Aitken, president of Aitken Communications, Taft, Calif., Dexter Haymond came up with his semi-automation idea: in essence, automation at night and live staff in the daytime.

The Lineup ▪ Mr. Haymond has only two fulltime and three parttime employes for his 24-hour operation (1230 kc, 250 w N, 500 w D). Fulltimers are Vance Jones, program director, and LaVerne Story, a teenage girl who operates the station Monday-Friday from 7 a.m. to 3 p.m. and doubles in traffic.

Mr. Jones coordinates inside operations, announces, writes copy and sells about two hours a day. Mr. Haymond is station manager and chief engineer of the NBC affiliate, and handles most of the sales and paper work.

Two college students push the buttons that start automatically cued music sources and McKenzie program repeater cartridges used for all announcements after Miss Story quits for the day. They work 3-7:45 p.m. and weekends. From 7:45 p.m. until the next morning KGEE operates on complete automation, using Aitken equipment.



Program Director Vance Jones, loading the Aitken Automation unit for KGEE's fully automated "All Nite Show."

The bookkeeping is done in Sumner, Wash., by an accountant, Paul Benton, who handles accounts receivable and payable. He sends bills to Mr. Haymond who mails them to clients from Bakersfield.

"KGEE has a fine on-the-air sound," Mr. Haymond said. "We use announcers from our sister station, KIT Yakima, Wash., plus freelancers in the Bakersfield area. All cartridge recordings are timed to the split second, allowing operators to program with no dead air."

Different ▪ He is convinced KGEE's success lies in community-information programming "that has made it distinctly different from seven competitors." Numerous talk programs are broadcast; the music is described as "grown-up." NBC news is carried on the hour and NBC *Monitor* on weekends, plus sporting events and community programs. Music comes from a tape library of 2,000 pop standards, 45 rpm records played on an automatically cued Seeberg player and long-playing records. The records are not introduced on the air.

Community programming includes full coverage of Monday night city council meetings via remote line. This requires no personnel on the scene. A department store and nursery are sponsors, though commercial

country goes under, solely because under revised postal rates it cannot afford either distribution or the solicitation of subscriptions, we have lost far more than we possibly gain."

Broadcasters' Battle ▪ He related publishers' battle against restrictive legislation to that of the broadcasters, noting that both are part of an advocacy for "diversity and freedom."

Dr. Stanton said that in his and network executives' appearances before the FCC, ways have been sought "to help map out some of the avenues through which television might be strengthened as a force in American life." He said there is little doubt in their minds "that enlarging the arena of competition for the attention of the public is by far the most promising way to increase the contribution of tv."

Toward that end, Dr. Stanton commented, the networks have favored more channels and more diversity, as, for example, through use of uhf in addition to vhf. He said all the economies "aspired to" in the bill (HR 7927) relating to the distribution and promotion of publications "amount to a fraction of 1% of the federal budget."

Omaha, Tucson outlets help polio shot drive

Mass immunization against polio has been reported overwhelmingly successful in Omaha and Tucson—radio and television contributing heavily to the outcome.

In Omaha, about 80% of the metropolitan area — 377,507 people — were immunized in one day after a marathon telecast by KMTV (TV), that city, provided the impetus. KMTV, the official public information center, promoted the mass immunization with the seven-hour marathon show during which no commercials were run. Except for entertainment, all programming was devoted to reports on the campaign's progress and to appeals to the public to visit one of 70 clinic dispensing sites.

Dr. Albert Sabin, Cincinnati developer of the Sabin oral vaccine, reported last Monday that Omaha's results were the best yet attained in such a voluntary mass immunization.

The successful campaign against polio in Pima County, Ariz., resulted primarily from the efforts of that area's 16 radio and television stations which donated their time and facilities.

According to Harwood Adv., Tucson, agency for the Pima County Medical Society, more than 80% of the community's 300,000 population turned out

interruptions are not permitted.

A weekly quarter-hour *March of Medicine* is sponsored by California Physicians Service. It is based on medical news and interviews with doctors. Every Tuesday morning Mr. Haymond interviews the mayor from a restaurant. The first 13-week segment was sponsored by a newspaper and it was a cash sale.

A Thursday morning quarter-hour originates by remote line from the chamber of commerce. Mr. Haymond, incidentally, is 1962 president of the chamber. A used-car dealer and a tire store sponsor this series, which is repeated via tape the same evening. Prominent businessmen are interviewed in *Emphasis Kern County*, a twice-weekly series which has a trucking company and title-and-trust firm as sponsors.

Listener Calls ▪ A popular feature, *What Do You Think*, is heard every weekday morning, featuring a local restaurant manager who keeps posted on national and world events. Listeners telephone in questions and comments while he is on the air. This, too, is sponsored.

Other specials include *Time for Music*, featuring the county school musical director (not available for sponsorship); special community conferences and talks by civic leaders.

All these programs have enhanced relations with businessmen. Gross monthly billings for KGEE in the last half of 1961 averaged $8,000, over 20% of gross sales. The year before Mr. Haymond bought the station it lost over $45,000. Sales pressure is minimized because there is enough steady month-to-month business to cover all anticipated for the month ahead.

for the first and second series of immunization "cubes."

The radio stations pushed the campaign heavily with spots (one reported donating 400 in a single day) where they could be worked in while television stations presented various shows depicting the simplicity of taking the Sabin oral vaccine.

Evidence of the broadcast media's help was acknowledged by Dr. Hugh Thompson, chairman of the steering committee for the Pima County Medical Society, who said: "Without the full cooperation of the broadcast media, our program would not have been the success it is. I am frankly overwhelmed by the public spirit displayed by our radio and television stations and am amazed by the reception to their saturation campaign."

Stations (all Tucson) taking part:



Unique SERRASOID Modulator CUTS FM Noise and Distortion

With the growing demand and inevitability of FM stereo multiplex, it becomes doubly important to produce clean signals at the transmitter.

Standard Electronics' exclusive SERRASOID modulator improves signal-to-noise ratio and linearity by shifting linear phase from 11° to 150° through total modulation. Noise and distortion are drastically cut. FM noise is at least 65 db below 100% modulation and distortion less than 1% when modulating between 50 and 15,000 cps.

Look to STANDARD ELECTRONICS for the ultimate in performance, design and dependability.

standard electronics
PRODUCT LINE BY RADIO ENGINEERING LABORATORIES, INC.
Farmingdale New Jersey Division
Farmingdale, New Jersey

Send more information on the Standard Electronics 1 5 KW FM transmitter

NAME _____

STATION _____

ADDRESS _____

KGUN-TV, KOLD-TV, KUAT (TV), KVOA-TV, KAIR, KCEE, KCUB, KVET, KFIF, KFMM (FM), KMOP, KOLD, KSOM (FM), KTAN, KTKT, KTUC.

ABC-TV execs to meet with affiliates group

ABC-TV executives will meet Wednesday (June 6) with the board of governors of the ABC-TV Affiliates Assn. at the Savoy Hilton Hotel in New York, it was announced by Robert L. Coe, ABC vice president in charge of station relations.

Among the network executives to attend: Leonard H. Goldenson, president, AB-PT Inc.; Simon B. Siegel, executive vice president, AB-PT; Thomas W. Moore, vice president in charge of ABC-TV, and Julius Barnathan, ABC vice president and general manager of the tv network.

Officers and members of the board of governors who will attend: John F. Dille Jr., WSJV-TV South Bend-Elkhart, Ind.; Thomas P. Chisman, WVEC-TV Norfolk, Va.; W. W. Warren, KOMO-TV Seattle; Martin Umansky, KAKE-TV Wichita, Kan.; Norman Louvau, KCPX-TV Salt Lake City; Howard W. Maschmeier, WNHC-TV Hartford-New Haven; D. A. Noel, WHBQ-TV Memphis; Lawrence T. Rogers II, WKRC-TV Cincinnati; and Mike Shapiro, WFAA-TV Dallas.

Media reports...

Directory ▪ The Kansas Assn. of Broadcasters has released a directory listing all member stations, telephone numbers and key personnel to contact. The directory is available at 25 cents per copy from the KAB, Box 119, Topeka, Kan.

New tower ▪ Construction has started on a new 1,049 foot tower for WLBW-TV Miami located at the station's present transmitter site near Hallandale. Tentative completion date has been set for late August. It will cost an estimated $350,000, and will feature a traveling wave antenna manufactured by RCA. Consulting engineers for the project are Jorgensen & Schreffler of Miami.

Taft adds ▪ Taft Broadcasting Co. has purchased a second bowling center in Cincinnati for an estimated price in excess of $700,000 plus option to buy land and building. The bowling center includes 38 lanes with automatic pinsetters, two restaurants and a night club. Taft Broadcasting bought its first bowling center, also in Cincinnati, two years ago. Roger B. Read, Taft Broadcasting executive, is president of both bowling subsidiaries. Taft Broadcasting owns radio and tv stations in Cincinnati, and Columbus, Ohio, Birmingham, Ala., and Lexington, Ky.

Agency appointment ▪ Bishopric/Green/Felden, Miami, has been appointed advertising agency for WCKT (TV) and WCKR, both that city.

WFAA agency ▪ Taylor-Norsworthy, Dallas, has been appointed advertising agency for WFAA-AM-FM-TV, that city. The appointment is effective July 1.

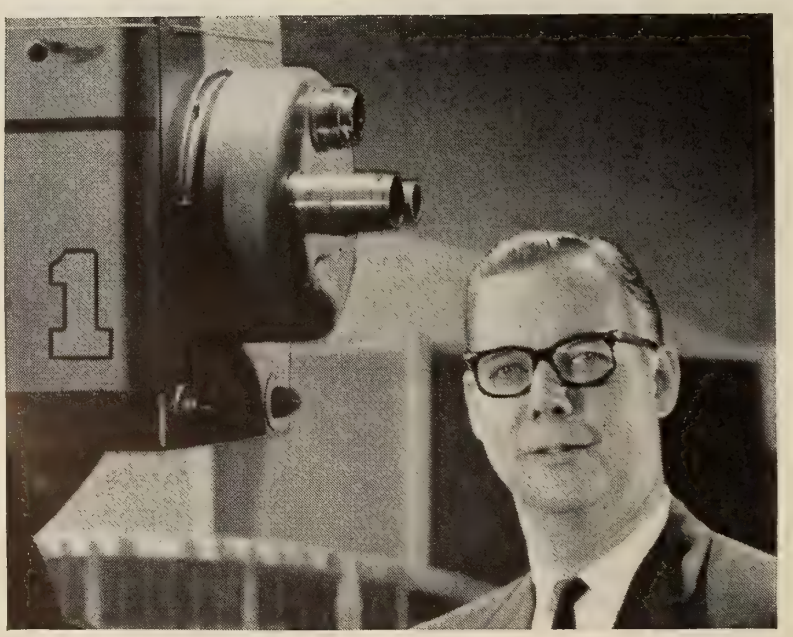
Scholarships ▪ For the second straight year six scholarships totaling $1,400 will be awarded to area high school seniors by WTKO Ithaca, N. Y. According to Robert Newman, manager, the awards are given to promising seniors who indicate an ability to make their own way in the best traditions of American citizenship.

WOC-TV equips ▪ WOC-TV Davenport, Iowa, has ordered more than $500,000 in RCA broadcast equipment for its new studio building now under construction. The contract covers two transistorized color tv tape recorders, four monochrome cameras, color and black and white film chains and a complete switching system.

Programming seminar ▪ To broaden its programming service in its area, WTAE (TV) Pittsburgh was host to a group of 24 business and civic leaders in a special seminar to determine television's role in promoting area renewal and redevelopment. The project was under the chairmanship of WTAE's news and public affairs director, Dave Murray.

KAOR to start ▪ KOAR Oroville, Calif., last week announced it planned to go on the air on July 1. The station, transmitting on 1340 kc with a power of 250 w, is owned by James E. Walley, formerly general manager of KAGR Yuba-City-Marysville, Calif. The station will operate daily from 5:15 a.m. to 11:15 p.m. and 6:30 a.m. to 11:15 p.m. on Sundays. Al Sumbler is the station manager.

Starts broadcasting ▪ WXVA Charles Town, W. Va., began broadcasting last



COLOR TV PICTURE IN FLORIDA BIG AND BRIGHT FOR WFGA-TV

Jesse Cripe, WFGA-TV General Manager: "Color TV is paying off with the rapid growth of Color sets and viewer interest in Jacksonville. Climbing circulation has brought more and more advertiser requests for Color, and our revenue is growing. Added prestige and audience loyalty are two more WFGA benefits from Color. Now, we're adding to our Color facilities and programming." Color TV can pay off for you, too. Find out how today from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

Monday (May 28) with 50 kw on 1550 kc. Under the ownership of Arthur W. Arundel, who also owns WAVA-AM-FM Arlington, Va., the new am outlet is reportedly the first radio station ever built in Jefferson County.

New NRN affiliate ▪ WCGR Canandaigua, N. Y., a 250 watter on 1550 kc under the management of Westley G. Kimble, becomes an affiliate of the Northeast Radio Network today (June 4), it was announced by the recently appointed network general manager, Frederick W. (Ted) Hodge. Northeast Radio Network, a subsidiary of Ivy Broadcasting Co., numbers 33 am and fm outlets in New York and Pennsylvania.

Connecticut clearing house ▪ The Connecticut Broadcasters Assn. has announced the formation of a clearing house in which radio and tv stations would pool information concerning job applicants and availabilities. Under actual practice, a broadcasting station, if it had no immediate opening, would refer a job applicant to the clearing house. The applicant then would be able to determine available positions within the state without visiting all of the stations. The plan is similar to one created by the California Broadcasters Assn. (BROADCASTING, May 14).

Fallout booklets ▪ To combat public indifference and lethargy concerning many aspects of civil defense, WFMY-TV Greensboro, N. C., is using spots offering a fallout booklet of the Office of Civil Defense. As of last week, more than 1,000 copies had been mailed viewers in the North Carolina-Virginia area, according to the station.

ABC-TV schedules promotion clinic

ABC-TV's fifth annual Promotion Clinic will be attended by promotion managers representing 115 ABC-TV affiliates. The meetings, to be headed by Michael J. Foster, ABC vice president, press information, will be held in New York (June 18-19), Chicago (June 21-22) and San Francisco (June 25-26).

The clinics will include discussion of the network's advertising, on-air promotion, publicity, exploitation, and plans for promoting new fall programming.

Also participating in the clinics will be Donald Foley, newly appointed vice president and director of advertising and promotion; Andre Gebstaedt, manager of advertising and promotion; Jerry Bredouw, director of on-the-air promotion, tv network; Sid Mesibov, ABC-TV exploitation director; Ell Henry, West Coast press information director, and Jerry Zigmond, West Coast exploitation director.

Assurances given on Negro portrayals

A more realistic tv portrayal of the American Negro's part in the contemporary scene has been promised by the networks.

Pledges to that effect were given last week by CBS-TV and NBC-TV. There have been pressures from minority groups for the tv networks and motion picture companies to employ more Negroes and for a more accurate depiction of the Negro in these media.

Letters were distributed last week to producers and production companies which supply programs to CBS-TV and NBC-TV urging that Negroes be used in tv programs so as to reflect more accurately how they live today. It was suggested that Negroes are in many occupations and that they should be used in roles that appear "natural" for a Negro.

ABC-TV, citing leading roles by Negroes in its network programs, said that it has been a long standing policy to encourage the hiring of the "best talent available" regardless of color.



NOW NUMBER

3

IN FLORIDA

ORLANDO-DAYTONA

Fastest growing market in Florida

	Nat. Mkt. Ranking*	Homes* TV
Miami	26	566,300
Tampa	40	425,100
Orlando-Daytona	67	292,100
Jacksonville	75	257,700

*Television, May 1962

WESH-TV

Florida's Channel 2

REPRESENTED BY AVERY-KNODEL



Covers more of Florida than any other TV Station

Speakers bureau started by KGO-TV executives

To acquaint people in the Bay Area with the television industry and with its own facilities, KGO-TV San Francisco has established a speakers bureau, composed of the station's executive personnel and personalities.

The speakers will be available to all clubs, fraternal, service and government organizations. Each executive will speak on his particular specialty and its relation to the overall function of a television station and its place in the community and the industry.

In announcing the formation of the bureau, David M. Sacks, general manager of KGO-TV and vice president of ABC-TV, said . . . "this new effort is our public relations endeavor on behalf of the television industry as a whole. We're not only interested in informing the community of the operation of ch. 7 [KGO-TV], but we also want to enlighten as many people as possible on the goals and direction of the industry."

Unexpected boost for radio-tv

New York City radio and television stations are getting an unexpected promotional assist from the city's police department. The department's office of community relations is now publishing a weekly bulletin listing radio and tv programs "which may be of interest to members" of the police force. The first bulletin listed programs which included appearances by the city's traffic commissioner, the chairman of the city's housing and redevelopment board and the federal narcotics commissioner.

Shell game

Hundreds of Chesapeake Bay oysters — many with cultured pearls inside—soon will be hitting the desks of broadcast advertising agency personnel throughout the country, a feature of WFBR Baltimore's 40th anniversary celebration.

In two of the oysters, WFBR has placed rubies—each weighing more than one carat—one among those to be sent nationally and the other a prize for a local agency person.

Drumbeats . . .

Joint effort ▪ Five Altoona, Pa., area radio stations combined their efforts and talents to raise $1,577 for the American Cancer Society by staging a giant twist party for area teenagers. The stations sent 13 disc jockeys who stimulated a little competitive interest by staging various contests as an added attraction. Participating stations: WFBG, WRTA, and WVAM, all Altoona, WTRN Tyrone, and WKMC Roaring Springs.

Beautiful music ▪ To celebrate the second anniversary of its "beautiful music" format, WJW Cleveland gave away over 300 albums, hundreds of silver dollars and portable transistor radios to listeners. To couples whose second anniversary falls in May, WJW awarded a clock radio—one each day to those selected at random from post cards sent to the station.



Fm Week in Philadelphia

Philadelphia Mayor James H. J. Tate (third from l) presents a proclamation designating May 6-12 as fm week to Abe Vornon, general manager of WQAL (FM) Philadelphia and treasurer of the National Assn. of Fm Broadcasters, while other fm managers watch.

From left in foreground: Blake Ritter, WBPS (FM) Philadelphia, Max Leon, WDAS-FM Philadelphia, Mayor Tate, Mr. Vornon, William Banks, WHAT-FM Philadelphia, Bob Franklin, WJBR (FM) Wilmington, Del. In rear: William Fox, WIBF (FM) Philadelphia; Murray Arnold, WPEN-FM Philadelphia, Joseph Winkler, WFIL-FM Philadelphia, and Blayne Butcher, WXUR (FM) Media, Pa.

Video taped ▪ WTVN-TV Columbus, Ohio, entertained 100 advertiser and agency personnel at a cocktail party in which the station demonstrated its new video tape equipment. Each guest was video taped when he or she entered the studio, but none was aware of it until the station played the tapes back as the highlight of the party.

Shoe promotion ▪ To help needy people in its area, the Cullman, Ala., fire department enlisted the aid of WKUL, that city, to start a drive asking its listeners to turn in their old shoes. Each pair of shoes represented 100 points in a contest to determine which individual or group could turn in the most pairs of shoes. As a prize the station offered $3,000 to the top winners. WKUL reported the campaign accounted for 30,534 pairs of shoes. The population of Cullman is 10,883.

Springtime ▪ WIL St. Louis is reminding local advertiser and agency personnel that spring is in the air by sending them live parakeets which say "Wonderful WIL."

'Talking Yearbook' ▪ First of an annual series of "Talking Yearbooks" for the class of 1962 at Mt. Carmel H. S., Mt. Carmel, Ill., was broadcast May 31. The program featured an hour of interviews with students and included greetings from various businesses. The school band, orchestra and choral groups provided music.

IRTS cocktail contest

Madison Avenue cocktail experts have been invited to enter recipes for international flavored cocktails in the International Goodmixer Contest of the International Radio & Television Society, New York, (formerly Radio & Television Executives Society). Entries may be tried-and-true or totally new concoctions. Entries should include the cocktail's name and its basic ingredients. Winners will be announced and rewarded at the group's annual Funday July 31 at Wykagil Country Club, New Rochelle, N. Y.



Timebuyer wins Wometco contest

Jim Alexander (l), Colgate-Palmolive Co. timebuyer at Lennen & Newell, New York, is congratulated by Ted Van Eck of Peters, Griffin, Woodward on winning the Wometco stations' "Time of Your Life" contest. Mr. Alexander receives an all expense-paid trip for two to the Seattle World's Fair. The timebuyer, before April 15, had guessed the exact number of national spot advertisers who would use individual Wometco stations during the month of April . . . 393. Wometco reportedly received 542 entries in the contest, which was restricted to the 2,075 names on the PGW agency list.

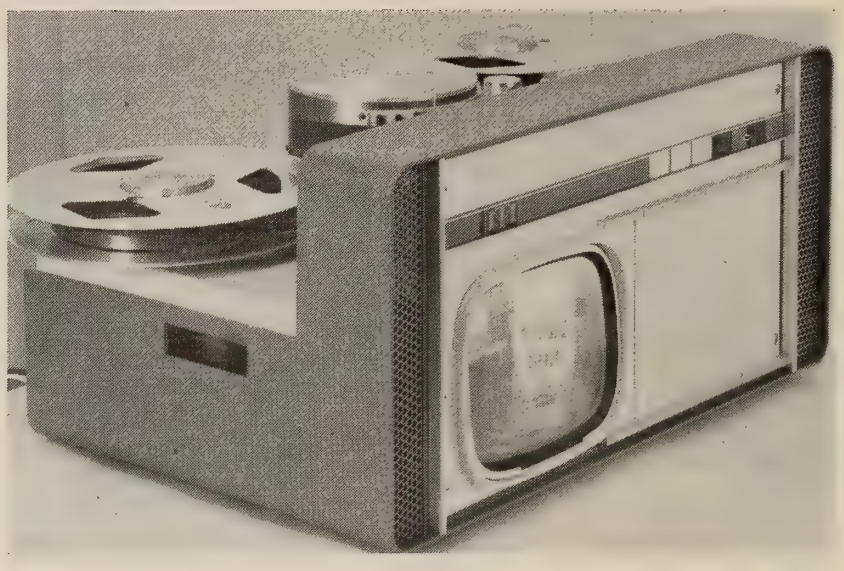
The Wometco stations are WTVJ (TV) Miami; WLOS-TV Asheville, N. C.; WFGA-TV Jacksonville, Fla., and WVOS-TV Bellingham, Wash.

A rose by any other name

WLS Chicago commemorated the second anniversary of its "bright sound" in Chicago radio by distributing 7,500 yellow roses in 158 agencies to the timebuying fraternity across the country. For men, the station sends a boutanniere, for the ladies a rose bud and for the reception room, a bouquet of two-dozen long-stemmed roses.

In photo, Sy Frolick (l), senior vice president and director of radio-tv of Fletcher, Richards, Calkins & Holden, receives his boutonniere from Jo Aufiero as Tucker Scott (r) of John Blair & Co. watches.





Portable video tape rig uses one-inch tape

Mach-Tronics Inc., Mountain View, Calif., has announced a portable video tape recorder, the MVR-10, which uses an inch-wide tape, compared with the two-inch tape used on conventional recorders. Thus, an hour's programming can be recorded on a 10½-inch reel.

The unit is self-contained, weighs less than 100 pounds and takes up only 2.3 cubic feet, including a built-in eight-inch video monitor with integrated audio channel. According to Mach-Tronics President Kurt R. Machein, a press demonstration of the MVR-10 will be held this month in San Francisco where specifications, availability and price information will be released.

Mr. Machein said that the present unit was designed primarily for closed circuit use and is not of broadcast quality. However, by redesign of the circuitry the recorder can be raised to broadcast standards. Some of the tv networks have expressed interest in using the MVR-10 in combination with their present vtr equipment, the Mach-Tronics executive reported. The MVR-10 is priced below $10,000, compared to around $40,000 for the full-scale tv tape recorders already on the market.

abc NBC CBS

Our Research Department has just completed a significant report on today's radio-television industry. It examines the growth potential of the three major networks—and submits our opinion of the investment opportunity offered by each of these communications giants.

Is this the right time to invest in broadcasting common stock? Which network offers the most encouraging prospects? Our Report answers these questions for you.

Listen to "Today's Business"—WOR, 7:15 P.M., Mon.-Fri.

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Technical topics...

Ampex appointments ▪ Ampex Corp., Redwood City, Calif., has appointed three new manufacturer's representatives to handle sales of professional and consumer audio equipment and magnetic tape in the East and Midwest. Appointed were Herb W. Knaggs Co., Belleville, Ill.; Stinson-Platt Co., Narberth, Pa.; and R. W. Mitscher Co., Buffalo, N. Y. Knaggs represents Ampex in Nebraska, Iowa, Missouri, northern Kansas and southern Illinois; Stinson-Platt in Pennsylvania, southern New Jersey and Mitscher in New York State.

Miratel report ▪ Miratel Electronics Inc., New Brighton, Minn., last week released its report to stockholders for the fiscal period ending Feb. 28, 1962. Revenue for the year was $958,693 compared with $515,826 for the similar period in 1961, an increase of 86%, the firm reported. Earnings after taxes were $42,092 (10.5 cents per share) compared with last year's $25,052 (6.3 cents per share). Per share earnings are based on 399,620 shares outstanding on Feb. 28.

Oscilloscope camera ▪ Allen B. DuMont Labs, Clifton, N. J., has announced a completely new version of its versatile 450 oscilloscope record camera with the introduction of the 450A camera. It features a dark slide so that the backs are easily changed without fogging the film. Basic list price with Polaroid back and f 1.9 lens

is $560. For specifications and complete accessory prices contact Instrument Sales Dept., Allen B. DuMont Labs, 750 Bloomfield Ave., Clifton, N. J.

Miniature rectifier ▪ Solitron Devices Inc., Norwood, N. J., has announced the development of a new 60 KV high voltage rectifier in a sub-miniature package measuring only 1-13/16" x 2½". It is capable of withstanding 50 amp surges and 12 amp peak recurrent current and can be mounted to a grounded surface. For further information and a copy of the high voltage report, write to the company at 500 Livingstone St., Norwood, N. J.

Sampling plug-ins ▪ Two new sampling plug-ins designed by Tektronix Inc., Beaverton, Ore., will extend the range of Tektronix 4 megacycles oscilloscopes to 875 megacycles, according to the Beaverton, Ore., instrument firm. The Type 3S76 and the Type 3T77, priced, respectively, at $1,100 and $650, are reported to permit observation of recurrent pulses with risetimes as brief as 0.4×10^{-9} seconds, when combined with a 561 CRT indicator. Further information may be obtained from Tektronix Inc. by writing to Stuart Sneed, Advertising Dept.

Updated manual ▪ General Electric Co. has announced publication of the sixth edition of its *Transistor Manual.* Among the book's topics are basic semiconductor theory, interpreting transistor specification sheets, guidelines for basic computer circuits and transistor measurements. Copies of the book, priced at $2, may be obtained from GE semiconductor distributors or by writing to the company at Bldg. 7, Electronics Park, Syracuse, N. Y.

Transistorized recorder ▪ An all-transistorized professional magnetic tape recorder-reproducer has been developed by Vega Electrics Corp., Cupertino, Calif. The new unit has a signal-to-noise ratio equal to or better than tube-type professional recorders, the company said. The unit is priced at about $1,700. It is available in various combinations of speed.

Not a threat ▪ Japanese transistors and semiconductors, imported into the United States in growing quantities in the last few years, are not a threat to national security, the Office of Emergency Planning ruled last week. OEP, acting on a petition filed by the Electronic Industries Assn. in 1959, said the domestic industry would continue to receive the bulk of military orders involving high quality components. It also stated that it would keep the transistor market under surveillance and review the situation from time to time.

Semiconductor guide ▪ A new 12-page semiconductor product guide has been released by RCA's semiconductor and materials division, Somerville, N. J. The guide provides latest data on RCA's full-line of silicon and germanium transistors, silicon rectifiers, special computer diodes, tunnel diodes and varactor diodes.

Beat frequency oscillator ▪ The Kilo Sweep 131-B, providing waveshapes from 100 cps to 2 mc, has been developed by Kay Electric Co., Pine Brook N. J. The new beat frequency oscillator provides continuous variable wide sweeps to cover tape recorder applications and stable, narrow sweeps for filter alignment. The company, which designs and manufactures electronic test and measuring instruments, announces fixed pulse-type markers are also available at customer specified frequencies.

Multiplex brochure ▪ RCA Industrial Electronics Products Div., Camden, N. J., has announced the availability of a new 16-page brochure on its CT-42 solid state tone multiplex equipment. The CT-42 can be used with existing microwave, carrier, or wireline circuits to provide am or frequency shift data transmission, teletype, telemetering, remote control and signaling functions.



This woman will help spend $7,000,000 in Mississippi drug stores this year!

She is one of the quarter million people who live in the Hattiesburg-Laurel television market. As a group, these people spend $188,000,000 in annual retail sales, $7,000,000 of which goes to the neighborhood druggist.

According to the 1961 Nielsen Coverage Study, these same people view **WDAM-TV** more often than any other television station. They are influenced by **WDAM-TV.** They buy **WDAM-TV** advertised products.

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'BIOGRAPHY' PLANS ITS SECOND YEAR

Official-Wolper series plans more use of foreign film

Coincident with the announcement last week that a second year production of the *Biography* series will be undertaken, Official Films Inc., New York, disclosed that its world-wide sources of film supply for the actuality programs will be broadened to obtain added footage from the Far East and Australia.

Seymour Reed, president, reported that 26 of 39 half-hours of the first year of the series already have been co-produced by Official in conjunction with David L. Wolper Productions, Hollywood, and the remaining 13 are in various stages of production. A second-year cycle, he said, resulted from "the tremendous response from sponsors and viewers," adding that the series already has been sold in 78 markets.

Mr. Reed said that Sherman Grinberg of the Wolper staff currently is in the Far East, arranging to employ researchers in Manila, Tokyo and Sydney. Other researchers have been at work since the start of production last year in Paris, London, Berlin and Rome, searching through film libraries of independent distributors and government agencies to locate "the appropriate and the unusual film sequences" dealing with the lives of world personalities, according to Mr. Reed.

"To give you an idea of the work involved in getting together the *Biography* series," Mr. Reed commented, "here are just a few of the organizations we have dealt with to obtain film footage. In England—the British Museum, the Imperial War Museum and the British Admiralty. In Russia—Artkim Films and Sovexport Films. In Italy—the Vatican film archives and Orbis Films. And similar groups in Norway, Sweden, France, Germany, Austria, India and other countries in addition to the U. S. and Canada."



Film excerpts from all parts of the world are viewed in a movieola by Jack Haley Jr., producer-director of "Biography," to select footage to be used in the actuality series on well-known personalities.

Among the *Biography* episodes already telecast are those on Fiorello H. LaGuardia, Amelia Earhart, Charles A. Lindbergh, Adolf Hitler, Gen. Douglas MacArthur and Babe Ruth. Among those to be shown are segments on Knute Rockne, Gen. John Pershing and Woodrow Wilson.

Cost Per Episode ▪ Mr. Reed reports that the average one-half hour episode costs in the vicinity of $35,000 because of "fairly high cost of seeking and buying the film, extensive editing and restoration work on much of the footage." He pointed out that for each 20 feet bought, approximately one foot is actually used in the series.

Among the noteworthy sequences obtained by the producers, according to Mr. Reed, were one showing the voyage of the refugee-laden ship *Exodus* bound for Israel; another of Thomas Edison as a young man and a photograph of Hitler as a child.

Official and Wolper both decide on the personalities to be depicted, and they are now in the process of selecting individuals for the second-year cycle. In the developmental stages are programs on Churchill, Roosevelt, Truman and Stalin.

Jack Haley Jr. will continue as producer-director of the second-year cycle of *Biography*. Mike Wallace remains as narrator.

Baum, Lewis appointed by General Artists

General Artists Corp. held a series of meetings in its New York and Beverly Hills offices over the weekend and announced the promotion of key executives, the establishment of bonus and stock option plans and an expansion in network tv programs for the 1962-63 season.

Martin Baum, president of GAC's motion picture division, was named general manager in charge of west coast operations, and Larry Lewis, comptroller and assistant treasurer, was advanced to treasurer. A new board of directors was elected to include Herbert J. Siegel, board chairman; Larry Kanaga, president; Buddy Howe, president of the personal appearances division; Don W. Sharpe, president of GAC-TV, and Mr. Baum.

Mr. Siegel reported that during 1961-62 GAC was represented on the networks by eight hours of programming each week and this will rise to 10½ during the new season. This will include: *The Perry Como Show, The Jackie Gleason Show, Fair Exchange, The Lucy Show, Mr. Smith Goes To Washington, Dobie Gillis* and *Captain Kangaroo.*

Jet-flown tapes

A regularly-scheduled tv network news show, for the first time will be presented in the Hawaiian Islands the same day it is viewed on the mainland when *CBS News With Walter Cronkite* begins a daily broadcast on KGMB-TV Honolulu June 11.

The news show originating in New York will now be seen in every state but Alaska. Tapes of the program will be made in Los Angeles and flown by jet liner to Honolulu where they will be broadcast at 10 P.M. Hawaiian time.

Baptist group offers taped radio features

The Radio & Television Commission of the Southern Baptist Convention, Fort Worth, is offering *Patterns,* a series of 30 taped weekly radio features, all less than 1½ minutes.

The denominational agency's "electronic evangelism" policies make the series available to stations free if the station also agrees to run 10 other short inspirational weekly features. According to BRTC, 51 stations in 24 states have accepted.

Patterns features various name personalities who discuss their specialties. Among them are Wendell Corey (motion pictures), Andy Griffith (humor), Frankie Avalon (rock-and-roll) and Jill St. John (teen tips).

The devotional vignettes are all nondenominational but are identified as being produced by the Southern Baptists' Radio-Tv Commission. Some 520 different devotional messages will be available by the end of the year, the commission said.

Bergmann organizes Charter Producers'

Charter Producers' Corp., New York, has been formed by Ted Bergmann,, who recently resigned as vice president in charge of advertising for Revlon. Mr. Bergmann describes the new organization as "a producers' company" whose members will "individually and collectively" create, produce, acquire and manage program properties.

A revolving fund will be available to a selected group of producers to prepare tv series and specials. Mr. Bergmann will handle all business arrangements with the producers concentrating on the creative aspects of the business.

Radio network covers Seattle World's Fair

A special network of Washington state radio stations is providing frequent news and announcements about the Seattle World's Fair. Cooperating with the Washington State Assn. of Broadcasters, 28 stations in Washington and one in Idaho provide coverage of the fair.

"The regularly scheduled 4½ minute service four times daily covers weather, attendance, performing arts, special events and interview material," according to James A. Murphy, WSAB executive vice president. "Motorists are given information about lodging facilities, parking and other fair topics."

Closed-circuit hookups to stations provide special interviews and announcements of longer duration than the regularly scheduled service. Stations provide for the line charges. The fair provides the voice, David Robinson, on loan from KOMO-AM-FM-TV Seattle. The network will continue until the end of the fair, Oct. 21.

Stations on the network are: KARI Blaine; KPUG Bellingham; KBRC Mount Vernon; KBRO Bremerton; KRKO and KWYZ Everett; KAYO and KOMO Seattle; KFKF Bellevue; KASY Auburn; KMO, KTAC and KTNT Tacoma; KGY and KITN Olympia; KBKW and KXRO Aberdeen; KELA Centralia; KEDO Longview; KXLE Ellensburg; KIMA and KUTI Yakima; KULE Ephrata, KORD Pasco, KALE Richland, KHIT Walla Walla, KXLY Spokane, KOZE Lewiston, Idaho. Several Oregon stations have indicated they plan to join the network.

Skelton equipment to PTP

The mobile color equipment of the Red Skelton Studios has been purchased by Paramount Television Productions to augment PTP's black and white production and recording equipment. The Skelton studios were recently taken over by CBS-TV. The equipment is housed in three 40-foot air conditioned buses and will be stationed at PTP's Hollywood lot adjoining the company's tv station, KTLA (TV).

Price paid by PTP for the color equipment was not announced.

Speedway radio network feeds 657 outlets

The Indianapolis Motor Speedway Radio Network broke its own record for size in covering a single sporting event in last Wednesday's motor classic by feeding 477 stations in the United States, plus 180 stations in the Armed Forces radio network. The 46th running of the 500-mile race marked the 11th year the 4½-hour special has been fed to an independent network.

There was no direct television pickup of the event but half-hour film condensations were carried on all four Indianapolis stations. For the four days of qualifying runs preceding the event, one-hour films were originated by WFBM-TV Indianapolis and fed to six stations in Indiana and Illinois, through arrangement with William F. Kiley, of the Kiley & Nicholas advertising agency, Indianapolis.

Remotes, available for local sponsorship, were sold on the basis of the participating station's one-hour class B rate, plus line charges. WFBM-TV has originated the video series for the past four years. It uses a 20-man crew including Tom Carnegie, director of sports, Jim McIntyre and Freddy Agabashian, former "500" driver.

The live radio pickup was directed as a personal venture by Gil Berry, vice president-sales manager of WIBC Indianapolis. The program ran 4½ hours beginning at 10:30 a.m. EST. Although Mr. Berry's network has handled the race 11 straight years, it was the 17th year for WIBC as the originating station.

The charges for the domestic network, Mr. Berry said, approximated $65,000 and line charges added another $30,000.

Working under Sid Collins, chief announcer of WIBC, were 35 men, including 12 announcers recruited from Indianapolis stations and assigned to vantage points along the 2½-mile track. The speedway is owned by Anton Hulman Jr., licensee of WTHI-AM-FM-TV Terre Haute, Ind.

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COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

June 4-8, 11-13 (10:30-11 a.m.) **Play Your Hunch,** part.

June 4-8, 11-13 (11-11:30 a.m.) **The Price Is Right,** part.

June 4-8, 11-13 (12-12:30 p.m.) **Your First Impression,** part.

June 4-8, 11-13 (2-2:25 p.m.) **Jan Murray Show,** part.

June 4-8, 11-13 (11:15 p.m.-1 a.m.) **Tonight,** part.

June 4, 11 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

June 5, 12 (7:30-8:30 p.m.) **Laramie,** part.

June 6 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

June 6, 13 (10-10:30 p.m.) **Bob Newhart Show,** Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

June 6, 13 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

June 7 (10-11 p.m.) **Sing Along With Mitch,** Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

June 9 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

June 9 (10-10:30 a.m.) **Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

June 9 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

June 9 (7:30-8:30 p.m.) **Tales of Wells Fargo,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

June 9 (9-11:15 p.m.) **Saturday Night At the Movies,** part.

June 10 (6-6:30 p.m. **Meet the Press,** co-op.

June 10 (7-7:30 p.m.) **Bullwinkle,** part.

June 10 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** Kodak and RCA through J. Walter Thompson.

June 10 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

June 10 (10-11 p.m.) **Du Pont Show of the Week,** Du Pont through BBDO.

June 13 (8:30-9 p.m.) **Joey Bishop Show,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

Banner Foundation offers tv fellowships

A series of fellowships offering college seniors and graduate students interested in television an opportunity to observe the production of tv shows and discuss questions with members of the industry has been set up by the Banner Foundation, New York.

The fellowships will cover transportation costs and living expenses for selected students who will be brought to New York for an eight-week period, according to Bob Banner, president of Bob Banner Assoc. and founder of the fellowship program.

An applicant must be a senior or graduate student of a recognized U.S. college or university and be recommended by the head of his department, division or school.

The fellows will attend in-studio rehearsals, performances and meetings and will discuss tv production with producers, directors and other experts.

Applicants will be selected twice a year. Those who apply for the fall 1962 period should write to the foundation before June 30. Applications for the spring 1963 period must be received by Sept. 1, 1962. All letters should be addressed to the Television Fellowship Committee, The Banner Foundation, P.O. Box 2220, Grand Central Station, New York 17, N. Y.

Sicily 'White Paper' to be aired by NBC-TV

NBC-TV now expects its "White Paper" report on Sicily to be telecast next fall. Spokesmen acknowledged last week that the network has had its troubles with the film but denied the program was being kept off the air by outside pressures. The program apparently explores areas where the Mafia, an underworld organization in Italy, flourishes.

The program has been subject to postponement (it initially was to be seen on May 18). Network people associated with the program said emphatically that the only reason the report has been held back is that the film story as now put together lacks "polish" and the producers (Irving Gitlin is executive producer) are not satisfied. Additional editing will be made. The program received added notoriety in April when cans containing some 2,300 feet of film shot in Sicily for the report disappeared from a truck transporting the film in Manhattan. New film was shot subsequently.

Film sales...

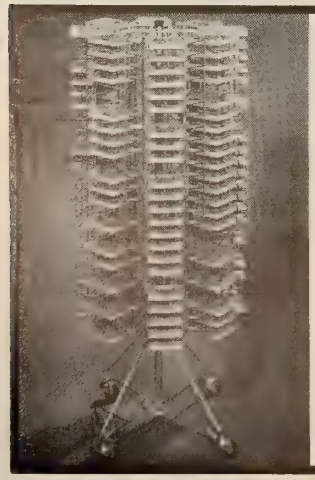
Eugene Ormandy's Sound of America (CBS Films): Special one-hour program of music by leading American composers, newly syndicated, has been sold to WSB-TV Atlanta, WBAL-TV Baltimore, WGR-TV Buffalo and WBNS-TV Columbus, Ohio. Now in 4 markets.

Cavalcade of the '60's (Allied Artists Television Corp.): Package of post-'48 features sold to WCBS-TV and WABC-TV New York; WHEN-TV Syracuse, N. Y.; WHNB-TV New Britain, Conn.; WWLP (TV) Springfield, Mass.; WMTW-TV Portland, Me.; WSAV-TV Savannah, Ga.; WPTV (TV) Palm Beach, Fla.; KBMT (TV) Beaumont, Tex.; WBAP-TV Ft. Worth; WKZO-TV Kalamazoo, Mich.; WGN-TV Chicago; KMBC-TV Kansas City; KTVI (TV) St. Louis; WCCO-TV Minneapolis; KTVK (TV) Phoenix, Ariz.; KGUN-TV Tucson, Ariz.; KLZ-TV Denver; KSHO-TV Las Vegas; KBAK-TV Bakersfield, Calif., and KGO-TV San Francisco. Now on 43 stations.

Films of the Fifties (Seven Arts Assoc.) Warner Bros. post-'50 motion pictures. All three volumes (120 pictures) sold to KOAT-TV Albuquerque, N. M., and WALA-TV Mobile, Ala. WNAC-TV Boston purchased the 82 titles in vols. 2 and 3, and WEEK-TV Peoria, Ill., vol. 3, plus 17 Seven Arts' special features. Vol. 1 is now in 125 markets, vol. 2 is in 96 and vol. 3 is in 54.

The Lone Ranger (TeleSynd): Sold to WLBW-TV Miami; and WTTV (TV) Indianapolis. Now in 52 markets.

Yoga For Health (Ross-Danzig Productions): Sold to KTNT-TV Seattle, KHQ-TV Spokane, KNDO (TV) Yakima, all Washington, and KLAS-TV Las Vegas, Nev. Now in five markets.



THE NEW REVOLVING TAPE CARTRIDGE RACK

The RS-200 LAZY SUSAN revolving rack holds 8 removable rack sections providing storage for 200 cartridges. Each rack section (RS-25) holds 25 cartridges and is available in single units for wall mounting. Compact Lazy Susan is 51¼" high and 20½" in diameter, of all steel construction with four heavy duty casters for easy mobility.

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JU 8-4983

Mars offers full day of radio programming

A new service, called "Demand Radio," actually offers a full day's programming for a radio station. It is the creation of Mars Broadcasting Inc., Stamford, Conn., which last week announced that WTOL Toledo has become the second station to adopt the programming (KTHT Houston was the first).

As conceived by Mars Broadcasting, a station in a radio market receives specially-selected commercial records, pre-taped choral and instrument music, community and public service features, and ID's, promos and background sounds. The client station gets tapes, scripts and records and programming, technical and promotional material and instructions.

The service attempts to maintain a local community flavor and toward this end, its programmers rely on information received from the station and independent research made of the community and its area. Included, for example, are a wide variety of community, public service and general information features.

The packaging even extends to news shows to this extent: Station announcers are given instruction on how to write the news for terseness, and are provided with taped sounds (teletype, musical and voice-over introductions and closings, etc.).

As noted by one associate of "Demand Radio" the service is intended to provide a sound for a particular station that connotes "modern radio" for the "young adult listener" as contrasted to the "teen-age listener," by presenting lively sounds but no "rock and roll."

To obtain a diversity on the station served, the programming service makes liberal use of different announcer voices.

As explained by Mars executives: A team of researchers continually study a listening area to determine interests and needs and, according to Bob Whitney, who is executive vice president, "We are able to integrate our programming into the area's personality." A sound of "immediacy" is created, Mr. Whitney said, making it appear that origination is "live."

The programmers note that they can service a station on a 24-hour day basis. During an average hour, "Demand Radio" has a newscast, several news and community features, time and weather information.



Mars Executive Vice President Robert V. Whitney (top) and National Program Director Don Bruce Whitney during the production of a Demand Radio sequence.

Program notes...

Little theater contest ▪ KRON-TV San Francisco is undertaking a new approach to locate new talent and better programming, turning to that area's little theater groups for both. The station has announced a contest for original half-hour television scripts, lasting from now until August 15. Winners will receive a cash award and selected scripts will be produced as television shows for viewing on KRON-TV. Casts for the plays will be chosen from among members of the little theater group with which the author is associated.

TAC adds members ▪ Television Affiliates Corp. has added three new stations as subscriber members to its organization. The new members are KOTA-TV Rapid City, S. D., and its satellite KDUH (TV) Hay Springs, Neb., and WSJS-TV Winston-Salem, N. C.

Spanish films released ▪ Hollywood Television Service, Hollywood, syndication division of Republic Corp., has released over 800 films with Spanish titles for world-wide distribution. Half of the series are post-'48s. Sale of 389 of the films was recently made to WKAQ-TV San Juan, Puerto Rico.

Sullivan honored ▪ The *Ed Sullivan Show* (Sunday, 8-9 p.m. EDT) will celebrate its 14th anniversary Sunday,

World's Largest Library of SOUND EFFECTS RECORDS
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COLUMBIA JOURNALISM REVIEW

Professionally staffed, the *Review* draws on a nationwide roster of editors, scholars, correspondents, reporters, broadcasters and friends of Columbia University's Graduate School of Journalism for information and reports.

Leaders in communication have hailed the *Review* as a "publishing event."

Here are some typical comments:

"...Well organized and well written. Moreover, it strikes me as taking several substantial strides toward filling an informative professional void."

Alan Gould, Executive Editor,
The Associated Press

"I like it. It is stirring. Suggests wide open opportunity for healthy controversy within the profession."

W. M. Kiplinger, President,
Kiplinger Washington Editors

"...An impressive piece of work — and, more important, a badly needed one."

John Fischer, Editor,
Harper's Magazine

Use the coupon below to enter your Charter Subscription to the *Review* for one year (4 issues) at a money-saving introductory rate.

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☐ The Summer 1962 issue
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U.S. outlets answer Cuban propaganda

COMMITTEE'S PROGRAMS REACH AS FAR SOUTH AS ARGENTINA

"Sin libertad la vida nada vale" —without liberty life is worth nothing. This message, heard daily over WGBS Miami, WKWF Key West and WWL New Orleans, signals the start of Spanish-language programs that constitute what is probably an unprecedented effort involving U. S. broadcasters to rebut Communist propaganda emanating from Cuba.

Technically, the broadcasts—filled with news of Cuba and Latin America, commentary, interviews with Cuban refugees and Spanish music—are intended for the very considerable Spanish-speaking audience in those stations' service areas. And the heavy volume of mail the stations get from mainland listeners indicates the programs are providing a valued service.

But because of the stations' proximity to the Caribbean area and their power—WWL operates on 50 kw; WGBS, 10 kw at night, when it carries the programs; and WKWF, 500 watts—the broadcasts are heard throughout Latin America as far south as Argentina.

Cuban Freedom Committee. ▪ This is what concerns the Cuban Freedom Committee, a small group of American citizens who buy the time for the programs and provide the professional staff—composed of Cuban refugees with broadcast experience —to put them on the air.

Rep. Roman Pucinski (D-Ill.), one of the founders of the committee and a member of its advisory board, sees the special programming as a unique effort to break through the "Castro curtain" and provide the Cuban people with the "unadulterated truth."

Committee staffers are assigned to each of the stations carrying the broadcasts. Much of their material is provided by the committee's office in Washington, but the most important part of the broadcasts is straight news, prepared from the AP and UPI news teletype machines. "The Cubans don't really know what's really going on in their country," Rep. Pucinski says. Refugees are interviewed soon after their arrival in Miami, Key West or New Orleans, and replies to Castro propaganda blasts are put on the air promptly, sometimes while the Cuban leader is still in the midst of a marathon speech. But no effort is made to incite the Cuban people to revolt.

The three U. S. stations themselves are enthusiastic about the programming. They say the mail response from listeners in this country and Latin America, including Cuba, has been gratifying. The stations have even been praised for "imaginative public service programming."



Mrs. Mariada C. Arensberg, executive secretary of the Cuban Freedom Committee, helps carry out the committee's programming policies from Washington.

Radio Americas. ▪ Actually, four U. S. stations are carrying the committee's broadcasts. The fourth—and the first one used by the committee—is Radio Americas, a 50,000-watt station on U. S.-claimed Swan Island, off the coast of Honduras. This station, previously known as Radio SWAN, achieved notoriety during the abortive Cuban invasion last year when it was widely reported as being a Central Intelligence Agency cover operation.

Since then, the station has changed hands. The owner of record had been Gibraltar Steamship Co. It's now Vanguard Co., of Miami, Fla. But FCC officials, who say the station is not licensed by the commission, are still reluctant to talk about it.

The Cuban Freedom Committee, and its vest-pocket version of the Radio Free Europe operation, is largely the brainchild of Rep. Pucinski, who began speaking of the need for such a program almost two years ago. He said then that Cubans were being "brainwashed with the most bitter hate-America campaign ever staged" and that there was an immediate need for a "counterforce which will tell our traditional allies and friends in Cuba the truth about Castro."

People-to-People ▪ He felt then—and still does—that an organization of U. S. private citizens would, by its very nature, have a value denied a government agency, such as the Voice of America. He also saw an advantage in medium-wave broadcasts, since Cuba is believed to have the highest per-capita ownership of standard am receivers in any country outside the U. S. The VOA broadcasts shortwave programs to Latin America, too.

Rep. Pucinski originally asked Radio Free Europe to undertake the mission. But RFE officials said their hands were full in Europe; that they feared the East Europeans would feel the U. S. was losing interest in them if the organization opened a

June 24 with a special tribute to its master of ceremonies by a galaxy of show business stars. Among the guests scheduled to perform on the CBS-TV show are Steve Allen, Jack Benny, Red Buttons, Jerry Lewis, Phil Silvers and Kate Smith. There will be no master of ceremonies for the show. Mr. Sullivan will be seated in the audience except for two or three minutes during the the hour when he will be called on stage.

Animal life series ▪ Storer Programs Inc. last week announced release of a new family program series entitled *B'Wana Don in Jungle-La.* It is recorded on tv tape. Production arrangements have been made with Don Hunt (who is "B'Wana Don") of Detroit. The series will consist of 130 half-hour programs available for daily stripping or once-a-week programming. The program, which features animal life, has been on tv in Detroit and Cleveland.

Agreement over ▪ Herbert B. Leonard, creator and executive producer of *Naked City* and *Route 66* series, last week announced that his company is terminating its eight-year agreement

Latin American front.

So, the congressman began organizing the Cuban Freedom Committee. Today its advisory board lists a number of prominent Americans—Mrs. Oveta Culp Hobby, former secretary of Health, Education and Welfare; Edward J. Miller, former assistant secretary of state for Latin American affairs; Walter Williams, former undersecretary of commerce; Sen. Claiborne Pell (D-R. I.); Rep. Donald C. Bruce (R-Ind.); Samuel W. Meek, vice chairman, J. Walter Thompson; and Harold Russell, national commander, Amvets.

Others on the board are Dr. James McCracken, refugee specialist; Peter O'Donnell, Dallas businessman; Serafino Romualdi, inter-American representative, AFL-CIO; George C. Schuyler, associate editor, *Pittsburgh Courier;* and John B. McClatchey, a Philadelphia realtor, who is honorary chairman.

Washington Office ▪ The committee, which says it has no ties with any of the Cuban refugee groups and scrupulously avoids playing favorites among them, operates from a small suite of offices in Washington. The key official there is Mrs. Mariada C. Arensberg, the committee's executive secretary. Mrs. Arensberg, a native of Pittsburgh, is herself a Cuban refugee. She lived in Havana 15 years before leaving the country two years ago. With her help, the committee gathered a professional staff, which now numbers about 10 full-time employes and several freelance writers, and began buying time.

The Cuban Freedom Committee was first heard late in 1960 over Radio Americas, which was still Radio SWAN at the time. In January 1961 it began broadcasting over WGBS. Later, WKWF was added to the network. Last December time was purchased on WWL. In all, the committee broadcasts 9½ hours a day, most of it over WKWF.

The committee's money has come from various private foundations and several large corporations. In addition, the Advertising Council of America last year prepared a radio-tv fund-raising campaign which brought in contributions from each of the 50 states.

Encouraged ▪ Despite its hand-to-mouth existence, the committee feels its effort to date has been highly successful. It points to the letters the stations have received, not only from Cuba, which had to be mailed past censors or smuggled out of the country, but from residents of other Latin American countries.

"I do not know if this letter will ever reach you," says one letter to WGBS from Cuba, "but I pray God it does, as it would be of encouragement to you as well as to me to know that I have done a little to help my country in sending you these words of encouragement and urging you to continue with your effort every night as if I were doing a part of it."

A letter from Colombia praises the station's program and concludes, "You may rest assured that you are really doing a good work in your anti-Communist campaign." A Peruvian school teacher, worried about intensive Communist propaganda in that country, writes to ask for literature "to fight back."

The committee's main concern isn't money, although it never can plan more than a few months ahead. It's finding time on additional stations, particularly clear channels, to expand the operation. Some stations, reportedly, are interested in participating but are reluctant because of the lack of a Spanish-speaking audience in their areas.

But Rep. Pucinski is optimistic. An outspoken opponent of the FCC's proposal to duplicate 13 of the country's clear channels, he regards such facilities as a potentially "important link" in uniting all countries of the hemisphere. He believes operators of such stations will realize this some day. When they do, and act on this conclusion, he says, "they will be of tremendous help to their country."



Cuban refugees do a broadcast over WKWF Key West heard not only in the station's immediate listening area, but in their homeland. The Cuban Freedom Committee staff members are, from the left, Joe Perez, Luis Dulzaides, and Jose Manuel Coton.

with Screen Gems. While Mr. Leonard's future operations will be divorced from Screen Gems, he will continue on a non-exclusive basis as executive producer for both series.

New contract ▪ Cecil Barker, producer of CBS-TV's *Red Skelton Show* (Tuesdays, 9-9:30 p.m. EDT), has signed a new two-year contract with the network. His initial assignment will be production of the *Skelton Show,* which is being expanded to a full hour in the fall. Mr. Barker's new contract also permits him to develop new properties.

Medicare views ▪ WJRZ Newark, N. J., last week began a special 11-program series on the King-Anderson bill for medical care for the aged. Proponents and opponents of the measure are appearing in a 15-minute program which will be carried until Friday (June 8). Among those who have appeared have been several geriatric (old-age) specialists, community and labor leaders and Rep. Bruce Alger (R-Tex.). Others scheduled to be heard include Sen. Clifford P. Case (D-N.J.) and Sen. Harrison Williams (R-N.J.) and Assistant Secretary of Health, Education & Welfare James M. Quigley.

McDonald survey measures spot reach

TIMEBUYING TO BE MADE MORE EFFICIENT UNDER PLAN

A new audience survey system which shows advertisers how many people are reached by a spot announcement campaign, has been developed by McDonald Research Ltd., headquartering in Toronto, Ont.

The new "radio reach frequency report" breaks the radio day into three-hour segments between 6 a.m. and 6 p.m., and into a six hour segment from 6 p.m. to midnight. The reports are broken up into two segments, one for single stations in a market reported by single or combination three-hour segments; the second for combinations of two or more stations over a variety of time segments.

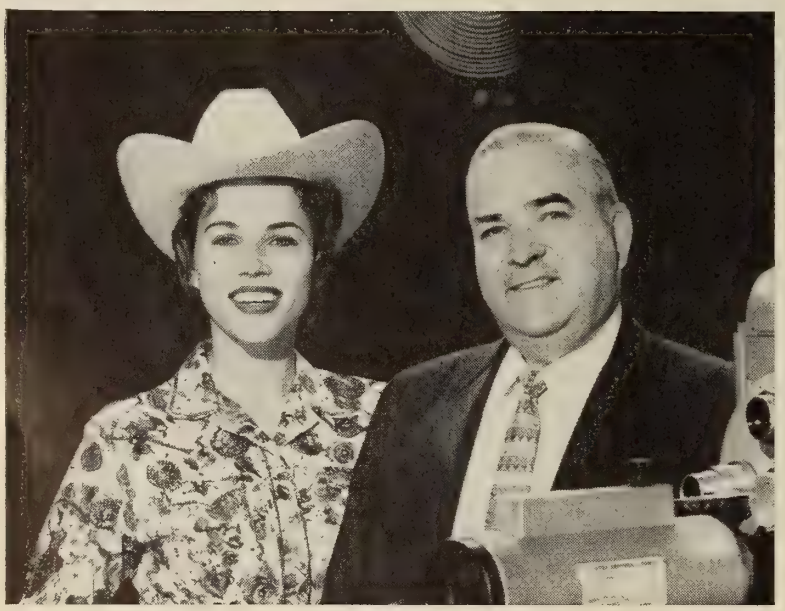
The objective of the report is to make time buying easier and more efficient, to show the cumulative nature of radio, to provide almost all usable combinations of stations and time segments in each market, to show the advantage of buying more than one station, and to show the value of low-rated periods in reaching new sections of the audience.

Abroad in brief...

Getting ready ▪ CHFI Toronto, Ont., new 50 kw station on 1540 kc, expects to go on the air early in August. It is the first case in Canada of an am station being licensed to a company holding a fm license. CHFI-FM Toronto, has been on the air for about five years. Programs for the two stations will be the same and commercials on the am affiliate will be on the same basis as those used on the fm station. Programming will be from the CHFI-FM studios, with am operation to promote audience for the fm station.

Frontier connected ▪ Canada's northern frontier is now connected by landline and microwave service to the Canadian Broadcasting Corp.'s national Trans-Canada radio network. Operation began early in May when CFYK Yellowknife, Northwest Territories, was connected by microwave service and landline to Grande Prairie, Alta. CFYK feeds the Trans-Canada network via unmanned low-powered relay transmitters to Hay River and Fort Smith in the Northwest Territories, and later will connect CBDH Uranium City, Sask., to the network.

Canadian football rights ▪ O'Keefe Brewing Co. Ltd., Toronto, Ont., has bought radio rights for the Canadian Big Four Football games next fall on an Ontario network of 12 radio stations. Games will originate from CHML Hamilton or CFRA Ottawa.



WBAP-TV RIDING HIGH AS COLOR ENTHUSIASM GROWS TEXAS-SIZED

Roy Bacus, WBAP-TV Station Manager (with Linda Loftis, Miss Texas): "Color TV is the ultimate in home entertainment, education and advertising, and the Dallas-Fort Worth market is enthusiastic. Our Color shows are scoring high ratings, and we plan increases to our 42-hour Color week. More and more advertisers are enjoying Color TV's advantages and prestige." Color TV can do Texas-sized things for you, too. Find out how today from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

European group to meet American broadcasters

A special meeting of the European Broadcasting Union, which comprises radio and television organizations of every European country in the Free World, will be held in New York City Oct. 22-27, to discuss programming, technical and legal matters.

The EBU delegation is coming to New York at the invitation of the group's associate members in America —ABC, CBS, NBC, the National Educational Television & Radio Center and the U. S. Information Agency. The meeting will consider the use of satellites in communications, general exchange of programs, the problems connected with the exchange of video tapes, television news and coverage of important international events and children's programs.

Canadian Board limits radio station contests

To cut down on the number of contests conducted by Canadian radio stations, the Board of Broadcast Governors at Ottawa, has ruled that stations are to be limited to $100 a month in prize money or merchandise for station-sponsored contests. The BBG has given the stations one out, an exception being made in the new regulations to permit one station-sponsored contest a month with prizes up to $5,000 in value. There is no change in the regulations permitting advertiser-sponsored contests on any stations.

BBG has also amended its regulations to permit Canadian broadcasters to present programs dealing with birth control and venereal disease.

BROADCAST ADVERTISING


Mr. Meyer

Philip Meyer, group head art director, Cunningham & Walsh, New York, elected vp. Mr. Meyer joined C&W in 1956 after two years as art director at Conklin Mann Agency.

R. Allan Gardner, account supervisor, Young & Rubicam, New York, elected vp.

Earl Davis, vp, Purex Corp., Lakewood, Calif., elected board chairman of Holt Manufacturing Co., Tampa, Fla., newly acquired subsidiary. **W. D. Rhodes,** Purex executive, elected executive vp and general manager of all Holt operations, with headquarters in Tampa. **W. E. Holt** will serve as consultant and honorary board chairman. Holt is manufacturer of floor maintenance machines and built-in vacuum cleaners.


Mr. LaGrave

Edward LaGrave Jr., veteran agency executive, has formed LaGrave Adv. Agency at 924 Des Moines Bldg., Des Moines, Iowa. **Mrs. Pat Rex,** formerly in merchandising and sales promotion department of Wallaces Farmer, and **Bill Ogg,** former promotion manager of *Look* magazine, join LaGrave as radio-tv copy director and account executive, respectively. LaGrave Adv. was recently appointed to handle advertising for United Federal Saving & Loan Assn., that city.

Robert L. Munger, who joined The Lansdale Co., Los Angeles advertising agency, as executive vp in February, named full partner in agency, now named Lansdale & Munger Adv.


Mr. Masterson

John A. Masterson, account supervisor, Tatham-Laird, Chicago, elected vp, MacManus, John & Adams, New York. Before entering agency field, Mr. Masterson was president of Masterson, Reddy & Nelson, radio-tv production firm, which produced such shows as *Bride and Groom, Breakfast in Hollywood* and *Live Like A Millionaire.*

Walter E. Terry, vp and general manager of Johnson & Lewis, San Francisco advertising agency, elected chairman of agency's newly created executive committee. Other Johnson & Lewis vps appointed to executive committee were: **Haiden Ritchie** and **Robert Footman.** In other board actions, Mr. Terry was named supervisor for Bank of America account, replacing Mr. Footman, who becomes agency's marketing director. Mr. Footman will, however, continue as account supervisor for Blitz-Weinhard beer. **Fred Manley,** vp and copy chief, elected to board of directors. **Gene Thompson,** who joined J&L's copy department year ago, appointed radio-tv director. He replaces **Alan Alch,** who resigned to establish his own radio-tv consultant firm in Los Angeles.

James K. Richter elected vp of Storm Adv., Rochester, N. Y. Mr. Richter, who joined Storm last year as art director, formerly was president of Art Services, St. Louis art studio.


Mr. Newman

Stanley Newman, media director, Richard K. Manoff Inc., New York, joins Hicks & Greist, that city, as vp and media director. Mr. Newman will direct newly combined all-media department, responsible for planning, evaluation and purchase of print and broadcast media. Radio-tv production and programming departments continue under supervision of Hicks & Greist vp, V. J. Daraio.


Mr. Rossell

Warren C. Rossell, manager of tv-radio department, Ketchum, MacLeod & Grove, Pittsburgh, named tv-radio production supervisor in agency's New York office.

Eugene Austin, director of affiliate operations and creative supervisor, Foote, Cone & Belding, Paris, France, joins McCann-Erickson, Los Angeles, as account executive. Before joining FC&B, Mr. Austin was vp and managing director of Y&R's Puerto Rican office.

Alex Corson, former member of pr staff of Gray & Rogers, Philadelphia, joins John Beck Assoc., promotion and advertising firm, Audubon, N. J., as vp and creative director.

Robert W. Rawson, vp and general sales executive, Advertising Radio & Television Services, New York, named vp in charge of sales and sales development.

David Hanson, senior buyer in media department, Dancer-Fitzgerald-Sample, New York, joins Liggett & Myers Tobacco Co., as assistant advertising manager.



Donald E. Goerke, product advertising manager, heat-processed soups, Campbell Soup Co., Camden, N. J., named product marketing manager for Campbell's Franco-American products.

Robert N. Wold, formerly with Campbell - Mithun, Minneapolis, joins N. W. Ayer & Son, San Francisco, as account representative. **Ferrill T. Robinson,** formerly with Gardner Adv. joins staff of media-radio-tv department at Ayer's Philadelphia office.

James L. Dodd Jr., former account executive with WLWA (TV) Atlanta, and recently with Conway Publishing Co., joins Mead Packaging Div., Mead Corp., Atlanta, as manager of sales promotion.

Sheldon Roseman, formerly with Al Paul Lefton Inc., joins Philadelphia office of W. B. Doner & Co. as production manager.

Herbert Yager, account executive with Coleman-Parr, Los Angeles, joins Nides-Cini, that city, in similar capacity.

Dan Content, former tv creative coordinator, Ted Bates & Co., named head art director of corporate tv, Fuller & Smith & Ross, New York. **Betty Williams,** commercial producer, N. W. Ayer & Son, named tv commercial producer in F&S&R's corporate tv department.

John J. Sedelmaier, art director on Borden milk and International Harvester accounts at Young & Rubicam, Chicago, joins Clinton E. Frank Inc., that city, as art director.

Stewart McCormack, former executive art director of D'Arcy Adv., and **Paul D-B. Davis,** head of his own pr firm, join Hart Adv., St. Louis, as art director and copy department head, respectively.

William (Pete) Campbell, executive vp and general manager of May's Drug Co., subsidiary of Consolidated Food Corp., Chicago, joins Drug Fair Corp., Washington, as merchandise manager.

Pat Rossi, sales manager of L. Herman Lavit Inc., Bridgeport, Conn., wine and liquor wholesaler, joins Schenley Import Co., New York, as assistant to national marketing director.

SCBA elects chairman

Charles E. Hamilton, station manager of KFI Los Angeles, elected board chairman of Southern California Broadcasters Assn. for 1962-63, succeeding **Norman Boggs,** president and general manager of KGIL San Fernando, who remains as *ex officio* member of board. Other officers elected: **Robert P. Sutton,** vp and general manager of KNX-AM-FM Los Angeles, vice chairman; **Fred Custer,** general manager of KPOL-AM-FM Los Angeles, secretary, and **Cliff Gill,** president and general manager of KEZY-AM-FM Anaheim, treasurer. Board of directors: **Bill Beaton,** president and general manager, KIEV Glendale; **Robert M. Forward,** vp and general manager of KLAC-AM-FM Los Angeles; **Ben Hoberman,** vp and general manager of KABC-AM-FM Los Angeles; **Loyd Sigmon,** executive vp of KMPC Los Angeles; **Calvin J. Smith,** general manager of KFAC-AM-FM Los Angeles, and **Ernest L. Spencer,** president of KWIZ-AM-FM Santa Ana. **Robert M. Light** continues as president of the association.

THE MEDIA

Thomas C. Crosnoe, chief engineer of Golden West Broadcasters, elected vp and director of engineering. Mr. Crosnoe joined GWB's KMPC Los Angeles engineering staff in 1950. He was appointed transmitter supervisor in 1952 and has served as chief engineer since 1960. Golden West Stations are: KSFO San Francisco; KMPC Los Angeles; KVI Seattle, and KEX-AM-FM Portland, Ore., purchase of which is pending FCC approval.


Mr. Iannucci

Salvatore J. Iannucci, director of business affairs, CBS-TV, elected vp, business affairs. Mr. Iannucci joined business affairs department in 1954, and has been in present position for two years. Prior to that, he was, for one year, director of contracts—talents and rights. Before joining CBS, Mr. Iannucci was with legal departments of ABC and RCA.

Robert G. Fincannon, general manager of WMRI-AM-FM Marion, Ind., elected vp and general manager of WTAF (TV), ch. 31, that city. Station is under construction with operations expected to start late this summer.

Robert G. Miller, assistant manager of WFLM (FM) Fort Lauderdale, Fla., promoted to general manager. **Joan Z. Baldwin** succeeds Mr. Miller as assistant manager.

Nicholas C. Gilles and **Herbert S. Schlosser** elected vps of NBC. Mr. Gilles, director of business affairs, becomes vp in charge of business affairs of NBC-TV. Mr. Schlosser, director of talent and program administration, NBC-TV, becomes vp in charge of talent and program administration of NBC-TV.

Wayne F. McNulty, assistant general manager and sales manager, WEAU-TV Eau Claire, Wis., named general manager of KXLY-AM-TV Spokane, Wash.

M. E. (Doc) Fidler, manager of member development department, Radio Advertising Bureau, New York, joins Rounsaville organization in Atlanta, Ga., effective June 18, as vp in charge of sales of R. W. Rounsaville Radio Stations: WCIN Cincinnati; WLOU Louisville, Ky.; WVOL Nashville, Tenn.; WYLD New Orleans; WTMP Tampa, and WFUN Miami, both Florida.

Frank Dusenbury, station manager, KJET Beaumont, Tex., elected vp and general manager of Golden Triangle Broadcasting Corp., licensee of KJET. Mr. Dusenbury, former manager of KPAC Port Arthur, joined Beaumont outlet in March 1960.

Howard A. Kalmenson, former general manager of KLAS-TV Las Vegas, has assumed management of KWKW Pasadena, Calif., as president of Lotus Theatre Corp., owner of station.

Buxton L. (Buck) Johnson, account executive, WPAT-AM-FM Paterson, N. J., appointed New York sales manager. **John F. Sloan,** with WPAT since 1956, named director of client relations. In addition, Mr. Sloan will be

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responsible for sales in Philadelphia. **Donald F. Maguire,** national account executive, New York Subway Advertising, joins WPAT as account executive.

Norman R. Prouty, former president of Norman R. Prouty Assoc., joins Advertising Time Sales, New York, on radio sales staff.

Richard H. Hughes, previously with NBC-TV's sales service department, joins tv sales department of Avery-Knodel, New York.

Don LeBrecht, announcer and director of special events, KHMS (FM) El Paso, Tex., joins KNDX (FM) Yakima, Wash., as general manager-sales manager.

Dan Speare, president of Frederick H. Speare Professional Radio & Tv School, Hollywood, named manager of KGEE Bakersfield, Calif.

Leslie H. Read, manager, Elmira Video Inc., Elmira, N. Y., catv system, appointed manager of Community Tv Cable Co., Great Falls, Mont. Both catv systems are owned by TelePrompter Corp., New York.



Mr. Lowenthal



Mr. Lawrence

Leon H. Lowenthal, general manager of Taft Broadcasting Co.'s fm outlets (WKRC-FM Cincinnati, WTVN-FM Columbus, and WBRC-FM Birmingham), appointed to newly created position of director of sales development. Mr. Lowenthal, who will report to Kenneth W. Church, senior vp, will be responsible for research, presentations, and commercial production in support of all Taft Broadcasting properties. **John T. Lawrence Jr.,** account executive with WKRC-TV Cincinnati, replaces Mr. Lowenthal as general manager of Taft's fm properties, effective June 15. Both Messrs. Lowenthal and Lawrence joined Taft Broadcasting Co. in 1958.

Joe Fielding Embser, assistant director of speech department, College of the Ozarks, appointed station manager of KSOZ (FM) Point Lookout, Mo. Other appointments: **Mary Ann Groves,** program director; **Chris Norton,** news director and air personality; and **David Hainsworth** and **Gary Mendal,** air personalities.

Gene MacLean Jr., formerly of WTEN (TV) Albany, N. Y., and **Lynn Hall,** previously with The Bolling Co. and WCAU-TV Philadelphia, join The Meeker Co., New York.

Donald H. McGannon, president of Westinghouse Broadcasting Co., New York, named chairman of steering committee for National Library Week (April 21-27, 1963).

Dick Williams, former director of sales, N. C. Rorabaugh, joins Select Stations Representatives, New York, as sales account executive.

Herbert A. Claassen, assistant sales manager, H-R Television, appointed account executive, ABC International Television, New York.

James S. Morgan, member of sales department of WOOD-TV Grand Rapids, Mich., joins sales staff of WWJ-AM-FM Detroit.

Alex M. Victor, general manager of KTOO Henderson, resigns to become operations manager of KORK-FM Las Vegas, both Nevada.



Mr. Franco

Carlos Franco, agency and broadcasting executive formerly with Young & Rubicam, Kudner Adv. and Crosley Broadcasting Corp., elected vp and general manager of newly organized Spanish International Network Sales, which will be headquartered in New York City at 247 Park Ave. Other SINS officers are: **Emilio Azcarraga,** president, and **Rene Anselmo,** executive vp. Spanish International will serve as national sales rep for seven tv stations along Mexican border, covering U. S. markets with minimum audience of three million Spanish speaking people.

Maryland broadcaster nominated to legislature



Miss Satterfield

The youngest candidate for the Maryland House of Delegates is **Brenda C. Satterfield,** WCBM - AM - FM Baltimore, who won't be 21 until September 19. She was nominated on the Republican ticket at the recent state primaries.

Known as Claudette on the air, Miss Satterfield is assistant to Charles A. Roeder, WCBM vp in charge of operations and public affairs. She led a field of seven candidates. During the campaign, Miss Satterfield relinquished her on-the-air duties as co-moderator of the *Family Forum,* as well as special features, because of the restrictions of the equal time principle.



Mr. Crump

Harold C. Crump, local sales manager of WLAC-TV Nashville, Tenn., promoted to general sales manager. Mr. Crump joined WLAC in 1956 as account executive. He was appointed local sales manager in 1959. Previously, Mr. Crump served as assistant advertising manager for *Blytheville* (Ark.) *Courier News Journal.*

William Kennedy, formerly with WESX Salem, joins WLYN Lynn, both Massachusetts, as program manager, replacing **Stephen Smith,** who has been appointed news editor. **Norman Lewis** joins WLYN as announcer.

Jack Hewett, announcer, WHAM Rochester, named program manager of WTKO Ithaca, both New York.

Ed Heffington, air personality, WHAP Hopewell, Va., promoted to program director.

Bob Badger, former program director and chief engineer, WPCF Panama City, appointed chief engineer and air personality of WMEN Tallahassee, both Florida.

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Jack Marino, music director, WGLI Babylon, N. Y., promoted to program director. **Ray Mineo,** staff announcer, replaces Mr. Marino as music director. **Fred Facey,** formerly with WQMR and WGAY (FM), both Washington, D. C., joins WGLI's news staff.

George Taylor joins KFSA Fort Smith, Ark., as program director and air personality.

Ernest Ferriby and **Susan La Combe** named program director and office manager, respectively, of WDOG Marine City, Mich.

John Quigley, formerly with U. S. Department of Defense, joins WJZ-TV Baltimore as assistant program manager. **Randy Greer** to WJZ as newscameraman.

George Schwartz, production department, WTVJ (TV) Miami, joins directing staff, replacing **Bud Weil,** resigned. **Jim Reynolds** succeeds Mr. Schwartz in production.

James Harper named production supervisor of WINZ Miami, Fla.

Jere D. Witter, director of public affairs programming, KPIX (TV) San Francisco, joins production staff of news, programming and public affairs department of KNXT (TV) Los Angeles.

Allen Sternberg, executive producer, WCKT (TV) Miami, promoted to production manager, effective June 18, succeeding **Gene Walz,** who resigned to become program manager of WRC-TV Washington.

Jeff Dane, sports personality, named commercial production manager of WTAR-TV Norfolk, Va. Other appointments to tv production staff: **John Loizides,** cameraman, and **Earl Johnston, Jerry Horstmann** and **James Sheriff,** production trainees.

Carol Ann Young joins continuity department of WDBJ-AM-FM Roanoke, Va., as copywriter.

Dayle C. Stephens, supervisor of office services, Barsa Co. of Los Angeles, joins KNX-AM-FM, that city, in similar capacity.

John Schubeck, reporter-newscaster, WJR-AM-FM Detroit, joins news staff of WRCV-AM-TV Philadelphia.

Bob Walker and **Walter Evans,** members of WFAA-AM-FM-TV Dallas news department, promoted to tv and radio news directors, respectively.

John Fraim, news editor, WTVN-AM-FM Columbus, Ohio, promoted to news director.

Thomas R. Kammer joins news staff of WTMJ-AM-FM-TV Milwaukee.

Dave C. Evans, former program and operations manager, KCKC San Bernardino, Calif., joins KWBY Scottsdale, Ariz., as news director.

Patricia C. Humphrey, production assistant, WRC-TV Washington, named pr coordinator. Mrs. Humphrey will report to Ned Ryan, manager of advertising, promotion and pr.

Don Anderson, account executive with Richards Assoc., Washington pr firm, named director of information for National Community Tv Assn. Before moving to Washington, Mr. Anderson was assistant director of audio-visual education for Massachusetts Dept. of Education.

Henry Clark joins WEAV-AM-FM Plattsburgh, N. Y., as staff announcer.

Rose Frocillo, secretary-assistant to sales service and traffic manager, WJR-AM-FM Detroit, promoted to traffic manager.

PROGRAMMING

Henrietta (Hank) Jordan elected vp in charge of western sales of Format Films, North Hollywood, Calif.

John Maxon, account executive with Advertising Radio & Tv Service, New York, promoted to sales manager. **Ernst Lutz,** formerly with Modern Talking Pictures Service, joins Advertising Radio's sponsor film service division as account executive.

Charles Bole resigns as vp in charge of business administration of Four Star Television, Hollywood.

Robert Boehmer, regional sales representative, Lang-Worth Feature Programs, Hempstead, N. Y., named sales manager.

Phillip Conway, formerly with MCA-Tv Ltd., New York, joins ABC Films, New York, as account executive for northeastern sales division.

Vernon P. Becker, former president of Magic Screen Pictures, named executive producer at Pathe News Inc., New York. He will supervise production of four new tv series: *Wonderful Planet Earth, Yankee Doodle Tales* and *Science Scouts,* children's programs, and documentary series, *Our Changing World.*

Hy Averback signed by Four Star Television to produce company's new half-hour series, *Ensign O'Toole.* **Robert Claver** and **William Davenport** named associate producer and head writer, respectively. Series, slated for 7 p.m. Sunday time slot on NBC, will begin production in mid-June.

Richard Kinon signed to direct American sequences of *Fair Exchange,* full-hour comedy series now in preparation at Desilu Productions for fall showing on CBS-TV. Cy Howard, executive producer, said that director of British sequences will be appointed shortly. American and British casts will perform on adjoining sound stages at Desilu studios, but will not be filmed together.

Hugh Downs, member of NBC-TV's *Tonight* show since 1957, will leave in September to become host of network's daily morning *Today* program, replacing **John Chancellor,** who receives new assignment with NBC News. Mr. Downs will continue as star of NBC-TV's daytime game show, *Concentration.*

Richard C. Baur, producer-director, WLWI (TV) Indianapolis, joins Television Broadcasting Service, New York, as video tape director, effective June 11.

GOVERNMENT

Kenneth Youel, pr consultant, joins U. S. Information Agency, Washington, as liaison with Public Relations Society of America. Mr. Youel, past president of PRSA, retired last year as pr executive of General Motors Corp.

ALLIED FIELDS

Haan J. Tyler, in tv film sales for past 10 years and former general manager of KFI-AM-FM-TV (now KHJ-AM-FM-TV) Los Angeles, joins *Western Advertising,* west coast advertising publication, as southern sales manager.

Mrs. Phyllis Geiss, supervisor of copy research and research operations, Kenyon & Eckhardt, joins Market Facts New York Inc.

Ellen M. Johansen, former promotion manager of Storer Programs, joins *Volume Feeding Management,* Conover-Mast publication, New York, as sales promotion manager.

Victor Best, New England newscaster, elected president of Northeast Broadcasting School, Boston.

Prof. Stanley Donner appointed associate head in charge of broadcasting and film unit of Dept. of Communication & Journalism at Stanford U., Stanford, Calif.

INTERNATIONAL

Dr. B. K. Byram, former director of research and development, CFTO-TV Toronto, named general manager of CHFI-FM, that city.

Edgar A. Post, manager of radio and weather sciences laboratory, Stanford Research Institute, Menlo Park, Calif., appointed to institute's European office in Zurich, Switzerland.

Eamonn Andrews, chairman of Irish tv network and popular BBC-TV personality, signs exclusive two-year con-

tract with BBC-TV. Mr. Andrews will continue as head of Irish tv.

EQUIPMENT & ENGINEERING


Mr. Knapp

Stanley W. Knapp, vp of Martin & Robers Adv., Fort Wayne, Ind., and director of Public Relations Counselors, M&R subsidiary, joins Bowmar Instrument Corp. as corporate advertising manager, newly created position. Mr. Knapp will direct Bowmar advertising and pr from company's headquarters in Fort Wayne. His responsibilities will also include Bowmar's TIC Div., and two wholly owned subsidiaries, Acton Laboratories, Acton, Mass., and TIC of California, Newbury Park.

DEATHS

Howard B. Anderson, 59, vp and director of pr, Ketchum, MacLeod & Grove, Pittsburgh, died May 27 of heart attack while on vacation with his wife on cruise ship *Kriti* in Aegean Sea. Mr. Anderson joined KM&G in 1943 and was named director of pr department following year. He was elected vp in 1948 and director in 1956.

William Hillman, 66, veteran news commentator and newspaper man and since 1945, roving correspondent for North American Newspaper Alliance, died May 30 of heart ailment in St. Vincent's Hospital in New York. Mr. Hillman was author of *Mr. President,* collection of former President Harry S. Truman's letters, papers and opinions, which was published in 1952.


Mr. Mogge

Norton W. Mogge, 70, senior vp of Wade Adv., Los Angeles, died May 28 of heart attack. Before joining Wade Adv. last fall, Mr. Mogge had been president of Atherton Mogge Privett, that city, since 1958, and prior to that had his own agency in Los Angeles since 1947.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 23 through May 29, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power, vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis—visual kw—kilowatts. w-watts. mc—megacycles D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

***Greenwich, Conn.—Board of Education.** Uhf ch. 55 (716-722 mc); ERP 800 w vis., 400 w aur. Ant. height above average terrain 242 ft., above ground 218 ft. (Request for waiver of Sec. 3.685 of rules). Estimated construction cost $140,480; first year operating cost $40,000. P. O. address, c/o Dr. John Blackhall Smith, Superintendent of Schools, Havemeyer Bldg., Greenwich. Studio and trans. location Greenwich. Geographic coordinates 41° 03′ 30″ N. Lat., 73° 31′ 00″ W. Long. Trans. Adler UT-100; ant. Alford 1044-U. Legal counsel A. William Mottolese, asst. town counsel; consulting engineer Edward Galuska, Adler Electronics, New Rochelle, N. Y. Ann. May 25.

***St. Paul, Minn.—Twin City Area Educational Tv Corp.** Uhf ch. 17 (488-494 mc); ERP 23.8 kw vis., 11.9 kw aur. Ant. height above average terrain 490 ft., above ground 556.5 ft. Estimated construction cost $142,289; first year operating cost $130,000. P. O. address, c/o Dr. John C. Schwarzwalder, 1640 Como Ave., St. Paul 13, Minn. Studio location St. Paul; trans. location Falcon Heights, Minn. Geographic coordinates 44° 59′ 54″ N. Lat., 93° 11′ 17″ W. Long. Trans. RCA TTU-1B; ant. Alford 1044-S. Legal counsel Faegre & Benson, Minneapolis. Ann. May 28.

Jenkintown, Pa.—William L. Fox Uhf ch. 29 (560-566 mc); ERP 21.88 kw vis., 11.75 kw aur. Ant. height above average terrain 272.5 ft., above ground 203 ft. Estimated construction cost $78,156; first year operating cost $120,000; revenue $150,000. P. O. address Benson-East, Jenkintown. Studio and trans. location Jenkintown. Geographic coordinates 40° 05′ 16″, N. Lat., 75° 07′ 43″ W. Long. Trans. GE TT20-A; ant. RCA TFU-24-DL. Legal counsel Kirkland, Ellis, Hodson, Chaffetz, Washington, D. C.; consulting engineer Joseph A. Pelletier, Philadelphia. Mr. Fox is attorney and owner of WIBF-FM Jenkintown. Ann. May 28.

Existing tv stations

ACTION BY FCC

WLPA(TV) (ch. 11), Lake Huron Bcstg. Corp., Alpena, Mich.—By letter, advised permittee that, unless it requests hearing within 30 days, its application for additional time to construct will be dismissed, permit will be cancelled and call letters deleted. Commission is unable to find permittee diligent or was prevented from completing construction by causes beyond its control. Action May 29.

New am stations

ACTION BY BROADCAST BUREAU

Poplarville, Miss.—Ben O. Griffin and **Henry C. Hunter.** Granted 1530 kc, 1 kw D; condition. P. O. address Picayune, Miss. Estimated construction cost $21,444; first year operating cost $24,000; revenue $36,000. Principals: **Ben O. Griffin** (65%) and **Henry C. Hunter** (35%). Mr. Griffin owns 50% of retail pharmacy; Mr. Hunter is engineer for WNOE New Orleans. Action May 23.

APPLICATIONS

Bismarck-Mandan, N. D.—Capital Bcstg. Inc. 1270 kc, 1 kw D, 250 w N; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address box 539, Bismarck. Applicant seeks facilities of KBOM for $650 per month and option to buy. Principals: **Carrol J. Culver, F. E. Fitzsimonds** (each 49.05%) and others. Messrs. Culver and Fitzsimonds are station manager and general manager, respectively, of KBOM. Mr. Fitzsimonds owns 18.9% of KABR Aberdeen, S. D. Ann. May 29.

Wichita Falls, Tex.—Reuben B. Knight. 1110 kc, 1 kw D; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address First Wichita National Bank Bldg., Wichita Falls. Estimated construction cost $29,793; first year operating cost $60,000; revenue $65,000. Mr. Knight is independent oil and gas producer. Ann. May 24.

Keyser, W. Va.—Keyser Bcstg. Corp. 1390 kc, 1 kw D; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address Berkeley Springs, W. Va. Estimated construction cost $19,800; first year operating cost $40,000; revenue $55,000. Principals: **Thomas B. Butscher, Gary L. Daniels, Kenneth E. Robertson** (each 22.59%) and others. Messrs. Butscher, Daniels and Robertson own interest in WCST Berkeley Springs. Ann. May 28.

Existing am stations

ACTIONS BY FCC

KBIQ(FM) Avalon, Calif.—Granted mod. of license to specify station location at Los Angeles. No physical change in operation. Action May 29.

KABL Oakland, Calif.—Granted increased power on 960 kc, unl., from 1 kw to 5 kw, with DA-1; conditions. Action May 29.

WSDR Sterling, Ill.—Granted increased daytime power on 1240 kc from 100 w to 500 w, continued nighttime operation with 100 w; remote control permitted; conditions. Action May 29.

KWLC, KDEC Decorah, Iowa—Granted increased daytime power of sharetime stations on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 29.

WATT Cadillac, Mich.—Granted increased daytime power on 1240 kc from 250 w to 1

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

kw, continued nighttime operation with 250 w; conditions. Action May 29.

KYSM Mankato, Minn.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 29.

KWNO Winona, Minn.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 29.

WMSR Manchester, Tenn.—Waived Sec. 3.41 of rules and granted cp to install 5 kw trans. for use at 1 kw power output; condition. Action May 29.

WHBY Appleton, Wis.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions and without prejudice to any action commission may deem necessary as result of final determination of application for renewal of license of WBAY Green Bay. Action May 29.

WOMT Manitowoc, Wis.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 29.

WIBU Poynette, Wis.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 29.

WHVF Wausau, Wis.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 29.

APPLICATIONS

WROB West Point, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Petition for reinstatement of BP-13592 and assignment of that file number to the new application and for immediate processing). Ann. May 24.

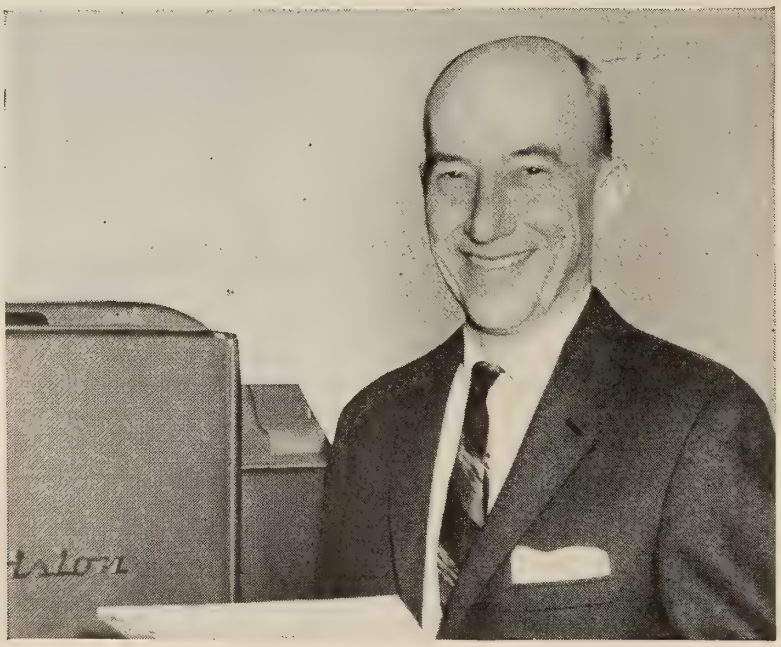
KOKL Okmulgee, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 29.

New fm stations

ACTIONS BY FCC

Greenville, Ky.—Greenville Bcstg. Co. Granted 101.1 mc, 2.624 kw. Ant. height above average terrain 90 ft.; conditions. Estimated construction cost $17,925; first year operating cost $13,000; revenue $17,520. Principals: **Charles P. Stovall Sr.** and **Charles P. Stovall Jr.** (each one-half). Charles Stovall Sr. is partner in oil distributing company; Charles Stovall Jr. is employe of WLCK Scottsville, Ky. Stovalls are applicants for new am station in Greenville. Action May 29.

Dallas, Tex. — Radio Station KBOX. Granted 100.3 mc, 7.8 kw. Ant. height above average terrain 185 ft.; remote control permitted; without prejudice to any action commission may take on renewal application of WTVO (TV) Rockford, Ill. Estimated construction cost $15,255; first year operating cost $20,000; revenue $25,000. Principals: **H & E Radio Corp. (H & E Balaban Corp.), Atlantic Brewing Co.** (each 31.66%), and others. H & E Balaban Corp. owns 50% of WICS (TV) Springfield, WICD Danville, WCHU (TV) Champagne, all Illinois; 47.5% of WTVO (TV) Rockford, Ill.; 50% of WBMG (TV) Birmingham, Ala.;50% of WMCN (TV) Grand Rapids, Mich. and 31.66% of WIL-AM-FM St. Louis. Atlantic Brewing owns 31.66% of WIL-AM-FM. Applicant owns KBOX Dallas. Action May 29.



"COLOR IS KEY TO MARKET LEADERSHIP," SAYS WSAZ-TV

C. Thomas Garten, WSAZ-TV General Manager: "Color TV enthusiasm is growing fast in the Charleston-Huntington area. Color is greatly influencing program selectivity. It has proven promotional advantages. We're the leader in this market, and one sure way to stay in the lead is with more and more Color." Have you looked into Color TV? It pays. Find out how it can pay off for you from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

ACTION BY BROADCAST BUREAU

Greensburg, Ind.—Clear Tone Bcstg. Inc. Granted 107.3 mc, 2.886 kw. Ant. height above average terrain 180 ft.; remote control permitted. P. O. address Route 5, Greensburg. Estimated construction cost $14,991; first year operating cost $24,000; revenue $30,000. Principals: **Lloyd E. Kanouse** (50%), **Vivian M. Kanouse** (49%) and **M. Norman Kanouse** (1%). Messrs. Kanouse each own 23% of electrical radiant oven manufacturing firm; Mrs. Lloyd Kanouse is housewife. Action May 23.

APPLICATIONS

Winter Haven, Fla.—Angelo L. Fazzari. 97.5 mc, 19.5 kw. Ant. height above average terrain 139.2 ft. P. O. address box 568, Winter Haven. Estimated construction cost $18,398; first year operating cost $15,540; revenue $18,725. Mr. Fazzari owns WINT Winter Haven. Ann. May 25.

Port Huron, Mich.—Stevens-Wismer Bcstg. Co. 99.9 mc, 20 kw. Ant. height above average terrain 160 ft. P. O. address 932 Military St., Port Huron. Estimated construction cost $28,780; first year operating cos $181,000; revenue $204,000. Principals: **Harmon LeRoy Stevens** and **John F. Wismer** (each one-half). Applicant is licensee of WHLF Port Huron. Ann. May 28.

Stroudsburg, Pa.—Pocono Bcstg. Inc. 96.9 mc, 2 kw. Ant. height above average terrain 795 ft. P. O. address 22 S. Sixth St., Stroudsburg. Estimated construction cost $19,100; first year operating cost $5,977; revenue $7,020. Pocono Bcstg. Inc., owned by **Ottoway Newspapers-Radio Inc.**, is licensee of WVPO Stroudsburg. Ann. May 24.

San Juan, P. R.—Merced's Hilltop Bcstg. Corp. 97.1 mc, 5 kw. Ant. height above average terrain 173 ft. P. O. address box 775, Roosevelt, P. R. Estimated construction cost $19,672; first year operating cost $12,000; revenue $30,000. Principals: Salvador Merced (99.23%) and others. Mr. Merced owns advertising firm. Ann. May 28.

Columbia, Tenn.—The Middle Tennessee Bcstg. Co. 94.5 mc, 20 kw. Ant. height above average terrain 490 ft. P. O. address box 71. Columbia. Estimated construction cost $36,395; first year operating cost $10,800; revenue $24,300. Principals: **R. M. McKay Sr.** (70%), **R. M. McKay Jr.** (28%) and others. Applicant is licensee of WKRM Columbia; R. M. McKay Sr. is vice president of bank; R. M. McKay Jr. is president of WKRM and applicant for new am stations in Brownsville and Waverly, both Tennessee. Ann. May 24.

Columbia, Tenn.—Middle Tennessee Enterprises Inc. 97.1 mc, 3.55 kw. Ant. height below average terrain 21 ft. P. O. address 712 Woods Dr., Columbia. Estimated construction cost $7,245; first year operating cost $15,000; revenue $18,000. Principals: **W. J. Webster, Carlton D. Swafford** and **James T. Johnson** (each one-third). Mr. Webster owns beer distributing company; Mr. Swafford is commercial manager of WMCP Columbia, and former applicant for new am station in Selmer, Tenn.; Mr. Johnson is retail service store manager. Ann. May 24.

Nashville, Tenn.—Second Thursday Corp. 97.1 mc, 20 kw. Ant. height above average terrain 51.5 ft. P. O. address Life & Casualty Tower, Nashville 3. Estimated construction cost $19,690; first year operating cost $12,000; revenue $12,000. Principals: **Samuel J. Simon** (80%) and **Harold Seligman** (20%). Dr. Simon is optometrist and 30% owner of WRBS Centerville, Tenn.; Mr. Seligman is attorney. Applicant is permittee of new am station in Nashville. Ann. May 25.

Existing fm stations

STATIONS DELETED

■ Cps forfeited and call letters deleted:

KEBJ Phoenix, Ariz.—E. Edward Jacobson. 103.5 mc, 25 kw. Ant. height above average terrain 1,546 ft. Ann. May 28.

KTAP Tucson, Ariz.—E. Edward Jacobson. 96.1 mc, 2.5 kw. Ant. height below average terrain 76 ft. Ann. May 28.

Ownership changes

ACTIONS BY FCC

KSVA, Richard D. Grand, Sierra Vista, Ariz.—Granted assignment of cp to **Joseph E. Stern** and **Lloyd Fuller**; consideration $2,500. Action May 29.

WWCC, Southwest Alabama Bcstg. Inc., Bremen, Ga.—Granted assignment of license to **James Harold Shedd** and **Ross Willard Long**, d/b as **Bremen Bcstg. Co.**; consideration $70,000. Action May 29.

WTGA, Radio Georgia, Thomaston, Ga.—Granted assignment of cp from **John P.**

and **Elizabeth H. Frew, Stephens B. McGarity** and **Leslie E. Gradick Jr.**, to **Radio Georgia Inc.** (**Mr. Gradick** and **Sylvia D.** and **George M. Strickland**); transaction involves sale by three out-going partners of their 65% interest to Mr. Gradick for $750; newcomers to pay $8,400 for 50% interest. Chmn. Minow and Comr. Bartley dissented. Action May 29.

KHAK-AM-FM, Don-Lo Bcstg. Inc., Cedar Rapids, Iowa—Granted assignment of licenses to **Northland Bcstg. Corp.** (KOTE Fergus Falls, Minn.); consideration $115,113 and $12,000 for agreement not to compete in radio for 5 years within 50 mile radius of station. Comr. Bartley dissented. Action May 29.

WMRT-AM-FM, Herbert T. Graham, Lansing, Mich.—Granted assignment of licenses to **Metropolitan Radio Corp.** (**Stokes Gresham Jr.**, president); consideration $95,500 for WMRT and $55,000 for WMRT-FM and agreement not to engage in broadcasting for 5 years within 100 miles of station, also Mr. Graham to be employed as consultant for 5 years for $50,000. Action May 29.

KHMS(FM), H-M Service Co., El Paso, Tex.—Granted assignment of license from **Albert C. Hynes** and **Logan D. Matthews** to **Rio Grande Bcstg. Co.** (KSET El Paso); consideration $12,000. Action May 29.

APPLICATIONS

KEOS Flagstaff, Ariz.—Seeks transfer of all outstanding stock in **Plateau Bcstg. Inc.** from **John W. Ross** and **Alica F. Ross**, to **Jack P. Bird**; consideration transfer of land. Mr. Bird owns investment firms and has interest in land development company. Ann. May 29.

KTHS Little Rock, Ark.—Seeks assignment of license from **Radio Bcstg. Inc.**, to **KAAY Inc.**, wholly owned subsidiary of **LIN Bcstg. Inc.**; consideration $500,000 and agreement not to compete in am broadcasting within 75 miles of Little Rock. Ann. May 28.

WJDL Homewood; WJLN(FM) Birmingham, both **Alabama**, and **WDEB Pensacola, Fla.**—Seek involuntary assignment of licenses from **George Johnston Jr.** (80%) and **Rose Hood Johnston**, a partnership, d/b as **Johnston Bcstg. Co.**, to Rose Hood Johnston, individually and as executrix of estate of George Johnston Jr. Ann. May 24.

KAVR Apple Valley, Calif.—Seeks assignment of license from **Apple Valley Bcstg. Corp.**, to **M. D. Buchen** (26%), **Gerald F. Hicks** (25%), **Joyce Evans, Charles A. Clifton, Gerald Laska, Lee B. Hutchinson, Herbert C. Mayfield** (each 8%) and others, d/b as **BHA Enterprises Inc.**; consideration $200,000. Mr. Buchen is general manager of KRKD Los Angeles, and one-third owner of KNEZ Lompoc, Calif.; Rev. Hicks is minister and 19% owner of KNEZ; Joyce Evans is employe of KRKD; Messrs. Clifton and Mayfield are employes of KRKD; Messrs. Laska and Hutchinson own interest in KNEZ. Ann. May 24.

KHBC-AM-TV Hilo; KGMB-AM-TV Honolulu, and **KMAU-TV Wailulu**, all **Hawaii**—Seek (1) assignment of licenses from **Hawaiian Bcstg. System Ltd.**, to **Honolulu Star-Bulletin Ltd.**, and (2) assignment of licenses from **Honolulu Star-Bulletin Ltd.**, to **Hawaiian Publishing Holding Corp.**, contingent on grant of assignment of license listed above; no financial consideration involved. Ann. May 24.

WDOK-AM-FM Cleveland, Ohio—Seek assignment of licenses from **The Civic Bcstrs. Inc.**, to **Northeastern Pennsylvania Bcstg. Inc.**; no financial consideration involved. Assignor is controlled by assignee. Ann. May 29.

KELR El Reno, Okla.—Seeks assignment of cp from **Charles L. Cain**, to **Joseph Maurice Price** (50%), **Charles L. Cain** (49%) and **Jessie Mae Cain** (1%), d/b as **CP Corp.**; no financial consideration involved. Ann. May 28.

KARY Prosser, Wash.—Seeks transfer of 80% of all stock in **Prosser-Grandview Bcstrs. Inc.** from 33 minority stockholders, to **Jack L. Quinn** (present owner of 17.29%) and **Robert D. Wilson**. Mr. Quinn will own 51.2% and Mr. Wilson will own 46.1%; total consideration $15,167. Mr. Quinn is station manager and Mr. Wilson is sales manager for KARY. Ann. May 29.

WXVA Charles Town, W. Va.—Seeks assignment of cp from **Arthur W. Arundel**, to **WXVA Bcstg. Corp.**, new corporation owned by Mr. Arundel. Ann. May 29.

WFOX Milwaukee, Wis.—Seeks transfer of all stock in **Wisconsin Bcstrs. Inc.** from **Howard A. Miller, Milton T. Salstone** and **Marvin McDermott**, to **Jack T. Raymond** and **Marine Capital Corp.** (each 50%), d/b as **Fox Bcstg. Corp.**; consideration $385,000. Mr. Raymond is general manager of WFOX; Marine Capital is small business investment corporation. Ann. May 24.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING May 29

	ON AIR Lic.	ON AIR Cps.	CPS Not on air	TOTAL APPLICATIONS For new stations
AM	3,659	73	146	671
FM	933	63	200	157
TV	484[1]	78	85	113

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 29

	VHF	UHF	TOTAL TV
Commercial	471	91	562
Non-Commercial	42	16	58

COMMERCIAL STATION BOXSCORE

Compiled by BROADCASTING May 29

	AM	FM	TV
Licensed (all on air)	3,646	937	484[1]
Cps on air (new stations)	80	51	75
Cps not on air (new stations)	145	196	83
Total authorized stations	3,871	1,184	653[2]
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	164	22	65
Total applications for new stations	582	121	108
Applications for major changes (not in hearing)	459	92	35
Application for major changes (in hearing)	46	4	12
Total applications for major changes	505	96	47
Licenses deleted	1	1	0
Cps deleted	1	2	0

[1]There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. [2]Includes one STA.

Hearing cases

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward affirming Oct. 17, 1961 initial decision which would grant application of New Bcstg. Inc., for new class B fm station to operate on 107.5 mc in New York, N. Y., and deny applications of Herbert Muschel and Independent Bcstg. Co. for same facilities. Action May 28.

■ Commission directed preparation of document looking toward affirming Oct. 11, 1961 initial decision which would grant application of Robert E. Podesta and Marcella Podesta for new class B fm station to operate on 103.3 mc; ERP 1.67 kw; ant. height 568 ft., in Santa Clara, Calif. Action May 29.

■ Commission directed preparation of document looking toward affirming June 7, 1961 initial decision which would grant applications of G. Stuart Nixon for new class B fm station in San Jose, Calif., to operate on 106.5 mc with ERP 18 kw and ant. height 272 ft., and Franklin Mieuli to increase power of KHIP San Francisco, Calif., from 40 kw to 80 kw, continued operation on 106.9 mc with ant. height 1,140 ft. Action May 29.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward (1) denying application of WMOZ Inc., for renewal of license of WMOZ Mobile, Ala., and (2) revoking license of Edwin H. Estes for WPFA Pensacola, Fla. Action May 28.

■ Hearing Examiner Asher H. Ende issued initial decision looking toward granting application of KSTP Inc., for mod. of cp for KOB Albuquerque, N. M., so as to permit it to operate full time on 770 kc with 50 kw power, using specified DA-N and denying

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6718 W. Plank Road Peoria, Illinois

RADIO-TV SET COUNTS

INDIANA

1960 U.S. CENSUS OF HOUSING

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
State totals	4,662,498	1,387,878	1,278,448	92.1	406,344	1,250,009	90.1	107,871
COUNTY TOTALS								
Adams	24,643	7,010	6,610	94.3	2,947	6,170	88.0	401
Allen	232,196	68,743	62,421	90.8	26,058	62,734	91.3	6,401
Bartholomew	48,198	14,283	12,771	89.4	4,201	12,889	90.2	1,159
Benton	11,912	3,446	3,113	90.3	859	3,049	88.5	125
Blackford	14,792	4,637	4,240	91.4	1,124	4,181	90.2	114
Boone	27,543	8,570	7,623	89.0	2,314	7,917	92.4	645
Brown	7,024	2,021	1,640	81.1	286	1,831	90.6	96
Carroll	16,934	5,286	4,816	91.1	1,493	4,816	91.1	325
Cass	40,931	12,362	11,405	92.3	3,840	10,767	87.1	485
Clark	62,795	17,812	15,702	88.2	4,301	16,054	90.1	1,476
Clay	24,207	8,113	6,660	82.1	1,250	7,352	90.6	317
Clinton	30,765	9,839	8,679	88.2	2,035	9,030	91.8	515
Crawford	8,379	2,630	2,158	82.1	346	1,962	74.6	—
Daviess	26,636	8,045	6,642	82.6	1,806	6,555	81.5	246
Dearborn	28,674	8,374	7,702	92.0	1,983	7,610	90.9	492
Decatur	20,019	5,991	5,045	84.2	1,336	5,280	88.1	259
De Kalb	28,271	8,479	7,693	90.7	3,227	7,885	93.0	574
Delaware	110,938	33,120	29,023	87.6	9,061	30,439	91.9	2,388
Dubois	27,463	7,360	6,740	91.6	1,386	6,009	81.6	187
Elkhart	106,790	31,987	28,746	89.9	11,614	27,730	86.7	2,526
Fayette	24,454	7,394	6,306	85.3	2,186	6,678	90.3	549
Floyd	51,397	15,378	13,777	89.6	3,881	14,168	92.1	1,606
Fountain	18,706	5,994	5,195	86.7	1,453	5,369	89.6	327
Franklin	17,015	4,516	4,180	92.6	902	3,723	82.4	159
Fulton	16,957	5,455	4,954	90.8	1,439	4,861	89.1	236
Gibson	29,949	9,507	8,475	89.1	1,962	8,264	86.9	336
Grant	75,741	22,350	19,971	89.4	5,929	19,790	88.5	1,274
Greene	26,327	8,971	7,232	80.6	1,461	7,774	86.7	262
Hamilton	40,132	11,966	11,014	92.0	4,208	11,162	93.3	1,619
Hancock	26,665	8,039	7,318	91.0	2,240	7,466	92.9	641
Harrison	19,207	5,521	5,086	92.1	1,218	4,788	86.7	248
Hendricks	40,896	11,913	10,886	91.4	3,464	11,165	93.7	1,459
Henry	48,899	14,810	13,102	88.5	4,169	13,505	91.2	943
Howard	69,509	20,808	18,318	88.0	6,268	19,068	91.6	1,853
Huntington	33,814	10,383	9,454	91.1	3,587	9,539	91.9	468
Jackson	30,556	9,249	8,467	91.5	1,975	8,334	90.1	386
Jasper	18,842	5,214	4,796	92.0	1,200	4,583	87.9	210
Jay	22,572	7,230	6,460	89.3	2,018	6,140	84.9	243
Jefferson	24,061	6,649	6,042	90.9	1,415	5,778	86.9	203
Jennings	17,267	4,411	3,839	87.0	658	3,821	86.6	148
Johnson	43,704	12,378	11,206	90.5	3,553	11,784	95.2	1,129
Knox	41,561	13,447	11,704	87.0	3,198	11,853	88.1	602
Kosciusko	40,373	12,463	11,385	91.4	4,490	10,997	88.2	577

Continued on opposite page

Radio-tv set counts previously published:

Arkansas	April 16, 1962	Nebraska	Feb. 19, 1962
Alabama	Mar. 5, 1962	Nevada	Jan. 1, 1962
Arizona	Mar. 5, 1962	New Hampshire	Jan. 22, 1962
Colorado	Jan. 1, 1962	New Mexico	Jan. 22, 1962
Connecticut	Mar. 5, 1962	North Carolina	Jan. 1, 1962
Delaware	Mar. 19, 1962	North Dakota	Feb. 19, 1962
District of Columbia	Mar. 5, 1962	Ohio	April 9, 1962
Florida	Mar. 19, 1962	Oklahoma	Feb. 5, 1962
Georgia	Feb. 12, 1962	Oregon	Feb. 12, 1962
Hawaii[1]	Jan. 22, 1962	Rhode Island	Mar. 5, 1962
Kansas	April 10, 1962	South Carolina[2]	Feb. 5, 1962
Kentucky	April 2, 1962	South Dakota[2]	Feb. 5, 1962
Louisiana	Dec. 25, 1961	Tennessee	Jan. 8, 1962
Maine	Dec. 18, 1961	Texas	May 21, 1962
Maryland	Mar. 19, 1962	Utah	Jan. 22, 1962
Massachusetts	Feb. 19, 1962	Vermont	Jan. 22, 1962
Minnesota	Jan. 29, 1962	Virginia	April 9, 1962
Mississippi	Jan. 22, 1962	Washington	Mar. 5, 1962
Michigan	April 16, 1962	West Virginia	Mar. 19, 1962
Montana	Jan. 1, 1962	Wisconsin	Jan. 22, 1962

[1]Also see Feb. 5, 1962, issue for corrections in Hawaii figures.
[2]Also see Feb. 19, 1962, issue for corrections in South Carolina and South Dakota figures.

the application of American Broadcasting-Paramount Theatres, Inc., for renewal of present license of WABC New York City, which authorizes unl., non-DA operation on same frequency with same power. Action May 29.

OTHER ACTIONS

■ By memorandum opinion & order, commission denied petition by Concert Network Inc., for reconsideration of Feb. 14 decision which granted application of David L. Kurtz for new class B fm station to operate on 101.1 mc, ERP 9.4 kw, ant. height 128 ft., in Philadelphia. Action May 29.

■ By memorandum opinion & order, commission (1) readopted its Jan. 3 decision granting application of Wilmer E. Huffman for new am station to operate on 1290 kc, 5 kw-D, 500 w-N, DA-2, in Pratt, Kan., and denied applications of Pier San Inc., and Francis C. Morgan Jr., for new stations on 1290 kc, 500 w, D, in Larned, Kan., and (2) denied petitions for reconsideration filed by Mr. Morgan and Pier San. Comr. Bartley abstained from voting; Comr. Lee dissented; Comr. Cross concurred in part and dissented in part and issued statement. Action May 29.

■ By memorandum opinion & order in am proceeding in Docs. 14510-4, the Commission (1) denied petitions by applicants Rockland Radio Corp. and Rockland Bcstrs. Inc., both Spring Valley, N. Y., to amend or delete certain hearing issues, and (2) on own motion, delted present Issues 14 and 15 and substituted standard 307(b) and contingent standard issues, also added Sec. 3.30 (a) waiver issue. Comr. Ford concurred in part and dissented in part and issued statement. Action May 29.

■ By memorandum opinion & order in Rochester, N. Y., tv ch. 13 comparative proceeding in Docs. 14394 *et al.*, commission denied petitions by applicants Star Tv Inc., Heritage Radio and Tv Bcstg. Inc., and Rochester Bcstg. Corp., insofar as they seek review of chief hearing examiner's denial to add financial issue with respect to applicants Federal Bcstg. System Inc., and Rochester Telecasters Inc. Chmn. Minow and Comr. Bartley dissented. Action May 29.

■ By memorandum opinion & order in consolidated am proceeding in Docs. 14510 *et al.*, commission denied petition by Delaware Valley Bcstg. Co. for review of examiner's ruling denying its petition to amend its application to change nighttime DA system of WAAT Trenton, N. J., by reducing its overall efficiency; also denied request for waiver of Sec. 1.311(b) of rules. Action May 29.

Routine roundup

■ By letter, commission denied request by American Bcstg.-Paramount Theatres Inc., for waiver of maximum power limitations of Sec. 3.614(b) of tv rules for Zone 1, and dismissed its related application to increase radiated power of station WABC-TV (ch. 7) New York City, from 110 kw to 316 kw at its existing ant. height of 1,378 ft. Action May 29.

■ By memorandum opinion & order, commission granted mod. of cp of WSTE-TV Inc., to change trans. site of WSTE-TV (ch. 13) Fajardo, P. R., from Sardiniera Barrio, 1½ miles N. of Fajardo, to top of El Yunque Mountain, 8½ miles west of that city, increase vis. ERP from 2.82 kw to 31.6 kw, and increase ant. height from 350 ft. to 2,900 ft.; denied opposing petitions by Ponce de Leon Bcstg. Inc., of Puerto Rico (WAPA-TV ch. 4) and El Mundo Inc. (WKAQ-TV ch. 2), both San Juan. Action May 29.

■ By order, commission extended from June 22 to July 23 time for filing reply comments in proceedings on deintermixture of Madison, Wis., Rockford, Ill., Hartford, Conn., Erie, Pa., Binghamton, N. Y., Champaign, Ill., Columbia, S. C., and Montgomery, Ala., and on short-spaced "drop-in" assignments in Oklahoma City, Okla., Johnstown, Pa., Baton Rouge, La., Dayton, Ohio, Jacksonville, Fla., Birmingham, Ala., Knoxville, Tenn., and Charlotte, N. C. Action May 23.

■ By separate memorandum opinion, commission gave notice that June 22 date still governs time for reply comments in proceedings looking toward fostering expanded use of uhf tv chs. and proposals for additional reservations in Florida, Kentucky and Georgia. Action May 23.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted joint petition by The Riverside Church in City of New York and Huntington-Montauk Bcstg. Inc., applicants for new

fm stations in New York, and Huntington, N. Y., respectively, in Docs. 12107, 12222, and extended to May 28 time to file memorandum briefs on questions presented by March 9 order of United States Court of Appeals for District of Columbia Circuit, in case of *Huntington-Montauk Bcstg. Co., Inc.* v. *FCC*. Action May 22.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted petition by Atlas Bcstg. Co. for dismissal of its application for new tv station to operate on ch. 13 in Grand Rapids, Mich., but dismissed application with prejudice. Application was consolidated for hearing in Docs. 14407 *et al.* Action May 25.

■ Granted joint petition by John E. Grant and Allen C. Bigham Jr., applicants for new am stations to operate on 980 kc. 1 kw, DA. D in Salinas, Calif., for approval of agreement whereby Mr. Bigham would pay Mr. Grant $3,500 for partial reimbursement of expenses incurred in connection with his application in return for its withdrawal; granted petition by Mr. Grant for dismissal of his application but dismissed it with prejudice, and retained in hearing status Mr. Bigham's application. Action May 25.

■ Granted request by Radio Assoc. Inc. (WEER), Warrenton, Va., and extended from May 23 to May 29 time for filing reply findings in proceeding on its am application and that of WNOW Inc. (WNOW), York, Pa. Action May 23.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreement reached at May 22 prehearing conference, continued June 12 evidentiary hearing to July 10 in proceeding on am application of Bootheel Bcstg. Co., Kennett, Mo. Action May 23.

■ Granted petition by Broadcast Bureau and extended from May 25 to June 8 time for filing proposed findings in proceeding on am application of Virginia Regional Bcstrs., Chester, Va. Action May 23.

By Hearing Examiner Millard F. French

■ Granted petition by Fifth Market Bcstg. Inc. (WGSM), Huntington, N. Y., to extent of continuing May 23 date for exchange of exhibits to June 13, in proceeding on its am application, and continued June 4 hearing to June 27. Action May 24.

By Hearing Examiner Walther W. Guenther

■ Pursuant to agreement of parties at May 22 prehearing conference, scheduled certain procedural dates in proceeding on fm applications of Christian Bcstg. Assn. of New England Inc., Providence, R. I., and North Attleboro Bcstg. Co., North Attleboro, Mass.; continued June 12 hearing to July 17. Action May 22.

By Hearing Examiner Isadore A. Honig

■ Upon request by applicant and with consent of Broadcast Bureau, extended time for filing reply pleadings from May 28 to June 4 in proceeding on am application of Higson-Frank Radio Enterprises, Houston, Tex. Action May 28.

■ On own motion, scheduled conference for May 29 in proceeding on applications for new am stations of WEXC Inc., Depew, N. Y., *et al.*, to consider proposals filed since hearing in light of commission's Jan. 4 memorandum opinion & order (footnote 3) in Kent-Ravena Bcstg. Co., *et al.* Action May 28.

■ Formalized by order certain agreements and rulings made at May 25 prehearing conference in Wilmington, N. C., tv ch. 3 proceeding; and continued June 18 hearing to Sept. 17. Action May 25.

By Hearing Examiner Annie Neal Huntting

■ On own motion, scheduled further hearing for Oct. 1 in proceeding on am applications of La Fiesta Bcstg. Co., and Mid-Cities Bcstg. Corp., both Lubbock, Tex. Action May 22.

By Hearing Examiner H. Gifford Irion

■ Continued June 20 hearing to July 11 in Flint, Mich., tv ch. 12 proceeding. Action May 25.

■ Continued June 13 hearing to July 24 in proceeding on am applicantions of D & E Bcstg. Co., and Great State Bcstrs. Inc., both San Antonio, Tex. Action May 24.

■ Continued June 18 hearing to July 5 in proceeding on am applications of KWEN Bcstg. Co., Port Arthur, Tex., *et al.* Action May 23.

■ Scheduled further prehearing conference for May 28 in proceeding on am application of Jefferson Radio Co. (WIXI), Irondale,

Continued from opposite page

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
Lagrange	17,380	4,716	3,676	77.9	1,148	3,409	72.3	121
Lake	513,269	143,688	129,744	90.3	45,771	132,712	92.4	13,207
La Porte	95,111	27,037	24,775	91.6	8,942	25,249	93.4	2,302
Lawrence	36,564	11,301	9,985	88.4	1,961	10,043	88.9	275
Madison	125,819	38,137	33,212	87.1	10,217	35,459	93.0	3,417
Marion	697,567	211,798	188,917	89.2	67,456	194,576	91.9	26,157
Marshall	32,443	9,762	8,495	87.0	3,119	8,664	88.8	349
Martin	10,608	2,923	2,383	81.5	415	2,478	84.8	92
Miami	38,000	11,143	10,012	89.9	3,324	9,879	88.7	675
Monroe	59,225	16,816	14,883	88.5	4,680	13,965	83.0	1,188
Montgomery	32,089	10,151	9,097	89.6	2,688	9,337	92.0	827
Morgan	33,875	9,707	8,530	87.9	2,185	8,876	91.4	700
Newton	11,502	3,510	3,159	90.0	766	3,123	89.0	157
Noble	28,162	8,420	7,811	92.8	2,974	7,413	88.0	402
Ohio	4,165	1,304	1,154	88.5	195	1,221	93.6	32
Orange	16,877	5,134	4,414	86.0	1,073	4,280	83.4	97
Owen	11,400	3,665	3,262	89.0	788	3,244	88.5	182
Parke	14,804	4,764	4,078	85.6	769	4,350	91.3	365
Perry	17,232	4,950	4,154	83.9	973	4,008	81.0	157
Pike	12,797	4,216	3,605	85.5	443	3,397	80.6	20
Porter	60,279	16,707	15,361	91.9	6,119	15,401	92.2	1,415
Posey	19,214	5,856	5,214	89.0	1,049	4,680	79.9	229
Pulaski	12,837	3,821	3,589	93.9	1,039	3,093	80.9	20
Putnam	24,927	6,884	5,950	86.4	1,548	6,185	89.8	316
Randolph	28,434	9,082	7,966	87.7	2,695	8,082	89.0	367
Ripley	20,641	5,988	5,317	88.8	1,355	5,099	85.2	168
Rush	20,393	6,089	5,322	87.4	1,715	5,687	93.4	424
St. Joseph	238,614	69,921	62,922	90.0	23,708	64,515	92.3	6,350
Scott	14,643	4,163	3,407	81.8	618	3,386	81.3	275
Shelby	34,093	10,454	9,482	90.7	2,903	9,679	92.6	849
Spencer	16,074	4,646	4,067	87.5	521	3,912	84.2	72
Starke	17,911	5,228	4,495	86.0	1,184	4,570	87.4	269
Steuben	17,184	5,301	4,896	92.4	1,572	4,815	96.8	113
Sullivan	21,721	7,334	5,790	78.9	1,429	6,462	88.1	392
Switzerland	7,092	2,237	2.096	93.7	416	1,798	80.4	126
Tippecanoe	89,122	24,928	23,246	93.3	9,242	21,225	85.1	1,370
Tipton	15,856	4,910	4,338	88.4	1,123	4,555	92.8	420
Union	6,457	1,925	1,740	90.4	569	1,621	84.2	227
Vanderburgh	165,794	50,633	44,169	87.2	13,488	44,465	87.8	3,742
Vermillion	17,683	6,000	5,042	84.0	983	5,412	90.2	141
Vigo	108,458	34,440	30,068	87.3	8,189	30,896	89.7	2,501
Wabash	32,605	9,871	8,819	89.3	3,373	8,348	84.6	400
Warren	8,545	2,587	2,289	88.5	730	2,196	84.9	99
Warrick	23,577	6,959	5,983	86.0	1,290	5,975	85.9	275
Washington	17,819	5,351	4,786	89.4	896	4,357	81.4	59
Wayne	74,039	22,318	20.577	92.2	8,103	20,092	90.0	1,415
Wells	21,220	6,504	5,946	91.4	2,564	5,740	88.3	319
White	19,709	6,169	5,664	91.8	1,795	5,453	88.4	140
Whitley	20,954	6,276	5,965	95.0	1,900	5,767	91.9	447
Metropolitan Areas								
Evansville	199,313	60,737	52.718	86.8	15,370	52,682	86.7	4,173
Fort Wayne	232,196	68,743	62,421	90.8	26,058	62,734	91.3	6,401
Gary-Hammond-East Chicago	573.548	160.395	145,105	90.5	51,890	148,113	92.3	14,622
Indianapolis	697,567	211,798	188.917	89.2	67,456	194,576	91.9	26,157
Louisville	725,139	211,382	190,756	90.2	59,959	192,065	90.9	22,379
Muncie	110,938	33,120	29,023	87.6	9,061	30,449	91.9	2,388
South Bend	238,614	69.921	62,922	90.0	23,708	64,515	92.3	6,350
Terre Haute	108,458	34,440	30,068	87.3	8,189	30,896	89.7	2,501

IOWA

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
State totals	2,757,537	841,357	795,728	94.6	288,503	750,216	89.2	40,349
COUNTY TOTALS								
Adair	10,893	3,614	3,427	94.8	939	3,287	91.0	58
Adams	7,468	2,422	2,329	96.2	725	1,935	79.9	56
Allamakee	15,982	4,546	4,426	97.4	1,670	3,956	87.0	20
Appanoose	16,015	5,583	5,162	92.5	1,337	4,593	82.3	44
Audubon	10,919	3,373	3,296	97.7	905	3,073	91.1	57
Benton	23,422	7,215	6,855	95.0	2,592	6,655	92.2	427
Black Hawk	122,482	35,498	33,586	94.6	14,187	32,868	92.6	2,580

Continued on page 82

RADIO-TV SET COUNTS continued from page 81

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
Boone	28,037	8,493	7,965	93.8	2,899	7,780	91.6	365
Bremer	21,108	6,116	5,849	95.6	2,327	5,402	88.3	357
Buchanan	22,293	6,029	5,683	94.3	2,004	5,338	88.5	239
Buena Vista	21,189	6,644	6,385	96.1	2,438	5,940	89.4	262
Butler	17,467	5,408	5,118	94.6	1,644	4,612	85.3	100
Calhoun	15,923	5,034	4,965	98.6	1,684	4,453	88.5	42
Carroll	23,431	6,635	6,503	98.0	1,643	6,139	92.5	168
Cass	17,919	5,996	5,770	96.2	2,128	5,312	88.6	177
Cedar	17,791	5,504	5,317	96.6	2,055	5,021	91.2	156
Cerro Gordo	49,894	15,347	14,520	94.6	5,425	13,945	90.9	945
Cherokee	18,598	5,304	4,988	94.0	1,621	4,708	88.8	261
Chickasaw	15,034	4,317	4,087	94.7	1,341	3,781	87.6	92
Clarke	8,222	2,816	2,701	95.9	784	2,427	86.2	37
Clay	18,504	5,698	5,559	97.6	2,442	4,773	83.8	18
Clayton	21,962	6,690	6,534	97.7	2,292	5,481	81.9	135
Clinton	55,060	16,536	15,689	94.9	5,561	15,386	93.0	1,067
Crawford	18,569	5,668	5,428	95.8	1,550	5,129	90.5	101
Dallas	24,123	7,776	7,280	93.6	2,803	7,058	90.8	166
Davis	9,199	2,913	2,702	92.8	497	2,537	87.1	—
Decatur	10,539	3,336	3,128	93.8	794	2,480	74.3	21
Delaware	18,483	5,174	4,931	95.3	1,694	4,567	88.3	63
Des Moines	44,605	14,286	13,321	93.2	4,676	12,806	89.6	711
Dickinson	12,574	3,984	3,866	97.0	1,347	3,287	82.5	111
Dubuque	80,048	21,142	20,393	96.5	7,671	18,058	85.4	1,023
Emmet	14,871	4,424	4,154	93.9	1,306	3,324	75.1	67
Fayette	28,581	8,533	8,327	97.6	3,444	7,503	87.9	286
Floyd	21,102	6,524	6,102	93.5	2,637	5,755	88.2	212
Franklin	15,472	4,884	4,686	95.9	1,862	4,471	91.5	89
Fremont	10,282	3,395	3,188	93.9	696	3,140	92.5	69
Greene	14,379	4,730	4,563	96.5	1,713	4,386	92.7	192
Grundy	14,132	4,461	4,297	96.3	1,632	4,136	92.7	124
Guthrie	13,607	4,483	4,294	95.8	1,305	3,951	88.1	188
Hamilton	20,032	6,292	5,976	95.0	1,742	5,676	90.2	285
Hancock	14,604	4,394	4,166	94.8	1,128	3,895	88.6	116
Hardin	22,533	7,365	7,108	96.5	2,560	6,632	90.0	213
Harrison	17,600	5,519	5,082	92.1	1,409	4,903	88.8	160
Henry	18,187	5,506	5,173	94.0	1,577	4,381	79.6	79
Howard	12,734	3,763	3,521	93.6	1,093	2,871	76.3	43
Humboldt	13,156	3,981	3,926	98.6	1,570	3,434	86.3	129
Ida	10,269	3,276	3,076	93.9	1,054	2.958	90.3	38
Iowa	16,396	4,950	4,661	94.2	1,791	4,326	87.4	335
Jackson	20.754	6,077	5,724	94.2	1,673	5,235	86.1	166
Jasper	35,282	11,050	10,624	96.1	3,925	10,110	91.5	659
Jefferson	15,818	4,958	4,705	94.9	1,595	4,217	85.1	159
Johnson	53,663	15,071	14,302	94.9	6,047	12,459	82.7	609
Jones	20,693	5,874	5,590	95.2	2,166	5,369	91.4	228
Keokuk	15,492	4,975	4,606	92.6	1,256	4,097	82.4	113
Kossuth	25,314	7,186	6,899	96.0	2,897	6,551	91.2	116
Lee	44,207	13,372	12,456	93.1	4,046	11,972	89.5	65
Linn	136,899	42,223	40,182	95.2	15,628	39,080	92.6	3,518
Louisa	10,290	3,215	3,067	95.4	974	2,789	86.7	129
Lucas	10,923	3,699	3,401	91.9	820	2,952	79.8	172
Lyon	14,468	4,190	3,897	93.0	1,117	3,540	84.5	38
Madison	12,295	3,996	3,861	96.6	1,240	3,707	92.8	57
Mahaska	23,602	7,639	7,183	94.0	2,542	6,545	85.7	265
Marion	25,886	7,733	7,387	95.5	2,355	6,840	88.5	204
Marshall	37,984	11,951	11,491	96.2	4,892	11,298	94.5	591
Mills	13,050	3,612	3,402	94.2	1,125	3,272	90.6	123
Mitchell	14,043	4,153	3,941	94.9	1,260	3,682	88.7	94
Monona	13,916	4,431	4,163	94.0	1,053	3,877	87.5	89
Monroe	10,463	3,289	2,971	90.3	689	2,868	87.2	85
Montgomery	14,467	4,892	4,702	96.1	1,784	4,323	88.4	127
Muscatine	33,840	10,862	10,061	92.6	3,972	9,919	91.3	655
O'Brien	18,840	5,823	5,609	96.3	2,198	5,342	91.7	124
Osceola	10,064	2,969	2,927	98.6	789	2,560	86.2	64
Page	21,023	6,761	6,433	95.1	2,474	5,811	85.9	244
Palo Alto	14,736	4,220	4,179	99.0	1,243	3,326	78.8	18
Plymouth	23,906	6,815	6,427	94.3	1,878	6,214	91.2	149
Pocahontas	14,234	4,241	4,066	95.9	1,258	3,682	86.8	18
Polk	266,315	84,352	79,327	94.0	33,242	77,601	92.0	7,538
Pottawattamie	83,102	24,896	23,078	92.7	7,963	22,479	90.3	1,594
Poweshiek	19,300	5,769	5,510	95.5	2,317	5,157	89.4	202
Ringgold	7,910	2,638	2,554	96.8	797	2,327	88.2	21
Sac	17,007	5,284	5,002	94.7	1,677	4,569	86.5	79
Scott	119,067	35,648	33,304	93.4	13,714	32,873	92.2	2,720
Shelby	15,825	4,488	4,391	97.8	1,182	4,108	91.5	80

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and Voice of the Mid South, Centreville, both Alabama. Action May 23.

By Hearing Examiner David I. Kraushaar

■ On own motion, continued June 21 prehearing conference to June 27 in proceeding on applications of Mineola Bcstg. Co., and Center Bcstg. Inc., for new am stations in Mineola and Pittsburg, Tex., respectively. Action May 23.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Formalized by order certain agreements and rulings made at May 24 prehearing conference in proceeding in am application of Birch Bay Bcstg. Inc. (KARI), Blaine, Wash.; and continued June 13 hearing to July 19. Action May 24.

By Hearing Examiner Herbert Sharfman

■ Pursuant to ruling at May 23 prehearing conference, continued June 18 hearing to July 9 in proceeding on am application of KDOK Bcstg. Co. (KDOK), Tyler, Tex. Action May 23.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of May 28

WHOH(FM) Hamilton, Ohio — Granted SCA on 67 kc.

WMFM(FM) Madison, Wis.—Granted SCA on 67 kc.

■ Granted renewal of license for following stations: KADA Ada, Okla.; KALN Iola, Kan.; KBIX Muskogee, Okla.; KBRX O'Neill, Neb.; KCNI Broken Bow, Neb.; KCRC Enid, Okla.; KFH-AM-FM Wichita, Kan.; KEHN Henryetta, Okla.; KIRL Wichita, Kan.; KJLT North Platte, Neb.; KOAM Pittsburg, Kan.; KOAM-TV Pittsburg, Kan.; KOOO Omaha, Neb.; KRHD Duncan, Okla.; KSCB Liberal, Kan.; KSWO-AM-TV Lawton, Okla.; KTOW Sand Springs, Okla.; KUSH Cushing, Okla.; KVIN Vinita, Okla.; KWHK Hutchinson, Kan.; KWHW Altus, Okla.; KRNY-FM Kearney-Holdrege, Neb.; *KPPS-FM Parsons, Kan.; *KSDB-FM Manhattan, Kan.; *KTJO-FM Ottawa, Kan.; KNOP (TV) North Platte, Neb.; KTUL-TV Tulsa, Okla.; KVOO-TV Tulsa, Okla.; KWTV (TV) Oklahoma City, Okla.

KBCO(FM) San Francisco, Calif.—Granted mod. of SCA to make equipment changes; condition.

KITT(FM) San Diego, Calif.—Granted mod. of authority to change subcarrier frequency of SCA to 67 kc only.

WCBC(FM), Christian Bcstg. Co., Cantonsville, Md.—Granted acquisition of negative control each by **J. Stewart Brinsfield** and **J. Stewart Brinsfield Jr.** through sale of stock by **William H. Foell** to company of same name.

KWUN, Service Bcstg. Co., Concord, Calif.—Granted transfer of control from **Frank M. Helm Co.** to **Frank M. Helm** and **Frank M. Helm Jr., trust.**

KHOG, Fayetteville Bcstg. Inc., Fayetteville, Ark.—Granted transfer of control from **Southwestern Trans-Video Inc.** to **C. A. Sammons.**

Knorr Bcstg. Corp., Dearborn, Mich.—Granted authority to transmit programs from Briggs Stadium, Detroit, Mich., and other American League Baseball Parks via WKMH Dearborn, to CFRA Ottawa, Ontario, for period ending Oct. 15.

Mutual Bcstg. System Inc., New York, N. Y.—Granted extension of authority to transmit programs to CKLW, stations owned and operated by the Canadian Bcstg. Corp., and stations licensed by Canadian Minister of Transport, for period ending May 1, 1963.

KNBC San Francisco, Calif.—Granted mod. of licenses to operate main and auxiliary trans. by remote control; conditions.

WMES, Radio Ashburn, Ashburn, Ga.—Granted assignment of cp to **WMES Inc.**

KHQA-TV Hannibal, Mo.—Granted cp to replace transmission line and make changes in equipment.

WVBR-FM Ithaca, N. Y.—Granted cp to change location of auxiliary trans. to main trans. location for auxiliary purposes only; remote control permitted.

KHFM(FM) Albuquerque, N. M.—Granted cp to install old main trans. at present location of main trans. to be used for auxiliary purposes only.

KROC Rochester, Minn.—Granted cp to reinstate expired permit covering installation of new trans. at main trans. location to be used as auxiliary trans.; remote control permitted nighttime.

KJAX Santa Rosa, Calif.—Granted authority to remain silent for 90 days, period ending Aug. 22, for financial reorganization.

KRUS Ruston, La.—Granted mod. of cp

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RADIO-TV SET COUNTS continued from page 82

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
Sioux	26,375	7,465	7,291	97.7	2,381	5,941	79.6	255
Story	49,327	14,195	13,565	95.6	6,519	12,582	88.6	1,113
Tama	21,413	6,716	6,377	95.0	2,506	5,965	88.8	199
Taylor	10,288	3,499	3,398	97.1	1,046	2,722	77.8	19
Union	13,712	4,652	4,541	97.6	1,707	4,004	86.1	16
Van Buren	9,778	3,242	2,965	91.5	729	2,654	81.9	99
Wapello	46,126	14,659	12,951	88.3	3,367	13,138	89.6	522
Warren	20,829	6,125	5,798	94.7	1,935	5,621	91.8	236
Washington	19,406	6,035	5,424	89.9	1,600	4,959	82.2	136
Wayne	9,800	3,471	3,301	95.1	1,007	2,747	79.1	147
Webster	47,810	14,947	14,477	96.9	5,663	13,331	89.2	494
Winnebago	13,099	4,010	3,776	94.2	1,325	3,581	89.3	119
Winneshiek	21,651	5,951	5,747	96.6	2,359	4,977	83.6	40
Woodbury	107,849	33,243	29,892	89.9	9,168	30,411	91.5	2,387
Worth	10,259	3,116	2,978	95.6	1,101	2,770	88.9	187
Wright	19,447	6,102	5,762	94.4	2,078	5,533	90.7	197
Metropolitan Areas								
Cedar Rapids	136,899	42,223	40,182	95.2	15,628	39,080	92.6	3,518
Davenport	270,058	81,767	77,292	94.5	32,790	76,378	93.4	7,410
Rock Island-Moline-Des Moines	266,315	84,352	79,327	94.0	33,242	77,601	92.0	7,538
Dubuque	80,048	21,142	20,393	96.5	7,671	18,058	85.4	1,023
Omaha	457,873	136,645	124,861	91.4	43,386	124,494	91.1	13,019
Sioux City	107,849	33,243	29,892	89.9	9,168	30,411	91.5	2,387
Waterloo	122,482	35,498	33,586	94.6	14,187	32,868	92.6	2,580

MISSOURI

State totals	4,319,813	1,360,054	1,227,468	90.3	341,089	1,159,965	85.3	88,899
COUNTY TOTALS								
Adair	20,105	6,580	6,082	92.4	1,630	5,664	86.1	299
Andrew	11,062	3,622	3,369	93.0	788	3,176	87.7	275
Atchison	9,213	3,043	2,851	93.7	807	2,623	86.2	115
Audrain	26,079	8,271	7,626	92.2	2,392	7,262	87.8	228
Barry	18,921	6,339	5,667	89.4	1,007	5,038	79.5	78
Barton	11,113	3,908	3,484	89.2	884	3,222	82.4	99
Bates	15,905	5,657	5,268	93.1	1,061	4,381	77.4	124
Benton	8,737	3,109	2,842	91.4	541	2,150	69.2	69
Bollinger	9,167	2,798	2,602	93.0	340	2,005	71.7	—
Boone	55,202	15,939	14,991	94.1	4,978	13,426	84.2	963
Buchanan	90,581	30,003	26,583	88.6	7,065	25,968	86.6	1,668
Butler	34,656	10,915	9,204	84.3	1,679	7,852	71.9	387
Caldwell	8,830	3,213	3,000	93.4	757	2,817	87.7	56
Callaway	23,858	6,455	5,878	91.1	1,638	5,503	85.3	225
Camden	9,116	3,106	2,810	90.5	453	2,344	75.5	43
Cape Girardeau	42,020	12,871	11,715	91.0	3,492	10,962	85.2	808
Carroll	13,847	4,740	4,474	94.4	1,051	3,887	82.0	64
Carter	3,973	1,293	1,136	87.9	205	531	41.1	—
Cass	29,702	8,973	8,436	94.0	2,881	8,029	89.5	551
Cedar	9,185	3,347	3,103	92.7	802	2,549	76.2	83
Chariton	12,720	4,324	3,904	90.3	727	3,217	74.4	39
Christian	12,359	3,971	3,567	89.8	800	3,305	83.2	142
Clark	8,725	2,847	2,592	91.0	472	2,340	82.2	56
Clay	87,474	25,697	24,128	93.9	9,697	23,978	93.3	2,805
Clinton	11,588	3,984	3,701	92.9	1,085	3,371	84.6	72
Cole	40,761	11,420	10,690	93.6	4,845	10,439	91.4	1,112
Cooper	15,448	4,938	4,595	93.1	1,293	4,143	83.9	211
Crawford	12,647	4,122	3,630	88.1	653	2,681	65.0	117
Dade	7,577	2,646	2,340	88.4	284	2,221	83.9	21
Dallas	9,314	3,211	2,880	89.7	503	2,620	81.6	83
Daviess	9,502	3,407	3,153	92.5	679	2,850	83.7	65
De Kalb	7,226	2,487	2,294	92.2	588	1,979	79.6	35
Dent	10,445	3,486	3,123	89.6	421	1,974	56.6	40
Douglas	9,653	2,945	2,645	89.8	489	2,239	76.0	38
Dunklin	39,139	11,687	9,921	84.9	1,264	8,901	76.2	202
Franklin	44,566	13,483	12,514	92.8	2,804	12,035	89.3	376
Gascanade	12,195	4,030	3,595	89.2	761	3,023	75.0	80
Gentry	8,793	3,209	2,863	89.2	787	2,525	78.7	136
Greene	126,276	41,206	37,382	90.7	11,273	36,646	88.9	2,849
Grundy	12,220	4,422	4,231	95.7	819	3,464	78 3	19
Harrison	11,603	4,184	4,006	95.7	1,057	3,408	81.5	76
Henry	19,226	6,748	6,277	93.0	1,340	5,468	81.0	98

Continued on opposite page

to change type trans.

KABL Oakland, Calif.—Granted extension of completion date to period ending Oct. 29.

■ Granted mod. of cps to change type trans. for following stations: WWWB-FM Jasper, Ala.; WSMJ (FM) Greenfield, Ind., condition.

Actions of May 25

KFFA Helena, Ark.—Granted change of remote control authority.

WAQE-FM Baltimore, Md.—Granted cp to change ant.-trans. and studio location; make changes in ant. system; and change ant. height to 280 ft.

WSEV-FM Sevierville, Tenn.—Granted cp to install new trans.

KWTX-TV Waco, Tex.—Granted mod. of cp to change type trans., type ant. and make other equipment changes; conditions.

KLST(FM) Colorado Springs, Colo. — Granted mod. of cp to increase ERP to 400 w; change type trans. and type ant.

■ Granted renewal of license for following low power stations: KWAD Bcstg. Co., Wadena, Minn.; Cornhusker Tv Corp., Lincoln, Neb.; KOTV Inc., Tulsa, Okla.

Actions of May 24

WKYB-AM-FM The Barrington Co., Paducah, Ky.—Granted assignment of licenses to **Arthur C. Schofield**; consideration $140,000 and $50,000 for agreement not to compete within the "broadcast pattern 0.5 m/v line" for 8 years.

WABH Deerfield, Va.—Granted license for am station.

WRMI-FM Morris, Ill.—Granted license for fm station.

WLOS-FM Asheville, N. C.—Granted license covering change in frequency, ERP, ant. height, change ant.-trans. location, installation new trans. and ant., changes in ant. system and operation by remote control.

WHLI-FM Hempstead, N. Y.—Granted license covering installation of new ant.

Sarkes Tarzian Inc., Bloomington, Ind.—Granted license for low power station.

WSIZ Ocilla, Ga.—Granted license covering changes in ant. and ground system.

WMDN Midland, Mich.—Granted license covering increase in daytime power and installation of new trans.; change in ant.-trans.; studio location, and change in ground system.

WBBT Lyons, Ga. — Granted license covering increase in daytime power.

WWCO Waterbury, Conn.—Granted license covering use of old main trans. at present main trans. location for auxiliary purposes day and alternate main night with remote control operation.

WRAC Racine. Wash.—Granted license covering change of ant.-trans. and studio location; installation new ant. and ground system; change type trans. and operation by remote control.

KUBA Yuba City, Calif.—Granted license covering use of main nighttime trans. as auxiliary trans. daytime at present location.

WCHA-FM Chambersburg, Pa.—Granted license covering installation of new ant.

WIP-FM Philadelphia, Pa.—Granted license covering installation of new trans., change in main studio location and operation by remote control.

■ Granted cps for following new vhf tv translator stations: Zuni Translator Co., on chs. 11, 9 and 6, Grants and Milan, N. M., to translate programs of KOAT-TV (ch. 7) KGGM-TV (ch. 13) and KOB-TV (ch. 4), all Albuquerque, N. M.; Tv Committee, on ch. 3, Wray, Colo., KWHT-TV (ch. 10) Goodland, Kan., condition; Taos Community Tv Inc., on chs. 11, 9 and 2, Taos, N. M., KOAT-TV (ch.7) KGGM-TV (ch. 13) and KOB-TV (ch. 4), all Albuquerque, N. M.

WMIK Middlesboro, Ky.—Granted cp to install new trans.

KPER Gilroy, Calif.—Granted mod. of cp to move ant.-trans. (same site).

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KMBY Monterey, Calif.; KUBA Yuba City, Calif. (2 main trans.); WWCO Waterbury, Conn.; WIBM Jackson, Mich.; WWNS Statesboro, Ga. (1 main trans.); WRSJ Bayamon, P. R., with remote control operation; WOND Pleasantville, N. J.

WIBM Jackson, Mich.—Granted license covering use of old main trans. at present main trans. location as alternate main nighttime trans. only.

Actions of May 23

WPNX Phenix City, Ala.—Remote control permitted while using non-DA.

WLW Cincinnati, Ohio—Granted renewal

of license (alternate main).

WIBV Belleville, Ill.—Granted change on 1260 kc from 1 kw, D to 5 kw, unl.; change ant.-trans. location; install DA-2 and new trans.; conditions.

WCLE-FM, Southeastern Enterprises Inc., Cleveland, Tenn.—Granted license for fm station.

WKFE, Ponce Bcstg. Corp., Yauco, P. R.—Granted license for am station.

WBVP Beaver Falls, Pa.—Granted license covering use of old main trans. as alternate night trans. and auxiliary day trans. at present location.

WWWB Jasper, Ala. — Granted license covering changes in ant. system; change ground system; ant.-trans. location and replace trans.

WXXX Hattiesburg, Miss.—Granted license covering installation of transmitter as alternate main trans. at main trans. location; with remote control operation.

KRIG Odessa, Tex. — Granted license covering installation of new trans.

WFMO Fairmont, N. C.—Granted license covering change in ant.-trans. and studio location; make change in ant. and ground system.

WBYO-FM Boyertown, Pa.—Granted cp to install new trans. and new ant.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WDNG Anniston, Ala.; WYAM Bessemer, Ala.; KOMY Watsonville, Calif.; WGTA Summerville, Ga.; WKAY Glasgow, Ky., and make changes in ant. system; WBVP Beaver Falls, Pa.; WCRO Johnstown, Pa., and specify type trans.; WJMC Rice Lake, Wis.

■ Granted licenses covering use of old main trans. at present location of main trans., for auxiliary purposes-day and as alternate main trans.-nighttime, for following stations: WYAM Bessemer, Ala.; KOMY Watsonville, Calif.

Actions of May 22

K12AH Big Piney, Wyo.—Granted license for vhf tv translator station.

■ Granted cps for following new vhf tv translator stations: Translator Tv Unlimited Inc. on chs. 10 and 12, Westport, Grayland, Ocosta, Ocean Shores, Ocean City, Copalis and Pacific Beach, Wash., to translate programs of KING-TV (ch. 5) Seattle, Wash. and KOIN-TV (ch. 6) Portland, Ore.

Video Utility Corp. Bend, Ore.—Granted cps for new vhf tv translator stations on chs. 3, 11 and 7, to translate programs of KOIN-TV (ch. 6) KGW-TV (ch. 8) and KPTV (TV) (ch. 12), all Portland, Ore., and all via intermediate translator.

KQUE Houston, Tex.—Remote control permitted.

Actions of May 21

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WTWB Auburndale, Fla.; WIBB Macon, Ga.; WQUA Moline, Ill.; WFTM Maysville, Ky.; KWOS Jefferson City, Mo.; WTOL Toledo, Ohio; WNOK Columbia, S. C.; KVEL Vernal, Utah; WRON Ronceverte, W. Va., remote control permitted.

WOKE Charleston, S. C.—Granted license covering installation of old main trans. as auxiliary trans. at main trans. site with remote control operation.

■ Granted licenses covering use of old main trans. as auxiliary trans. at main trans. site with remote control operation for following stations: WRDO Augusta, Me., and WQUA Moline, Ill.

■ Granted licenses covering installation of new trans. for following stations: WQUA Moline, Ill., and WRIG Wausau, Wis.

■ Granted mod. of cps to change type trans. for following stations: WSVS Crewe, Va., and KQYX Joplin, Mo.

■ Following stations were granted extensions of completion dates as shown: KXMB-TV Bismarck, N. D., to Aug. 6; KONO-TV San Antonio, Tex., (main trans. & ant.) to Aug. 1, and *KUSD-TV Vermillion, S. D., to Nov. 29.

License renewals

KFAB-AM-FM Omaha, Neb.—Granted renewal of licenses. Action May 29.

Translators

The Incorporated Village of South Hampton, South Hampton, N. Y.—Waived mileage separation requirements of Sec. 4.702 (c) (3) of rules and granted cp for new uhf tv translator station on ch. 79 to rebroadcast programs of WHNB-TV (ch. 30) New Britain-Hartford, Conn.; condition. Comrs. Bartley and Ford dissented. Action May 29.

Continued from opposite page

Area	Population	Occupied Dwelling Units	Radio Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Television Total Tv Homes	Television Percent Saturation	Television 2 or more sets
Hickory	4,516	1,582	1,417	89.6	203	1,191	75.3	—
Holt	7,885	2,765	2,511	90.8	532	2,023	73.2	19
Howard	10,859	3,469	3,206	92.4	762	2,886	83.2	76
Howell	22,027	7,027	6,464	92.0	1,681	3,955	56.3	40
Iron	8,041	2,440	2,073	85.0	246	1,719	70.5	24
Jackson	622,732	209,638	189,761	90.5	67,371	184,127	87.8	20,284
Jasper	78,863	27,337	23,983	87.7	6,106	23,424	85.7	1,684
Jefferson	66,377	18,580	16,928	91.1	4,254	17,087	92.0	980
Johnson	28,981	8,447	7,988	94.6	2,701	7,287	86.3	451
Knox	6,558	2,270	2,007	88.4	445	1,923	84.7	76
Laclede	18,991	6,098	5,536	90.8	1,177	4,828	79.2	57
Lafayette	25,274	8,222	7,695	93.6	2,261	7,171	87.2	352
Lawrence	23,260	7,690	6,975	90.7	1,611	6,124	79.6	192
Lewis	10,984	3,525	3,241	91.9	956	2,896	82.2	133
Lincoln	14,783	4,852	4,314	88.9	884	4,052	83.5	137
Linn	16,815	5,989	5,659	94.5	1,430	4,765	79.6	102
Livingston	15,771	5,354	4,937	92.2	1,282	4,263	79.6	175
McDonald	11,798	3,978	3,306	83.1	628	3,269	82.2	79
Macon	16,473	5,865	5,362	91.4	763	4,919	83.9	63
Madison	9,366	2,987	2,593	86.8	394	2,256	75.5	63
Maries	7,282	2,199	2,017	91.7	283	1,666	75.8	43
Marion	29,522	9,925	9,213	92.8	2,453	8,758	88.2	431
Mercer	5,750	2,014	1,818	90.3	381	1,491	74.0	—
Miller	13,800	4,391	4,062	92.5	861	3,614	82.3	103
Mississippi	20,695	5,740	4,265	74.3	747	4,726	82.3	176
Moniteau	10,500	3,510	3,086	87.9	559	2,926	83.4	108
Monroe	10,688	3,609	3,383	93.7	774	3,146	87.2	22
Montgomery	11,097	3,766	3,516	93.4	775	3,085	81.9	24
Morgan	9,476	3,264	2,940	90.1	543	2,643	81.0	20
New Madrid	31,350	8,281	6,367	76.9	664	6,319	76.3	68
Newton	30,093	9,567	8,571	89.6	1,807	8,379	87.6	692
Nodaway	22,215	6,801	6,535	96.1	1,829	5,635	82.9	161
Oregon	9,845	3,233	3,006	93.0	578	1,402	43.4	38
Osage	10,867	3,067	2,899	94.5	662	2,194	71.5	96
Ozark	6,744	2,127	1,913	89.9	339	1,444	67.9	42
Pemiscot	38,095	10,443	8,449	80.9	1,156	7,668	73.4	282
Perry	14,642	4,180	3,802	91.0	629	3,263	78.1	44
Pettis	35,120	11,748	10,600	90.2	2,959	9,600	81.7	367
Phelps	25,396	7,521	6,772	90.0	1,710	5,421	72.1	244
Pike	16,706	5,588	4,790	85.7	1,032	4,499	80.5	98
Platte	23,350	6,874	6,494	94.5	2,244	6,283	91.4	566
Polk	13,753	4,719	4,322	91.6	813	3,616	76.6	95
Pulaski	46,567	7,771	6,684	86.0	1,610	6,169	79.4	204
Putnam	6,999	2,530	2,405	95.1	360	2,291	90.6	17
Ralls	8,078	2,624	2,492	95.0	526	2,340	89.2	99
Randolph	22,014	7,829	7,481	95.6	2,208	6,605	84.4	302
Ray	16,075	5,404	4,898	90.6	1,069	4,710	87.2	179
Reynolds	5,161	1,559	1,308	83.9	106	880	56.4	—
Ripley	9,096	2,972	2,529	85.1	331	1,383	46.5	17
St. Charles	52,970	14,579	13,440	92.2	4,195	13,409	92.0	858
St. Clair	8,421	3,082	2,781	90.2	459	2,162	70.1	—
St. Francois	36,516	10,973	10,212	93.1	2,239	9,334	85.1	395
St. Louis	703,532	198,483	184,258	92.8	72,860	187,268	94.3	27,632
St. Louis City	750,026	248,651	216,797	87.2	45,208	210,914	84.8	14,074
St. Genevieve	12,116	3,286	3,088	94.0	800	2,818	85.8	107
Saline	25,148	8,038	7,654	95.2	1,914	6,668	83.0	256
Schuyler	5,052	1,791	1,648	92.0	140	1,308	73.0	—
Scotland	6,484	2,250	2,097	93.2	464	1,940	86.2	19
Scott	32,748	9,611	8,198	85.3	1,757	8,217	85.5	297
Shannon	7,087	2,192	1,932	88.1	315	913	41.7	—
Shelby	9,063	3,206	3,026	94.4	474	2,641	82.4	39
Stoddard	29,490	8,791	7,503	85.3	1,110	7,202	81.9	134
Stone	8,176	2,636	2,474	93.9	349	1,789	67.9	40
Sullivan	8,783	3,164	3,043	96.2	500	2,611	82.5	51
Taney	10,238	3,364	3,104	92.3	468	2,761	82.1	47
Texas	17,758	5,570	4,856	87.2	674	3,519	63.2	38
Vernon	20,540	6,527	6,103	93.5	1,496	5,068	77.6	210
Warren	8,750	2,674	2,541	95.0	590	2,131	79.7	127
Washington	14,346	3,966	3,335	84.1	522	3,113	78.5	61
Wayne	8,638	2,790	2,427	87.0	262	1,910	68.5	21
Webster	13,753	4,415	3,736	84.6	490	3,363	76.2	44
Worth	3,936	1,368	1,316	96.2	409	1,221	89.3	—
Wright	14,183	4,640	4,170	89.9	607	3,146	67.8	117
Metropolitan Areas								
Kansas City	1,039,493	331,477	301,885	91.1	112,941	297,056	89.6	34,478
St. Joseph	90,581	30,003	26,583	88.6	7,065	25,968	86.6	1,668
St. Louis	2,060,103	624,886	563,465	90.2	164,352	559,734	89.6	54,385
Springfield	126,276	41,206	37,382	90.7	11,273	36,646	88.9	2,849

Continued on page 91

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Northern California station wants a good manager with proven record and sales manager with good record, both will have opportunity to buy part ownership, this is a real chance, in a fine area and market. Box 237M, BROADCASTING.

Manager for fulltimer in 2 station market. Must have $10,000-$15,000 to invest for minority interest. Box 246M, BROADCASTING.

Executive Salesmen, management experience, proven sales background. Full-time travel, protected localized territory. Residence in territory required; preference given residents of available territories: "New York-Penna;" "Kansas-Nebraska-Iowa-Missouri;" "Ohio-Michigan." Openings immediately, personal interviews required. Extensive field training provided. Salary commission—incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, pix; Community Club Awards, Westport, Conn.

Sales

Baltimore—Good salary plus . . . For good salesman (Management ability) with growing multiple chain . . . complete resume to Box 805K, BROADCASTING.

Boston—Prefer Boston market experience and strong on direct sales. Guarantee of $175.00 weekly. Box 51M, BROADCASTING.

Northeast—Experienced salesman wanted for top station in medium market. Adult format. Good guaranteed salary to get started. Station part of group of am-tv operations. Send complete resume to Box 80M, BROADCASTING.

Southern—top-rated Metro station—seeks 2 experienced salesmen of management calibre. Interested area applicants only—30-40, married with excellent references. Guarantee—share moving expenses—rapid advancement for producer. Send photo—resume. Box 93M, BROADCASTING.

Columbus—select situation for experienced top salesman . . . management potential. Salary, plus multiple market chain. Box 114M, BROADCASTING.

Florida. $100 week plus 15% and gas allowance. Great opportunity for aggressive, energetic, salesman who loves to sell and make money. Box 146M, BROADCASTING.

Two Salesmen needed. One for major city and one for small market. Box 157M, BROADCASTING.

California, KCHJ, Belano. 5000 watts. Sales opening. Guarantee, commission.

—60 miles from New York City . . . top "good music" am station . . . experienced salesman . . top salary . . . immediate opening . . WBNR, Newburgh, New York.

Madison, Wis.—outstanding sales opportunity with top rated music/news station. Good money, good future, good family living. WISM, Madison, Wis.

Choice positions, radio or TV sales and management, midwest and national. Better yourself—write Walker Employment 83 So. 7th St., Minneapolis 2, Minnesota. Free registration, professional service.

Announcers

1st phone announcer. No maintenance. **New Jersey daytimer. Box 5M, BROADCASTING.**

Help Wanted—(Cont'd)

Announcers

$135.00 per week to start. Experienced announcer with first phone ticket. Western state. Morning shift. Box 111M, BROADCASTING.

Top Chain continually on lookout for Top Airmen with format experience. Believable personality and Creativity important qualifications. To be considered send tape and resume to Box 834K, BROADCASTING.

Experienced newsman for upstate New York radio. Must gather, write, and deliver. $90 weekly. Tape and resume. All tapes returned. Box 158M, BROADCASTING.

Experienced, energetic newsman-announcer for Texas station. Box 207M, BROADCASTING.

Announcer with well-rounded experience for Southwest network station. Box 267M, BROADCASTING.

Texas medium market needs professional sounding morning announcer for good music—personality station. Need knowledge of music. Pay commensurate with ability. Progressive city, wonderful climate. Prefer applicants with 1st ticket, send tape, resume and photo to Box 213M, BROADCASTING.

Mid-day deejay. Middle of road music. Upstate New York. 6 day, $90 wkly. Tape and resume. All tapes returned. Box 217M, BROADCASTING.

California AM-FM station near L.A. needs announcer-salesman with 1st FCC phone, sales and board experience. $100 weekly plus 25% commission on sales. Rush tape, resume. Box 228M, BROADCASTING.

Morning man with sales ability for daytimer in town of 15,000. Prefer man from Southeast. Box 244M, BROADCASTING.

Wanted first ticket announcer to gather and write local news with occasional board stint. Good music policy. Send full details. Mason Dixon, KFTM Radio, Ft. Morgan, Colorado.

1st class attention—KHMO's a great station. I've been here 3 years. Just got my BS degree and go to medical school at Mo. U. this fall. If you have a 1st class ticket, a good voice, want a real good job that pays good too . . . send full details to my boss, Jim Jae, KHMO, Hannibal, Missouri. You'll be glad you did. Signed: Gene Woody, KHMO staff announcer.

Have immediate opening for 1st phone announcer. New equipment. Emphasis on announcing with limited maintenance. Good working conditions with immediate opening. Contact: Clint Formby, Manager, KPAN, Hereford, Tex.

Wanted; announcer with first class license that can do local high school play by play broadcasts of football & basketball and will do light maintenance. Working conditions and pay good. If you have drinking problem do not apply. Contact R. E. Coffey, KVCK, Wolf Point, Montana.

Immediate opening for first phone announcer. KVLG, LaGrange, Texas.

DJ with 1st Class License—Experienced—excellent commercial production capabilities a prerequisite. No maintenance required. If you feel qualified to join the #1 Hooper & Pulse rated station, send minimum of 30 minute air check and resume at once! KWBB—J. M. Hall, Wichita, Kansas.

Experienced capable announcer needed by Maryland independent. Mature voice, good board work essential. WASA, Havre De Grace, Maryland.

Help Wanted—(Cont'd)

Announcers

New full time station needs three announcers to start June 24. Some news reporting. Play by play sports available. Operate own board. Air mail tape—resume—age—photo—minimum salary requirement. KA-OR, Oroville Inn, Oroville, California or phone Al Sumbler 533-9161.

Country and Western station needs announcer. Send tape, resume, photo, to Dan Hollingsworth, WDAL, Meridan, Mississippi.

Announcer with 1st phone for adult daytime directional. Chief job if you can handle. College town, good pay. WDLR, Box 317, Delaware, Ohio. Phone 363-1107.

Announcer-newsman with experience. Fast moving operation. Contact R. H. Sauber, WFRA, Franklin, Penn.

Have immediate need for 1st ticket announcer. Permanent position. Little if any maintenance. Good delivery important. Write: WKTS, Sheboygan, Wisconsin, or call Program Department GL 7-5561.

First phone announcer no maintenance. Experience necessary—salary open. Send photo, tape, resume, to J. F. Marzke, WJUD, St. Johns, Mich.

Sportscaster-salesman opening. Prefer Illinois, Indiana, Missouri or Kentucky man. WMIX, Mt. Vernon, Illinois.

Personality dj for middle of road pop and standard music format. Fast, tight production. Send tape, resume, photo. Tapes returned. WRIG, 529 Third Street, Wausau, Wisconsin.

WRMF, Titusville, Florida needs comboman at once. R. L. Bright, Manager, 267-2141.

Announcers and combo-men, get a better radio or TV job. 650 stations in midwest and nation. Free registration. Write today for application. Walker Employment, 83 So. 7th St. Minneapolis 2, Minnesota.

Technical

5000 watter, East Coast, wants competent engineer. No announcing, but must have Tech-knowhow. Liberal fringe benefits. Box 183M, BROADCASTING.

Chief engineer am-fm radio. Midwest. Maintenance, board work. Good salary. Box 192M, BROADCASTING.

Engineer, first ticket for 1000 watter southwest. Salary good for right man. Maintenance a must. Box 235M, BROADCASTING.

Immediate need: 1st phone engineer, maintenance not required, if you want to announce so much the better. 1000 watt fulltimer, market of 75,000. Write or phone WBEC, Pittsfield, Mass. Hillcrest 8-8292.

Two 1st phone engineer-announcers to work in new am facility Santa Barbara County, California. Experience helpful, but not necessary. Send complete information, tape, etc. to Clifford A. Trotter, 214 Los Gallinas, San Rafael, Calif.

50,000 Watt—immediate opening for two permanent full time first phone engineers for transmitter. One combo with announcing duties on All Night show. Also, opening for third engineer for vacation replacement. Contact Russ David, Chief Engineer, WPTR, Albany, N. Y. UN-9-9271.

Good engineers and combo-men needed now in radio and TV. Write for Free application. Over 650 stations contacted. Walker Employment, 83 So. 7th St. Minneapolis, 2, Minnesota.

Help Wanted—(Cont'd)

Production—Programming, Others

Creative copy writer to join radio-tv continuity dept. in major metropolitan station. Experienced writer with professional ability to produce saleable commercials desired. Send resume references, sample copy and photo to. Box 163M, BROADCASTING.

Immediate opening, top-rated, top-forty, five kw for experienced program director and dj, with first phone. Call Wes Minemire, KFDA, Amarillo, Tex.

Farm Director for large coverage, adult-appeal station with strong farm emphasis. Experience helpful but not necessary. Send resume, tape, picture, salary requirements to Robert D. Hanna, KFRM, Salina, Kans.

Northern California 5 kw needs full time news director. Completely equipped department includes mobile broadcast units and airplane for coverage. Accent on local news, salary open. Address resume and tape with full particulars to: Frank McLaurin, KSRO, P. O. Box 1597, Santa Rosa, California.

Radio writer—fulltime in agriculture college at Cornell, recent graduate, under 30, agricultural background helpful, start $5900. Contact L. W. Kaiser, Roberts Hall, Ithica, N. Y.

Clever experienced, commercial production and writer needed at once. Do not apply unless you really have it. Send air checks and resume—KWBB, J. M. Hall, Wichita, Kansas.

RADIO

Situations Wanted—Management

Illinois career broadcaster with 17 years managerial experience seeks change to post that might include part ownership. Illinois or surrounding area. Creative, versatile, able to produce more sales while improving station's community image. Box 79M, BROADCASTING.

Currently sales manager. Want complete responsibility as manager. Successful personal sales and 12 years overall management. Financially responsible, mature family man. Finest owner, media references. Area $10,000. Box 152M, BROADCASTING.

General Manager. Sales background. Medium market. 13 years broadcasting. Box 162M, BROADCASTING.

Ex-manager. 9 years all phases. Top sales. Desires mid-Atlantic market. Major league background. Box 193M, BROADCASTING.

General manager. Outstanding salesman. Ten years experience. Hard-bitten 38. Married, Masters degree. Box 211M, BROADCASTING.

Radio manager. Presently employed, excellent record, nineteen years experience all facets including labor negotiations, strong programming and promotional ideas, local and national sales, administration, merchandising, budget control. Seeking better opportunity. Desire to move during summer months. Box 221M, BROADCASTING.

I've had it . . . 10 years radio, management, sales, announcing, copywriting, news, production, but I've got it . . . for southern station management with ownership potential. If you want it . . . Box 240M, BROADCASTING.

Successful manager regional station. Outstanding record of national, regional, and especially local sales. Experienced all phases. Lets make money together. Write today to: Box 243M, BROADCASTING.

Extremely capable manager desires relocate. Request only three things: (1) free hand with reasonable budget; (2) adequate draw to sustain wife and two children, and; (3) 2 year contract to receive 50% of increase based on past 12 month receipts. My employ can cost you nothing, but should make a "going" operation out of a marginal operation. No sales manager's jobs. I want to run it! Reply Box 257M, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Bright . . . young account executive seeking opportunity with management potential and permanency. Full knowledge of programming and sales of "modern format." Ten years in business with some management experience. Interested in small or medium market in western or midwestern areas. Box 202M, BROADCASTING.

Successful, creative, professional, proven radio sales executive in twenty thousand dollar rut. Experience, local regional, and national sales plus aggressive sales management. Looking for opportunity and challenge. Box 233M, BROADCASTING.

National Sales Director—major market group. Available soon. Young, aggressive. One of best administrative, sales and programming records in industry. Box 143M, BROADCASTING.

Announcer—Would like opportunity to sell. Prefer New York state. Box 263M, BROADCASTING.

Announcers

Bright sounding dj announcer, authorative news, married, want to settle down. Box 98M, BROADCASTING.

DJ; resonate voice; fast board; experienced, reliable, want permanent position. Box 136M, BROADCASTING.

Announcer grad.—1st phone—seeks start. Northeast preferred. Adv., Sales experience. Box 173M, BROADCASTING.

Experienced announcer, some knowledge of programming, desires relocation North or South Carolina. Married expecting first child. Box 150M, BROADCASTING.

Northeast only. Humorous personality plus news. Veteran, 3 years experience. Box 155M, BROADCASTING.

Here's a combination—bright, smooth, and swingin'. Four years format experience. Strong in production. Currently in medium S.E. market. Draft exempt. Want to get married but need more money. Box 195M, BROADCASTING.

Ready for move up. Have very mature voice, have handled all types formats but prefer top 40. Very strong on news and play by play. Box 204M, BROADCASTING.

1st phone announcer, experienced, maintenance and sales—prefer Florida—permanent. Box 205M, BROADCASTING.

40 weeks experience on news and dj. 20, understands polish. Will travel. Box 214M, BROADCASTING.

Top rated newsman-announcer, 14 years radio and tv, seeks major market offer. Strong on productions commercials. Excellent references, degree, family man. Prefer Northeast. Box 218M, BROADCASTING.

Experienced newsman, currently in major market. 24, married, college, no drifter. Box 220M, BROADCASTING.

Married, college, third phone. Good production, tight board, authoritative news, now employed. Box 222M, BROADCASTING.

Experienced announcer, 1st license, maintenance, family man, reliable, $100 week. Box 225M, BROADCASTING.

Experienced announcer — engineer (1st phone) desires position with reputable station. Box 241M, BROADCASTING.

First phone announcer—dependable, experienced all phases. Mature voice, tight production. Family man desiring permanent position. Prefer upper Midwest—will consider others. Box 245M, BROADCASTING.

DJ, newscaster, crisp bright sound. Air personality. No prima donna, experience, tape and resume. Box 247M, BROADCASTING.

Announcer-dj; bright, happy sound. Married, good air salesman, tight board, authoritative news, desires permanent position, good community. Box 248M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young, married, announcer, thoroughly trained, seeks first position. Pleasant sound, authoritative news. Box 249M, BROADCASTING.

Colored announcer, dj, young cheerful swinging sound. Tight production, competent. Box 250M, BROADCASTING.

Announcer—DJ—Newscaster. Experienced, young, married, veteran. Bright happy sound. Crisp authoritative news. Tight production, good air salesman. Box 251M, BROADCASTING.

Top 40 jockey wishes to relocate in Northeast. If you're looking for a fast-moving, tight dj, try me. Box 254M, BROADCASTING.

Announcer—Experienced. Young, veteran. Mature voice. Prefer New York state. Box 262M, BROADCASTING.

First phone beginner, no experience, desires start, good voice, draft exempt, RCA grad., combo fine, tape, resume, write, call after six: Joseph Bonczek, 125 Nutwood Ave., Middlesex, N. J., EL 6-0891.

Tennessee and South thereof. $70. Dillner, 3748 Sheffield, Chicago 13, Ill.

Announcer (Combo). One year experience. 21, single, prefer mid-south. Phone ATwater 5-1472, Dyersburg, Tenn.

Attention Northeastern stations! Here is your chance to hire good sounding young announcer. No experience, but know equipment operation. Contact, Bill Elliott, 48 Imperial Avenue, Pittsfield, Massachusetts. Phone HI 2-1283.

Wisconsin, Milwaukee, Chicago Area. Ron Roberts, former night mayor of WOWO (50,000 watt) Fort Wayne and WSPD, Toledo wants to relocate for permanency only. Married, family, 28, and 8 years in business as dj and newsman. Ron Roberts, 517 Bates Rd., Toledo, Ohio.

Announcer—23—AA voice, 1½ yrs. Experience as D.J.—M.D.—P.D.—Modern radio. Will be married shortly—Desire sound employment. Contact Del Scott—5246 N. 61—Milwaukee, Wisconsin or call HO 6-2394.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

Technical

Chief engineer—experienced am/fm construction — maintenance — directionals-proofs to 50kw. Box 100M, BROADCASTING.

Combo—17 years staff and chief experience. Florida or southeast. Box 139M, BROADCASTING.

Equipment tired, inadequate, erratic? Let me revitalize your station. Chief, 20 years experience, seeks permanent position with challenge. Box 196M, BROADCASTING.

Engineer. 25 years technical experience, to 10kw. DA chief now. Programming, writing, announcing. Prefer 200 miles Memphis, Tenn. Box 215M, BROADCASTING.

1st class licensed; Chief, dj and news experience. Available immediately. Car, good references. Phone Mr. Downie, Dover, Delaware. 734-3326.

Capable announcer—chief engineer seeks adult music nite show with stable directional specifying night duties. $115. Walt Mack, Griffin, Ga. 410 S. 8th. Telephone 9150.

Chief engineer 4 years. No announcing. 1 and 5 kw daytimers, remote control. Anthony Ostopoff, Box 6876, Towson, Maryland. Phone 821-9420.

Production—Programming, Others

Program-Music-Public Affairs director. 13 years announcing, programming, writing, public affairs, music supervision. Desire program director position or assistant in music, production, or public affairs. Creative ideas. Box 231M, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Mature, experienced copywriter, newsman Master's degree. Available now. Box 199M, BROADCASTING.

Work horse . . . Wants new stables! Program director, jock production and news. Have done them all with success story and ratings to prove it. Presently employed at 50kw. Young family man with excellent record, references and loyalty. Not a floater! Box 239M, BROADCASTING.

Newsman-announcer, extensive radio-newspaper experience. Family man, Atlantic coast. Box 255M, BROADCASTING.

Announcer or pd experienced all phases. Mature voice. Adult approach to music, news, sports. Midwest, east. Married, early thirties. In reply, policy, salary range. Box 258M, BROADCASTING.

Attention Owners-Operators . . . Having trouble locating a hard-working, reliable Program Director with sales minded promotion ideas: Outstanding production; sparkling air personality; proven leadership and administration ability? I have such a P.D. who wants to relocate in medium or major market with a modern format operation as P.D. For details and personal recommendation write, General Manager, Box 264M, BROADCASTING.

"Available immediately—radio/TV. News director. Six years radio—two years TV. Victim of managerial and policy changes. Building news departments my specialty. Professional and personal resume, philosophy of electronic news, S.O.F. on request. Ellis Marvin, Rt. 1, Holtsville, New York. 516-AT9-1679."

TELEVISION

Help Wanted—Sales

General Manager for KWWL-TV, NBC outlet for Cedar Rapids-Waterloo, Iowa. This position calls for emphasis on local-regional sales. Excellent top management position for the right party. Contact Thomas L. Young.

Northeast—fine opportunity for aggressive salesman in growing chain. Expanding local sales force. Minimum requirements one year successful tv sales. Send photo, resume, salary requirements, etc. to: Box 120M, BROADCASTING.

Local salesman for immediate vacancy with expanding group operation. Call WPTZ-TV, Plattsburgh, New York. Jordan 1-5555.

Tv openings in Indiana—tv sales manager, continuity director, traffic director, and newscaster. Contact: E. M. Sears, Box 62, Bloomington, Indiana.

Announcers

TV newsman for large Florida market. Experience or good potential as reporter-writer, on-camera performer, able to handle 16mm cameras. Send short VTR or SOF. Box 950J, BROADCASTING.

Alert newsman to write and voice news. Box 209M, BROADCASTING.

Newsman-announcer for Texas station. Must gather, write and deliver news. Box 268M, BROADCASTING.

Fine opportunity for capable announcer. VHF in beautiful midwest college town needs capable, personable on air salesman. 40 hour week, excellent working conditions and fringe benefits. If you qualify and are seeking a permanent job, contact Program Director, KOMU-TV, Columbia, Missouri.

Considering applications from announcers for staff additions. Send full resume. Permanent position for ambitious, versatile, cooperative team worker. Address WJTV, Box 8187, Jackson, Mississippi.

Help Wanted—(Cont'd)

Technical

Videotape maintenance engineer. Experienced Ampex Intersync. Leading New York producer. Good salary and advancement. State full background. Box 227M, BROADCASTING.

Videotape maintenance engineer. Experience Ampex intersync. Leading New York producer. Good salary and advancement. State full background. Box 252M, BROADCASTING.

Wanted: maintenance engineer for closed circuit educational television system. Responsible for all studio equipment and occasionally assist with production. Salary about $6500. Write: Office of ETV, 291 W. 1st St., Corning, N. Y.

Permanent positions in expanding operation and new studio construction. Maintenance experience extremely important. Also have opening in microwave system maintenance. For application write, or send complete resume with salary required, to Chief Engineer, KOAT-TV, 122 Tulane St, Albuquerque, N. M.

Need experienced tv engineer, preferable with microwave background, for maintenance and operation. Contact Bill Elks or Ed Herring, WECT-TV, Wilmington, N. C.

Production—Programming, Others

Michigan TV station adding newsman to existing 3-man aggressive staff. Experience or potential as reporter, on-camera performer. Send resume, pic and tape to Box 238M, BROADCASTING.

TELEVISION

Situations Wanted—Management

General Salesmanager—Proven ability—10 years experience able administrator employed as sales manager—37 years—married —family. Box 998K, BROADCASTING.

Salesmanager—Heavy local, regional. Desires change. UHF or VHF acceptable. Box 232M, BROADCASTING.

Sales

General salesmanager, experienced top producer in television sales. Able administrator, stable, now employed. Box 223M, BROADCASTING.

Announcers

How's this for a stereotype—4 years announcing, dj., tv (booth & on camera), college? I'm interested. Are you? Box 117M, BROADCASTING.

Newsman. 17 year background. 11 years radio-TV news. Call 925-5488, collect today, or write: Box 161M, BROADCASTING.

Technical

First phone engineer. Experienced tv and radio maintenance and installation. Box 130M, BROADCASTING.

Field engineer—1st phone and 9 yrs. tv broadcast experience. Familiar all phases tv. Desires engineering or management position in New York area. Married—college—veteran. Box 219M, BROADCASTING.

Production-Programming, Others

College graduate, draft free. Seeks production experience in small station. Box 147M, BROADCASTING.

Young producer—director. President of Independent film corporation—27, 7 years experience, college degree—ready to go in any capacity in tv or film production. Box 174M, BROADCASTING.

Newsman. 14 years reporting, writing, airwork, administrative experience. Strong on delivery, depth reporting, documentaries. BA, MA in journalism. Qualify for directorship. Family. Prefer midwest, southwest. Interested only in responsible news-public affairs position. $130 minimum. Box 203M, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

TV news director—Proven ability: newscaster, administrator, reporter-writer. Respected by sources. 31. Family. Seeks aggressive station. Box 234M, BROADCASTING.

Director-Producer — experienced, creative dependable. Available immediately, resume on request. Box 236M, BROADCASTING.

(UCLA TV) Dept., senior, 25, veteran, wants summer trainee position in TV production —possible permanent employment upon graduation at end of this year. Interested in local programming, documentary, etc. Writing, directing ability—handle 16mm camera, edit double system. Available immediately. Box 253M, BROADCASTING.

FOR SALE

Equipment

Two GPL 16mm Kinescope recorders—one 35mm Kine Camera. All top condition. Box 185M, BROADCASTING.

Two Dage commercial television cameras, synch. gen., switching unit, still crated, new condition, bargain for sports remotes, super-mkt. locations; just $5,000 or terms, save 50%. Box 230M, BROADCASTING.

For Sale: RCA 250 watt fm transmitter. Contact, Richard Tuck Enterprises, KBEC, Waxahache, Tex. WE 7-1390.

Changed transmitter type—spares and used tubes for sale: 3—357B (1 new in original carton) and 6—used 5530 tubes; also parts for WE504 transmitter. KBCL, Box 727, Shreveport, Louisiana.

2—Bell & Howell 614 CBVM television vidcon projectors. Both used less than 2200 hours and are in excellent condition. Contact Al Hillstrom, Chief Engineer, KOOL-TV, 511 West Adams, Phoenix, Arizona.

Gates night watch unit. Good condition. Complete with all cables and instruction book. $1400 FOB. KVLG, LaGrange, Texas.

General Electric limiting amplifier, tube BA-5-A, model 4BA5A1. Experienced engineers will know this amplifier's excellence. $400.00 F.O.B. WAVN, Stillwater, Minn.

Gates Auto-trans automatic 45 turntable with remote control. Hardly used. Ideal for station programming 45 records. Holds 100 records and plays both sides. Sell for $450. L. M. Neale, WBEU, Beaufort, S. C.

Multiplex Monitor. Nuclear Electronics model no. 114. Original cost $1195. Like new. First check for $650 takes it. WEAW, 1700 Central St., Evanston, Ill.

TK11 RCA Camera chain, now operating RCA 33B and 280D power supplies. Excellent condition. Best offer. WSAU TV, Wausau, Wisc.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Company, Box 31, Temple, Texas.

Thermometer, remote electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-9258.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, $40.00 for 20' length; 7/8" ditto, 90¢ foot; 6 feet. Dishes with hardware, $150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

For Sale—(Cont'd)

Equipment

Tapes. 1200′ 99¢; 1800′ $1.29. Free catalog. Box 3095, Philadelphia 50.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

CUE-AMP brand new Gates, never been plugged in. Price $100.00—PBS sServices, P. O. Box 4210, Washington 12, D. C.

For immediate sale: used 5kw. a.m. air-cooled Western Electric transmitter. Excellent condition. Must be moved at once. Priced so low you'll think you stole it. Contact Ralph Epperson . . . State 6-6111, Mount Airy, North Carolina.

"**Plans fell through,** must sacrifice 4 Collins ATC PB 190's and 4 AB 190's in factory sealed cartons. Make an offer. Roger Miller, 1717 E. 32nd Street, Davenport, Iowa. Phone: 324-3670."

"**Cartridge tape.** Fastest delivery, competitive pricing for standard Fidelipac Tape Cartridges, reloading service, accessories and equipment. Write Sparta Electronic Corporation, 6430 Freeport Boulevard, Sacramento, Calif."

WANTED TO BUY

Equipment

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

Urgently need good used 10 kw highband transmitter, RCA type TT-10AH or equivalent for educational station. Box 201M, BROADCASTING.

16mm Processor, Houston Fearless reversal model, late model desired, state condition. Box 224M, BROADCASTING.

Used but servicable 16mm synchronous tv projector. Will consider any mfr. W. E. Garrison, WFBC-TV, Greenville, S. C.

Used Gen Lock or Synd Lock. Call Jack Schuster, WSBA TV, York, Penn. York 2-5531.

Wanted: (1) 5 kw fm transmitter. Write or call B. C. Stevens, Phone TU 6-2716, Prestonsburg, Ky.

WANTED TO BUY

Stations

Electronics Components manufacturing company seeks entry AM or TV ownership through purchase profit making Eastern properties. Principals only. Box 986K, BROADCASTING.

Want to find profitable am owner interested in selling 100% to veteran am manager/chief engineer on realistic terms. Can take over management immediately pending FCC approval—No Brokers. Box 107M, BROADCASTING.

Industry experience, want smaller AM station, Pacific Northwest. Low down, terms. No brokers. Box 229M, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. **Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics. 3123 Gillham Road, Kansas City 9, Missouri.**

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Instructions—(Cont'd)

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts June 4—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start June 12, July 31, and Sept. 18.

MISCELLANEOUS

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange; 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Tomco Tower Paint," a time tested and approved tower finish used by discriminate stations, coast to coast. #300 Primer, #301 White, #302 International Orange—$7.50 per gallon prepaid. Tower Maintenance Co. Inc., Post Office Box 246, Phone 301-766-0766.

"**Days-Dates-Data**". New monthly Deejay gag service. Sample copy $3.00. Misc. Show-Biz Comedy Service—(Dept. BM) 65 Parkway Court, Brooklyn 35, New York.

RADIO

Help Wanted—Management

$25,000.00
SALES MANAGER

Major metropolitan Eastern radio station, top ratings. Immediate opening for self-starting inspirational sales manager, local and national know-how. If you can't make $25,000 on our salary plus incentive bonus, this is NOT FOR YOU. Reply in confidence.

Box 256M, BROADCASTING

MANAGER WANTED IMMEDIATELY for Negro programmed station. Must have previous sales manager or general manager experience, and be strong in local sales. Station located in southeast major market. Top starting salary and percentage of gross as bonus. Only those fully experienced and qualified need apply. Send complete background to

Box 260M, BROADCASTING

Help Wanted—(Cont'd)

Management

MANAGER WANTED

Position open for experienced radio station manager in Denver, Colorado—5000 watt, 710 frequency, KBTR—affiliated with ABC and Intermountain Networks—owned and operated in conjunction with KBTV by Mullins Broadcasting Co. The man who will fill this position probably has at least five years managerial experience; is presently employed; is seeking to better himself. Apply to: Gil Lee, assistant to the president, KBTR-KBTV, phone, 266-3601, 1089 Bannock Street, Denver, Colorado.

Sales

Immediate openings for salesmen who have had experience selling by telephone. Radio background not necessary. Pay highest commissions. Write:

Box 194M, BROADCASTING

Announcers

WANTED

CRACK RADIO NEWSCASTER/COMMENTATOR FOR AGGRESSIVE ADULT STATION IN ONE OF OHIO'S LARGEST MARKETS. MUST HAVE EXPERIENCE, EXTRAORDINARY ABILITY, GUTS, AND IMAGINATION, WITH YEN TO EDITORIALIZE. SALARY OPEN. RUSH FULL INFORMATION, INCLUDING REFERENCES, PHOTO, AIR CHECK TO

Box 184M, BROADCASTING

Technical

OVERSEAS OPPORTUNITIES
EUROPEAN AREA

RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given. Submit experience and earnings to

Box 841K, BROADCASTING

CHIEF ENGINEER

Top equipped Virginia station. Right man will have free hand. Just keep our sound A-OK. Very small amount of announcing required. Send resume to

Box 242M, BROADCASTING

Help Wanted—(Cont'd)

Technical

DIRECTOR OF ENGINEERING

Outstanding career opportunity to head growing company's five am broadcast properties as director of engineering. Must be completely experienced with directional arrays, FCC procedures, etc. Some immediate construction involved as well as a certain amount of reasonable travel. Should have at least a minimum of ten years experience in industry, the last five as chief engineer. Submit experience and earnings.

Box 226M, BROADCASTING

ELECTRONICS ENGINEER

Outstanding opening for man with degree or its equivalent in experience in the following areas:

Engineering Management
Mechanical
SSB
High Powered RF
Systems Field Tests

Equal opportunity employer. Send complete details with first letter to

Box 265M, BROADCASTING

ENGINEER

Top notch engineer desired by leading sound and background music company. Supervisory ability desirable. Must have knowledge of FM multiplex transmission and reception. Salary open.

MUZAK IN WASHINGTON
1341 L St., N.W.
Washington, D. C.

Promotion

PROMOTION DIRECTOR

To head three-man department for top group station in large eastern city. Must be heavyweight in sales promotion, merchandising, audience promotion. Writing essential. Excellent opportunity for right man to initiate and carry through his own projects. Send resume, samples, salary requirements. Immediate start.

Box 261M, BROADCASTING

RADIO

Situations Wanted—Announcers

A THINKING D. J.

Penetrating morning or afternoon d .j. show. Adult. Broad knowledge of music, interviewing, sports. Vast experience. Community relations conscious. Voice on many national commercials. Will help create bright, mature image in your major market.

Box 266M, BROADCASTING

Situations Wanted—(Cont'd)

Production—Programming, Others

RADIO PROGRAM DIRECTORS

Free Homemaker Series, now on 380 stations, underwritten by Trade Associations and major companies. No brand names. Tape or ET. Can help increase local sales. Write Good Living, Box 409, New York 21, N. Y.

TELEVISION

Situations Wanted—Technical

TOP PERSONALITY

MC-DJ Top Radio-TV stations, L.A. & CHI. Powerful single or dynamic husband-wife team.

Box 94M, BROADCASTING

Production—Programming, Others

?? LOOKING FOR KIDDIE TV HOST ??

Experienced childrens' TV entertainer now working one of TOP TEN markets wants show with TV station in need of successful kiddie personality. Unique. Commercial.

Box 216M, BROADCASTING

5 YEARS OLD . . . . . .

The average age of pre-schoolers who can't wait to see their favorite program. This is it. Both entertaining and educational, this childrens program has Major Market appeal, and is the original creation of a versatile TV announcer with experience . . . 5 years old.

WRITE BOX 269M, BROADCASTING for further information.

PROMOTION DIRECTOR IN TOP TEN MARKET DESIRES CHANGE

Experienced in all phases of sales and audience promotion. Fourteen years experience includes disc jockey and announcing, plus programming and selling. Background also qualifies me for sales manager position as I know local and national selling thoroughly. Excellent references. Age 33. Married.

Box 259M, BROADCASTING

EMPLOYMENT SERVICE

• JOBS IN •
RADIO & TV

A new concept in obtaining jobs throughout East Coast & Midwest. Find out how you can list and have your resume mailed to over 1000 stations. A sure fire way of obtaining jobs, for all broadcast personnel, experienced or professionally trained. Write immediately

JOB XCHANGE
458 Peachtree Arcade
Atlanta, Ga.

EXPERIENCED TELEVISION APPLICANTS
Immediate Openings
Various positions
BROADCAST PERSONNEL AGENCY
16 East 52nd Street
New York 22, N. Y.

INSTRUCTIONS

FIRST PHONE IN 6 WEEKS

Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned classrooms. American Academy of Electronics. 303 St. Francis St., Mobile, Alabama.

MISCELLANEOUS

Colorful
RADIO MARKET SHEETS
and
COVERAGE MAPS

Address Radio Dept. on your letterhead for FREE information and samples.

EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

FOR SALE

Stations

Large capital gains possible for buyer of full time network standard station in a top California farm market. $200,000. About half in physical property. Twenty percent down, balance monthly over twelve years.

Box 212M, BROADCASTING

Ala	single	daytimer	$ 85M	terms
Ky	single	daytimer	75M	$29M
Fla	medium	fulltime	275M	$110M
Ga	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHMENT 1946

Negotiations — Management
Appraisals — Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results

You Can't Top A

Classified Ad

in

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

For Sale—(Cont'd)

Stations

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

Tex. metro regional, absentee owned, 1961 cash flow $60,000. $250,000 with $50,000 down—Tex. major FM. $75,000 with 10% down—Tex. regional single $70,000—Tex. f.t. single $70,000—Tex. medium f.t. $160,000—Ark. medium regional $150,000—Ark. regional single $78,750—Ark. major f.t. regional $180,000—La. regional single $45,000—Colo. regional single $50,000—Okla. single, making money $95,000—Tenn. major power, billed over ¼ million yrly past several yrs. $350,000 23% down—Ga. regional single $50,000—Ga. regional single f.t. $75,000 with $15,000 down—Fla. f.t. single $45,000 with $10,000 down—Fla. medium regional $95,000—Fla. medium f.t. power $175,000—Fla. medium regional $145,000—Miss. single $45,000—Tex. major regional $200,000, just $25,000, bal. 10 yrs. no interest! Contact:
PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

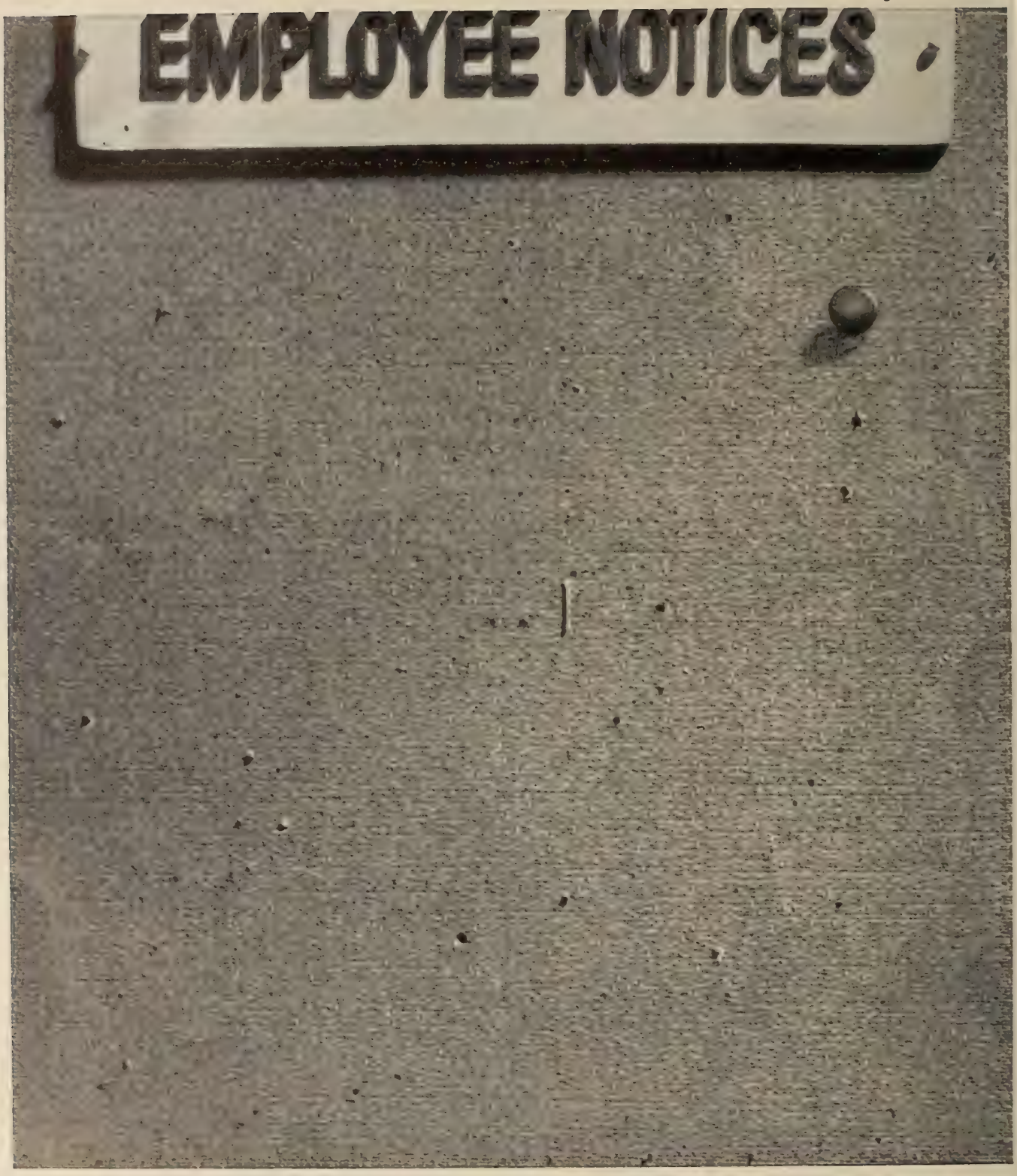
SOUTHWEST. Exclusive. Daytime. Gross average $60,000 for past three years. Priced at $65,000. $20,000 down.
ROCKY MOUNTAIN. Daytime. Medium market. Gross over $100,000 in 1961. Asking $150,000. 29% down.
CALIFORNIA. Full time. Medium market. Asking $100,000. 29% down.
ROCKY MOUNTAIN. Full time. Exclusive. Gross $70,000. Asking $125,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

RADIO-TV SET COUNT continued from page 85

PENNSYLVANIA

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
State totals	11,319,366	3,350,839	3,144,666	93.8	1,414,797	3,079,399	91.9	433,639
COUNTY TOTALS								
Adams	51,906	14,634	13,978	95.5	5,775	13,018	89.0	758
Allegheny	1,628,587	483,893	461,517	95.4	229,261	453,587	93.7	76,736
Armstrong	79,524	23,638	22,240	94.1	8,657	21,668	91.7	1,191
Beaver	206,948	59,099	55,823	94.5	25,325	55,731	94.3	5,617
Bedford	42,451	12,271	11,281	91.9	3,285	10,574	86.2	714
Berks	275,414	87,149	81,835	93.9	37,536	80,253	92.1	10,585
Blair	137,270	41,411	38,673	93.4	16,931	38,063	91.9	4,184
Bradford	54,925	15,758	14,519	92.1	5,487	14,104	89.5	583
Bucks	308,567	83,327	79,198	95.0	39,858	79,780	95.7	14,767
Butler	114,639	32,184	30,746	95.5	13,592	30,274	94.1	3,396
Cambria	203,283	57,264	53,675	93.7	23,163	53,505	93.4	6,229
Cameron	7,586	2,275	2,080	91.4	885	2,138	94.0	204
Carbon	52,889	16,275	14,729	90.5	4,635	14,896	91.5	846
Centre	78,580	20,218	18,833	93.1	7,513	17,501	86.6	1,214
Chester	210,608	56,271	52,456	93.2	25,801	52,530	93.4	8,170
Clarion	37,408	10,768	9,933	92.2	3,411	9,637	89.5	628
Clearfield	81,534	24,077	21,404	88.9	7,047	21,985	91.3	982
Clinton	37,619	11,069	10,404	94.0	3,986	10,076	91.0	696
Columbia	53,489	16,499	15,289	92.7	5,480	14,939	90.5	973
Crawford	77,956	23,058	21,457	93.1	8,312	20,253	87.8	1,282
Cumberland	124,816	36,693	34,686	94.5	16,411	33,585	91.5	4,000
Dauphin	220,255	67,984	63,508	93.4	30,146	61,680	90.7	6,717
Delaware	553,154	156,499	149,687	95.6	87,798	150,903	96.4	36,741
Elk	37,328	10,500	9,979	95.0	3,906	9,552	91.0	643
Erie	250,682	72,821	68,217	93.7	29,488	68,328	93.8	7,552
Fayette	169,340	49,905	44,849	89.9	15,588	44,316	88.8	2,967
Forest	4,485	1,365	1,231	90.2	383	1,286	94.2	149
Franklin	88,172	26,166	24,312	92.9	8,934	22,096	84.4	1,133
Fulton	10,597	2,959	2,597	87.8	765	2,286	77.3	—
Greene	39,424	11,726	10,805	92.1	3,163	10,382	88.5	455
Huntingdon	39,457	11,495	10,311	89.7	3,228	9,932	86.4	587
Indiana	75,366	21,442	19,826	92.5	7,059	19,295	90.0	1,381
Jefferson	46,792	14,266	13,281	93.1	4,790	12,948	90.8	1,054
Juniata	15,874	4,646	4,290	92.3	1,362	3,675	79.1	124
Lackawanna	234,531	70,489	66,908	94.9	24,183	66,332	94.1	5,072
Lancaster	278,359	80,487	72,625	90.2	35,409	67,299	83.6	8,804
Lawrence	112,965	32,756	30,848	94.2	13,362	30,122	92.0	2,212
Lebanon	90,853	26,621	25,278	95.0	11,188	23,802	89.4	1,813
Lehigh	227,536	69,412	66,643	96.0	34,176	64,658	93.2	8,785
Luzerne	346,972	105,755	97,949	92.6	33,493	98,852	93.5	8,717
Lycoming	109,367	33,644	31,851	94.7	13,780	28,584	85.0	2,144
McKean	54,517	16,929	15,443	91.2	6,187	14,935	88.2	866
Mercer	127,519	36,401	34,323	94.3	13,740	33,362	91.7	2,799
Mifflin	44,348	13,422	12,489	93.0	4,598	11,269	84.0	607
Monroe	39,567	12,112	11,234	92.8	3,510	11,077	91.5	664
Montgomery	516,682	146,960	141,309	96.2	85,864	139,801	95.1	38,388
Montour	16,730	4,156	3,783	91.0	1,152	3,548	85.4	141
Northampton	201,412	60,712	58,062	95.6	24,581	55,968	92.2	5,252
Northumberland	104,138	32,744	29,569	90.3	10,762	28,260	86.3	1,881
Perry	26,582	7,710	6,942	90.0	2,473	6,796	88.1	284
Philadelphia	2,002,512	615,764	574,164	93.2	259,089	563,288	91.5	107,692
Pike	9,158	3,130	2,954	94.4	1,016	2,633	84.1	214
Potter	16,483	4,959	4,572	92.2	1,733	4,244	85.6	130
Schuylkill	173,027	54,241	48,437	89.3	14,116	48,638	89.7	3,027
Snyder	25,922	6,948	6,221	89.5	2,333	5,511	79.3	332
Somerset	77,450	22,384	20,801	92.9	6,815	19,913	89.0	930
Sullivan	6,251	1,796	1,596	88.9	556	1,571	87.5	51
Susquehanna	33,137	9,426	8,726	92.6	2,843	8,528	90.5	528
Tioga	36,614	10,492	9,626	91.7	3,648	8,871	84.6	572
Union	25,646	6,489	6,113	94.2	2,144	5,118	78.9	165
Venango	65,295	18,804	17,245	91.7	6,335	16,074	85.5	928
Warren	45,582	13,049	12,246	93.8	5,449	10,948	83.9	924
Washington	217,271	64,364	60,326	93.7	24,473	59,716	92.8	6,915
Wayne	28,237	8,109	7,648	94.3	2,450	6,704	82.7	276
Westmoreland	352,629	102,585	96,633	94.2	41,020	96,724	94.3	11,410
Wyoming	16,813	4,917	4,689	95.4	1,914	4,367	88.8	199
York	238,336	73,467	69,494	94.6	31,444	67,110	91.3	7,659
Metropolitan Areas								
Allentown-Bethlehem-Easton	492,168	149,357	143,024	95.8	66,912	138,358	92.6	16,177
Altoona	137,270	41,411	38,673	93.4	16,931	38,063	91.9	4,184
Erie	250,682	72,821	68,217	93.7	29,488	68,328	93.8	7,552
Harrisburg	345,071	104,677	98,194	93.8	46,557	95,265	91.0	10,717
Johnstown	280,733	79,648	74,476	93.5	29,978	73,418	92.2	7,159
Lancaster	278,359	80,487	72,625	90.2	35,409	67,299	83.6	8,804
Philadelphia	4,342,897	1,266,570	1,192,659	94.2	596,995	1,185,507	93.6	247,089



Good place to start selling your country

Begin with a notice on the company bulletin board. Tell your people about the benefits of the Payroll Savings Plan for U. S. Savings Bonds—and keep on telling them. See that each employee is personally invited to join through person-to-person solicitation. If you already have a plan going, why not give it some extra promotion? Make sure every new employee knows you are making it easy for him to save this way. Remind everybody that this special kind of thrift gives them personal peace of mind while they buy a share in our country's future. Call your State Savings Bonds Director for any help you need. Or write Treasury Department, U. S. Savings Bonds Division, Washington 25, D. C.

Keep Freedom in Your Future...

U. S. SAVINGS BONDS

The U. S. Government does not pay for this advertisement. The Treasury Department thanks, for their patriotism, The Advertising Council and this magazine.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

OUR RESPECTS to Ralf Brent, president, Worldwide Broadcasting

Police helped the audience tune out his first commercials

In the summer of 1939, a skinny young man of 22 drove a truck equipped with a loudspeaker through the streets of Bristol, Pa., daily, stopping briefly at various intersections to deliver a brief "commercial" for a local meat market.

After several weeks of announcing al fresco in the pear-shaped tones he had acquired at Temple U., Ralf Brent was discovered—by irate townspeople. They complained to police that the loud announcements for special sales on ground beef and sausages disturbed their peace.

"But curiously enough," Mr. Brent says today, "I received my first opportunity in commercial broadcasting because of work I did using the public address system, which I bought from the local meat market operator. The incident with the police discouraged the market owner, and he sold me the equipment."

That fall, Mr. Brent used the loudspeaker at local football games, serving as a "spotter." Again, he was discovered—this time by an executive of WTNJ Trenton, N. J., who was impressed by Mr. Brent's voice and delivery and offered him an announcer's job. Mr. Brent accepted.

Many Jobs ▪ In the intervening years, his career has spanned numerous jobs at various stations. He has been announcer, news editor, program director, sales promotion manager, sales director and part owner at such diverse outlets as WEST Easton, Pa., and WIP Philadelphia. Today Mr. Brent is president of Worldwide Broadcasting, the international division of Metromedia Inc., which operates WRUL New York, a commercial short-wave station broadcasting to Latin America, Europe and Africa.

He was born Ralph Bilderback in Bristol on April 9, 1917, but is known professionally as Ralf Brent. When he joined WTNJ in 1939, the station manager advised him to use a shorter name. He went to see a movie that night, and the film starred George Brent. He liked the sound and has been known as Ralf Brent ever since (though in private life he is still Ralph Bilderback).

Mr. Brent attended local schools in Bristol and Temple U. in Philadelphia. He received a B.S. degree in marketing from Temple in February 1939 and set his sights on a copywriting job with an advertising agency.

Opportunities were not plentiful for fledgling copywriters in the winter of 1939 and for a few months Mr. Brent worked with a real estate development company. One day he walked by the local meat market and noticed the store owned a public-address system and a truck. He persuaded the owner to hire him as a combination truck driver-salesman-announcer that summer. This move led in turn to his initial opportunity with WTNJ that fall.

Mr. Brent remained with the station for a year as an announcer and in the spring of 1940 moved to WEST Easton, Pa., as news editor and copywriter. Later that year he shifted to WFPG Atlantic City as program director.

Early in 1941 he was drafted into the Army but was discharged a few months later because of a physical disability. He joined WTTM Trenton briefly as an announcer and late in 1941 was named manager of WGYN-FM New York.

The Army Again ▪ His career was interrupted again in the spring of 1943 when he was re-drafted into the Army.

Mr. Brent attended officers candidate school and was commissioned a second lieutenant in the Medical Administrative Corps in December 1943. He served throughout the war as supply officer to the First Army Ground Forces' Welch Convalescent Hospital at Daytona Beach, Fla. During his Army tenure, he sustained his interest in broadcasting by originating and directing programs produced at the hospital for WESH Daytona Beach.

After his release from service in 1945, he returned to WGYN for two years. In 1948 he joined WVNJ Newark, N. J., for several months and then obtained a job with WBBM Chicago as sales promotion manager. The next year he was named sales manager and left WBBM in 1951 to join WIP Philadelphia as vice president and sales director. In February 1960 Metropolitan Broadcasting Corp. bought WIP and Mr. Brent was elected a vice president of Metropolitan; later that year he was named president of Worldwide Broadcasting.



Worldwide's Brent
His job: to sell and educate

Educational Opportunities ▪ Mr. Brent views his current position as "the most challenging in a long career in radio." He says that as the only commercial short-wave operation in the U. S., WRUL has the opportunity to emerge as a vital force in helping to educate a large part of the world that is still illiterate. The station carries an extensive schedule of news, educational and special events programs, including complete coverage of the United Nations sessions, for which it won a Peabody award last spring.

Mr. Brent acknowledges that a "perplexing problem" is to *prove* to advertisers that the station has listeners. He points out that ratings, as they are known in the industry, are "virtually impossible" to obtain.

"We find that the best approach to counter the advertisers' proof of audience is to do two things—go on the air for a signed client and make a commercial offer, asking listeners to do something and, secondly, persuade the prospective advertisers to come into our Worldwide Broadcasting center in New York and look over the mountains of mail we receive."

Client List Grows ▪ The operation admittedly is "still in the red," but Mr. Brent is convinced it has "tremendous potential." Among the growing number of clients are mail-order organizations offering books, records and stamps. Advertisers which have used the station on a regular basis include RCA International; AMF International; Time and Life International; American Motors; Merrill, Lynch, Pierce, Fenner & Smith; and Financial Federation. Other large companies have used the station for short-term advertising campaigns.

One aspect of international broadcasting holds a "special fascination" for Mr. Brent. Radio in many parts of the world, he explains, is in the stage of development that radio in the U. S. was 30 years ago. He believes that dramatic series, opera broadcasts and variety programs will appeal to WRUL listeners.

Mr. Brent married the former Mary M. Miller of Trenton in August 1942. They have three children—Mary Carol, 14; Peter, 9, and John Joseph, five months.

Ready for business

THE few magazines that can claim a circulation of 7.5 million homes spend huge sums bragging to prospective advertisers about their tremendous appeal and the quality of their audiences. Yet a far bigger medium is going practically unnoticed every day.

We refer to fm, of course, and when we say "unnoticed" we mean unnoticed by advertisers, certainly not by the public. Fm's daily audience now exceeds 8.5 million homes and is growing steadily and swiftly. Close to 15 million homes are now fm-equipped. Fm set sales totaled 2.5 million last year and are expected to reach 3.5 million in 1962. No medium with that sort of growth record could hide from advertisers for long, even if it wanted to.

Some of fm's basic measurements are reported elsewhere in this issue. They were compiled for the QXR Network and in special new studies by The Pulse. The story they tell demands that advertisers begin considering fm—and buying it—on a scale far beyond anything they've done thus far. For in terms of the chief virtues that advertisers seek in a prospect—income level, education, professional status, family size, investments, charge accounts and similar evidences of ability to buy—these studies show fm homes as superior to non-fm homes.

Compared to am radio and television, fm still has a lot of growing to do. But alongside the print media it's a strapping young medium, and by any standard it deserves more than a pat on the head. Advertisers with a job to be done will find that fm is ready to do a man's work.

The cigarette question

THE pressure is building up for government action to restrain the distribution of cigarettes.

The matter has reached the level of the White House. At his May 24 news conference the President was asked a question on the subject and, as reported elsewhere in this issue, he has ordered the Public Health Service to make a report. A further discussion is likely at his next news conference which is scheduled this week.

Many sensible people are genuinely concerned about medical reports linking lung cancer and other disorders with heavy smoking. Their natural inclination is to do something to discourage smoking, to bring about some kind of government action that will protect people against the acquisition or perpetuation of a habit that seems, in some cases at least, to have induced illness or hastened death. It is difficult to argue with these people without giving the appearance of sanctioning a menace to public health in the interests of commercial gains. No one on either side of the cigarette controversy can easily forget that the tobacco industry in the United States accounts for $8 billion a year.

Yet the principles involved ought to be discussed without reference to the importance of the tobacco trade in our present economy. The central question may be stated simply: Does cigarette smoking constitute a serious enough hazard to *public* health to justify the imposition of the kinds of government restrictions that are now applied to the distribution of such products as narcotics, poisons and explosives?

The trade in narcotics is closely supervised not only to protect individuals against personal addiction and its personal consequences but also to protect society against the crimes that narcotics users are apt to commit.

The marketing of poisons and explosives is restricted in various ways not only to discourage impulsive suicide and minimize the chance of accidental injury or death but, of greater importance, to make murder more difficult to perpetrate without detection.

Assume that the bleakest medical assumptions are true and that cigarette smokers are indeed more susceptible to illness than non-smokers. The fact remains that no smoker will harm any one else by the act of drawing on a cigarette. The decision to smoke or to abstain is a private decision with private consequences.

Competent medical opinion agrees that obesity is a problem of national significance. The heart specialist is especially aware of the prevalence of excess weight. Is the government to require the labelling of foods for calorie content? Will it restrict the marketing of fats and sweets?

Any doctor who is convinced that smoking is harmful owes it to his patients to persuade them to stop or not to start. Advice of that kind is as much his responsibility as his urging of patients who are overweight to avoid certain kinds and quantities of food and drink. Whether patients follow that advice is a matter for their own determination.

The competition counts

THE intensive coverage of America's second orbital manshoot by all three television networks has revived talk of some kind of plan that would enable networks to take turns providing "full text" presentations of special events.

But no such plan is apt to come about. Nor should it.

The more we think about a coordinated system of rotation the less attractive it gets. It is only because of internetwork competition that each network is encouraged to build a strong news staff. Even though much of the activity connected with a Glenn or Carpenter adventure is duplicated on all three networks through pool coverage, there is enough variation in the individual performances to justify the effort and expense that all three have spent.

News management requires an ability to judge whether an event ought to be covered and if so in how much detail. To the degree that responsibility were assumed by any prearranged system of rotation, to the same degree the management function at each network would be weakened. It is better that each of the networks make its own decision. If the decisions happen to coincide and all three find themselves covering the same story, the viewer may be temporarily deprived of regular programs he is used to, but that loss will be more than repaid by the depth and variety of news coverage that is made available.



Drawn for BROADCASTING by Sid Hix

"Call Maxwell House and tell them to get a man over here right away!"

PERSONALITY AT WORK!





"Thanks A Lot, Old Rebel"... *Some are too excited to say it. "Thanks" is there, though, in the glowing eyes of thousands of kids every year when they get that treasured autograph and that "Hello there, Joey," from their favorite friends, the Old Rebel and Pecos Pete of WFMY-TV ("Troubles" sometimes licks a hand or two for her public). When these three come to town, in this area of 466,640 TV homes, everyone, Gram'pa on down, turns out for festivity, foolishness and fun. In High Point, Haw River, Topnot —throughout the nation's 44th TV market —they're local institutions: "Why it wouldn't be a parade without the Old Rebel and Pecos Pete." Part of their ability to delight audiences comes from their deep and genuine affection for children—and the feeling is mutual!*

SEAL OF GOOD PRACTICE

Represented by Harrington, Righter & Parsons, Inc.

CHANNEL 2 CBS

wfmy-tv

GREENSBORO, N.C.

"Now In Our 13th Year Of Service"

SERVING THE PROSPEROUS PIEDMONT



Lt. Cmdr. Hans Rutgers, Royal Netherlands Navy, and members of Triangle's documentary team.

BATTLEGROUND: NORTH ATLANTIC

A DRAMATIC, THIRTY-MINUTE FILM FEATURING NATO'S SUPREME ALLIED COMMAND ATLANTIC

First time on television—dramatic insight into the nerve center of the mightiest world naval force ever assembled—NATO's Supreme Allied Command Atlantic, known as SACLANT. Based in Norfolk, Virginia, SACLANT is the *only* international military headquarters ever established on United States soil. This vitally important program, produced by the veteran film documentary team of The Triangle Stations, explains how SACLANT forces are constantly on the alert against communist attack. This powerful service feature is available in either color or black and white through Television Affiliates Corporation.

TAC

Produced by: THE TRIANGLE STATIONS

Sole Distributor: Television Affiliates Corporation
625 Madison Avenue, New York 22, New York

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 11, 1962

Hot weather promises hot spot in television as advertisers line up plans 29

A banner quarter for tv: spot goes up 16.7%; network zooms 11.6% 34

San Diego, Navy brat big in aircraft trade, starts to diversify—a special report 73

ASCAP, tv broadcasters have a date today in Judge Ryan's chambers 96

COMPLETE INDEX PAGE 7



RADIO

moves with a going America

Train, plane, bus and car—America is a nation always on the move. Radio reaches people wherever they *are*, wherever they're *going*, and on their *way* as well. Best of all, with Spot Radio you pick the right time and place to sell them. These great stations *will sell* your product!

KOB	Albuquerque	KPRC	Houston	KFAB	Omaha	KMA	Shenandoah
WSB	Atlanta	WDAF	Kansas City	KPOJ	Portland	KREM	Spokane
WGR	Buffalo	KARK	Little Rock	WRNL	Richmond	WGTO	Tampa-Lakeland-Orlando
WGN	Chicago	KLAC	Los Angeles	WROC	Rochester	KVOO	Tulsa
WDOK	Cleveland	WINZ	Miami	KCRA	Sacramento	KIRL	Wichita
WFAA	Dallas-Ft. Worth	KSTP	Minneapolis-St. Paul	WOAI	San Antonio		
KDAL	Duluth-Superior	WTAR	Norfolk-Newport News	KFMB	San Diego		

Intermountain Network

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

WTReffigies Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

SALES MANAGER

(PEDDLE PUSHER)



#15 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA • Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

(RED EYED SET? Write for your frameable WTReffigies, our ad-world close-up series!)

wtrf-tv 7

316,000 watts NBC network color

CHANNEL

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company



VITAL

to Houston . . . the vaulting office buildings against the sky and the burgeoning business construction in the area reached $225,828,724.00 in 1961. Combined with parallel residential building, the total reached $350,977,875.00 to climax an unprecedented 15 year era that attained the astronomical total of 6½ BILLION DOLLARS. VITAL to Houston also is the pace-setting service KTRK-TV provides to more families who look to us for the best in television.

KTRK-TV Channel 13
THE CHRONICLE STATION

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.



SELECTION...

Why should you select Channel 4 as your ad dollar medium in the Dallas-Fort Worth Market?

Because KRLD-TV reaches 25.9% more TV Homes per average quarter hour, 9 a.m. to Midnight, Monday through Sunday, than Station B; 44.5% more than Station C; and 349.7% more than Station D.*

Select the schedule best for you and your budget. See your Advertising Time Sales representative.

*ARB, Apr. 62

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT®

Command appearance

Kenneth A. Cox, chief of FCC's Broadcast Bureau and aspirant for FCC commissionership, was called to White House last Tuesday by Ralph A. Dungan, President Kennedy's special assistant who rides herd on regulatory agencies. Nature of their talk wasn't disclosed. It's known that earlier Mr. Dungan summoned FCC Commissioner John S. Cross to similar conversation. Mr. Cross's term expires June 30; so far he's had no word on reappointment. Best guess is that Mr. Cox and Commissioner Cross were both told to be patient while White House decides who's to get appointment.

P&G to ask protection

It's now revealed that Procter & Gamble, No. 1 spot television advertiser, has product-protection policy (see story, page 43) "under review." P&G, with multi-brand advertising in tv (both network and spot), is said to have tipped agency sources that it hasn't reached firm decision on extent of commercial separation needed. These sources are not certain whether P&G will come to any decision in near future, much less announce one publicly.

Invitation to what?

Most baffled parties in move of NAB to solve radio overpopulation problem are FCC representatives who raise this question: "Is NAB inviting us to set up economic and program control?" It's pointed out that engineering and economic considerations are tightly interlocked in any birth-control study.

Anomaly of whole problem of station grants is deep interest of Chairman Newton Minow in proposals for radio birth-control and his position that what television needs is more stations. NAB overpopulation committee met with FCC members and staff last Monday. (See story, page 68).

Chaplin on tv

Jayark Films, New York, which distributes *Bozo the Clown* series to stations, is planning new and unusual comedy project spotlighting Charlie Chaplin, rarely seen on television. Jayark is assembling 39 half-hour tv programs from several hundred short subject of silent movie era in which Mr. Chaplin starred. Films will be re-edited and musical score and narration added. Detailed plans to be announced within few weeks.

Sustaining report

Major matter of contention among FCC members in special meeting today (Monday) on program renewal forms will be proposed question on broadcast sustaining time. During conferences with FCC, NAB and industry committee made all-out effort to get question deleted, but it has been put back in by Broadcast Bureau Chief Kenneth Cox in form submitted for FCC approval.

Sustaining vs. commercial differential has been removed from consensus week breakdown but licensee would be asked to submit exhibit detailing total time devoted to sustaining shows as well as content of them. Those favoring question feel it is only way to encourage local programming. Countered NAB official when informed question still is part of form: "I thought we had them (FCC) convinced there was no merit to such a question."

Touch and go

Routine announcement last week that *U. S. Steel Hour* is being renewed next fall on CBS-TV for series' 10th network year writes concluding chapter to behind-scenes cliff-hanger in which future of series hung in balance. "Evaluation"—said to be tied in with U. S. Steel Corp.'s reaction to dispute with President Kennedy—was on board of directors level. Board took hard look at tv commitment, which yearly comes to some $5 million (includes gross time and talent). BBDO is agency.

Media monopoly

House investigators looking into question of monopoly control of news outlets indicate situation may not be as bad as they originally believed—because of development of radio and television. Investigators, on staff of House Antitrust Subcommittee, say "tentative" conclusion is that, with growth of broadcast media, there are fewer instances today than 10 years ago of single newspaper owner controlling community's only news outlet. There is no question, however, that number of towns boasting two or more independent papers is shrinking, or that monopoly newspaper in some areas owns radio and television stations.

Subcommittee, headed by Rep. Emanuel Celler (D-N.Y.), is expected to hold hearings on this problem before Congress adjourns. But they will be brief, aimed at "sketching in" problem, rather than exploring it in detail. If there is full-scale inquiry, it won't be held until next year.

Back talk

Not all broadcasters are taking it lying down from FCC. That's word from commissioners who report that some station owners and managers are articulating objections to FCC's more stringent regulatory actions, not only in letters to FCC but in questions fired at the commissioners when they appear at state broadcaster meetings. Broadcasters are more prone to question legality of FCC's actions and inquire whether licensees aren't being coerced for sins and omissions of minority of stations.

Some FCC members say that those broadcasters who speak out in good faith and whose records do not show repeated infractions should have no concern about treatment at hands of commission. Commissioners do admit, however, that routine staff-level letters to stations which tersely state that replies to inquiries will become part of file to be considered at renewal proceedings may be going too far. Thought is being given to FCC-level review of all form letters going to stations.

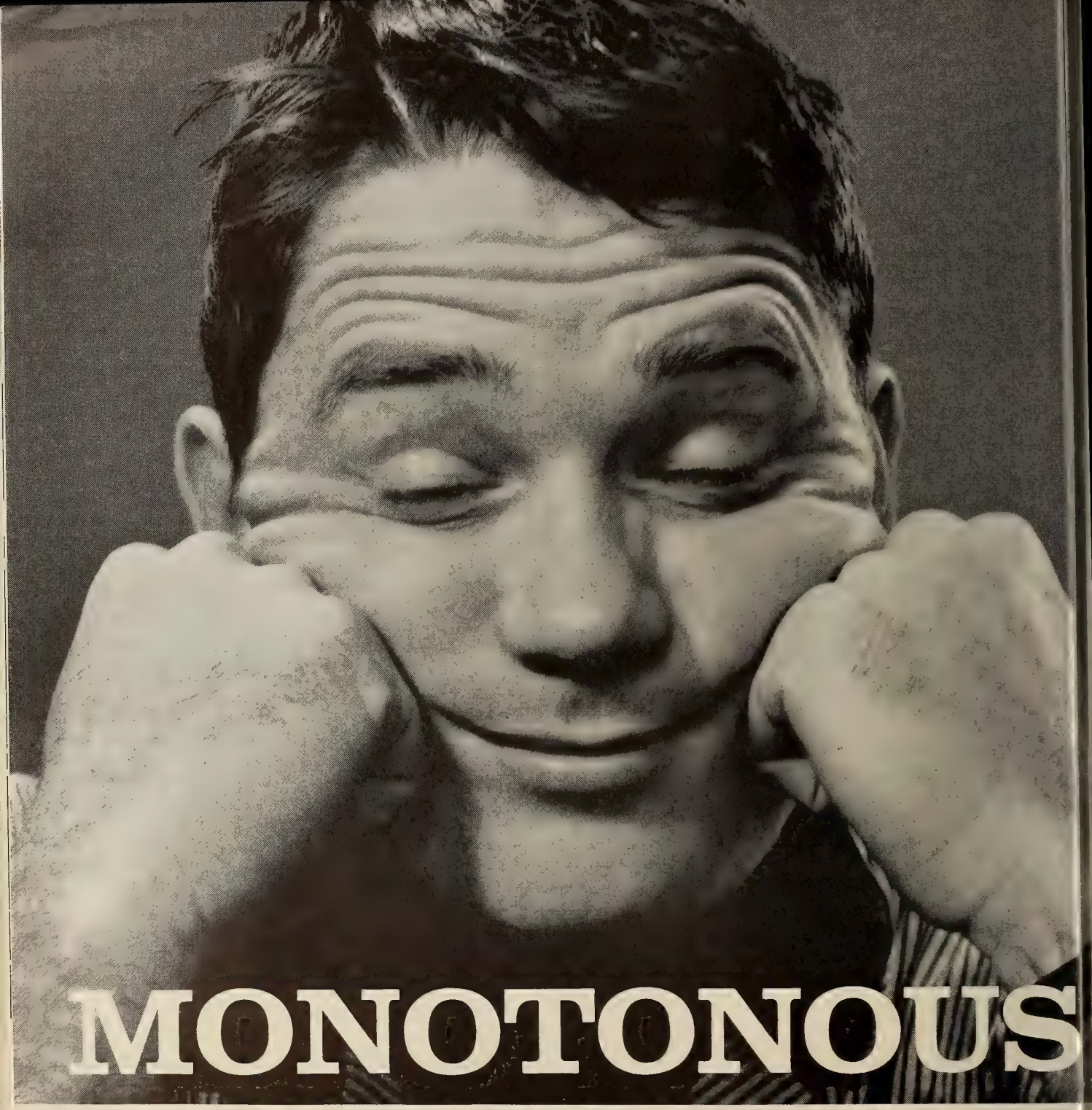
Research slow-down

Though NAB board approved Gov. LeRoy Collins' plan for major campus research and training center one year ago, progress has been extremely slow. First concrete measure will be to restore research department, dropped in 1961 when Richard Allerton's job was abolished. Action to revive department will be proposed at June 26-29 NAB board meeting. Most of comprehensive research project presented to board last winter was pushed aside by directors in favor of project-by-project plan.

Promising pacifier

CBS-TV reportedly is developing half-hour Sunday show that might turn into strong image-builder for network in Washington. It's children's show intended to explain operation of U. S. government in domestic and international affairs, and it's being planned for production by CBS News in Washington.

Published every Monday, 53rd issue (Yearbook Number) published in November, by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



...for everyone but us!

Four major awards in TV news and public affairs were made this year in Milwaukee. In Press Club and Radio-TV Council award ceremonies, it was 4 for 4 . . . a clean sweep for WITI-TV, the Storer Station in Milwaukee.

6
witi-tv
Milwaukee

WITI-TV's 1,078 foot self-supporting tower is the tallest in America.

LOS ANGELES *KGBS*	**PHILADELPHIA** *WIBG*	**CLEVELAND** *WJW*	**MILWAUKEE** *WITI-TV*	**TOLEDO** *WSPD*	**DETROIT** *WJBK*
NEW YORK *WHN*	**MIAMI** *WGBS*	**CLEVELAND** *WJW-TV*	**ATLANTA** *WAGA-TV*	**TOLEDO** *WSPD-TV*	**DETROIT** *WJBK-TV*

STORER
BROADCASTING COMPANY

STORER TELEVISION SALES, INC., representatives for all Storer television stations.

WEEK IN BRIEF

An old summer myth has been exploded—the one about the slow pace at advertiser and agency offices, tied into a slump in spot tv. Survey shows major buyers are busy and points toward alltime records. See lead story . . .

END OF SPOT TV MYTH . . . 29

A brand new routine has been set up at FCC—a review board. What's more, panels or even a single commissioner will decide some cases. New rules for commission procedure become effective Aug. 1. See . . .

NEW FCC REVIEW BOARD . . . 52

Following the usual pattern in copyright negotiations, the ASCAP-television impasse has shown few signs of a speedy settlement. But there's a new angle—the two parties will face a federal judge today. See . . .

NEW ASCAP-TV HUDDLE . . . 96

That was a good first quarter for tv spot and network—up $43 million, compared to a year ago, for total of $376.6 million. Spot's 1962 comeback brought first-quarter total up to $182 million, a 16.7% gain. See . . .

SPOT-NETWORK TV GAIN . . . 34

It's becoming more difficult day by day for tv stations to provide 15-minute product protection for competing brands. Some stations are substituting a "reasonable care" rule for 15-minue protection policy. See . . .

PRODUCT PROTECTION ALLY . . . 43

Radio keeps getting short-changed in surveys, according to Robert Pauley, ABC Radio president. Last week he explained why the network won't buy Nielsen's expanded radio index, which starts in July. See . . .

PAULEY BALKS AT NIELSEN . . . 62

Radio's most pressing problem—overpopulation of stations—was discussed at an NAB-FCC meeting last week. The main problem right now is what research should be done prior to autumn shirtsleeve session. See . . .

BIRTH CONTROL PLANNING . . . 68

Progress was made last week in the move of 1,700 daytime stations to get a law giving them a longer broadcast day. A bill to this effect was unanimously approved by the House Commerce Committee. See . . .

PRE-SUNRISE BILL VOTED . . . 54

SPECIAL REPORT: SAN DIEGO

San Diego is bursting out all over. Its population has doubled since the 1950 census. The fleet's in and out; in any case it's pouring money into the city along with aircraft plants and other industries. See . . .

DIVERSITY IN SAN DIEGO . . . 73

Houses and apartments—anything that promises fine living—keep going up so fast it keeps housing officials busy tracking the building boom. Sometimes, though, the pace lets up, but the people keep coming. See . . .

SAN DIEGO ITCH TO BUILD . . . 76

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $12.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.



The Most Popular Drink in Town

Sabin Polio Vaccine. On May 27, 85% of the Omaha metro area population took this vaccine in America's most successful mass immunization to date.

It was successful for many reasons. The biggest, according to the Omaha-Douglas County Medical Society, was KMTV. KMTV was Official Public Information Center for Sabin Oral Sunday.

To sell and tell the Sabin story, KMTV pre-empted all commercial programming for seven hours. Doctors answered questions in KMTV studios, fifty civic leaders made personal appeals before KMTV cameras and entertainers from Kitty Kallen to a polka band donated their time and talents. KMTV also telecast the Omaha Dodgers-Denver Bears baseball game as a Public Service.

Dr. Albert Sabin, developer of the vaccine, said it "was the largest population percentage yet to take the vaccine in one day." Dr. Thomas Gurnett, Omaha-Douglas County Medical Society Information Director, said, "Type I Paralytic Polio will now have been eradicated from the Omaha Metropolitan Area." Dr. C. C. Millett, who headed the entire drive, said, "KMTV'S TELECAST WAS THE GREATEST PUBLIC SERVICE PROGRAM IN OMAHA HISTORY."

SEE PETRY FOR KMTV - THREE - OMAHA

— the station that makes things happen

Triangle follows WBC policy on protection

PROMISES CARE, BUT NO GUARANTEE ON COMMERCIALS

Triangle Stations are planning to publish product-protection policy in near future asserting they will use "reasonable care" to avoid scheduling rival commercials "in an obviously competitive atmosphere," but will not grant rebates, credits or make-goods for any conflicts except those occurring back-to-back.

Triangle spokesman said this has been stations' policy for more than a year and has now been formalized for publication in Triangle listing in forthcoming issue of *Standard Rate & Data*. He made statement in response to queries stemming from reports that Triangle has been following this policy but might be considering revision that would give advertisers assurance of at least 15 minutes separation between competing products.

Company's statement appeared to be one of biggest single boosts thus far received by Westinghouse Broadcasting and others who have announced they can no longer guarantee customary 15-minute protection in all cases. In television, Triangle operates WFIL-TV Philadelphia, WFBG-TV Altoona, WLYH-TV Lebanon, all Pennsylvania; WNBF-TV Binghamton, N. Y.; WNHC-TV New Haven, Conn., and KFRE-TV Fresno, Calif.

WTVJ (TV) Miami, which for some time has followed published policy similar to that enunciated by Triangle (see early story page 43), meanwhile indicated Friday that its policy is "still being discussed" with Ted Bates & Co. These discussions ensued from Bates agency's call upon all tv stations to submit written statements of protection policies and its warning that Bates will recommend cancellation of business on stations which do not promise at least 15 minutes (BROADCASTING, May 21).

Bates officials say response thus far has been highly favorable and that, as result of follow-up calls in some cases, there are virtually no hold-outs among current respondents, although some important stations remain to be heard from.

WTVJ spokesmen said they've emphasized that 15-minute protection in some cases is physically impossible but that in other cases WTVJ in practice gives more than 15 minutes separation, despite failure of its published policy to guarantee any fixed amount.

It was indicated that no other stations in Wometco group guarantee 15-minute separation in all cases, though their individual policies vary somewhat. Wometco tv properties are WTVJ; WLOS-TV Asheville, N. C.; KVOS-TV Bellingham, Wash., and part interest in WFGA-TV Jacksonville, Fla.

Hulbert novel

New novel dealing with inside of Washington legislative circles, written by James H. Hulbert, NAB labor relations economics manager, will be published Aug. 27 by Holt, Rinehart & Winston, New York.

Titled *Moon on the Third Day*, book deals with political pressures as labor and management struggle over passage of labor reform bill restricting power of unions. It is Mr. Hulbert's first novel. He is former White House and NBC labor relations specialist.

Examiner erred, maintains WDKD

WDKD Kingstree, S. C., told FCC Friday in oral argument that hearing examiner "was gravely in error" in recommending non-renewal of license (BROADCASTING, Dec. 17, 1961).

WDKD said examiner failed to balance station's "excellent" over-all performance against one show on which he based decision because he found it indecent—Charlie Walker's disc jockey program.

Broadcast Bureau said license should not be renewed because E. G. Robinson, station's owner, made written misrepresentations to FCC, lied on stand during hearing, permitted indecent program on WDKD for eight years and surrendered station policy to advertisers —making station "an electronic billboard."

WDKD emphasized great show of public sentiment in Kingstree favoring Mr. Robinson. Even bureau witnesses praised station's public service activities, WDKD said. Station said it has been on probation since Mr. Walker was fired two years ago and that careful FCC scrutiny has turned up no subsequent violations.

Broadcast Bureau counsel cited statements by witnesses during hearing that indicated they didn't listen to station or did listen but disapproved of Walker show. He said 4 hours of station's 12-hour broadcast day were commercials and 4 more were Walker programs.

Commissioner Frederick W. Ford asked bureau counsel how he could explain community support for station if its programming was "filthy" one-quarter of time.

He replied that station witnesses in commendatory statements avoided subject of Walker show or indecency. "They said—and they were wrong—that Mr. Robinson would never permit this," bureau counsel said.

Hartnett wrote Y&R on Faulk, he admits

Vincent W. Hartnett, defendant with Aware Inc. and Laurence Johnson in $1 million libel suit, admitted in New York State Supreme Court last Friday (June 8) that he had once written to Young & Rubicam advising agency that John Henry Faulk, former radio-tv personality, had "a significant pro-communist record."

Session Friday ended seventh week of trial which is examining Mr. Faulk's charges that bulletin issued by Aware, prepared by Mr. Hartnett and distributed by Mr. Johnson, had linked him falsely with pro-communist groups and had resulted in companies blacklisting him from radio-tv employment (see story, page 95).

Under cross examination by prosecuting attorney Louis Nizer, Mr. Hartnett at first denied he had ever written to sponsor or employer of Mr. Faulk about latter's political record. Mr. Nizer thereupon produced letter which he said was written by Mr. Hartnett to Young & Rubicam on Nov. 27, 1955, and which states: "Faulk has a significant pro-communist record." Mr. Nizer asked him if he had written this letter and Mr. Hartnett replied in affirmative.

In earlier testimony, Mr. Hartnett said he had served as "research consultant" to Borden Co., Lever Bros., ABC, Y&R and Cutler Agency, providing them with background information on performers, writers and directors in radio-tv.

Flat Code fee asked for small stations

NAB Code Authority was asked June 8 by Indiana Broadcasters Assn. to permit stations grossing less than $60,000 annually to become code sub-

more AT DEADLINE page 10

WEEK'S HEADLINER


Mr. Barborka

Clifford J. Barborka Jr., president of Better Business Bureau, New York, resigns to become vp in charge of radio for Adam Young Inc., that city. **Ester M. Rauch,** former BBB vp, also joins station rep firm as director of radio research and sales development. Appointments, effective June 15, are major steps in company's reorganization plan (see story, page 44). Mr. Barborka, who last year founded BBB after nine years as radio sales executive with John Blair & Co., started broadcast career as account executive at NBC Spot Sales. Miss Rauch, who joined BBB upon its formation, was previously associated with John Blair & Co.'s New York and Chicago offices, Leo Burnett Co., CBS Radio Spot Sales and several midwest radio stations.

scribers for flat yearly fee of $5. Present NAB rate for radio stations is 10 times highest one-minute spot rate per year with 40% discount to NAB members.

In letter to Robert D. Swezey, NAB Code Authority director, IBA President Jack E. Douglas, WCSI Columbus, said many low-income stations can't afford code subscription. IBA held lower fee would attract low-income stations to code, adding that self-regulation is essential to preserve traditional American freedom of expression.

Broadcast Bureau backs WSPA-TV on propriety

Broadcast Bureau supports claim by WSPA-TV Spartanburg, S. C., that station owner Walter J. Brown did not make improper *ex parte* approaches to commissioners (BROADCASTING, Nov. 6, 1961).

In oral argument before FCC Friday, bureau and station maintained that discussions between Mr. Brown and former Chairman George C. McConnaughey had not covered matters which FCC would be dealing with in adjudicatory function. Both parties denied Mr. Brown asked Sen. Strom Thurmond to write FCC about case.

Ex parte issue was added last August to eight-year-old proceeding involving WSPA-TV's request for change of transmitter site.

Uhf WAIM-TV Anderson, S. C., told FCC in argument that "whole purpose" of Mr. Brown's visit with chairman was to influence him in improper manner. "It could not have been done in any good faith at all," WAIM-TV claimed.

Initial decision by Chief Hearing Examiner James D. Cunningham recommended that Mr. Brown not be found guilty of any impropriety.

Station, two sponsors drop ABC-TV episode

Minor incident developed Friday over ABC-TV episode of *Target: The Corrupters* involving Denver police scandals. Episode was shown to affiliates via closed circuit.

WHEN-TV Syracuse, N.Y., decided not to carry Denver episode June 9 because of controversial aspects. Two participating sponsors, Mobiloil and Alberto-Culver, withdrew from episode but others decided to stay.

KBTV (TV) Denver indicated it planned to show program. Bert Keating, Denver district attorney, congratulated network for its presentation and said all citizens should be urged to see episode.

Although Denver police are shown in unsavory light, no violation of NAB tv code is involved since plot involves factual presentation of police burglary ring.

RCA Sales sets boost in home products ads

RCA Sales Corp. will spend nearly 40% more this year than in 1961 to advertise its home entertainment products, including color television.

Increased advertising support is geared to "favorable outlook" for RCA's coming season and directly related to improved sales during past five months, Jack Williams, vice president for advertising and sales promotion, said over weekend.

RCA's new ad campaign is highlighted by its sponsorship of Walt Disney's *Wonderful World of Color* on tv for second straight year, he noted.

Firm also will expand its magazine schedule to include publications that reach a more selective market, which RCA plans to develop this fall.

Satellites, uhf-vhf up for Senate debate

All-channel set and communications satellite bills, both of which have passed House, are scheduled to be taken up on Senate floor this week.

Senate Majority Leader Mike Mansfield (D-Mont.) announced all-channel bill (HR 8031) will be considered Wednesday if other pending business is disposed of by then.

He said bill creating private corporation to operate U. S. communications satellite system (HR 11040) will come up for debate Thursday.

All-channel bill, intended to boost uhf television, is expected to pass without much trouble. But satellite bill is likely to be subject of lengthy debate.

Several Senate liberals who favor government ownership of satellite system and regard private-ownership bill as "giveaway" indicate they will attempt to delay action as long as possible. Strategy is to force Senate leadership and administration to drop measure rather than permit it to stall Senate machinery for prolonged period.

WBC Programs' 'Allen' sold to 12 tv outlets

Westinghouse Broadcasting Co.'s WBC Program Sales announced over weekend that its new *The Steve Allen Show* (taped for 11:15 p.m. Mon.-Fri. in most markets) will be carried in 12 markets in addition to five WBC stations.

Those buying 90-minute series are: KTLA (TV) Los Angeles; WTOP-TV Washington; KMBC-TV Kansas City; KTVI (TV) St. Louis; KRNT-TV Des Moines; KATU (TV) Portland, Ore.; WGAN-TV Portland, Me.; WLWI (TV) Indianapolis; WCCO-TV Minneapolis; WHYN-TV Springfield, Mass.; KOOL-TV Phoenix; WPIX (TV) New York, and Westinghouse stations WBZ-TV Boston, WJZ-TV Baltimore, KYW-TV Cleveland, KDKA-TV Pittsburgh and KPIX (TV) San Francisco. Show begins June 25.

Meanwhile, WBC also announced Mike Wallace will conduct world "radio tour," reporting news features and on-spot stories and will be heard on owned stations and offered for syndication. Mr. Wallace's current nightly *PM* is making way for *Steve Allen Show*.

MGM-TV series planned on communism history

Documentary series of 26 half-hour shows tracing history of communism from days of Karl Marx to present is being developed by MGM-TV.

Tentatively titled *The Long War*, filmed series, not yet in production, is being prepared by producer-director Edward A. (Ted) Rogers. A network time period is being sought.

MGM-TV will produce new films and will use footage from old movies and film clips from Hearst Metrotone in making series. MGM-TV's project is second full-length series on subject of communism in preparation by independent producer (other is Storer Program Sales) and reflects growing interest of networks, stations and producers in this topic (BROADCASTING, Jan. 23).



For the first time Warner Bros.' most popular TV series are available on an individual market basis.

■ **MAVERICK, starring James Garner and Jack Kelly;** ■ **SURFSIDE 6, starring Van Williams, Lee Patterson, Diane McBain and Margarita Sierra;** ■ **SUGARFOOT, starring Will Hutchins;** ■ **THE ROARING 20's, starring Dorothy Provine, Rex Reason, Donald May and Gary Vinson;** ■ **BRONCO, starring Ty Hardin;** ■ **BOURBON STREET BEAT, starring Andrew Duggan, Arlene Howell and Richard Long;** ■ **THE ALASKANS, starring Roger Moore, Dorothy Provine and Jeff York;** ■ **LAWMAN, starring John Russell, Peter Brown and Peggie Castle;** ■ **COLT.45, starring Wayde Preston and Donald May.**



Warner Bros.' TV Division, 666 Fifth Ave. New York, N.Y. CI 6-1000

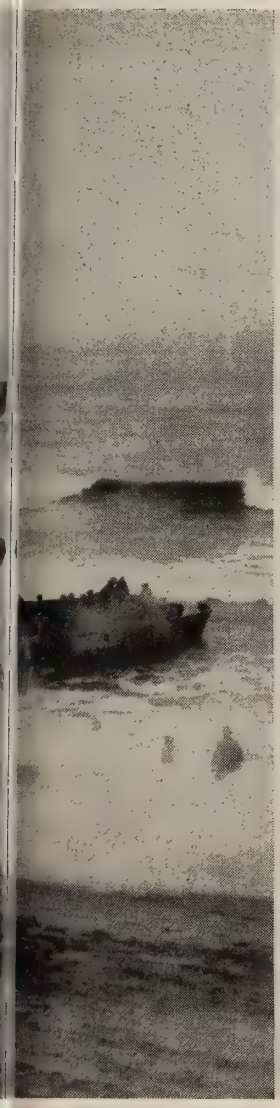
A COSMONAUT MEETS AN ASTRONAUT/A PERSONAGE MEETS THE PRESS/THE THUNDER OF D-DA



THIS IS NBC

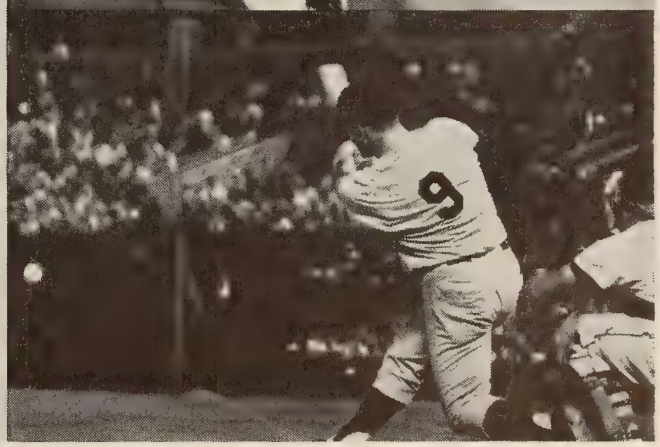
One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

UNCLE MILTIE/THE MULTI-TALENTED MR. POWELL/AND IT HAPPENS EVERY SPRING









LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD



WPTF Full range programming with outstanding staff personalities like Bill "B.J" Jackson has made radio the respected leader in a vital segment of the Southeastern market.



Measure of a Great Radio Station

WPTF

Raleigh-Durham NBC
50,000 Watts - 680 KC

Dick Mason, General Manager
Gus Youngsteadt, Sales Manager

HENRY I. CHRISTAL CO. National Rep.

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

JUNE

June 10-16—American Women in Radio & Television "Century 21" seminar, on communications and broadcasting with a view toward space age living. Registration deadline May 15; registration fee $150. World's Fair, Seattle.

June 11-12 — North Carolina Assn. of Broadcasters annual convention, Heart of Charlotte Motel, Charlotte.

June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.

June 11-15—American Federation of Musicians 65th annual convention. Pittsburgh, Pa.

June 12-14, 1962 — **Armed Forces Communications & Electronics Assn.** annual convention and exhibition. Speakers will include Dr. Harold Brown, director, research and engineering, Dept. of Defense; Dr. Irvin Stewart, White House director of telecommunications management; Rep. George P. Miller (D-Calif.), chairman of the House Science & Astronautics Committee. Panel discussions will include Modern Trends in Data Communications, Command Control for Survival, Telstar Satellite, and Getting More for the Defense Dollar. Sheraton Park Hotel, Washington, D. C.

*June 13—**American TV Commercials Festival,** West Coast regional awards, Beverly-Hilton Hotel, Los Angeles.

*June 13—**Broadcasting Executives Club of New England,** "Break Up Party." Somerset Hotel, Boston.

June 13-16—**Florida Assn. of Broadcasters annual convention. International Inn,** Tampa. Speakers include Kenneth Cox, Broadcast Bureau Chief, FCC; Charles A. Sweeney, chief, Div. of Food & Drug Advertising, Bureau of Deceptive Practices, Federal Trade Commission; John F. Meagher, NAB vice president for radio; George W. Thorpe, president, WVCG-AM-FM Coral Gables, and Dr. David Schwarts, Georgia State College of Business Administration.

June 14-15 — Western Assn. of Broadcasters, convention. Jasper Park Lodge, Alta.

June 14-16—Florida AP Broadcasters Assn. meeting, Tampa.

June 16—Florida UPI Broadcasters Assn. annual meeting. International Inn, Tampa.

June 16—New deadline for reply comments on FCC proposal to charge fees for applications for new stations, license renewals, transfers of control or major facilities changes, and for other non-broadcast licenses.

June 16 — **Georgia Assn. of Broadcasters** annual Golf Day, Athens.

*June 16—**Indiana Broadcasters Assn.,** conference. Speakers include FCC Comr. Robert E. Lee; Sen. Vance Hartke (D-Ind.); Washington broadcast attorney W. Theodore Pierson and NAB Executive Vice President Vincent T. Wasilewski. Columbia Club, Indianapolis.

*June 16-17—**Wyoming Assn. of Broadcasters** convention. Speakers include FCC Comr. Robert E. Lee; Douglas A. Anello, NAB, and Robert B. Irons, American Oil Co., Chicago. AP and UPI state awards will be conferred. Jackson Lake Lodge, Grand Teton National Park.

June 17—**Wyoming AP Broadcasters meeting. Jackson Lake Lodge, Grand Teton National Park.**

June 17-22—**Annual convention of the National Community Television Assn. Shoreham Hotel, Washington, D. C.**

June 18-19—**Institute of Radio Engineers,** Chicago spring conference on broadcast and television receivers. O'Hare Inn, Chicago.

*June 18-19—**ABC-TV** fifth annual clinic for promotion directors of affiliates. New York City. Clinics also scheduled for Chicago (June 21-22) and San Francisco (June 25-26).

*June 19—**Georgia Assn. of Broadcasters** first annual Tv Day. Speakers include Washington broadcast attorney R. Russell Eagan; Dan Shields, NAB, and William Neal, Liller, Neal, Battle & Lindsay, Atlanta. Dinkler-Plaza Hotel, Atlanta.

June 19-21—**Iowa Tall Corn Radio Stations,** annual meeting. Crescent Beach Lodge, Lake Okoboji, Iowa.

*June 20-21—**Assn. of National Advertisers,** workshop on "Advertising Administration and Cost Controls" (full agenda and speakers in June 4 issue). Water Tower Inn, Chicago.

June 20-22—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.

June 20-22—American Marketing Assn., 45th annual conference. Netherland Hilton Hotel, Cincinnati.

June 21—**Southern California Broadcasters Assn.** luncheon. Russell I. Hare, space buyer and research director, Tilds & Cantz, Los Angeles, will speak. Michael's Restaurant, Hollywood.

June 21-23—**Mutual Advertising Agency Network** national meeting. Palmer House, Chicago.

June 21-23—**Maryland-D. C. Broadcasters Assn.,** annual convention. Guest panelists to include Marshall Hawks, vice president, Emery Adv. Corp., Baltimore; George S. Wallace Jr., director of marketing for Mangels, Herold Co., Baltimore; Clayton R. Sanders, advertising director, Peoples Drug Stores, Washington, and Nella C. Manes, vice president and media director, Kal, Ehrlich & Merrick, Washington. Sea Scape, Ocean City, Md.

June 22-23—**Colorado Broadcasters Assn.** annual convention. Harvest House, Boulder.

June 23-27—**American Academy of Advertising,** fourth national convention. Denver-Hilton Hotel, Denver.

June 23-28 — **Advertising Federation of America, 58th national convention, in con-**

NAB Fall Conferences

Oct. 15-16—Dinkler-Plaza, Atlanta
Oct. 18-19—Biltmore, New York
Oct. 22-23—Edgewater Beach, Chicago
Oct. 25-26—Statler-Hilton, Washington
Nov. 8-9—Sheraton Dallas, Dallas
Nov. 12-13—Muehlebach, Kansas City
Nov. 15-16—Brown Palace, Denver
Nov. 19-20—Sheraton-Portland, Ore.

TvB sales clinics

June 19—Tropicana Motel, Fresno
June 21—Benson, Portland, Ore.
June 22—Vancouver, Vancouver
June 26—Writers' Manor, Denver
June 28—Sheraton-Fontenelle, Omaha

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON-TV IS CALIFORNIA'S #1 TV NEWS STATION
6 CAPTRA AWARDS
10th Annual Competition

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

The smartest bees are those who go where myriads of petunias grow



Smart advertising planners recognize the rich sales potential of Inland California and Western Nevada markets. And they know that a single media decision can put a selling message into this entire area. BEELINE RADIO does it. The McClatchy stations reach more radio homes than any other combination of stations here — at the lowest cost per thousand. (Nielsen Coverage Service 1961, SR&D.)

McClatchy Broadcasting Company

delivers more for the money in Inland California and Western Nevada

PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE

KOH RENO • **KFBK** SACRAMENTO • **KBEE** MODESTO • **KMJ** FRESNO • **KERN** BAKERSFIELD

junction this year with **Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Roundup."** Denver-Hilton Hotel, Denver. Speakers include Mrs. Esthe Peterson, assistant secretary & director of Women's Bureau, U. S. Dept. of Labor; Max Banzhaf, director of advertising, Armstrong Cork Co.; Whit Hobbs, vp, BBDO; John Crichton, president, AAAA; David F. Bascom, board chairman, Guild, Bascom & Bonfigli; Thomas B. Adams, president, Campbell-Ewald; Don Tennant, vp for tv, Leo Burnett Co.; William Tyler, New York advertising consultant, and Russell Z. Eller, advertising director, Sunkist Growers, Los Angeles.

June 23—Advertising Federation of America, ninth district meeting. Denver.

June 25-29—Workshop on television writing, sponsored by **Christian Theological Seminary.** Featured guest will be tv writer John Bloch. Christian Theological Seminary, Indianapolis.

June 25-Aug. 18—Stanford U. 20th annual radio-tv-film institute. Stanford U., Stanford, Calif.

*June 26-29—**NAB Joint Boards of Directors** Statler Hilton, Washington. New members to be briefed June 26; Tv Board June 27; Radio Board June 28; Joint Boards June 29.

June 27-July 2 — National Advertising Agency Network national meeting. Dorado Beach Hotel, San Juan, P. R.

June 29-30—Texas AP Broadcasters Assn., 15th annual meeting. Hotel Texas, Fort Worth.

JULY

July 15-27 — **Advertising Federation of America, Harvard Management seminar for advertising and marketing executives. Harvard U., Cambridge, Mass. Deadline for candidates' applications May 15.**

July 19-21—**Idaho Broadcasters Assn.,** annual meeting. Bannock Hotel and Motor Inn, Pocatello.

*July 23 — Deadline for reply comments on FCC proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets (deadline postponed from June 22).

July 25-29—First International Sound Fair, Cobo Hall, Detroit. Trade exposition and simultaneous business congress for dealers, distributors of records, phonographs and components, and radio programmers.

July 31 — **Radio & Television Executives Society's** fourth annual Fun Day. Wykagil Country Club, New Rochelle, N. Y.

July 30-Aug. 4—**Cornell U.'s** fourth annual Public Relations Institute. Speakers will include Dr. Karl A. Menninger, chairman of the Board of Trustees and chief of staff of the Menninger Foundation, Topeka, Kan.; Clarence Randall, retired president and board chairman of Inland Steel Co. and former special assistant to President Eisenhower, and Edward Bursk, editor of *Harvard Business Review.* Ithaca, N. Y.

AUGUST

Aug. 5-7—Joint meeting of **Georgia Assn. of Broadcasters** and **South Carolina Broadcasters Assn.** NAB President LeRoy Collins will speak. Holiday Inn, Jekyll Island, Ga.

Aug. 17-18—Oklahoma Broadcasters Assn., summer meeting. Skirvin Hotel, Oklahoma City.

Aug. 21-24—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena. Papers, abstracts and summaries due April 15.

Aug. 31-Sept. 9—1962 World's Fair of Music & Sound. An international exposition devoted to every area of the music and sound industries. McCormick Place, Chicago.

SEPTEMBER

Sept. 11-13—**Electronic Industries Assn.,**



It's SMITHFIELD Street in PITTSBURGH...



It's MAIN STREET in Ohio's Third Market

You might say that Pittsburgh and Dayton have one thing in common. Both were at one time outposts along our "western" frontier. Aside from that, they differ typically. For people's attitudes, tastes and preferences are greatly influenced by the geography and economics of the area in which they make their living and spend their money. What appeals to pocketbooks along Smithfield Street may leave them tightly zippered on Main Street in Dayton and the 23 other Main Streets in our primary viewing and listening area. *And vice versa.* Taking cognizance of the *vice* and the *versa,* and the unique characteristics of the people along our Main Streets, is how we have been able to come up consistently with the kind of programing it takes to unzip pocketbooks and unpocket wallets here in Ohio's Third Market. People can and do respond generously. George P. Hollingbery can tell you how many and how much. Ask him.

DAYTON, OHIO WHIO-AM-FM-TV

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO AM—1290 KC FM—99.1 MC
WHIO-TV CBS Channel 7 Dayton Ohio

Did you know that
WHLI sland*
MARKET
IS THE NATION'S
4th BIGGEST
in retail sales?

What's more,
the people
who live there,
shop there
and work there
are loyal listeners
of WHLI

That's why
WHLI IS
YOUR MOST
EFFECTIVE RADIO
BUY FOR
LONG ISLAND

*The independent Long Island (Nassau-Suffolk) market —4th largest in the U.S.— where over 2 million customers live and shop.

10,000 WATTS
WHLI
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island

PAUL GODOFSKY, Pres., Gen Mgr.
JOSEPH A LENN, Exec Vice Pres., Sales
Represented by Gill-Perna

committee, section division and board meeting. Biltmore Hotel, New York.

Sept. 12-13—**CBS Radio Affiliates Assn.** annual convention. Waldorf-Astoria Hotel, New York.

Sept. 12-14—**Michigan Assn. of Broadcasters,** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 14.—**Advertising Federation of America,** first district meeting, Cape Cod area.

Sept. 14—**Georgia Assn. of Broadcasters,** 2nd annual South-East Radio-Tv Seminar. Atlanta.

Sept. 14—**Advertising Federation of America,** first district meeting, Cape Cod area.

Sept. 28-29—**Institute of Radio Engineers,** 12 annual broadcast symposium. Willard Hotel, Washington, D. C.

OCTOBER

Oct. 14-17—**CCBA Managing and Engineering** convention. Royal York Hotel, Toronto, Ont.

Oct. 15-19 — **Audio Engineering Society,** 14th annual fall convention. Leading topics of papers to be presented will be fm stereo broadcasting and modern telephony. Deadline for abstracts is June 8. Barbizon-Plaza Hotel, New York.

Oct. 16—**Public hearings by the Canadian Board of Broadcast Governors.** Ottawa.

OPEN MIKE ®

Michigan market story

EDITOR: Congratulations on the special report, "Michigan showing new economic vigor." This was an excellent job of reporting the facts and presenting them in an interesting manner. . . .

This special report is a fine public service and it maintains the high standard which has characterized this series of state and city surveys.—*John B. Swainson, governor, State of Michigan, Lansing.*

EDITOR: The Michigan market report is an excellent analysis. All of us who have had the opportunity to work with your reporter in researching the background information have great respect for the thoroughness and thoughtful preparation that go into these marketing reports.

BROADCASTING has done a fine job of putting accurate emphasis on current trends here in Michigan.

Could you give me the cost of 2,000 reprints with regular cover stock for the first and last pages or within the regular BROADCASTING covers?—*G. W. Malcomson, N. W. Ayer & Son Inc., Detroit.*

[Information on the cost of special reprints has been sent to Mr. Malcomson.]

EDITOR: . . . This is a most interesting article and gave me information about the state of which I was not aware after living in it all my lifetime. Michigan has had bad "press" for so long and so unfairly that is is truly refreshing to find a publisher willing to write about the many, many good things in the state. . . .—*William H. Stockwell, Stockwell & Marcuse, Detroit.*

EDITOR: . . . This is to repeat how gratified all of us at the WWJ stations, as well as our ownership, the *Detroit News,* are at the positive picture of Detroit and Michigan. . . .—*James Schiavone, general manager, WWJ-AM-FM-TV Detroit.*

EDITOR: . . . You did a real workmanlike job and all Michigan broadcasters are indeed in your debt.—*Walter Patterson, executive vice president, Knorr Broadcasting Corp., Dearborn, Mich.*

EDITOR: . . . I believe this report on Michigan would be of great interest to many of our clients and therefore I would like to obtain 100 reprints. . . . —*S. R. Cushman, general manager, Cushman Advertising Co., Lansing, Mich.*

EDITOR: . . . The article on Michigan is excellent. . . .—*Deryl E. Fleming, public relations director, Kellogg Co., Battle Creek, Mich.*

[Reprints of the Michigan market story are available at 20 cents per copy.]

Video tape commercials

EDITOR: We would appreciate a copy of your Dec. 5, 1960, issue. We are primarily interested in the lead article on tv tape commercials, "Agency video tape use expands."—*Estelle H. Griffin, tv-radio production, McCann-Erickson Inc., San Francisco.*

[A copy of the requested article has been sent to Miss Griffin.]

Trusted employe

EDITOR: Shown here is a photo of Mr. W. (Whitey) Fang, who has been appointed to our staff as director in charge of requests for free advertising. Mr. Fang is shown using the filing system he has developed for handling "news



releases" and other matter of this type. Because of the volume of such material received by this station, he has, in the short time he has been with us, filled more than seven "filing cabinets."—*Michael McNally, director of news and publicity, WQMS Hamilton, Ohio.*

Newsworthy material

EDITOR: Your . . . use of material involving Filon Corp. . . . was truly newsworthy [PROGRAMMING, May 14]. . . . Frankly, I'm this week's most soul-satisfied press agent.

And, believe me, the Filon people



who buys the most?

young adults buy the most!

young adults buy the most automobiles...and most of almost everything



Young adults (under 50) buy 70% of all automobiles. This means that when you buy young adult ABC Radio, you're buying automobile advertising geared to the market that buys most of what you sell. That's because two years ago ABC Radio recognized the potent economic force inherent in your young adult market and did something about it. ABC Radio consistently programs for young adults; promotes to young adults; presents to the automobile advertiser (and virtually every other advertiser) the most compelling new "reason why" for network radio. It's young adults with Flair, Sports, The Breakfast Club, News and Special Events on ABC Radio. Remember, young adults buy most cars . . . and most of everything automotive. Your ABC Radio sales representative will be glad to give you the young adult facts.

Source: Life Magazine Study of Consumer Expenditures

ABC RADIO FIRST WITH YOUNG ADULTS

are even happier. . . . They would like permission to reprint the article . . . with full credit to BROADCASTING.—*Jack Sheffield, Edward Gottlieb & Assoc. Ltd., Los Angeles.*

[Permission granted, with proper credit as indicated.]

Product protection

EDITOR: Re the current controversy (on product protection), next time make the simple Wain test. After listening to the radio or viewing tv for an hour, write down the commercials you've seen or heard. You'll be amazed to find that those you remember are those with the greatest creativity, novelty or plain old "sell."

You'll be further amazed to find that their positioning has little to do with their memorability and, therefore, effectiveness. . . . We are not afraid of back-to-back spotting of competitive products. It's just a challenge to us to make our spots still more creative.—*Norman Wain, Norman Wain Associates, Cleveland.*

EDITOR: . . . Quit comparing television to newspaper. They don't even resemble each other. Newspapers can't begin to hold a candle to the instant image creativity that tv has. . . .

You say tv is potent even without product protection [EDITORIALS, May 28]. Consider what the industry is for —to sell a product to a mass audience. But then what? Reduction of the protection time is basically the same thing as back-to-back and I will bet you that your future editorial would be on theme of why the industry let itself be talked into abandoning product protection. Mighty rich radio stations right now hew to standards of single spots, higher rates and product protection. Let's don't relegate tv to the same unprotected state as a highway billboard.—*Ken Brooks, sales, KALE Pasco, Wash.*

Radio anniversary story

EDITOR: Your May 14 issue on 40 years of radio is a great documentary of broadcasting—and will be preserved.—*Frank Gaither, general manager, WSB Atlanta.*

EDITOR: "Radio at 40" is a superb coverage that evokes many nostalgic memories. I want to share this with some now retired radio men so would greatly appreciate four reprints.—*Russ Hoffman, manager, KDUO Riverside, Calif.*

EDITOR: . . . Reading page 116 brought back a lot of memories. . . . To promote the sale of radios, Al Madson went to many towns around Yankton and demonstrated radio at public gatherings. . . . . It was at one of these demonstrations that I met Al Madson and became interested in radio. So instead



#1 in cincinnati!

Every radio station has something to offer . . . but only one can bring the largest audience in Cincinnati* . . . and that's WSAI

wsai
robert e. eastman
JUPITER BROADCASTING

*HOOPER		*PULSE	
WSAI	30.9	WSAI	30
B	23.6	B	20
C	14.4	C	17
D	13.2	D	14

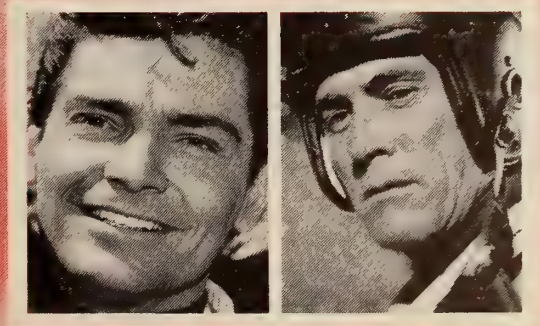
Hooper: *Feb.-March, 6
Pulse: *Jan.-Feb., 62
. . . Cincinnati Metr
area, total rated tim
period!




SOARING is the word
ZIV
UA
United Artists

for "RIPCORD"

going into a 2nd BIG YEAR



LARRY PENNELL and KEN CURTIS

starring for a Second Big Year
as the skydiving heroes of

TV'S MOST SUCCESSFUL SERIES OF NEW ACTION DRAMAS

SOARING VIEWERSHIP NATIONWIDE

RIPCORD attracts an average

38.7%

SHARE OF AUDIENCE

for **all 108 markets** where Nielsen reports the series, in its first 7 months on the air

SOARING ENTHUSIASM

among SPONSORS and STATIONS

result: **RENEWALS**

SAVANNAH SUGAR REFINING
in Atlanta
Charleston, S. C.
and other Southern cities

LINCOLN INCOME LIFE INSURANCE
in Louisville
Oklahoma City
Lexington, Ky.

WNBC-TV New York
KABC-TV Los Angeles
WRCV-TV Philadelphia
KPIX San Francisco
WNEP-TV Wilkes Barre-Scranton
WTVN-TV Columbus, O.
WTVJ Miami-West Palm Beach
WLW-I Indianapolis
WJAR-TV Providence
KIRO-TV Seattle
WTVM Columbus, Ga.
WGAL-TV Lancaster, Pa.
WJRT-TV Flint-Saginaw-Bay City
KOIN-TV Portland, Ore.
KXTV Sacramento
KOLO-TV Reno
WTVT Tampa
KIMA-TV Yakima
WLOS-TV Asheville-Greenville
KVAL-TV Eugene
WDSU-TV New Orleans
WGR-TV Buffalo and others

38 ALL-NEW ADVENTURES NOW AVAILABLE

thru your
ZIV-UNITED ARTISTS
Representative

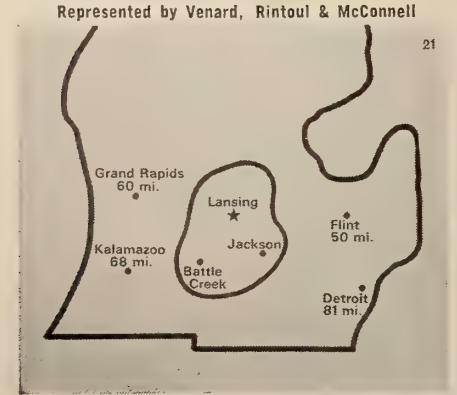
No. 1

We've been in the No. 1 Spot here in the Mid-Michigan market for the past 10 years. Measure us by Pulse, Hooper, Nielsen, Politz, Conlan, Verifax or any other means and you always find WILS leading . . . with more than four times the audience of the next station (as much as 78% of the total radio audience). Our primary signal reaches all three metro counties (Ingham, Eaton and Clinton) plus all of Jackson, Calhoun, Ionia and Gratiot. In addition the pattern covers two thirds (or more) of another six counties. The Mid-Michigan metro area prefers WILS by 3-to-1 over any other local station. Daytime power is 5,000 watts. This unusual metro market has industry (Oldsmobile), government (State Capital) and education (Michigan State University) to give it an economic tripod that ALWAYS MEANS BUSINESS!

MID-MICHIGAN'S BIG No. 1 BUY

RADIO WILS LANSING 1320

Represented by Venard, Rintoul & McConnell



of going to medical school, as my father had planned, I entered Yankton College, and worked part time servicing radios for Dakota Radio Apparatus Co. and the Breckt Drug Store, the retail outlet in Yankton.

. . . When the Gurney Seed & Nursery Co. put WNAX on the air, it was with a Western Electric 1 kw transmitter. . . . It was at the finish of this installation that the incident took place which Chan Gurney told of. . . .—*Merwin Lewis, Cedar Rapids, Iowa.*

[Reprints of BROADCASTING's look back at 40 years of radio are available at 25 cents each.]

Early editorialist

EDITOR: I note that the president of WMCA New York began broadcasting editorials on radio in 1954.

As manager of a radio station in Florence, S.C., I . . began editorializing on that station in 1945, using a daily 15-minute newcast of which five minutes was national news, five minutes local news and five minutes editorials. . . .—*Nat L. Royster, sales executive, WINA-AM-FM Charlottesville, Va.*

How etv can serve

EDITOR: This is our request for permission to reprint the article, "Non-Commercial tv proposed on 2,000 mc" [GOVERNMENT, May 21]. We wish to reprint the article for mailing to doctors and other medically oriented persons as part of a continuing campaign by this station to indicate to various segments of the community the ways in which educational television can serve their unique interests.

Please accept our congratulations and thanks for your excellent coverage of the whole television scene.—*H. H. Riddleberger, director of programming and production, WEDU (TV) Tampa, Fla.*

[Permission granted, provided credit is given to BROADCASTING as the source.]

In lieu of an Emmy

EDITOR: As I viewed the Emmy awards . . . I wished I were in a position to do some awarding myself. I am frequently in contact with the broadcasting industry. . . . Never is anyone too busy to answer my questions or offer some assistance. I wish to express my gratitude to all concerned. . . . The broadcasting industry is made up of a wonderful group of people.

Arabia was once called a "vast wasteland," and then someone looked beneath the sand and found billions in treasures. I only regret that I lack a golden statue to give as a token of my sincere appreciation. . . .—*Marc L. Specter, U. S. Navy Recruiting Aids Facility, Baltimore.*

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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Number two in a series of paid testimonials.



*KURT GRAY, BRUCE GRAY, BEEZER GRAY, MRS. LEE GRAY

Allen Gray is listened to by more Mothers of hockey players and sandlot shortstops who say, "Allen Gray helps on-the-go families really score with news about food products that don't throw the budget out at home ...and, he knows how to help housewives go extra innings with the daily chores by inviting them to meet interesting people, commenting on the big and little things in life and offering 'em a refreshing pause."

WCBS RADIO 880
101.1FM

A CBS OWNED RADIO STATION

MONDAY MEMO

from ROGER C. BUMSTEAD, MacManus, John & Adams, New York

How to start off the new broadcast advertising year right

You're no doubt wondering just what would possess a responsible executive of a major advertising agency to sit down and phrase New Year's resolutions at a time of year when the iris are blooming, when swimming pools are swim-able, and when the late spring air is filled with the friendly tinkle of Good Humor bells.

But if one considers a moment, there is also an advertising New Year; it isn't one that most people celebrate, though most of us do our share to enliven the regular New Year festivities each Dec. 31.

The New Year that counts—for us—is the one that begins on Oct. 1, 1962, give or take a few days: The start of the new broadcast year.

At the time this pensive memo is being drafted, the first scripts of the new season are coming hot off the Multiliths of Hollywood. The networks have long since claimed an "earlier than usual" rush of firm bookings, and SRO signs are all but hung out for the season. Only a few last-minute changes are being made in prime-time schedules.

Late for some ▪ Actually, the time for acting on some resolutions has already passed—primarily those which have been engendered by that brilliant and provocative lawyer who heads the FCC. Still, there are a good many subjects left that deserve to be brought to mind—and perhaps to action—before Father Time tolls "fini" on the broadcast season of 1961-62. Here goes:

Resolved: That each of the three major tv networks regularly contribute five-minute segments of prime time—hitchhiked on peak audience programming—for vignettes of important and crucial public-service issues, using the identical technique which both political parties proved to be so successful in 1952, 1956 and 1960. Unquestionably, many public-spirited national advertisers would willingly release this small portion of program time for the valuable association and good will which such an innovation would provide.

Resolved: That a major independent tv station representative aim its next year's station solicitations toward the development of a spot tv "group buy" covering the top 15 or 25 marketing areas of the country. Then when the market list is complete, price the buy competitively with daytime and nighttime network spot carriers. Such a buy should feature all the multiple advantages of one order, one clearance, one bill and uniform and coordinated merchandising; its sales promotion should stress the importance to advertisers of "heavying" up advertising weight where sales and advertising competition is most formidable.

Resolved: That another independent tv station representative do a real job of grouping and selling subsidiary market tv spot—a television "family weekly" buy, so to speak.

Resolved: That the networks, their affiliated advisory committees and station representatives cooperatively pioneer a new approach to simplify the buying of spot tv—at the same time increasing both advertising effectiveness and salability. This is a big request but perhaps simpler than implied above. Here's the plan:

Lengthen nighttime breaks 3 seconds, providing time for a more effective 30-second chainbreak and a new 15-second ID which should be far more popular with advertisers than the present ID length.

Standardization on a 30-second chainbreak length would dovetail with the tactics of many advertisers using network "piggy-backs"—effecting economies on production costs and residuals. Prices, too, could then be directly proportionate to commercial exposure.

Resolved: That the Radio Advertising Bureau, the revitalized radio networks and every one of the 3,732 am stations now on the air pool ingenuity, intelligence and income to solve what can be referred to as "the riddle of radio's reach." The medium still needs some substantive statistical answers to assist those of us who by experience and observation firmly believe there's more consistent and frequent radio listening than is generally shown by contemporary research.

Resolved: That the broadcasters of all persuasions—big and small, national and local, am, fm and tv—make an effort every hour of every day to:

a. Keep present clients firmly and convincingly impressed with the positive attributes of broadcast advertising.

b. Pursue and persuade the multitude of smaller companies and lesser known brands on the values of a well-planned radio or tv campaign.

This task, though broad in scope, must be approached from both an individual and corporate viewpoint. It is a need which, when filled, will pay dividends to us all—advertisers, agencies and broadcasters alike.

Resolved: That a "task force" operation be initiated to re-sell radio to those advertising agency supervisory and operative people who are most creative. Under RAB's auspices, this program might involve:

▪ An advisory panel of top agency creative directors, each flattered with the honor of participating in an industry-wide effort.

▪ A program of thoroughly planned "personalized" seminars on radio, tailored to the creative needs of each agency and its accounts.

▪ An all-industry radio presentation in sound for use in situations where the seminar technique would be impractical.

▪ A pooled sales force—to include representatives of stations, networks and rep houses who would cooperate in effecting this program.

The program would be a refresher course on radio. Too many people—including those in the broadcast business—have forgotten about the power of sound to create pictures in the minds of consumers that are even more vivid than the actual pictures seen on television, radio's "big brother."



Roger C. Bumstead heads the eastern division media operation at MacManus, John & Adams, New York. He is currently serving his second tour with MJA after a two-year hitch as associate media director on the Hamm Brewing account at Campbell-Mithun, Minneapolis. His first term at MJA came after a three-year association with David J. Mahoney (now executive vice president of Colgate-Palmolive Co.) whose agency was acquired by MJA in August 1956.

decision

The first year in a new business is the year to watch.

It's the Year of Decision.

We're proud to mark our First Anniversary; it's been a successful year!

We're on our way...

ADVERTISING TIME SALES, INC.

KPLC-TV / **KPLC Radio**
NBC-ABC Channel 7 / 5000 Watts NBC

LAKE CHARLES, Louisiana

&

KALB-TV / **KALB Radio**
NBC-CBS Channel 5 / 5000 Watts ABC

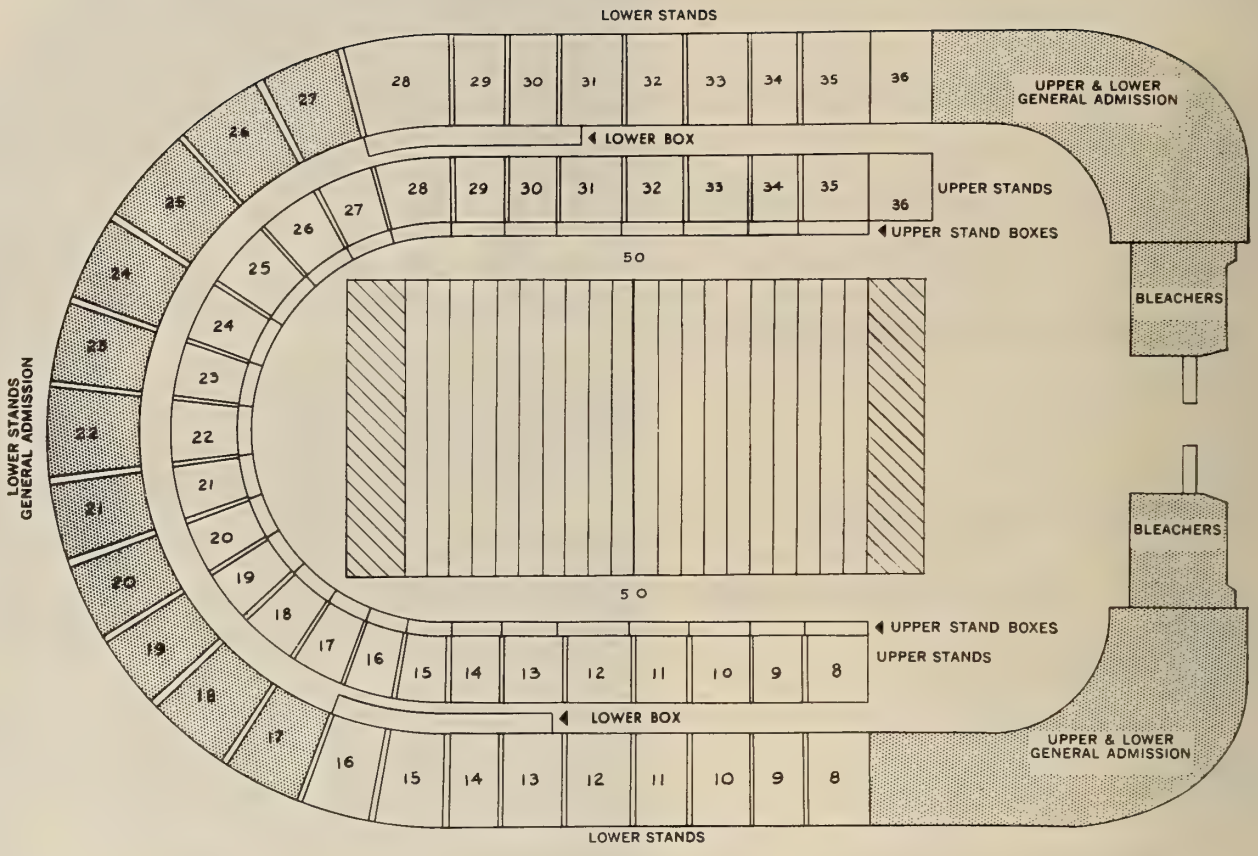
ALEXANDRIA, Louisiana

Proudly Appoint

EXCLUSIVE
National Representative
ON
JUNE 1, 1962



T. B. Lanford, President
Art Reuben, Director of National Sales



Seating capacity: 15,000,000.

That's a big stadium they play those AFL football games in.

Every Sunday, come September, a conservatively-estimated turnout of 15,000,000 fans will take their ABC-TV seats (on the 50-yard line) and follow the AFL's exciting brand of football.

It's the AFL's 3rd spectacularly successful season on ABC-TV.

If you're looking for reasons why AFL football is such a good buy, look at the football audience.

Football, according to a recent Nielsen survey,* leads all major sports in attracting the top of the market—the younger, larger families with higher incomes.

And AFL football, with its razzle-dazzle, wide-open style of play that is made to order for home screens, delivers these responsive families in concentrated strength.

Huddle with your ABC-TV sales representative. Get the story on the extended coverage, exceptional reach and cost efficiency your sponsoring dollar buys on a full 18-game schedule, including the Big Championship play-off.

It's quite a story.

*Source: Nielsen special analysis.

AMERICAN FOOTBALL LEAGUE...ON ABC-TV

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 11, 1962, Vol. 62, No. 24

NO SLUMP IN SUMMER ANY MORE

■ Big advertisers and agencies planning biggest spot campaigns
■ Starting dates of autumn campaigns gradually being advanced
■ Roundup of plans shows June becoming a big buying month

Spot television's biggest advertisers and their agencies are currently engrossed in planning, buying and supervising campaigns that appear apt to make this summer and fall the biggest in spot history.

A nationwide canvass of the top spot tv spenders in 1961's two mid-year quarters, conducted by BROADCASTING last week, left little room for doubt that spot television billings are moving toward a new summertime high this year and will then move on to the substantially higher levels that are traditional for autumn.

The outlook coincided with the release of figures documenting that spot already is off to a record start in 1962, with first-quarter billings the highest ever (see page 34).

Many factors, including changes in the general economic climate, could lead advertisers to revise their current bullish plans for spot. But it was considered significant that in last week's survey, although it came after the stock market's worst downturn since 1929 and while fears of a resultant cutback in advertising commitments were being expressed in other quarters, virtually nobody hedged his own forecast on that basis.

It was stressed by a number of agencies, however, that sales, competitors' activity and other marketing considerations may lead companies to revise their fall plans—up or down—as the fall season draws nearer.

No Summer Slump ▪ The survey also appeared to confirm one growing belief and to explode a myth:

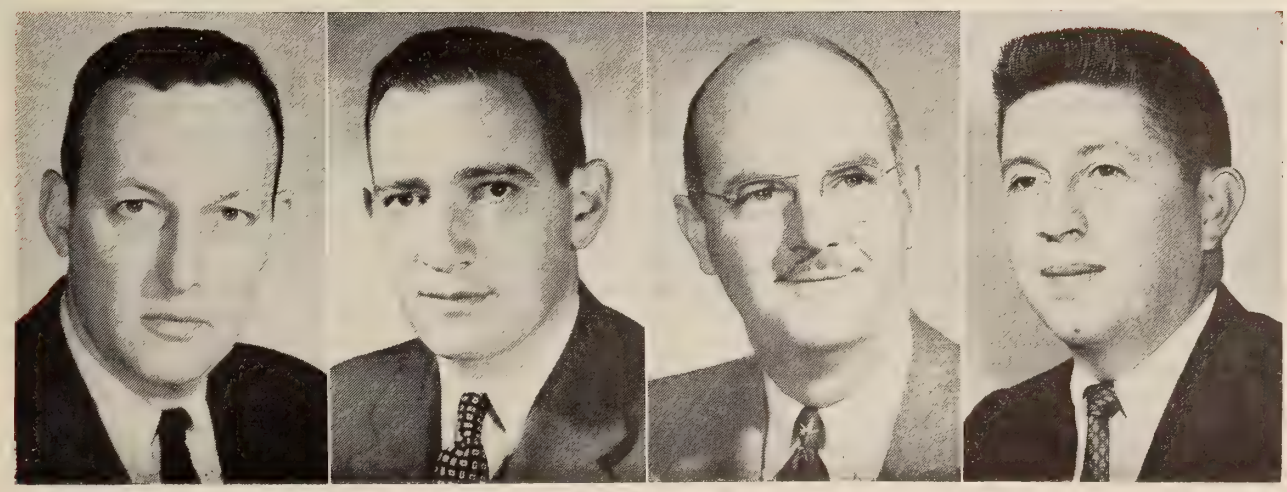
▪ The confirmed belief: that agencies and advertisers are gradually advancing the dates when they commence their fall-campaign buying. This is by no means universally true, but in a significant number of agencies it is the case.

Several agencies, including some of the biggest, say their fall buying will get into swing earlier this year—in July instead of August, the traditional heavy period for fall buying—and in a few agencies some fall buying is being done now or is set to start this month.

Station policies against accepting orders more than 30 days in advance of start-date are being circumvented in several ways, including (1) orders placed "subject to reconfirmation" at a later date; (2) "negotiations" in which a fairly clear understanding is reached that the desired adjacencies will probably still be available when the 30-day period is reached, and (3) variations on either or both of these approaches.

▪ The exploded myth: that among agencies June and July are dog-days when nothing much happens except vacations and longer-than-usual lunch

Spot television buying: now a year-around job



BBDO's Maneloveg | Bates' Grey | Ayer's Farnath | B&B's Currlin

SEE BOX NEXT PAGE

These media chiefs tell why agencies can't let up

Why spot television buying is now a year-around job

The heavy spot-volume agencies don't go into a deep buying slumber during the summer months. A sampling by BROADCASTING of top media departments last week indicated that, to the contrary, the buying of spot television has become an all-year job at the larger agencies.

Respondents included the media heads of four of the largest spot advertising agencies, and executives of two other major agencies. The four media men are Herbert Maneloveg, vice president, media director, BBDO; Leslie D. Farnath, vice president in charge of media at N. W. Ayer; Edward A. Grey, senior vice president in charge of media operations, Ted Bates & Co., and Lee Currlin, vice president-manager of Benton & Bowles's media department. The other two agencies for which media spokesmen were reached: Young & Rubicam and Lennen & Newell. The spot tv billings handled last year by these agencies add up to more than $182 million. A summary of the interviews follows:

▪ They buy spot all year round, particularly for package-goods advertisers. Many clients on the lists at the major agencies are non-seasonal; they sell and advertise goods all-year round.

▪ Advertiser drives and flights—as spot now is often bought—are often of short duration but may start any time during the year.

▪ When media buyers aren't actually placing or firming orders they are planning their orders. This is especially true as advertiser-media plans are shaped; advertisers who have a January-December year plan mainly in August and September for the full year, and advertisers who have a July-June fiscal year plan chiefly in February, March and April.

▪ Most "planners" in media have come up from the buying ranks and think in terms of time purchases on stations and in markets with which they mentally identify. One media head said when he thinks of a campaign for the top 15 markets, he mentally jots down what markets and stations he'd like to buy with the budget he has allocated. Often the buyer is influenced by this initial decision.

▪ It's not true that agency buyers take vacations wholesale during the summer months because there's little to do in media buying during the summer. BBDO reports a spread through the year of media people taking vacations; the same is the rule at Ted Bates; while at Y&R the agency officially encourages its employes to take vacations whenever possible before May or after the summer.

Media people at Y&R find the demands hours. With the fall and summer buying season virtually extending into each other at some agencies, and with much planning as well as buying to be done, several agencies recommend that their people schedule their vacations outside the hot weather months (see story in box above).

Summer-Fall Buying ▪ Last week's survey was conducted to determine the plans of, primarily, advertisers in Television Bureau of Advertising's lists of the "top 100" spot advertisers for the third and fourth quarters of 1961. In the third-quarter (summer) list, those queried were advertisers whose budgets for that period were substantially above their second-quarter (spring) levels. In the fourth-quarter (fall) list the canvassing was similarly limited to those showing big increases over their third-quarter billings.

In the course of these inquiries the plans of some advertisers below TvB's "top 100" were ascertained and are reported here. Otherwise, however, the system necessarily omitted accounts which normally invest heavily in seasonal campaigns but whose spending falls short of the "top 100" level. And among the top 100 a number of advertisers declined to detail their plans for competitive or other reasons.

The findings are reported below. The dollar figures are TvB's estimates of the advertisers' spot investments in the specified calendar quarter of 1961, unless otherwise indicated. Because seasonal quarters tend to overlap calendar quarters, the figures are cited as indicators rather than exact measurements of last year's spending in the "fall" and "summer" months.

Bates Is Busy ▪ Ted Bates & Co., whose $55-60 million in spot tv billing makes it No. 1 agency in spot, is so pushed with summer and fall planning and buying that many of its account people have had to postpone vacations they would normally be taking now. Summer campaigns are or will be running heavier than usual, and the principal Bates-handled accounts that normally beef up their spot spending in the fall expect to do so again this year on levels comparable to if not exceeding last fall's.

Summer buying at Bates is expected to continue through the rest of June, July and into August—by which time fall buying will be under way.

Among Bates' leading accounts that stiffened their spot budgets in the fourth quarter of 1961, none is expected to cut this fall's budget below last fall's. This group includes American Home Products' Boyle-Midway and Whitehall Labs., Colgate-Palmolive, International Latex, Scott Paper, Standard Brands' Blue Bonnet margarine and Royal baking powder, and Louis Marx & Co. (toys).

Bates's American Home Products accounts are expected to show summer spot billing gains, largely because of stepped-up spending for Black Flag insecticides. C. Schmidt & Sons (Schmidt's of Philadelphia beer and ale) normally boosts its spending during the hot weather and this time plans even more spot buying than last summer.

The Marx toy line, which backed up its traditional fall campaign into summer a year ago, plans to revert to its earlier advertising pattern this year, cutting back the summer budget ($308,100 in 1961 third quarter) but increasing its fall buying ($1,527,000 in the fourth quarter of 1961).

AHP's Boyle-Midway Division (Black Flag insecticide, Aerowax, Sani-Flush, various polishes) is one of the Bates clients especially noted as planning to increase their spot outlays for spot summer and fall.

Big Fall at BBDO ▪ BBDO, which was responsible for placing more than $30 million in spot television in 1961, is bullish in its reports on advance buying for the fall. Its summer buying for such clients as General Mills, Armstrong Cork (which introduced a new floor wax this summer), Schaefer Pen and Goodrich Tire is mostly complete. Most of its summer clients are matching if not exceeding their 1961 summer outlays.

As have other agencies, BBDO reports its media people busy, with vacationing being kept at a minimum at this particular time. Some buying has begun for the fall but it's more of the "negotiating" type than formal lineup closings. The fall advertisers—such as General Electric, Campbell Soup, Pepsi-Cola (also, of course, a summer advertiser), and Lever Bros.—which had

partment getting "revved up" starting now and before July 1, according to the experience of the past few summers. N. W. Ayer goes further: The summer period at the agency is busier than the winter, conditions reversing themselves because of year-round buying in television and more advance spring buying in the print media. In broadcasting, Mr. Farnath asserted, "hardly a month goes by without buying activity." Vacations are for "opportune" times only.

As Mr. Grey of Bates summed it up, "Television is pretty much responsible. It's all year round; the tempo is steady. Even summer tv, we find, has its compensations built in with repeats and efficiency despite loss of some audience.

"We are buying daily, weekly and monthly. The seasonal buy in tv has become less significant and we see nearly as much spot tv money in the summer as in the winter, with the fall buying season off to a big start in July."

boosted their investments last fall compared to the summer period will continue to be up in spot next fall.

A sizeable increase in Pepsi's spot tv spending for both the parent company and its bottlers is anticipated for both this summer and this fall. Last year they spent $854,000 in spot tv in the third quarter and $1,259,400 in the fourth. Company sales have increased by 12% for the first five months of this year over the same 1961 period, providing bottlers with additional co-op funds. In addition, individual bottlers are introducing different packaging, resulting in a need for additional advertising.

Foote, Cone & Belding, New York, reports spot tv buying for summer and fall is currently at about the same level as last year, and buying for both seasons will continue: Plans for some advertisers are not yet firm. Most of FC&B's clients use spot tv to some extent. Its leading spot clients last fall included General Foods (Jell-O Division), Lever (Pepsodent products and Imperial margarine), Kimberly-Clark (out of FC&B Chicago office) and Menley & James (Contac colds and hayfever treatment).

Boost at Colgate ▪ Colgate-Palmolive, which used five agencies in putting a total of $3,265,400 into spot tv in the fourth quarter last year, is expected to increase its total spot billing this fall. Some of its brands will remain at their 1961 levels while others, such as Ajax cleaner and Dynamo liquid detergent, are reported increasing their budgets. On some brands the increases are described as "tremendous." In addition, new products and products going into national distribution contribute to the overall billing outlay.

Colgate's fall buying is now in progress in some cases and for many brands will not be completed until early August. Colgate's agencies are Ted Bates & Co.; Lennen & Newell; Norman, Craig & Kummel; D'Arcy, and Street & Finney, all New York.

Vick Chemical Co., division of Richardson-Merrell ($1,723,300 in 1961 fourth quarter) is slated to boost its spot budget in the fall, generally coinciding with the "colds season." Vick's summer buying currently is in progress and due for completion by about the end of June. Agencies are Sullivan, Stauffer, Colwell & Bayles and Morse International, New York.

Corn Products Co. ($2,371,500 in 1961 fourth quarter), another multiple-agency advertiser, appears likely to keep its 1962 fall spot tv billings at about last fall's levels. Planning has begun, buying will begin soon and continue into early August. Principal agencies involved include Lennen & Newell and Fuller & Smith & Ross, both New York.

Nestle Co. ($1,245,400 in 1961 fourth quarter) is expected to maintain last year's fall tv pace again this year, with buying to get under way in early July. Principal agencies: McCann-Erickson and William Esty Co., both New York.

Chesebrough-Pond's ($664,000 in 1961 fourth quarter) is expected to increase its spot tv spending for its principal lines by about 10% this fall, with the gains reflecting improved business conditions and rising sales. Agencies include J. Walter Thompson Co.; Norman, Craig & Kummel; William Esty Co., and Doherty, Clifford, Steers & Shenfield, all New York.

Gulf Oil ($465,000 in 1961 fourth quarter) hypoed its spot expenditures last fall because it was introducing three new products. In total, its gasoline and oil products probably will spend somewhat less this fall than last, because no new products are being offered. But the company and its agency for gas and oil products and corporate advertising, Young & Rubicam, New York, are currently examining various media possibilities including spot announcements, spot programs and network participations before reaching final decisions.

Ogilvy Likes Spot ▪ At least four leading spot television users in the Ogilvy, Benson & Mather agency are drawing plans that indicate increased spot expenditures this fall for the four of them as a group and probably for at least three of them individually.

"Spot television serves our purposes," said a key OB&M executive, indicating that spot would be on the rise this year throughout the agency.

OB&M's summer buying for its clients is largely finished; its fall buying will peak the latter part of August and the first part of September.

For Bristol-Myers, whose Ban deodorant is the company's biggest spot user at OB&M, the agency probably will be spending somewhat more in spot this fall than last, primarily because of new-product activities getting under way.

General Foods' Maxwell House coffee budget and plans for fall remain to be settled but seem apt to be bigger than last year.

Lever Bros.' Hum and Vim detergents may increase their spot investments this fall, while Helena Rubinstein cosmetics, also through OB&M, seems likely not to vary substantially the pace which led Rubinstein to put $622,900 into spot television in 1961's fourth quarter.

Schick Inc. (electric shavers) looks to increase its fall spending in spot by 10% to 15%. For the fourth quarter of 1961 its spot investment was placed at $482,300.

Norman, Craig & Kummel, New York, agency for Schick, indicated that in general its fall planning and buying for all clients already were well under way and might be substantially wrapped up within a few weeks. NC&K's summer buying was described as completed.

Buying Steady at C & W ▪ Cunningham & Walsh reported that its summer spot buying for clients is still in progress and, in fact, continues throughout the season as changes and additions are made. C&W said its share of the biggest share of spot advertisers will maintain their spending—summer and fall—at about the levels of last summer and fall. These include a portion of the American Home Products' Boyle-Midway Division Folgers coffee, Andrew Jergens Co. and St. Regis Paper Co.

St. Regis ($308,600 in the 1961 third quarter) normally buys August and September campaigns to promote its Nifty notebooks preceding and coinciding with the opening of schools.

Five-Day Deodorant, whose spot ac-

Summer tv for toys

In a break with tradition, Colorforms Inc., Norwood, N. J., toy manufacturer, shortly will launch its first summer spot tv campaign, using a total of 31 spots a week in 14 major markets. This effort supplements Colorforms' year-round participation in CBS-TV's *Captain Kangaroo* series. Agency: Kudner Adv., New York. The theme: "Take Along Colorforms on vacation trips, tours, camps and resorts to keep children busy and quiet."

tivities contributed significantly to parent Associated Products' $625,000 in spot tv in the third quarter of 1961, is scheduling a "bigger and better" spot drive this summer, with 35% more markets for a 25% longer time. Some network advertising may also be used. Last year's campaign was described as "eminently successful." Agency: Doyle Dane Bernbach, New York.

National Federation of Coffee Growers of Colombia ($582,300 in 1961 fourth quarter) used spot tv in 10 markets last year, will increase the list to 12 or 13 this fall with a stepped-up budget. Buying, through Doyle Dane Bernbach, New York, is expected to start in August.

Lanvin Parfums ($429,600 in 1961 fourth quarter) will buy in September for another heavy fall tv campaign using 25 to 35 markets. Agency: North Adv., New York.

Jackson Brewing Co. ($329,400 in 1961 third quarter), whose Jax beer has nine-states distribution in the South and Southwest, is scheduling a summer spot campaign about 10% heavier than last summer's. Jax uses spot tv year-round but concentrates hardest on summertime. This summer's 10% boost over last summer's will go primarily into additional spots rather than expansion of number of stations used, and buying reportedly has been completed. Agency is Doherty, Clifford, Steers & Shenfield, New York.

Network Inducement ▪ Ex-Lax ($383,600 in 1961 third quarter) will spend about 10% less in spot this summer than last, making the cutback in order to take advantage of "special opportunities" in the ABC-TV nighttime schedule. Warwick & Legler, New York, is the agency.

Pharmacraft Labs ($1,024,300 in 1961 third quarter) is using nighttime participations on ABC-TV this summer, will use substantially less spot than last summer for its Fresh deodorant and Allerest allergy tablets. Agency: Papert, Koenig, Lois, New York.

Plough Inc., which invested $599,200 in advertising its St. Joseph Aspirin, skin creams, ointments and other products in spot television in the fourth quarter of 1961, is again pushing most of its fall tv budget into spot, though it will also use some network time. Details of spot strategy and extent to which they have been set were not disclosed, but agency officials said buying will be done in August. The agency is Lake-Spiro-Shurman, Memphis.

Western Business ▪ On the West Coast, Pacific Telephone & Telegraph ($520,000 in 1961 third quarter and $481,200 in fourth) is expected to keep its summer budget about the same as last year's and possibly increase fall spot spending somewhat over last fall's. In August it's adding fringe-time minutes to its year-round schedule of 20-second prime-time announcements. The company uses 25 to 30 stations in 10 California markets with frequency ranging from about 20 spots a week in Los Angeles to four in smaller markets. Agency: BBDO, San Francisco.

Lucky Lager Brewing Co. ($271,800 in 1961 third quarter) is beginning now to select and buy stations for this third quarter and currently is formulating fall plans, with fall buying to start in July-August. The schedule set for summer probably will form the basis for the Lucky Lager campaign for the rest of the year, subject to modification as needs indicate. Agency authorities say it's impossible to predict whether the total spot budget will be more, less or about the same as last year. Campaign will use 20-second spots on the "You're Lucky when You Live in America" theme on two or three stations in each of a half-dozen markets, with frequency ranging from 10 to perhaps 15 or 20 spots a week. Agency is McCann-Erickson, San Francisco.

Purex Corp. ($268,800 in 1961 third quarter) has not yet set its spot activity but with the company's heavy investments in NBC-TV's *Purex Specials for Women,* the spot budget is expected to be substantially below last year's. Agencies: Foote, Cone & Belding, Los Angeles, and Edward H. Weiss & Co., Chicago.

Sunkist Growers ($311,000 in 1961 third quarter) is cutting back for a combination of reasons. Its spot money last year went largely for frozen products which have since been sold to Joe Lowe Corp. In addition, Sunkist's punches are relatively inactive and last year's poor fruit crop left room for comparatively little advertising money on a per-case base. Agencies: Foote, Cone & Belding, Los Angeles, and Leo Burnett Co., Chicago.

M. J. B. Co. ($391,600 in 1961 third quarter and $421,800 in fourth) may spend a little more this summer than last for its coffee, tea and rice products. The summer budget, which may approximate $400,000, is going into IDs, one-minute and 20-second spots, daytime as well as night, on about 70 stations in some 40 markets. Fall buying is expected to start in late July or early August, with the fall budget probably a little bigger than last fall's. Agency is BBDO, San Francisco.

Carnation Co., which spent $2.4 million in spot television in all of 1961, largely for Friskies dog and cat food, is investing $4.5 million in network advertising on CBS-TV and NBC-TV for 1962-63, and since Friskies will be promoted along with the milk, milk-drink and other Carnation products on the network shows, a substantial cutback in spot tv appears certain. Agency: Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

Midwest Accounts ▪ Among accounts placed in the midwest, Quaker Oats is expected to be buying in August for campaign to start after Labor Day for its hot-cold cereals to start in early October. These campaigns are handled by Compton Adv., Chicago.

Wm. Wrigley Jr. chewing gums ($2,821,000 in 1961 third quarter and $2,243,900 in fourth) are expected to maintain their momentum since their campaigns are on a year-round basis. Spot lineup consistently encompasses 120 to 130 markets. Agency: Arthur Meyerhoff & Assoc., Chicago.

Miles Labs.' Bactine antiseptic started an eight-week summer drive June 4 on children's shows in key markets, and Chocks vitamins and other Miles products started a day later on a 27-week campaign, both through Wade Adv., Chicago.

Green Giant Co. ($532,500 in 1961 fourth quarter) has not spot plans for summer but is reported authoritatively —but unofficially—to be preparing to start placing a heavy campaign in August. Agency: Leo Burnett, Chicago.

Pabst Brewing Co. ($970,300 in 1961 third quarter and $979,700 in fourth) buys news and sports on a 52-week basis, normally increases its outlays in July and August, is not expected to spend less this year than last. Company's Pabst and Blatz beers are placed by Kenyon & Eckhardt, Chicago.

Starkist Foods ($515,100 in 1961 third quarter) has placed for its Tuna products a summer campaign to run in 40 markets from this month through September, in addition to participations in eight ABC-TV nighttime shows from June 10 through Sept. 28. Fall plans are not yet disclosed. Agency: Leo Burnett, Chicago.

Soft drink successes through radio cited

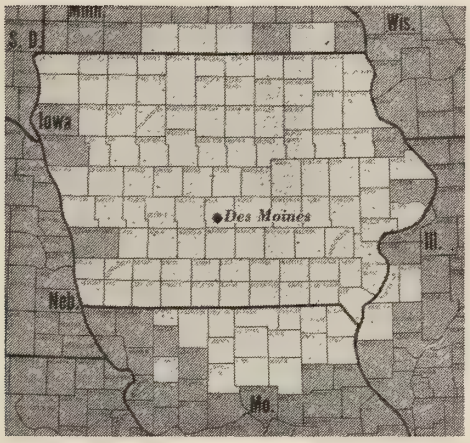
Soft drink bottlers are showing a decided preference for radio as they launch their summer advertising campaigns, a Radio Advertising Bureau survey pointed out last week.

Coca-Cola Bottling Co. in Norfolk, Va., and surrounding cities, is using more than 5,000 spots over 10 stations this summer, covering its distribution area completely by radio, the RAB report noted.

Royal Crown Cola in Newark is concentrating its entire ad budget in radio and radio-linked promotions. The firm reports sales running 30% ahead of last year when no radio was used.

Pepsi-Cola in Baton Rouge credits radio with a sales increase of 28% since it began advertising on the medium 18 months ago.

WHO Radio reaches 42% of all the homes in "IOWA PLUS"



Nielsen Coverage Service 1961
Map © 1962 A. C. Nielsen Co.

DURING the years since NCS No. 2, the idea has grown and grown that, to reach an important percentage of radio listeners in any large area, it is necessary to use a multiplicity of stations throughout the area.

NCS '61 now proves that this is not true in WHO Radio's case. 42% of the total homes (44% of radio homes) in the mapped area above listen to WHO Radio weekly. WHO Radio actually *reaches* 354,050 homes in Iowa, Minnesota, Illinois and Missouri.

Today as for many, many years, you can talk to more people per dollar with WHO than with any other radio station in Iowa. By any and every measure, WHO Radio is one of the greatest "buys" in American advertising.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport



Peters, Griffin, Woodward, Inc., *National Representatives*

Spot-network tv gross: $376.6 million

FIRST QUARTER SPOT RISES 16.7% TO RECORD; NETWORK UP 11.6%

Spot-network gross billing in television for the first quarter of this year hit $376.6 million, an increase of nearly $43 million.

This is the other—and profitable—side of the coin compared to the downbeat January-March period in 1961.

In the first quarter of 1961, the tv industry was struck by a bearish attitude on the part of spot advertisers which depressed the total spot quarterly gross billing to $151.3 million, an unusual dip of 2.1% from the preceding year (1960).

This year's first quarter shows spot coming back at an unusual clip—a level of $182 million-plus, which is 16.7% over the year before and a new all-time high in total gross billing dollars (CLOSED CIRCUIT, May 7).

The estimates were released last week by Television Bureau of Advertising based on computations by N. C. Rorabaugh & Co. (spot) and Leading National Advertisers Reports (network).

Network tv's climb is also impressive. Its gross time billings approached $194.6 million in the first quarter of this year. 11.6% better than the same quarter in 1961.

Despite the first quarter drop in 1961, that year ended with a big $1.3 billion time tab at gross rates in television for national advertisers (BROADCASTING, March 19).

Dollar Peak ▪ Even more significant for the first 1962 quarter is the time billing record compiled at gross rates by the networks and by stations (via spot) in a period directly following a three-month period (the fourth quarter of 1961) when spot tv reached the highest dollar peak on record (more than $177.8 million) (BROADCASTING, March 19). That mark now has been exceeded.

This is the level from which tv now is entering what may be described as continued hectic buying by Madison Avenue (see story, page 29).

Among the highlights of TvB's spot and network reports (also see tabulations):

▪ Shell Oil Co., which last year spurted in newspaper advertising only has made more than a "comback" in spot tv. It's now—at least on the basis of the first quarter—the largest tv advertiser in the gasoline and lubricants category: gross time billing in spot at $1,214,000 compared to a negligible $11,300 in the like period a year ago.

But Shell was not alone. Others, such as Gulf Oil Corp., Sinclair Refining Co. and Texaco Inc., moved upward.

The surge carried the No. 1 leading spot tv advertiser still upward: Procter & Gamble, which spent $12.1 million for tv time at gross rates in the first quarter of 1961, ended the January-March period this year with $16.5 million, or a substantial rise of $4.4

Candy & gum put $32.6 million in tv last year

Candy and gum advertisers sweetened television with gross time billings of $32,645,278 in 1961, against $29,265,803 in 1960. Television Bureau of Advertising last week said the tv expenditures were 84% of the total $38.8 million in measured consumer media expenditures, a rise of 5.4% over 1960's tv share.

Due to Wm. Wrigley Jr. Co putting more than $10 million in spot tv, total spot billings again surpassed the candy and chewing gum advertisers' network expenditures. Spot billings were $19,270,100 last year, compared with $16,557,500 in 1960. Network billings last year were $13,375,178, compared with $12,708,303 in 1960.

TvB's summary of the category's media spending shows a steady rise in tv's share of candy and gum advertising in the past several years. From a share of 67.1% of the measured media total in 1959, the share rose to 79.6% in 1960 and to 84% last year. Among the top advertisers in the category, tv billings accounted for 85.6%, against 82.6% in 1960.

CANDY AND GUM TV GROSS TIME BILLINGS
1961

	Network	Spot
Wm. Wrigley Jr. Co.	$1,018,800	$10,098,750
Beech-Nut Life Savers	4,325,303	357,190
American Chicle Co.	2,776,063	1,861,060
Food Manufacturers Inc.	235,801	3,112,660
Sweets Co. of America	2,006,393	52,160
Peter Paul Inc.	964,010	1,027,220
Mars Inc.	338,020	523,450
New England Confectionery	.....	599,480
National Dairy Products	557,606	.....
Chunky Chocolate Corp.	168,975	353,330

Sources: Network: TvB/LNA-BAR; Spot: TvB-Rorabaugh.

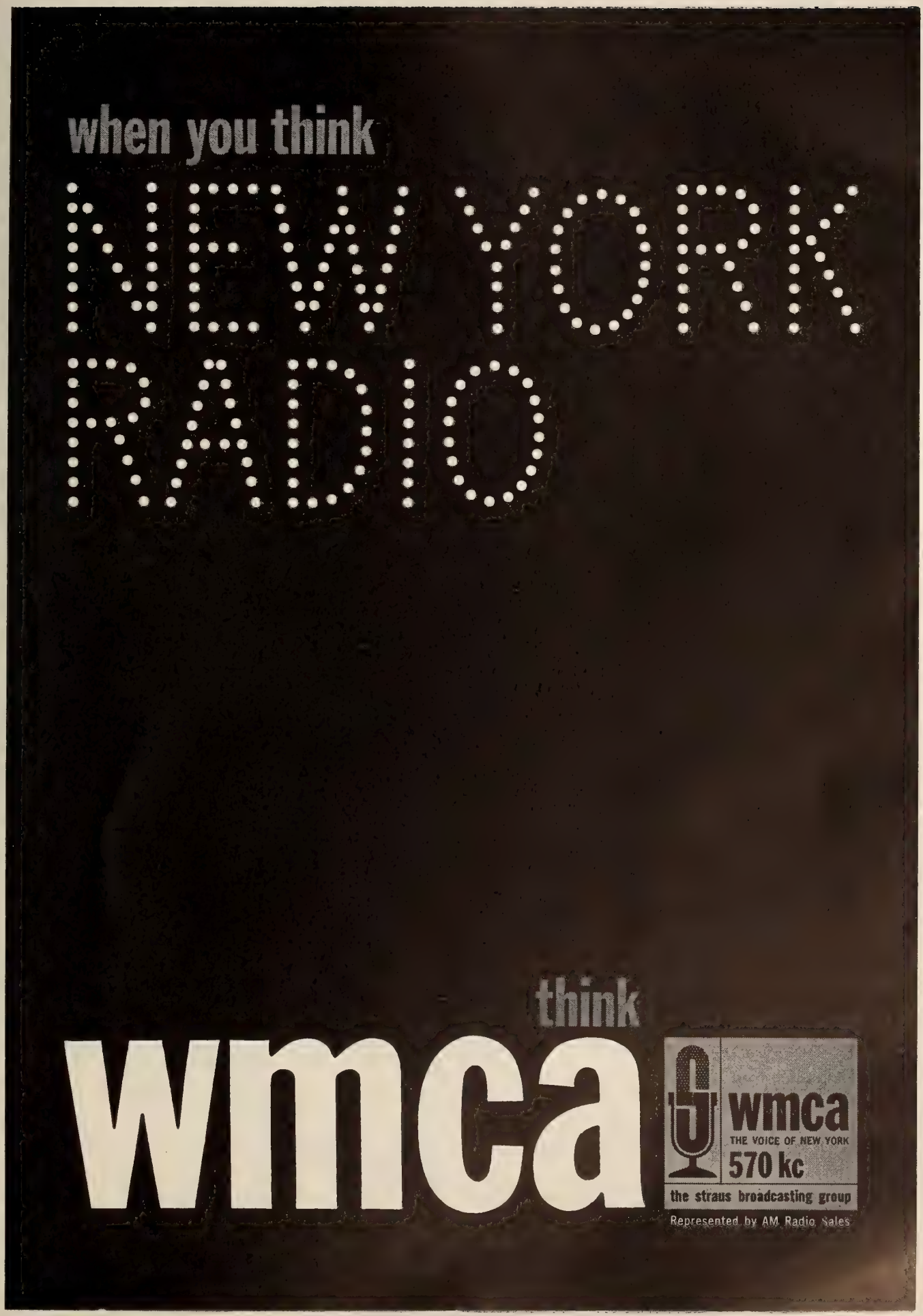
LEADING CANDY & CHEWING GUM ADVERTISERS
Gross Time And Space Billings
1961

	Television	Newspapers	Magazines	Outdoor	Total	% tv
Wm. Wrigley Jr. Co.	$11,117,550	$.....	$ 750,315	$.....	$11,867,865	93.7
Beech-Nut Life Savers	4,682,493	215,262	540,995	.....	5,438,750	86.1
American Chicle Co.	4,637,123	.....	.....	.....	4,637,123	100.0
Food Manufacturers Inc.	3,348,461	.....	.....	.....	3,348,461	100.0
Mars Inc.	861,470	.....	7,975	1,198,629	2,068,074	41.7
Sweets Co. of America	2,058,553	.....	.....	.....	2,058,553	100.0
Peter Paul Inc.	1,991,230	.....	.....	.....	1,991,230	100.0
National Dairy Products	557,606	1,159,506	220,500	.....	1,937,612	28.8
New England Confectionery	599,480	.....	171,481	.....	770,961	77.8
E. J. Brach & Sons	.....	411,095	347,306	.....	758,401	.....
Total top ten	$29,853,966	$1,785,863	$2,038,572	$1,198,629	$34,877,030	85.6

1960

	Television	Newspapers	Magazines	Outdoor	Total	% tv
Wm. Wrigley Jr. Co.	$ 8,426,468	$ 91,459	$ 703,119	$1,520,426	$10,741,472	78.4
Beech-Nut Life Savers	2,860,671	3,612	497,895	.....	3,362,178	85.1
American Chicle Co.	5,085,386	.....	.....	.....	5,085,386	100.0
Food Manufacturers Inc.	2,661,790	.....	.....	.....	2,661,790	100.0
Mars Inc.	1,554,100	.....	.....	587,310	2,141,410	72.6
Sweets Co. of America	2,436,958	.....	.....	2,638	2,439,596	99.9
Peter Paul Inc.	1,726,419	.....	.....	.....	1,726,419	100.0
National Dairy Products	778,673	1,098,231	334,750	.....	2,211,654	35.2
New England Confectionery	409,010	.....	69,154	.....	478,164	85.5
E. J. Brach & Sons	.....	202,660	368,116	.....	570,776	.....
Total top ten	25,939,475	1,395,962	1,973,034	2,110,374	31,418,845	82.6

Sources: Television: TvB-Rorabaugh and LNA-BAR; Newspapers: Bureau of Advertising; Magazines: Leading National Advertisers; Outdoor: Outdoor Advertising, Inc.


when you think
NEW YORK
RADIO
think
wmca
wmca
THE VOICE OF NEW YORK
570 kc
the straus broadcasting group
Represented by AM Radio Sales

million in billings.

▪ In spot, $149.5 million-plus went into announcements; $19 million for "programs"; and $13.5 million for IDs. The biggest chunk was in prime nighttime ($56.6 million), although day, early evening and late night classifications were divided more evenly ($44.8 million, $42.5 million and $38 million respectively).

Top 100 Spot Tv Advertisers

FIRST QUARTER 1962

(Source: TvB-Rorabaugh)

1.	Procter & Gamble	$16,528,800
2.	Lever Brothers	6,599,300
3.	Colgate Palmolive	5,244,200
4.	General Foods	4,762,800
5.	Bristol Myers	3,324,600
6.	William Wrigley Jr. Co.	3,282,100
7.	P. Lorillard	3,069,800
8.	Coca Cola Co./Bottlers	2,975,500
9.	Standard Brands	2,807,700
10.	American Home Products	2,491,200
11.	Miles Laboratories	2,295,100
12.	Warner-Lambert	2,257,800
13.	Continental Baking	2,114,500
14.	Philip Morris	2,080,200
15.	Corn Products	2,054,500
16.	Gillette	2,006,900
17.	Alberto-Culver	1,998,400
18.	Liggett & Myers	1,940,700
19.	General Mills	1,911,500
20.	Campbell Soup	1,906,800
21.	Richardson-Merrell	1,808,600
22.	Kellogg	1,722,200
23.	Avon Products	1,700,900
24.	J. A. Folger & Co.	1,624,300
25.	Pepsi-Cola Co./Bottlers	1,339,600
26.	Food Mfg. Inc.	1,323,100
27.	Nestle Co.	1,224,700
28.	Shell Oil	1,214,000
29.	Helene Curtis Industries	1,188,700
30.	Scott Paper	1,174,700
31.	Jos. Schlitz Brewing	1,142,100
32.	Anheuser-Busch	1,111,900
33.	International Latex	1,111,200
34.	Carnation	1,061,600
35.	General Motors Corp. Dealers	1,039,900
36.	Carter Products	976,400
37.	Gulf Oil	970,900
38.	Menley & James Labs.	954,200
39.	Canadian Breweries Ltd.	944,900
40.	Pet Milk	941,700
41.	Ford Motor Co. Dealers	915,300
42.	Pabst Brewing	915,200
43.	Ralston-Purina	857,400
44.	Great Atlantic & Pacific Tea	852,900
45.	Peter Paul	839,800
46.	American Chicle	814,600
47.	General Electric	767,300
48.	Simoniz	$755,800
49.	Helena Rubinstein	750,800
50.	Andrew Jergens	740,700
51.	Falstaff Brewing	735,500
52.	Wander	723,800
53.	Van Camp Sea Food	721,900
54.	Chesebrough-Ponds	711,000
55.	U. S. Borax & Chem.	695,300
56.	Humble Oil & Refining	678,800
57.	Sterling Drug	656,700
58.	Johnson & Johnson	655,600
59.	Chrysler Corp., Dealers	638,800
60.	National Dairy Products	622,400
61.	R. J. Reynolds Tobacco	615,900
62.	Hills Bros. Coffee	614,400
63.	Norwich Pharmacal	597,400
64.	Plough	582,700
65.	J. Nelson Prewitt	578,500
66.	F&M Schaefer Brewing	570,800
67.	Sinclair Refining	549,400
68.	Lanolin Plus	548,800
69.	Pillsbury	545,600
70.	United Vintners	536,900
71.	Pharmacraft Labs	535,300
72.	American Bakeries	531,800
73.	Phillips Petroleum	529,900
74.	Chock-Full O' Nuts	522,300
75.	Florida Citrus Commission	$505,800
76.	Kayser-Roth Hosiery Co.	496,700
77.	Lestoil Products	494,300
78.	Pacific Tel. & Tel.	486,800
79.	Hudson Pulp & Paper	479,800
80.	Welch Grape Juice	478,400
81.	American Oil	475,800
82.	Green Giant	469,100
83.	Texaco	467,000
84.	Greyhound	461,600
85.	Sardeau Inc.	459,400
86.	Nat'l Coffee Growers of Colombia	458,000
87.	Ward Baking Co.	445,400
88.	Beech-Nut Life Savers	433,200
89.	La Lanne Co.	421,600
90.	Swift & Co.	416,600
91.	Maybelline	401,400
92.	Safeway Stores	400,600
93.	M. J. B. Co.	394,700
94.	Aerosol Corp. of America	386,600
95.	American Motors Corp. Dealers	385,100
96.	John Morrell & Co.	382,400
97.	New England Confectionery	374,200
98.	S. C. Johnson & Son	373,200
99.	National Biscuit	371,800
100.	E. & J. Gallo Winery	370,900
101.	Laddie Boy Dog Foods	369,350

Spot tv buying by categories in first quarter

AGRICULTURE	$ 257,000
Feeds, meals	147,000
Miscellaneous	110,000
ALE, BEER & WINE	12,571,000
Beer & ale	11,331,000
Wine	1,240,000
AMUSEMENTS, ENTERTAINMENT	379,000
AUTOMOTIVE	4,229,000
Anti-freeze	—
Batteries	13,000
Cars	3,749,000
Tires & tubes	42,000
Trucks & trailers	13,000
Misc. accessories & supplies	412,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	498,000
Fixtures, plumbing, supplies	34,000
Materials	177,000
Paints	62,000
Power tools	87,000
Miscellaneous	138,000
CLOTHING, FURNISHINGS, ACCESSORIES	1,696,000
Clothing	544,000
Footwear	381,000
Hosiery	770,000
Miscellaneous	1,000
CONFECTIONS & SOFT DRINKS	12,597,000
Confections	7,815,000
Soft Drinks	4,782,000
CONSUMER SERVICES	5,160,000
Dry cleaners & laundries	5,000
Financial	1,123,000
Insurance	$884,000
Medical & dental	100,000
Moving, hauling, storage	213,000
Public utilities	2,315,000
Religious, political, unions	268,000
Schools & colleges	50,000
Miscellaneous services	202,000
COSMETICS & TOILETRIES	16,932,000
Cosmetics	3,602,000
Deodorants	846,000
Depilatories	53,000
Hair tonics & shampoos	4,016,000
Hand & face creams, lotions	1,538,000
Home permanent & coloring	1,493,000
Perfumes, toilet waters, etc.	125,000
Razors, blades	191,000
Shaving creams, lotions, etc.	613,000
Toilet soaps	2,060,000
Miscellaneous	2,395,000
DENTAL PRODUCTS	5,810,000
Dentifrices	3,987,000
Mouthwashes	1,756,000
Miscellaneous	67,000
DRUG PRODUCTS	16,959,000
Cold remedies	7,082,000
Headache remedies	4,121,000
Indigestion remedies	2,476,000
Laxatives	1,168,000
Vitamins	719,000
Weight Aids	292,000
Miscellaneous drug products	959,000
Drug stores	142,000
FOOD & GROCERY PRODUCTS	51,879,000
Baked goods	7,580,000
Cereals	4,542,000
Coffee, tea & food drinks	12,553,000
Condiments, sauces, appetizers	2,617,000
Dairy products	2,805,000
Desserts	430,000
Dry Foods (flour, mixes, rice, etc.)	2,461,000
Fruits & vegetables, juices	2,863,000
Macaroni, noodles, chili, etc.	1,294,000
Margarine, shortenings	3,233,000
Meat, poultry & fish	3,280,000
Soups	1,727,000
Miscellaneous foods	3,333,000
Miscellaneous frozen foods	731,000
Food stores	2,430,000
GARDEN SUPPLIES & EQUIPMENT	411,000
GASOLINE & LUBRICANTS	6,731,000
Gasoline & oil	6,629,000
Oil additives	78,000
Miscellaneous	24,000
HOTELS, RESORTS, RESTAURANTS	168,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	5,768,000
Cleaners, cleansers	4,420,000

Network tv gross time billings

	March			January-March		
	1961	1962	% Change	1961	1962	% Change
ABC-TV	$16,577,140	$17,762,981	+ 7.2	$ 47,414,630	$ 50,194,007	+ 5.9
CBS-TV	22,353,682	25,724,663	+15.1	65,086,016	74,781,996	+14.9
NBC-TV	21,550,127	24,083,379	+11.8	61,935,752	69,618,330	+12.4
Total	$60,480,949	$67,571,023	+11.7	$174,436,398	$194,594,333	+11.6

Month by Month 1962

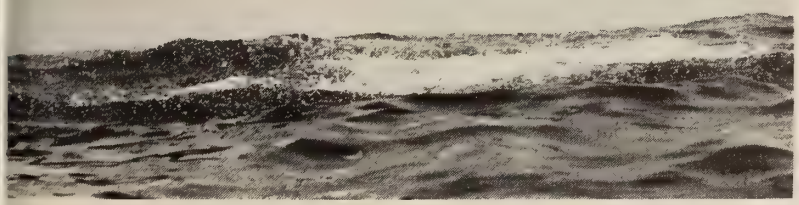
	ABC-TV	CBS-TV	NBC-TV	Total
January	$16,673,662	$25,528,518	$23,578,579	$65,780,759
February*	15,757,364	23,528,815	21,956,372	61,242,551
March	17,762,981	25,724,663	24,083,379	67,571,023

* February 1962 figures revised as of May 28, 1962. Source: TvB/LNA-BAR

Miami SEAQUARIUM







ONLY THE SUNSHINE COVERS SOUTH FLORIDA BETTER THAN WTVJ!

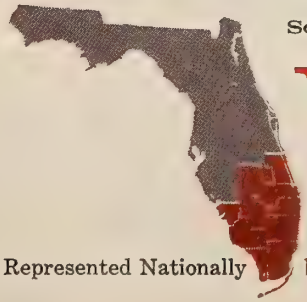
WTVJ, and only WTVJ delivers total coverage of this rich, 14-county area and pulls top ratings, too!

WTVJ South Florida Market Facts:

Population	1,866,100
Households	609,000
Total Retail Sales	$2,646,007,000
Food Sales	$ 619,977,000
Automotive Sales	$ 478,430,000
Drug Sales	$ 112,867,000
Gas Stations	$ 177,012,000

Market Facts from Survey of Buying Power 1962

Only WTVJ will give your schedule complete coverage of the South Florida Market



South Florida's Largest Daily Circulation

WTVJ

A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ
WLOS-TV
WOMETCO ENTERPRISES INC.

Floor & furniture polishes, waxes	$979,000
Glass cleaners	20,000
Home dry cleaners	44,000
Shoe polish	129,000
Miscellaneous cleaners	176,000
HOUSEHOLD EQUIPMENT—APPLIANCES	1,388,000
HOUSEHOLD FURNISHINGS	515,000
Beds, matresses, springs	305,000
Furniture & other furnishings	210,000
HOUSEHOLD LAUNDRY PRODUCTS	15,748,000
Bleaches, starches	1,746,000
Packaged soaps, detergents	12,020,000
Miscellaneous	1,982,000
HOUSEHOLD PAPER PRODUCTS	3,096,000
Cleansing tissues	616,000
Food wraps	142,000
Napkins	44,000
Toilet tissue	1,020,000
Miscellaneous	1,274,000
HOUSEHOLD, GENERAL	1,321,000
Brooms, brushes, mops	$ 17,000
China, glassware, crockery, containers	276,000
Disinfectants, deodorizers	442,000
Fuels (heating, etc.)	193,000
Insecticides, rodenticides	85,000
Kitchen utensils	36,000
Miscellaneous	272,000
NOTIONS	43,000
PET PRODUCTS	3,028,000
PUBLICATIONS	856,000
SPORTING GOODS, BICYCLES, TOYS	1,767,000
Bicycles & supplies	9,000
Toys & games	1,703,000
Miscellaneous	55,000
STATIONARY, OFFICE EQUIPMENT	12,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	190,000
Radio & television sets	41,000
Records	99,000
Miscellaneous	50,000
TOBACCO PRODUCTS & SUPPLIES	$8,392,000
Cigarettes	7,956,000
Cigars, pipe tobacco	394,000
Miscellaneous	42,000
TRANSPORTATION & TRAVEL	1,347,000
Air	663,000
Bus	507,000
Rail	173,000
Miscellaneous	4,000
WATCHES, JEWELRY, CAMERAS	226,000
Cameras, accessories, supplies	8,000
Clocks & watches	6,000
Jewelry	—
Pens & pencils	193,000
Miscellaneous	19,000
MISCELLANEOUS	2,124,000
Trading stamps	778,000
Miscellaneous products	749,000
Miscellanous stores	597,000
TOTAL	$182,098,000

TvB-Rorabaugh

THE BURGEONING COLD REMEDY FIELD

Dristan hunts new agency as more competitors appear

Whitehall Labs' Dristan tablets, which last year was worth $5.7 million in television gross billings, will leave Tatham-Laird, its agency of four years, late this summer in search of "fresh thinking." The agency, however, will keep Dristan cough syrup and nasal spray in its shop. These products billed around $3 million gross in tv in 1961. (TvB-Rorabaugh is the source for the figures).

A Whitehall spokesman said that a new agency has not yet been selected. He expressed Whitehall's satisfaction with Tatham-Laird's work with the other two products, and noted the Chicago-based agency would have no reason, as rumored, to close its New York office as a result of the loss of the tablets account.

Dristan tablets, which had also been on spot radio through the end of 1961, is mainly a network television user, having run up $4.7 million in billing in 1961. In the same year, it used almost $1 million in spot tv.

However, Dristan tablets' 1961 television spending dropped $3 million under its 1960 level of $8.7 million—then $6.5 million in network, $2.2 million in spot.

The news of Dristan's search for greener sales pastures points up the marketing problem created by ever-increasing competition in the cold remedy business. Aside from such established competitors as Bufferin (Bristol-Myers), Four-Way Cold Tablets (Grove Labs), Anahist (Warner-Lambert), and Bayer Aspirin (Glenbrook), last winter Dristan had to compete with new brands including Contac (Menley & James), Tri-Span (Vick Chemical) and Allerest (Pharmacraft), each of which was heavy in tv during that period.

The additional competition is emphasized further when a comparison is made between total cold remedy spot tv spending for first quarter 1962 (after these new products entered the market), and the total for first quarter 1961 (before they began tv advertising): 1961 first quarter tv spot spending by cold remedies amounted to $4.785 million as against the much higher 1962 first quarter tv spot figure of $7.082 million.

Still another entry in the field of remedy brands, is Instantine, Glenbrook Labs' new analgesic compound, which up to now has been in test markets with Compton Adv. Last week, the product was assigned to Benton & Bowles. It is understood Instantine, which spent a reported $543,500 in spot tv testing in 1961, will remain in test markets until the end of the summer. Media plans for the fall and winter were not divulged, but if Instantine is nationally distributed when cold weather begins, it well may be another competitor in the product category.



Network tv finds a prodigal son

After an absence of two years, Borden Co., New York, will return to network television in October with participations in eight daytime shows on NBC-TV, it was announced last week by William H. Ewen, director of advertising services. Agency is Young & Rubicam.

Mr. Ewen said a new concept will be introduced into the company's overall-advertising through use of commercials on the shows and magazine advertising. The commercials will spotlight the familiar Elsie The Cow in "real-life situations involving real people . . . in each ad or commercial, she will sell a specific product in her warm, friendly way." The programs scheduled in the initial 13-week campaign are *Say When, Play Your Hunch, Concentration, The Jan Murray Show, The Loretta Young Theater, Young Doctor Malone, Our five Daughters* and *Here's Hollywood.*

K&E gets part of French

R. T. French Co., Rochester, N. Y., has named Kenyon & Eckhardt, New York, as ad agency for its $1.6 million instant potato products account.

The account has been at J. Walter Thompson Co. JWT will continue to handle several other French products, including mustard, worcestershire sauce and spices.

"I'm glad this is a live broadcast. The people of Detroit will now know what you are trying to shackle them with."



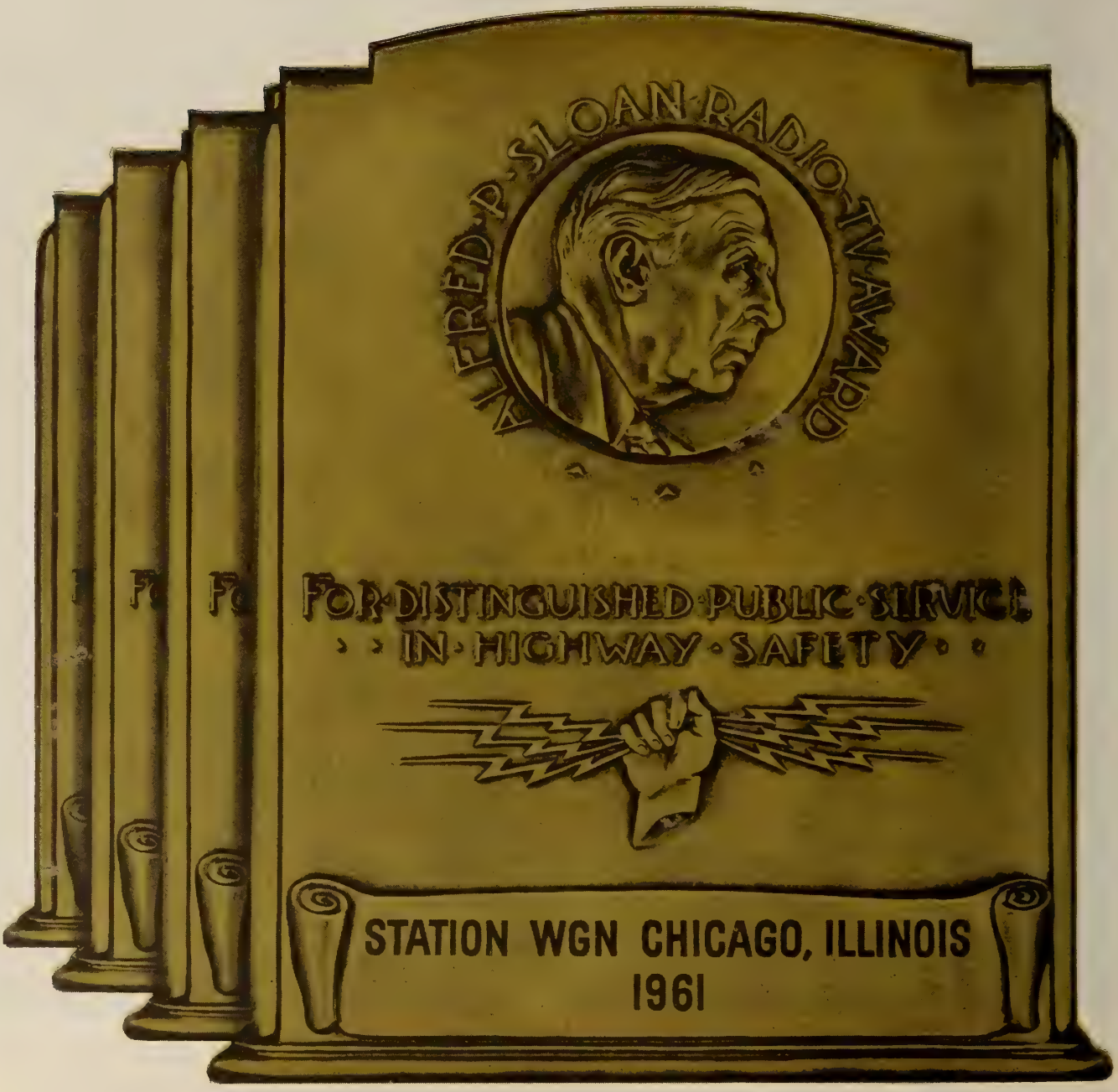
The voice: Senator Smeekens. **The time:** 2:30 a.m. **The place:** The Michigan State Senate.
The setting: The first live broadcast in history from the floor of the Senate.
The station: WXYZ, one of the six ABC owned radio stations.

Should citizens pay a state income tax? When the Michigan State Senate convened at 8:00 P.M. on April 24, ABC owned radio station WXYZ was on hand. When it adjourned at 11:00 A.M. on April 25, WXYZ was still there. During the bitter 15 hour debate, broadcasting history was made. This was the first live coverage of the Michigan State Senate in session. The WXYZ action in serving the people of Detroit exemplifies the type of public service programming one can expect from the six ABC owned radio stations. A polio vaccine drive...a campaign for automobile safety...an award-winning fund appeal for Radio Free Europe. These are just a few of the many community projects that have won the six ABC owned radio stations listener response and respect.

ABC OWNED RADIO STATIONS
WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES

We're doubly honored...

For the first time in the distinguished history of the Sloan Awards, a single company's radio and television stations have both won this award in the same year.



WGN-Radio for the 4th consecutive year. An unsurpassed achievement!

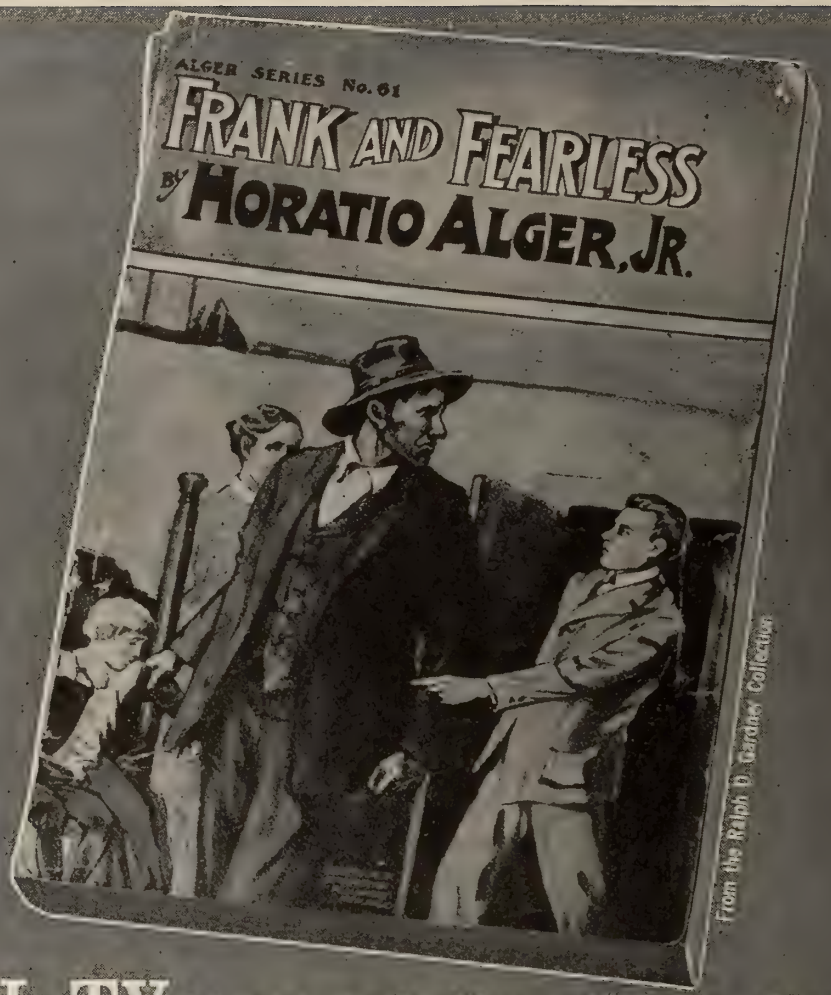
"To WGN-Radio for a continuous, year-around safety education campaign with special reference to Northwestern University Reviewing Stand, Signal Ten and WGN Trafficopter Service."



"To WGN-TV for continuous, year-around safety education programming with special reference to the series 'The Other Guy' and 'Morality in Driving'."

WGN Radio and Television

better programming through dedicated community service—2501 Bradley Place, Chicago 18, Illinois



WGAL-TV history reads like a Horatio Alger book. It is a story of years of successful striving, pioneering, and conscientious endeavoring to serve all listeners in the many cities and communities throughout its region. In this multi-city market, advertisers find an interesting success story. WGAL-TV delivers a vast and loyal audience because it is far and away the favorite of viewers throughout its coverage area.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

PRODUCT PROTECTION ALLY

Ted Bates, Benton & Bowles find common ground, but stations say 15 minutes no longer feasible

Television's product-protection controversy continued to simmer last week with new developments hailed by both sides but with still no clear settlement in sight.

Ted Bates & Co., No. 1 spot television agency, found at least a measure of support at Benton & Bowles, another leading spot agency. B&B issued a statement saying it would seek "full credit" —presumably makegoods—if its monitoring turned up any instances where its commercials were separated by less than 15 minutes from commercials for competing products. B&B stopped short of saying, as Bates has said, that it would cancel business on stations giving less than 15 minutes' protection.

CBS officials reaffirmed that CBS-owned stations would adhere to the 15-minute protection policy and reported that in addition, the CBS-TV network would notify its affiliates each day as to exactly what products would be advertised, and in what sequence, on CBS-TV network shows the following night.

On the side of broadcasters who contend that 15-minute protection is no longer feasible or possible, at least two major station-representation firms let it be known that when their stations appeal to them for advice, they suggest that the stations tell advertisers they will use "reasonable care" of "the rule of reason and good business judgment" in separating competing commercials. But they do not recommend that stations try to define these terms in minutes.

The list of broadcasters known to have stopped promising full 15-minute protection—either by reducing the basic separation to 10 minutes or substituting the 'reasonable care' approach and putting no minute limit on it—meanwhile grew longer.

WTVJ (TV) Miami was said to have been specifying for some time, in its rate listing in *Standard Rate & Data* that "reasonable care" will be used to avoid putting competitive products in an "obvious competitive commercial atmosphere" but holding that rebates and makegoods will not be issued except for back-to-back conflicts.

KRON-TV San Francisco was reported to have dropped the "standard" 15-minute protection policy to 10 minutes.

Station sales authorities said these stations are typical of many that have gradually drifted away from the 15-minute standard, especially since the rise of participation or "spot-carrier" selling by the networks.

With many network programs carrying half a dozen or more advertisers, most of them promoting multiple products, and with these products rotated through the programs from week to week, stations generally contend it is impossible for them to schedule national-spot or local adjacencies that won't sooner or later conflict with the network advertisers.

Stations also contend that while many of them have quietly reduced the 15-minute standard they have had few—and in most cases no—complaints from advertisers.

Last week's Benton & Bowles statement, issued by Lee Rich, senior vice president in charge of media and television programming, branded "unfounded" the station contention "that competitive protection is no longer necessary or feasible."

Mr. Rich said that "every bit of advertising judgment and experience that we have reinforces our belief in the absolute need for competitive product protection" in both network and spot tv. He warned that networks and stations who are not "more attentive" to advertisers' needs in this respect "face the risk of advertising funds being reallocated to media that will furnish us with adequate separation."

"We at Benton & Bowles continue to expect a minimum of 15 minutes of separation for competitive products," he asserted.

Mr. Rich was not immediately available for questioning, but other B&B officials said the statement should not be interpreted to mean that the agency would automatically cancel business on stations giving less than 15 minutes protection. Each problem will be considered on its own merits as it arises, a spokesman said.

CBS-TV's new policy of filing daily reports to affiliates to acquaint them with the products in the next night's network shows went into effect last week. But station officials did not expect it to help them much. They have contended that they need much longer notice—and that even with notice the rotation of a large number of products within network shows drastically limits prospects for local adjacencies.

CBS-TV officials themselves said there was nothing basically "new" in the daily reports. The information they contain is "already in the stations' files"

NIELSEN

Second Report for May, 1962
NIELSEN TOTAL AUDIENCE (†)

Rank		Rating % U.S. TV Homes	No. Homes (000)
1	**Bing Crosby Special**	36.1	17,689
2	**Garry Moore Show**	35.0	17,150
3	**Hazel**	31.1	15,239
4	**Wagon Train**	31.1	15,239
5	**Dr. Kildare**	30.6	14,994
6	**Andy Griffith Show**	30.4	14,896
7	**Ben Casey**	30.4	14,896
8	**Bonanza**	29.7	14,553
9	**Gunsmoke-10:30 p.m.**	28.3	13,867
10	**Gunsmoke-10 p.m.**	28.0	13,720

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Ben Casey (ABC-197); participating, Mon. 10-11 p.m.

Bonanza (NBC-178); Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.

Bing Crosby Special (ABC-186); Alberto-Culver (Compton), Eastman-Kodak (JWT), May 14 (Mon.) 10-11 p.m.

Dr. Kildare (NBC-160); Sterling Drug (D-F-S), L&M (D-F-S), Colgate (Bates), Singer (Y&R), Warner-Lambert (L&F), Thur. 8:30-9:30 p.m.

Andy Griffith (CBS-181); General Foods (B&B), Mon. 9:30-10 p.m.

NIELSEN AVERAGE AUDIENCE (‡)

Rank		Rating % U.S. TV Homes	No. Homes (000)
1	**Hazel**	28.4	13,916
2	**Garry Moore Show**	28.1	13,769
3	**Andy Griffith Show**	27.9	13,671
4	**Bing Crosby Special**	27.3	13,377
5	**Gunsmoke-10:30 p.m.**	26.3	12,887
6	**Ben Casey**	25.9	12,691
7	**Bonanza**	25.7	12,593
8	**Gunsmoke-10 p.m.**	25.6	12,544
9	**Dr. Kildare**	25.2	12,348
10	**Danny Thomas Show**	24.9	12,201

Copyright 1962 by A. C. Nielsen Co.

Gunsmoke (CBS-199); Liggett & Myers (D-F-S), S. C. Johnson (FC&B), Remington Rand (Y&R), General Foods (B&B), Sat. 10-11 p.m.

Hazel (NBC-144); Ford (JWT), Thur. 9:30-10 p.m.

Perry Mason (CBS-185); Colgate (Bates), Drackett (Y&R), Philip Morris (Burnett), Sterling Drug (D-F-S), Quaker Oats (JWT), Sat. 7:30-8:30 p.m.

Garry Moore Show (CBS-188); R. J. Reynolds (Esty), Oldsmobile (D. P. Brother), S. C. Johnson (NL&B), Tue. 10-11 p.m.

Danny Thomas (CBS-179); General Foods B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-186); R. J. Reynolds (Esty), National Biscuit (M-S), Wed. 7:30-8:30 p.m.

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

RAB fall clinics set; opener Sept. 10 in S.F.

Radio Advertising Bureau's annual fall series of management conferences will be held in eight cities this year, beginning Sept. 10 in San Francisco and concluding Oct. 5 in Ft. Worth.

The full schedule: Hayett House, San Francisco, Sept. 10-11; O'Hare Inn, Des Plaines, Ill., Sept. 13-14; The Lodge, Williamsburg, Va., Sept. 17-18; Cherry Hill Inn, Haddonfield, N. J., Sept. 20-21; Hilton Inn, Atlanta, Ga., Sept. 24-25; Dearborn Inn, Dearborn, Mich., Sept. 27-28; Glenwood Manor, Overland Park, Kan., Oct. 1-2; and Western Hills Hotel, Ft. Worth, Tex., Oct. 4-5.

Kevin B. Sweeney, RAB president, said the conferences will cover more than 120 subjects including sales, promotion, programming and management methods of radio stations.

from material submitted earlier, so that the chief function of the daily reports will be to serve as "a reminder" and as a convenience for affiliates, a spokesman said.

Meanwhile, at least one station representative suggested that both agencies and stations may be working on the wrong problem. He thought granting "reasonable" product protection had not and should not prove to be too troublesome: That the solution was for all stations to grant clients' protection requests insofar as they possibly can, but with agencies and clients also remembering the difficulties a station can have in this respect.

He suggested that another area that deserve equal attention and might lead to a better solution of the whole issue, is the question of what products are or are not competitive. "One agency says coffee and a soft drink are competitive," he explained. "Another says they're not. If we could get some understanding about what products are and what are not competitive with each other, we'd all be able to work together better."

NET-REP FEUD

TvAR disputes NBC-TV's net vs. spot coverage claims

The battle of network tv sponsorship vs. spot placement—nearly as old as television itself—has flared anew. The antagonists: Television Advertising Representatives (TvAR) and NBC-TV.

It started with TvAR's attack early in the year (BROADCASTING, Jan. 22) when the station rep showed agencies a presentation it called "Tilt." That presentation concluded that an advertiser using network programs alone is limited in applying market-regulated advertising pressure and that a high percentage of network shows fail to deliver as expected in certain markets.

NBC researchers fired back in a detailed memorandum, questioning the statistics used and purporting to substantiate that network affiliates in their primary coverage area deliver audience in approximate proportion to coverage as well as actually delivering a bonus audience in the markets in relation to costs (BROADCASTING, June 4).

Last week, TvAR petitioned its "staff" and represented stations in a memorandum, also very detailed. The prime argument of NBC, said TvAR's Robert M. Hoffman, director of marketing-research, was directed at the cost of reaching the top 20 markets with network tv and the TvAR claim that these markets cover 55% of the tv homes of the country.

Mr. Hoffman said NBC attempted to show that network stations in these markets account for only 36-38% of the full network costs and thus achieved low and efficient cost for the advertiser. But, he asserted, the rep firm didn't set out to measure cost efficiency but rather audience program delivery relative to distribution of the "tv population."

TvAR also criticized NBC for what it implies is a comparison of individual network coverage with market coverage —"apples vs. oranges," TvAR shot back. The rep firm took up other NBC research points which it contests, including statements that spot "audiences have the same reach as network programs" and that "network program audiences are balanced."

Said TvAR's Mr. Hoffman: "Our initial statement which accompanied the release of 'Tilt' still applies: Network programs, when used alone, do not permit market-regulated advertising pressure."

C-P in $500,000 pact for KTTV feature films

The Colgate-Palmolive Co. and KTTV (TV) Los Angeles, last week completed a transaction, which they believed to be "the largest single purchase by a single advertiser in an individual market." Colgate signed to sponsor the *Colgate Theatre*, a two-hour program of first-run feature films to be presented over KTTV each Friday evening from 8-10 p.m. The contract was said to involve more than $500,000. The starting date and the duration of the sponsorship will be announced shortly.

Feature films normally are sponsored by a large group of advertisers. Colgate, however, has utilized the single sponsorship approach in the past. From 1955 through 1957, it sponsored a one and one-half hour feature film program over KTTV at a cost of approximately $15,000 a week. The current pact calls for the use of Metro-Goldwyn-Mayer post-'48 features in prime time.

Participating in negotiations for the pact were George T. Laboda, media director of Colgate, and Jack H. Duffield, eastern sales and marketing manager for KTTV. Blair-Tv is the exclusive sales representative for the station. All of Colgate's products will be advertised.

Adam Young unwraps plan to sell radio

Adam Young Inc., New York, is launching what it hopes will be a revival of high-powered selling of the radio medium.

To launch it, the station representative has hired Clifford J. Barborka Jr. as vice president in charge of radio, effective June 15, and his long-time associate, Esther M. Rauch, as director of radio research and sales development. They have resigned from Better Broadcast Bureau Inc., which Mr. Barborka, a former Blair radio executive, formed a year ago (WEEK'S HEADLINERS, page 10).

Adam Young, president of the firm, looks at the appointment as placing a "general in the field" to contact and sell high-level advertising executives, leaving the "desk officer" to take care of paper work.

In practice, the new sales approach is intended to get advertisers interested in a radio campaign by answering specific marketing problems. The task places greater responsibility on the rep's salesmen, it's said.

"The way to catapult radio out of the doldrums is not by mustering more volume of every conceivable type of statistic, but by demonstrating that radio is an exciting, creative medium that can solve marketing problems," says Mr. Barborka. He said the creative sound services pioneered by BBB will be available to Adam Young Inc. One of BBB's major projects was a series of radio commercials produced for presentation to automotive advertisers. Similar sound projects will be developed for Young.

Studio Facilities ▪ Under construction at Young is a fully equipped sound studio in which Mr. Barborka and Miss Rauch will direct the development and production of taped commercials for advertisers or prospects. Sound presentations also will be used in conjunction



to 6 of America's Top 10 Markets

Fast reaction is common reaction with RKO General audiences. Their built-in loyalty to these strong stations, and their belief in the dependability of RKO General advertisers mean that you need less time to introduce a service, build a brand, make a sale.

You sell fast on RKO General stations because you sell in 6 of the top 10 markets, plus one of the South's richest areas. You reach areas populated by 67 million consumers.

You sell fast because adult programming and a sense of community responsibility have helped make RKO General the largest, most powerful independent broadcast chain in the country.

Get the details on reaching the RKO General target markets, fast and efficiently. Talk to your local RKO General Station or the RKO National Sales Division man.

NATIONAL SALES DIVISION OFFICES

New York: Time & Life Building, LOngacre 4-8000
Chicago: The Tribune Tower, 644-2470
Hollywood: 5515 Melrose, HOllywood 2-2133
San Francisco: 415 Bush St., YUkon 2-9200
Detroit: Guardian Bldg., WOodward 1-7200
Atlanta: 1182 W. Peachtree N.W., TR 5-9539
Dallas: 2533 McKinney St., RIverside 2-5148
Denver: 1150 Delaware St., TAbor 5-7585

RKO GENERAL

A GENERAL TIRE ENTERPRISE

NEW YORK WOR-AM/FM/TV **LOS ANGELES** KHJ-AM/FM/TV
DETROIT CKLW-AM/FM/TV **BOSTON** WNAC-AM/FM/TV THE YANKEE NETWORK **MEMPHIS** WHBQ-AM/TV
SAN FRANCISCO KFRC-AM/FM **WASHINGTON, D.C.** WGMS-AM/FM

The Liveliest TV Programs Afloat!



During the Seattle World's Fair, studios of KTNT-TV (Seattle-Tacoma) are aboard the DOMINION MONARCH, the world's largest floating hotel, moored on the Seattle waterfront, housing many of the Fair's most glamorous and famous visitors.

This makes possible more exciting, more thrilling TV, as special events involving important celebrities will be telecast direct from the huge ship.

This is programming with imagination . . . this is KTNT-TV . . . this is a great chance for advertisers to sell the big "Fair-happy" Pacific Northwest.

KTNT TV Channel 11 CBS

Studios in Seattle and Tacoma

represented by

PAUL H. RAYMER CO.

with services in new local and regional sales and sales development, which is expected to attract new national business by coordinating national and local selling.

Another BBB approach—the use of motivational research—will be adopted at Adam Young. This study technique probes consumer attitudes toward various advertising and to the media used (BROADCASTING, June 4).

Mr. Young maintains station representatives should propose positive ideas in radio and not leave this function to agencies. He is convinced that advertisers will allocate money to radio once they are excited by a media plan created specifically for their needs.

Schenley likes test renews WVNJ show

A hard-liquor advertiser last week renewed an experimental radio campaign. Schenley Distillers Co. has extended sponsorship for 13 more weeks of a midnight-to-dawn program of popular music and show tunes on WVNJ Newark, N.J.

The program, *Schenley Through the Night,* is broadcast Monday through Saturday. Besides music, it offers public and community service bulletins, times, weather, news, traffic conditions and safety messages.

"The first cycle of this experiment was so successful," according to Edwin Parets, Schenley advertising director, "that we decided to exercise our option by renewing for another 13 weeks." He said that the "many" comments from the public and the trade have been favorable, particularly in the areas of the type of music offered and the minimum number of commercial messages.

Business briefly...

Helene Curtis Industries Inc., Chicago, has ordered more than $1 million worth of participations in three NBC-TV programs next season. Starting in September, advertiser will have minutes on scattered basis in *The Virginian* (Wed. 7:30-9 p.m.), *Jack Paar Show* (Fri. 10-11 p.m.), and *Saturday Night at the Movies* (Sat. 9-11 p.m.). Order marks Helene Curtis' second consecutive tv season exclusively with NBC-TV. Agency: Edward H. Weiss & Co., Chicago.

Merck, Sharp & Dohme Div. of Merck & Co., will sponsor *Breakthrough: Mental Illness,* a special NBC News program to be broadcast Fri., June 22 (9:30-10:30 p.m. EDT) on NBC-TV, Agency: Troy-Beaumont Inc., New York.

General Mills, and **Schaper Mfg. Co.** (plastic games), both Minneapolis, will co-sponsor *Captain Gallant,* a weekly filmed re-run series starting Sept. 29 on NBC-TV (Sat. 5:30-6 p.m. NYT). Program, starring Buster Crabbe as a Foreign Legion officer, was first presented on the network in 1955. Agencies: Dancer-Fitzgerald-Sample Inc., New York (General Mills) and Knox Reeves Adv., Minneapolis (Schaper).

Equitable spot radio slated for 115 markets

Following up a 24-market radio test last November, The Equitable Life Assurance Society of the U. S., New York, will start a 16-week spot radio campaign in some 115 markets beginning the week of Aug. 19. The switch from network tv is considered temporary.

Equitable's campaign, according to Charles R. Corcoran, vice president-advertising, publications and press relations, "has been planned to give local advertising support to the nearly 10,000 Equitable agents throughout the U. S." He stressed the need for getting the company's selling and institutional messages across within the areas where its representatives live.

It's reported that the spot radio schedule, placed by Foote, Cone & Belding Inc., New York, will not materially change Equitable's plans in other media. The use of mass circulation magazines, Sunday newspaper supplements, farm, business, sport and trade publications will be continued. Firm plans for a re-entry into network tv have been delayed until the end of the year.

Agency appointments...

- Gordon Jewelry Corp., Houston, has appointed Frank Tammen Adv., that city, to handle its television advertising exclusively. The company operates 120 stores in 61 cities in 13 states.

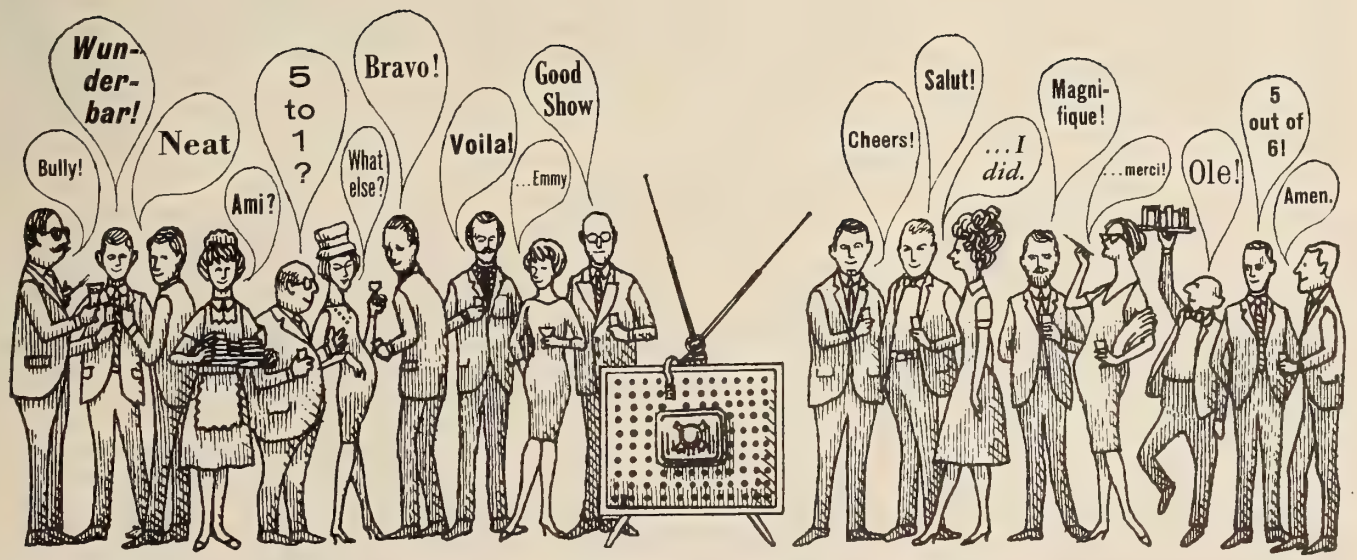
- Frito-Lay Inc., Dallas, Tex., appoints Dancer-Fitzgerald-Sample, New York, to handle national advertising of Frito corn chips. National advertising for Frito previously was assigned to the Chicago office of D-F-S, which closed last month.

- Central Airlines, Dallas, has appointed Rogers & Smith Adv., that city, to handle its special promotions.

- The Frisco Railroad Co., St. Louis, has appointed Winius-Brandon Co., that city, to handle its advertising. The railroad concentrates its advertising in radio, the trade press and newspapers. C. P. Crady, W-B vice president, will handle the account.

- William T. Thompson Co. (vitamins and food supplements) to Boylhart, Lovett & Dean, Los Angeles. Greacen Mitchell directs the account.

- Better Vision Institute, New York, appoints Doyle Dane Bernbach Inc., that city, as its advertising agency.



Washington conversation stopper...WRC-TV wins 5 out of 6 Emmies! It was an overwhelming vote of confidence. WRC-TV programs and personalities made it virtually a clean sweep in the 14th Annual Emmy Awards: "Decade of Crisis" honored in two categories—"outstanding educational program" and "most outstanding interview and/or discussion program." "Profile: City in the Civil War"—judged "most outstanding public affairs program." Bryson Rash, WRC-TV's distinguished news analyst and commentator, voted "outstanding local personality." And "Bozo the Clown" named "best children's program." These are typical of the people and programs that have made WRC-TV truly the leadership station in the nation's capital!

WRC-TV NBC
IN WASHINGTON CHANNEL 4 NBC OWNED
REPRESENTED BY NBC SPOT SALES

Fm's zing shown in market study

Penetration and circulation figures on fm radio, based on a 27-market study by The Pulse Inc., were revealed by Dr. Sydney Roslow, Pulse president, at an fm seminar held by the Triangle Stations last Wednesday in New York.

Early compilations, based on the Pulse research, were reported last week (LEAD STORY, June 4).

The Pulse study, made for the Triangle Stations, shows that two-thirds of the nation's fm homes listen to fm during the average week. Projecting the 27-market figures of 5.6 million fm homes to national radio homes gives a weekly national audience of around 10 million fm homes.

In its research, Pulse interviewed about 13,500 radio families. The study shows that 42.3% of radio families have fm; 44% of the fm homes listen in an average day and 66% listen in an average week. Highest fm concentration was found in New York, where 54.4% of radio homes have fm; Boston, 50.6%; Los Angeles, 49.4%, and San Francisco, 48.4% (see table).

Joe Winkler, general manager of Triangle's WFIL-FM Philadelphia, said just because a station programs in fm does not mean it is a "quality" station as fm and quality are not synonymous —fm is actually only a means of transmitting programs. He stressed that agencies and advertisers should insist on knowing a station's program and commercial policy before buying. Only in that way can they be sure that the station appeals to a "quality" audience.

Success Story ▪ John Steinway, advertising head of Steinway & Sons, told how the piano company and its dealers have used fm since 1959. Steinway's advertising problem has always revolved around identification of the product with the local retailer. Fm helped solve this problem, Mr. Steinway said, through co-op spots using the voices of prominent concert artists who use the Steinway.

Steinway, which produces about 3,000 units annually has experienced an average 10% sales gain in markets using fm, Mr. Steinway said.

David Bennett, executive assistant to the vice president of Triangle, told the seminar of the Triangle Program Service, taped programs are now available to fm stations.

Triangle Stations are: WFIL-AM-FM-TV Philadelphia; WNBF-AM-FM-TV Binghamton, N. Y.; WLYH-TV Lebanon, Pa.; WFBG-AM-FM-TV Altoona, Pa.; WNHC-AM-FM-TV Hartford, Conn.; and KFRE-AM-TV, KRFM (FM) Fresno, Calif.

PULSE'S MEASUREMENTS OF THE TOP FM MARKETS

	Fm Sets		Sets used in one week	
	#	% Radio Families	#	% fm Families
Altoona	11,000	27.8%	8,500	77%
Baltimore	161,300	32.9	111,300	69
Boston	490,300	50.6	284,400	58
Buffalo	139,800	36.2	83,900	60
Chicago	924,300	43.8	628,500	68
Cincinnati	104,900	31.1	73,400	70
Cleveland	205,400	36.9	154,100	75
Dallas	69,000	20.4	52,400	76
Detroit	424,200	38.0	326,600	77
Fort Worth	40,300	22.7	25,400	63
Fresno	25,000	23.8	17,300	69
Houston	116,900	32.0	86,500	74
Kansas City	116,600	34.1	72,300	62
Los Angeles	1,078,000	49.4	668,400	62
Milwaukee	98,400	27.3	62,000	63
Minneapolis-St. Paul	96,800	21.8	71,600	74
Nashville	21,600	19.2	16,800	78
New Haven	25,500	26.8	18,900	74
New York	2,541,700	54.4	1,652,100	65
Philadelphia	499,200	39.1	344,400	69
Pittsburgh	216,900	31.5	164,800	76
Richmond	36,000	32.1	25,600	71
St. Louis	145,700	23.2	86,000	59
San Diego	133,200	42.7	98,600	74
San Francisco	431,800	48.4	263,400	61
Seattle	98,900	26.4	61,300	62
Washington, D. C.	242,500	41.7	177,000	73
	8,495,200	42.3%	5,634,600	66%

Source: The Pulse Inc. 1961

ABC Radio now sales rep for own western network

ABC Radio has assumed exclusive representation of its regional network. ABC Radio West, effective immediately, it was announced last week by Robert R. Pauley, ABC Radio President and Jack Mann, director of ABC Radio West. Avery-Knodel Inc. had been representing ABC Radio West.

Mr. Pauley said account executives will be hired in New York, Los Angeles and Chicago to sell for ABC Radio West, which is billing at the rate of $800,000 a year, as compared to $200,000 a year when the regional network was created

'Benefactors' ditcher says mail favorable

One of the companies which withdrew sponsorship of a controversial episode about abortion on a CBS-TV program said last week that the company received "very marked" reaction in consumer mail. The episode was "The Benefactors" from the *Defenders* series (BROADCASTING, April 30).

Clyde E. McDannald, advertising manager for Brown & Williamson Tobacco Co., said 90% of the letters have endorsed the company's stand. In his speech to the Louisville (Ky.) Advertising Club May 25, he made no mention of the number of letters.

"Our position remains that we acted as a responsible sponsor in the interest of the program's vast audience of viewers," he said.

CBS reported as of May 3, that over 700 letters favorable to its decision to air the program were received and fewer than 150 were negative. CBS affiliates reported at that date that nearly 600 favorable calls had been received and about 100 unfavorable.

Rep appointments...

▪ WMET Miami Beach, Fla.: Tele-Radio & Tv Sales Inc., New York, as national representative.

▪ KPLC-AM-TV Lake Charles and KALB-AM-FM-TV Alexandria, both Louisiana: Advertising Time Sales Inc., New York, as national representative.

▪ KIMN Denver: John Blair & Co., New York, as exclusive national representative.

▪ WISN Milwaukee: Daren F. McGavren Co. Inc., New York, as national representative.

Also in advertising...

Undisclosed price ▪ Pet Milk Co., St. Louis, has purchased Laura Scudder's, Anaheim, Calif., producer of potato chips, corn chips, peanut butter, mayonnaise, etc., from Signal Oil & Gas Co., Los Angeles, for an undisclosed price. Scudder's has gross sales of about $25 million a year and an advertising budget of around $1 million, handled by Doyle Dane Bernbach, Los Angeles. No change in agency is contemplated. Gardner Adv. is the Pet Milk agency.

Name change ▪ Royer & Roger Adv. Inc. is the new name for the agency formerly known as Wilbur-Ciangio, Beekman & Packard Inc. of New York.

Pathé News, INC.

1962
1952
1942
1932
1922
1912
1902

MILESTONES OF THE CENTURY

a momentous filmed story of our amazing age



NARRATED BY **ED HERLIHY**

NOW SOLD IN OVER 50 MARKETS
INCLUDING SUCH REPRESENTATIVE AREAS AS:

WABC-TV	New York City	WCKT	Miami, Fla.
KCOP	Los Angeles, Calif.	WEEK	Peoria, Ill.
WFIL	Philadelphia	WHO	Des Moines, Iowa
WFBG	Altoona, Pa.	WSUN	St. Petersburg, Fla.
WLYH	Lebanon, Pa.	WFMJ	Youngstown, Ohio
WNBF	Binghamton, N.Y.	KVAR	Phoenix, Arizona
WNHC	New Haven, Conn.	KTVR	Denver, Colo.
KFRE	Fresno, Calif.	KPTV	Portland, Oregon
KIRO	Seattle, Wash.	KONO	San Antonio, Texas
KPLR	St. Louis, Mo.	WDBO	Orlando, Fla.
KUTV	Salt Lake City, Utah	WHIZ	Zanesville, Ohio
WBAP	Ft. Worth, Texas	WILL	Champaign, Ill.

THE NEW YORK TIMES has given "Milestones of the Century" star rating and recommended the series for young viewers. TRIANGLE PUBLICATIONS, radio and TV division comments, "In our opinion "Milestones of the Century" is an outstanding record of our time". NAFI STATIONS—KCOP, Los Angeles, KPTV, Portland, Ore.—"Milestones of the Century" is an outstanding series which we are proud to program".

LET THESE GREAT MILESTONES OF OUR CENTURY ANSWER THE NEEDS OF YOUR PUBLIC SERVICE PROGRAMMING TODAY!

These High Quality Series Now in Production for Fall Release

THE WONDERFUL PLANET EARTH
130 five minute films featuring real life documentary stories about nature's wonders. A new "Junior Omnibus" television series.

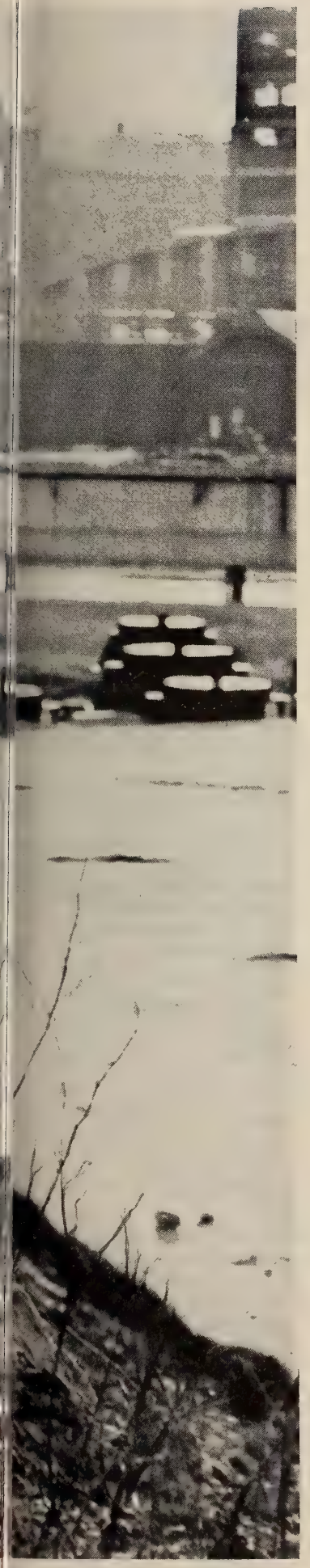
YANKEE DOODLE TALES
130 five minute films about great Americans, memorable events and places in our nation's history. Stories of our heritage for children.

SCIENCE SCOUTS
65 five minute science films for children, exploring the fascinating field of popular science and probing future possibilities.

OUR CHANGING WORLD
39 half hour documentaries. A serious and humorous treatment of the achievements and failures, fads and foibles of our era.

Telephone or Wire Collect **CINEMA-VUE CORPORATION**
245 West 55th Street New York 19, N.Y. JUdson 6-1336 / 20613 Parthenia Street Canoga Park, Calif. Diamond 1-4894





How to dig a hole

Pick a small boy.

Give him a shovel. Or plan a bigger tomorrow for him.

That can lead to digging a hole like this one: site of the largest, private, commercial-building venture in American history by a single owner (covering twice the area of New York's Rockefeller Center).

It is the vast new *Prudential Center*—set squarely in the heart of Boston, to keep pace with the extraordinary surge of New England's new growth.

But the area's booming burst of steel and stone, answers only a fraction of the challenge every child creates for us:

Will the America you pass on to me be greater, or weaker, than the America that was given to you?

Any honest answer must certainly cover the community of the mind as well as of stone; must serve all our needs to lift ourselves; to think, to work, to worship, to buy, to enjoy.

It's quite a target.

Yet it closely defines the daily target of WBZ-TV, Boston: to serve and stretch the "community of the mind", throughout two-thirds of all New England.

It is a goal firmly anchored in the great responsibilities of television's unique power to reach and move people.

The dimensions of both goal and responsibility are measured by the fact that more New England families are reached regularly by WBZ-TV than are reached by any other medium.

It is for them WBZ-TV fills its 20 hour working-day with its news, its editorials, its studies of the community and world, its entertainment, its advertising.

These are rooted in the spirit and zest of today's busy New England, which WBZ-TV is proud to serve as a mirror... as a voice... as a *prime-mover* of ideas, goods ... and people.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ+WBZA, WBZ-TV, Boston; KDKA, KDKA-TV, Pittsburgh; WJZ-TV, Baltimore; KYW, KYW-TV, Cleveland; WOWO, Fort Wayne; WIND, Chicago; KEX, Portland; KPIX, San Francisco.

Ground rules for new review board

ACCELERATION OF FCC PROCEDURES EXPECTED WITH NEW UNIT

New FCC rules to govern the operations of the recently-established staff Review Board (BROADCASTING, May 28) were adopted by the commission last week.

The commission further amended its rules to permit final decisions to be made by only one commissioner or a panel of two or more commissioners. Such cases to be delegated to a panel will be determined on a case-by-case basis.

Members of the Review Board are Donald Berkemeyer (chief), presently chief of Opinions & Reviews; Joseph Nelson, present head of renewals and transfers; Dee Pincock, assistant general counsel, and Horace Slone, engineering assistant to Commissioner Robert T. Bartley. All are veteran members of the FCC staff.

The Review Board and the new rules governing its activities become effective Aug. 1, as does the authority to form commissioner panels. At that time, the office of motions commissioner will be abolished with the Review Board taking over its duties and empowered to act on all appeals from interlocutory rulings of hearing examiners.

The new commission regulatory procedures were established under authorization given in Public Law 87-192, signed into law by the President Aug. 31, 1961. The board will be responsible only to the commission, but the FCC is prohibited from discussing the merits of any case pending before the board with any of its members.

Under the new rules, the FCC said that it will be able to make better use of its time and personnel with greater speed and efficiency than is presently possible. Commissioners Frederick W. Ford and Robert E. Lee dissented in part to that portion of the new rules which delegates authority to rule on interlocutory matters to the Review Board. Such matters have been acted on in the past by the full commission, the motions commissioner or the chief hearing examiner.

Review of Initial Decesions ▪ Primary responsibility of the Review Board will be to pass on initial decisions by hearing examiners in all am and fm cases except (1) revocation, renewal, cease and desist and forfeiture proceedings (2) Sec. 309 (c) Communications Act proceedings (involving the possible denial of an operating license to cover a construction permit) and (3) applications for fulltime Class II A operation on the 13 clear channels recently broken down.

The board also will handle the following cases: tv translator proceedings; applications of common carriers under Title III of the Communications Act; complaints against communications common carriers for recovery of overcharges; safety and special radio service proceedings and those involving suspension of operators permits.

Unless the commission specifies to the contrary, all cases falling within these categories will automatically be reviewed by the board rather than by the full commission. After designation, the FCC will not entertain any request that it, rather than the board, review the initial decision.

A party may bring such a case to the full commission only by a petition for reconsideration of the board's decision.

Not Tv ▪ The Review Board is not authorized to pass on tv cases or any other cases involving broad policy questions. Some cases not falling within the delegated categories should and will be heard by the board, the FCC said, and others within the categories should more appropriately be considered by the full commission.

For instance, the FCC said, if an apparently routine case takes on unexpected importance because of a development at the hearing, the board is given the authority to certify such case directly to the full commission. "We would expect the board to employ this authority whenever a novel or important question of law or policy is presented to it, since it would make little sense for the board to review such a question knowing that there would have to be a full review of its own decision by the commission," the FCC said.

Review of actions taken through delegated decisions (either by an FCC panel, Review Board, chief hearing examiner or chief of the Broadcast Bureau) may be obtained only by filing a request for such a review by the full commission. The FCC may, in turn, grant or deny such a petition without specifying the reasons for its action and no petition for reconsideration of the full commission's action will be entertained.

Appeals of rulings of the presiding examiner in a hearing must be made to the Review Board in cases where the board has jurisdiction.

Final decisions of the Review Board or FCC panel will become effective 40 days after public release of the text of the decision. A petition for reconsideration will stay the effect of such a decision until 40 days after disposition of the appeal. If the full FCC is aked to review a delegated decision or does so under its own motion, the effective date will be stayed until after the FCC reaches its final determination.

A party adversely affected by a delegated decision has 30 days to either petition for reconsideration or for review by the full FCC. In a multiple-party proceeding, if one party asks for reconsideration by the board and another seeks FCC review, the former shall take precedent over the latter.

A grandfather clause protects parties to any proceeding designated for hearing prior to Aug. 31, 1961, and entitles them to file exceptions to initial decisions and to oral argument before the FCC *en banc*.

Oral Argument Optional ▪ Sec. 1.154 of the rules, which makes oral argument mandatory, has been amended to leave this up to the discretion of the FCC or other designated authority. Oral argument will be the usual course in cases involving review of initial decisions issued by a panel or the board —"only rarely will it not be afforded," the FCC said. However, the agency pointed out, oral argument will be the rare exception in the case of appeals of interlocutory matters.

The new rules were adopted without prior notice of rulemaking. "We recog-

Shelter sessions set

The first two meetings to discuss the federal government fallout shelter program for radio stations (BROADCASTING, May 21, 28) is scheduled for this week in two states. Meeting of the State Industry Advisory Committees for Pennsylvania is set for June 13 at the studio of WHP Harrisburg, and for Florida on the same date at the International Inn, Tampa. Other state SIACS will be meeting soon on the same subject, it is understood. In the Pennsylvania area, a mixup in liaison resulted in the state civil defense office calling a meeting of broadcasters for June 7, but this was cancelled after the FCC's Conelrad office stepped in and explained the chain of command to the state civil defense officials.

ANOTHER AWARD FOR "AMERICAN CIVIL WAR"

UNIQUE TV SERIES CONTINUES TO HOLD SPOTLIGHT

Cited for "outstanding achievement" by the Civil War Centennial Commission, this distinguished TV series is also a former winner of the Sylvania Award for "Outstanding Contribution To Creative Television Technique."

In the first year of the Civil War Centennial, over 70 markets have telecast this highly praised series. And this is only the beginning! The Civil War Centennial will be of public interest through April, 1965.

TRANS-LUX

Among our many sponsors are: General Foods, Ralston-Purina, Renault Auto, Continental Oil, Iron City Beer and Nationwide Insurance.

Some of the scores of stations that have telecast this series are: all Westinghouse stations; WABC-TV, N.Y. City; WMAL-TV, Washington, D.C.; KOMO-TV, Seattle, Wash.; KMBC-TV, Kansas City, Mo.; WTVN-TV, Columbus, Ohio and WTVR, Richmond, Va.

13 dramatic action-filled half hours based on the amazing photographs of Mathew Brady.

•

Produced by the Westinghouse Broadcasting Co.

Distributed by

TRANS-LUX TELEVISION CORP.

New York • Chicago • Hollywood

"ENTERTAINMENT FOR MILLIONS— MILLIONS FOR ENTERTAINMENT"

THE AMERICAN CIVIL WAR

nize that the rules may not be perfect," the FCC said. "Indeed, we think it most likely that as experience is gained some revisions will be required. . . . For that reason, we intend to review the entire subject at periodic intervals." In connection with this review, the FCC said it would especially welcome the suggestions of the Federal Communications Bar Assn. and other interested parties.

Special authority was also delegated to bureau chiefs and other members of the FCC staff to act in non-hearing matters.

In his dissenting statement, Commissioner Ford said he could not agree to that portion of the new rules which permits the Review Board to take original jurisdiction over interlocutory matters. Such functions are out of keeping with the board's character as a review body and will inevitably shift to the commission the burden of review in such areas even though no matter of policy is involved, he said.

He predicted that pleas for reconsideration, which can go only to the full commission, of Review Board actions on interlocutory matters will be sought by the denied party with regularity. Original jurisdiction should rest with the examiner with appeals to the Review Board, he said, with such a procedure causing far fewer appeals to the full commission.

Messrs. Berkemeyer, Nelson, Pincock and Slone have been appointed to the Review Board for indefinite terms. They will sit in panels of three and will be responsible for writing their own decisions. The commission has decided to seek Super Grade 16 job classifications for the Review Board members (with Messrs. Berkemeyer and Nelson already at that level) from the Civil Service Commission.

A watched watchdog shouldn't bark—WTOP

What WTOP Washington considers a discrepancy between the public pronouncements and private behavior of Sen. Ralph W. Yarborough (D-Tex.) was issued by that station in an on-the-air editorial last Tuesday (June 5). The text:

"It is always a disappointment when the performance of a man in public life fails to measure up to his own public pronouncements, and it is particularly disappointing when that man happens to occupy a position of high public trust. This appears to be the case with Democratic Senator Ralph W. Yarborough of Texas.

"As a case in point, consider the report on Freedom of Communications by the Senate commerce committee, prepared by its subcommittee on com-

"FRONTIERS OF KNOWLEDGE" RATES WITH SPONSORS

NEW TELEVISION SERIES CLICKS WITH CLIENTS

"I found it fascinating! —so will a TV audience!"—nine words from the client and the series is sold again. First to Colgate-Palmolive Company; then to First New Haven Bank; then Motorists Mutual Insurance Company.

"Frontiers" makes good sense to anyone (station, agency or client) who believes that television can inform, enlighten and entertain in one half hour.

TRANS-LUX

12 half hour programs probe the future of space, medicine, crime detection, chemistry, science, transportation and other "Frontiers of Knowledge."

Titles:
"Dead Men Tell Tales"
"The Shrinking Sky"
"Man's Deadly Burden"
"Concept: One Medicine"
"The Miracle of Speech"
"Tikal: Ruins of Greatness"
"Conquest of Pain"
Plus five (5) more in production

•

Produced by WFIL-TV, the Triangle Publications' station in Philadelphia, in cooperation with University of Penn.

Distributed by

TRANS-LUX TELEVISION CORP.

New York • Chicago • Hollywood

"ENTERTAINMENT FOR MILLIONS— MILLIONS FOR ENTERTAINMENT"

FRONTIERS OF KNOWLEDGE

munications, of which Senator Yarborough was chairman.

"The report is filled with laudable phrases concerning the necessity for fairness, impartiality and objectivity in the broadcasting of news—and, the obligation of the broadcaster to be constantly aware of the 'public interest.' With these sentiments we heartily concur, and also with the report's description of the air waves as 'a vital means of communication, capable of making a major contribution toward an informed public, which is indispensable to the proper functioning of our democratic system." We also agree wholeheartedly with the statement in Senator Yarborough's subcommittee report that '. . . those unwilling to act responsibly in utilizing a public privilege are subject to the loss of the use of that privilege.'

"It is precisely here, it seems to us, that Senator Yarborough has not measured up to the standard he sets for others. The senator has admitted accepting $1,700 from Texas financier Billie Sol Estes, as ironically enough a donation toward defraying the costs of taped broadcasts for Texas radio stations. Senator Yarborough also admits to receiving some $3,500 from Estes and his relatives for various political campaigns. The senator insists there were no strings attached, and we do not dispute him. But we might quote to him the last sentence of his subcommittee's report: 'We can convince only by example; let us make of our example the most of which we are capable.' "

WIZR owner charges newspaper with libel

A $750,000 libel suit has been filed against the *Schenectady* (N.Y.) *Gazette* by Martin R. Karig, permittee of WIZR Johnstown, N. Y. He charged the newspaper's story about a hearing set by the FCC involving Mr. Karig and his past and present holdings was "false and defamatory."

The newspaper was accused of reciting FCC charges against Mr. Karig as facts instead of as allegations. The suit claims that because of that Mr. Karig was "greatly injured in his credit and reputation and has suffered great pain and mental anguish." The suit was filed in the Fulton County (N. Y.) clerk's office.

In the FCC show-cause order against Mr. Karig, the issues include whether he once held hidden interest in two Saratoga Springs, N. Y., am stations simultaneously; that he allegedly lied under oath in an FCC hearing; that he had interest in two supposed "strike" applications and that horse racing information was transmitted to a bookmaker from a station in which he held an interest (BROADCASTING, May 7).

HOUSE GROUP OKAYS PRE-SUNRISE BILL

Proposal would give high ball to 680 for early hours

The House Commerce Committee has handed the nation's 1,700 daytime broadcasters an important preliminary victory in their effort for years to win a longer broadcast day.

The committee, by a reportedly unanimous vote, approved legislation (HR 4749) last week to authorize daytimers in single-station markets—an estimated 40% of the 1,700 daytimers—to operate before sunrise. All others could apply to the FCC for the same privilege. The bill also leaves to unlimited-time stations who might complain of such operations the burden of proving they are being subjected to "harmful interference." But it leaves intact the present requirement that daytimers close down at sunset.

The action is something of a rebuff to the FCC, which had opposed legislation in that area, contending such technical matters should be left to the commission. The committee was influenced by daytimer arguments that they provide an important early morning service and by their concern that a proposed FCC rulemaking would curtail, if not eliminate, that service.

The bill, introduced by Rep. Morgan Moulder (D-Mo.) was drastically amended in apparent efforts to overcome FCC fears that proposed legislation would result in interference between the daytime and other stations before daylight. Originally, the measure simply permitted all daytimers to operate from at least 6 a.m. to 6 p.m.

Subcommittee Amendment ▪ As amended by the committee's Communications Subcommittee, the bill would permit daytimers to begin operation at 6 a.m., or 4 a.m., if they were broadcasting at that hour for 60 days in the preceding year, regardless of the hour of sunrise, so long as their area is not served by an unlimited-time station.

Also for Fulltimers ▪ The bill contains a similar advantage for full-time stations operating on limited power at night if there is no other unlimited-time station in their markets. They would be permitted to begin operating with their more powerful daytime facilities at 6 a.m. instead of at sunrise.

Unlimited time stations who feel such pre-sunrise operations are causing interference "in a substantial portion of their primary service areas" could demand a hearing by the FCC. But they would first have to make a "prima facie showing" such interference exists. The commission could then order termination or modification of the pre-sunrise operations "only if it is determined that such interference has been shown and that such modification or termination serves the public interest, convenience or necessity."

The estimate that 40% of the country's daytimers would be immediately benefited by the bill proposed by the subcommittee was made by Rep. Oren Harris (D-Ark.), committee chairman. He proposed, and the committee accepted, an amendment authorizing the remaining 60% of the daytimers to apply to the FCC for permission to begin their broadcast day at 4 a.m. The commission could grant the request if it found that no "harmful interference" would result.

"Harmful interference" is defined as "any emission, radiation, or induction, which seriously degrades, obstructs or repeatedly interrupts a radio communication service."

FCC proposes changes in operating log rules

Broadcasting stations would be permitted to maintain their operating logs with automatic equipment under rulemaking proposed by the FCC last week. Comments on the contemplated change, proposed by NAB, are due July 20

Surgeon General sets cigarette-cancer report

The burning health issue involving cigarettes traveled another length last week in Washington when the Surgeon General of the United States announced that he is naming a special committee to survey all the evidence on the relationship between cigarette smoking and lung cancer and to make recommendations.

Surgeon General Luther L. Terry said June 7 he has decided to appoint an "expert advisory committee to study the evidence, evaluate it, and make whatever recommendations may be appropriate." He said the advisory group will include experts recommended by federal agencies, professional units, health organizations and the tobacco industry.

The Public Health Service chief's move came after President Kennedy asked for advice on the issue (BROADCASTING, June 4). It follows by several months a British Royal College of Physicians' report linking cigarette smoking and lung cancer. President Kennedy at his June 7 news conference said that the Surgeon General's plan meets his approval.



RCA 50-KW IN NEW YORK CITY UHF-TV TESTS

For its UHF tests in New York City the FCC is using a high-power transmitter designed and built by RCA. The most powerful of its kind, this 50-KW UHF transmitter consists of two TTU-25's in parallel. It operates on channel 31 and is installed on the 80th floor of the Empire State Building, where seven other channels serving the metropolitan area are located.

The work was performed under a contract awarded RCA by the FCC on March 1, 1961. The award was made based on considerations of power consumption, tube replacement and experience in equipment installation, as well as general performance and cost.

RCA also supplied the studio equipment to WNYC (the New York City-owned station) which will handle programming for the FCC outlet. This includes four TK-12 4½ inch I.O. Cameras, a film system with TK-21 Film Camera, TP-11 Multiplexer, TP-6 Film Projectors, TP-7 Slide Projector, and a TRT-1B Television Tape Recorder.

This same RCA experience and equipment are available to all those who seek for leadership in the field of television broadcasting.



RCA BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N.J.

RCA®

The Most Trusted Name in Television

Printers union concerned over newspapers in radio-tv

A printers labor union indicated last week it may launch a campaign to encourage close FCC scrutiny of newspapers which acquire radio-tv properties.

International Typographical Union asked the FCC to deny or set for hearing the proposed sale of KENS-TV San Antonio, Tex., from Express Publishing Co. to Harte-Hanks Newspapers. The union said sale of the *San Antonio Express* is included with the tv sale.

ITU said that for years it has been "gravely concerned with monopoly trends in mass communications." The union said it regrets to see the increasing number of one-newspaper towns and feels the lack of newspaper competition is "stimulated" by newspaper ownership of radio-tv properties. In cities where the newspaper owns broadcast stations, a newspaper union has no way of presenting its case to the public in case of a dispute, the printers union complained.

The KENS-TV sale protested by the union is actually a transfer of 63% interest to Harte-Hanks Newspapers, which already owns 37% of the station. Harte-Hanks is also buying a similar percentage of the *San Antonio Express* and of KENS radio. It has applied to sell KENS after the transaction (BROADCASTING, April 23).

The union claims Harte-Hanks has interests in seven Texas radio stations. An attorney for the company said last week that it sold these interests several years ago; that the company's only broadcast interest is 50% of KCTV (TV) San Angelo, Tex. It was an applicant for ch. 3 Corpus Christi before applying to buy the rest of KENS-TV. Harte-Hanks then withdrew from the contest for the new station. The attorney said Harte-Hanks, by selling KENS radio, actually would decrease newspaper ownership of broadcast properties in San Antonio.

The union further claimed that Harte-Hanks holds "controlling or substantial interest" in 11 Texas newspapers and that FCC approval of the KENS-TV transfer would lead to a communications monopoly in the Southwest.

with replies by Aug. 1.

In addition to permitting automatic logging, the proposed new rules would divide the technical logs into two separate groups—retaining in the operating log only those entries concerning the operation of the transmitter and transferring to a maintenance log less frequent entries relating to the upkeep of equipment. The FCC did not incorporate in the rulemaking a further NAB request to relax the present requirement for recording readings of the am frequency monitor every half hour.

The instant rulemaking deals with operating logs only and is not related to a separate proceeding on revision of program log-keeping requirements. The program logs are tied into rulemaking on new program reporting forms, with the FCC having scheduled a special meeting for today (Monday) in that proceeding (CLOSED CIRCUIT, June 4).

Firm denies FTC ad charges

American Home Products Corp., New York, has denied charges by the Federal Trade Commission that advertising for Outgro, a remedy for ingrown toenails, is false and misleading. (BROADCASTING, May 7).

The FTC alleged that contrary to AHP's tv, newspaper and magazine advertising, Outgro has no significant effect in reducing the pain or infection and that it will not cure or relieve the condition. The company replied that Outgro, if used according to directions, "will guard against infection." AHP denied ever advertising the product as a cure.

AHP said the FTC investigated acts and practices of that company from 1947 through 1952, but closed the case without acting.

Theatre group questions pay tv legality

CONNECTICUT GROUP ASKS SUPREME COURT REVIEW

Connecticut theatre owners question the authority of the FCC to approve a three-year pay tv test in Hartford, Conn., and charge that the commission acted arbitrarily in not determining whether there will be rate regulation.

These views were contained in a petition for *writ of certiorari* filed with the U. S. Supreme Court against the FCC's 1961 decision authorizing RKO Phonevision Inc. (WHCT [TV] Hartford), to engage in a three-year test of Phonevision subscription tv in that city. Asking for a high court review were the Connecticut Committee Against Pay Tv, Stanley Warner Management Co., Loew's Inc., Connecticut Theatres, Manchester Drive-In Theatre Corp. and Outdoor Theatres Corp.

The pay tv operation in Hartford is scheduled to commence June 29.

The theatre owners petition, filed by Marcus Cohn, Washington communications attorney, called the move a "major and a drastic change in the nature of American broadcasting . . . There was, and is, no direct, financial relationship between a listener and a broadcast licensee. The absence of this relationship is more than just a matter of commercial choice; it represents an important feature distinguishing broadcasting from public utilities and common carriers . . ."

If pay tv becomes established, the petition states, the "spectre" of loss of programs and program talent from present tv to pay tv is raised.

Nothing in the Communications Act or in its predecessor, the Radio Act of 1927, gives the FCC the authority to approve subscription television, the theatre men argue.

Rate Regulation ▪ Even if the FCC has the power to authorize pay tv, the petitioners aver, the commission cannot approve a pay tv test without determining the issue of rate regulation.

"It is the essence of arbitrary commission action to authorize a radical departure from the established system without even giving thought to the question whether the commission has or should exercise regulatory power over the single aspect of the new system which serves to differentiate it in such a marked way from the system which has been in effect for almost 40 years," the theatre owners say.

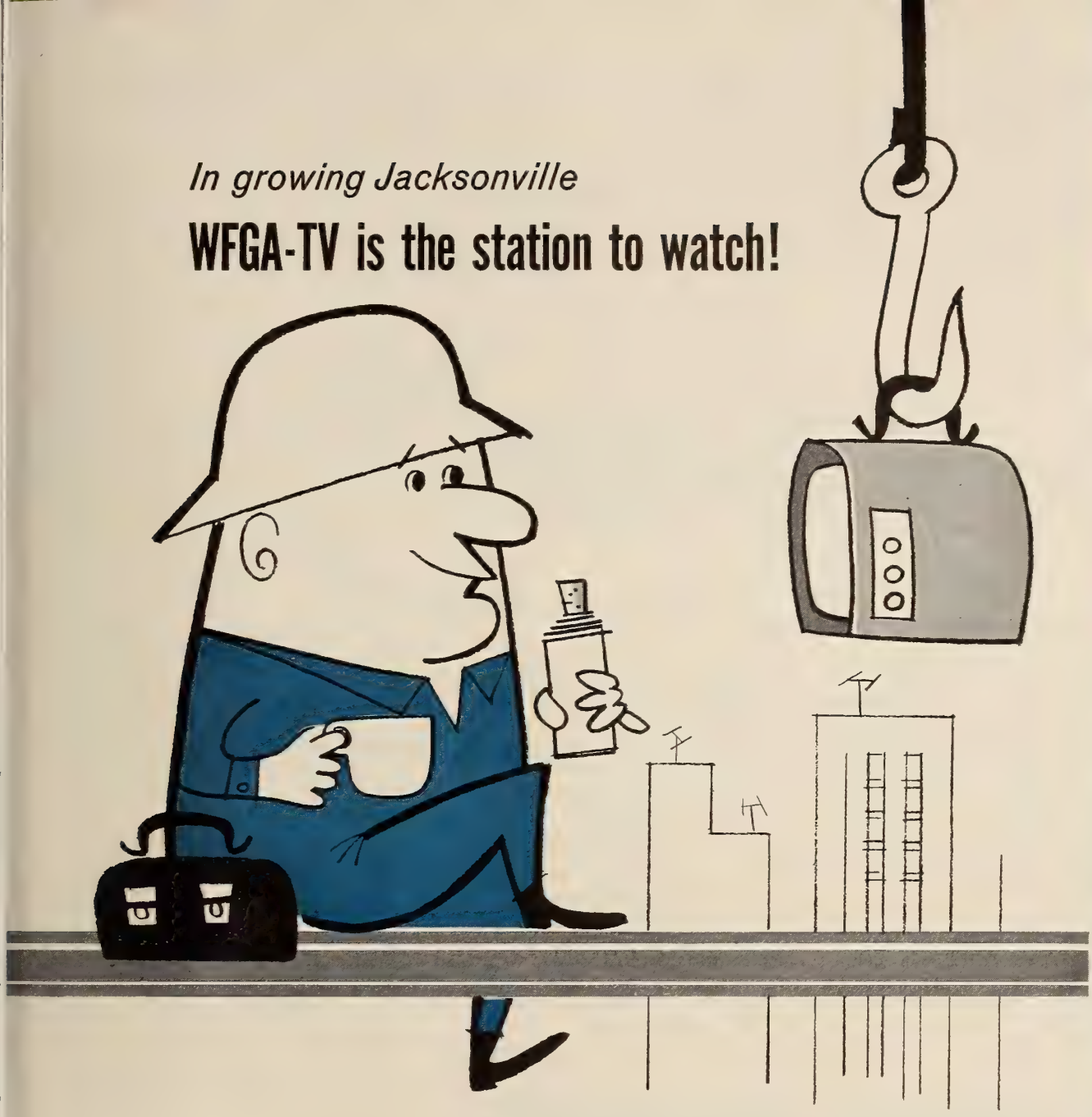
They conclude: "It is respectfully submitted that to allow the institution of this radical new service without any determination either by the licensing authority or a reviewing court of the essential question of rate regulation is clearly erroneous."

The U. S. Court of Appeals in Washington upheld last March the FCC's right to grant the RKO Phonevision application for the pay tv operation (BROADCASTING, March 12). A three-judge court maintained that the FCC has the right to encourage new forms of radio communications and that pay tv is in this category.

The Hartford ch. 18 station was bought by RKO General in 1960 and almost immediately RKO General asked the FCC for permission to operate the Phonevision pay tv system there. This was opposed by the Connecticut theatre owners. The FCC's grant of this

In growing Jacksonville

WFGA-TV is the station to watch!



In metropolitan Jacksonville, industry is humming, business is bustling, and more people are switching to WFGA-TV all the time! See your PGW Colonel now and learn how to get the most for your advertising dollar in Jacksonville!

WFGA-TV NORTH FLORIDA-SOUTH GEORGIA MARKET FACTS:

Population	**1,332,100**
Households	**379,000**
Total Retail Sales	**$1,457,576,000**
Food Sales	**$ 364,665,000**
Automotive Sales	**$ 279,962,000**
Drug Sales	**$ 53,764,000**
Gas Stations	**$ 136,593,000**



abc **WFGA-TV** NBC

JACKSONVILLE

WTVJ

WLOS-TV

WOMETCO ENTERPRISES INC.

TV

WFGA-TV (Affiliate)

REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

Market Facts from Survey of Buying Power 1962

application came after hearings in October 1960. The Phonevision pay tv system is a development of the Zenith Radio Co. Zenith will cooperate with RKO in operating the Hartford test; it will manufacture the decoding apparatus which will be leased to subscribers. It will also, through Teco Inc., largely owned by Zenith stockholders, help in arranging programs.

The FCC last week...

▪ Assigned ch. 33 to Syracuse, N. Y. by deleting that channel from Batavia and ch. 48 from Watertown. The switch, effective July 16, is the result of consideration of a petition by Springfield Tv Bcstg. Corp. (WRLP [TV] ch. 32 Greenfield, WWLP [TV] ch. 22 Springfield, and WWOR [TV] ch. 14 Worcester, all Massachusetts) to so amend the tv table of assignments.

Three Sec. 315 amendments introduced

BILLS WOULD PIT HILL ASPIRANTS, PARTY LEADERS

Capitol Hill is indicating interest in making radio-tv debates possible between major party representatives during the 1962 and 1964 political campaigns. But there is no certainty the interest presages enactment of the necessary legislation in this session.

Last week, three bills that would suspend the equal-time section of the Communications Act were introduced, each with a different objective.

Rep. Melvin Laird (R-Wis.) is sponsoring one (H J Res 731) intended to enable the major-party chairmen or spokesmen these leaders select to debate their respective party's position on national issues in up to five radio-tv appearances next fall. The bill, aimed at situations in which the spokesman is a candidate for state or local office, would free broadcasters from the obligation of providing equal time to other candidates for the office involved.

Sen. Jacob K. Javits (R-N. Y.) introduced a bill (S J Res 196) to enable broadcasters to present debates between major-party candidates for senator and congressman next fall. Sen. Javits said the present law requiring that all candidates be given equal time has the practical effect "of preventing broadcasters from giving the people the kind of face-to-face debates between major-party candidates required by the present enormous issues before the country."

Harris Bill ▪ And Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, offered a bill (H J Res 729) to suspend the equal-time section for Democratic and Republican presidential and vice presidential nominees in the 1964 campaign. This measure, like a similar one introduced in the Senate by Sen. John O. Pastore (D-R. I.), follows a recommendation from President Kennedy (BROADCASTING, June 4).

There is a widespread feeling in Congress that some action will come to permit debates between the presidential candidates in 1964. But this could easily wait until next year, and probably will. The real question is whether legislation will be passed to permit political debates on radio and television this fall.

The two key men on this issue—Sen. Pastore, who is chairman of the Senate Communications Subcommittee, and Rep. Harris—didn't appear optimistic last week that action will be taken before the 87th Congress adjourns. Sen. Pastore said he "would hope" to hold hearings but that there are a number of other pressing legislative matters.

A closer look at Barry-Enright

Expansion of issues in the license renewal hearing for WGMA Hollywood, Fla., granted by the FCC at the licensee's request (BROADCASTING, Jan. 22), has encouraged the Broadcast Bureau to delve more deeply into the activities of the station's owners, Jack Barry and Daniel Enright (50% each). The FCC ruled in January that the overall record of the station could be explored in the hearing.

The bureau has requested all records and memoranda by either of the owners concerning the station's operation. Attorney for WGMA has termed this request "a fishing expedition." The bureau contends that if the station can select only the material it wishes to turn over to the bureau, it may confine itself to favorable documents. The examiner hearing the case, Elizabeth Smith, has said she will forbid acceptance of irrelevant matter in the record.

The hearing was set by the FCC in April 1961 to determine the extent of Barry-Enright involvement in the rigged quiz shows, *Twenty One* and *Tic Tac Dough*, which they produced, and whether it reflects on their character qualifications as licensees. Since the hearing began in November, 1961, Mr. Enright is the only principal who testified but last month the bureau gave notice it may wish to call Mr. Barry as a witness.

The hearing continues this week with testimony expected from Hollywood, Fla., city and civic leaders.



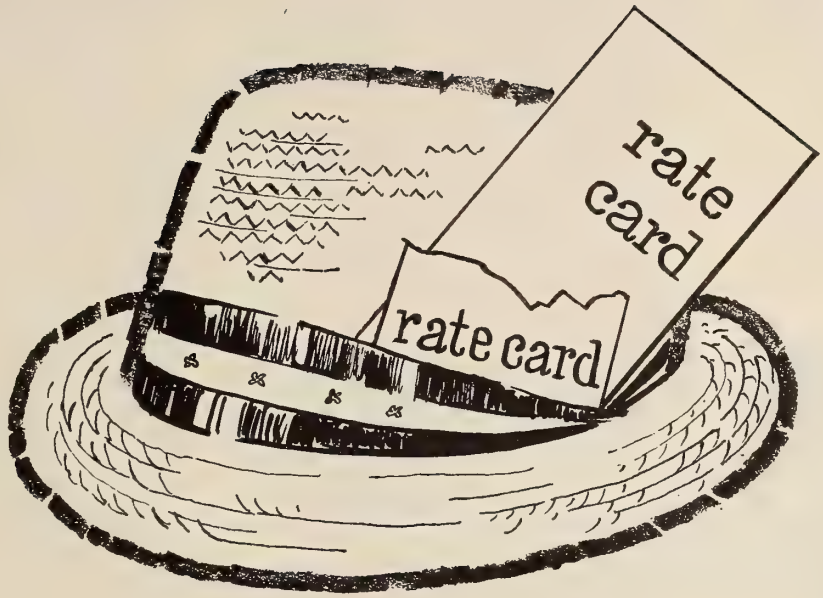
Mr. Barry



Mr. Enright

Examiners plan symposium

Federal hearing examiners are going to talk about improving the administrative processes on June 15 at 2 p.m. at the National Lawyers Club, Washington. A symposium, under the auspices of the Federal Trial Examiners Conference, will hear Prof. Forrest Davidson, George Washington U. Law School. The discussion will take place among a panel including Earl Kintner, Washington attorney and former chairman of the Federal Trade Commission; Don C. Beelar, Washington attorney; and Edwin Brady, Washington attorney and former hearing examiner with the Interstate Commerce Commission. FCC Hearing Examiner Elizabeth C. Smith will act as moderator.



WE MADE THIS ONE EASY SO YOU'D READ THE FOOTNOTE

"I've got a great TV spot schedule on WMAL-TV* worked out for you," reported the enthusiastic AE to his client.

"We'll use half the spots to build the store image, ¼ of the spots to focus on brand names, ⅐ of the spots to go into special services and the remaining 3 to tell the credit story."

"Sounds great," agreed the client. "How many spots does that make each week?"

"I can't seem to find that part of the memo," replied the embarrassed AE. "I'll call you back in five minutes."

That should give you enough time to come up with the missing total, for which we'll provide a suitable reward.

** You can increase your client's audience exposure with* bonus spots *by taking advantage of WMAL-TV's "Straw Hat Plan" during June, July and August. Any advertiser spending $300 or more per week for spots or programs gets a 25% bonus in additional spots at no additional cost. Check your H-R Rep for details and avails.*

Puzzle adaptation courtesy of Dover Publications, Inc., New York 14, N. Y.

wmal-tv abc

Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.



HOW TO WIN

THE EARS

of 120,535*

NORTHWESTERN OHIO FAMILIES

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*Average weekly cumulative audience for a schedule of 10 announcements on WSPD-Radio.

The right combination of circulation and persuasion. Get complete details from your Katz man.

WSPD-Radio

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a STORER station

National Sales Offices:

118 E. 57th St., N.Y. 22

WDOV-AM-FM, WOL-FM charged by FCC

COMMERCIAL, TECHNICAL VIOLATIONS ALLEGED

Two station entities owned principally by Henry Rau were notified by the FCC of "apparent liability" to fines last week for various offenses and one of them — WDOV-AM-FM Dover, Del.—was ordered to show cause why its licenses should not be revoked. The other, WOL-FM Washington, was faced with a fine of $1,000 for an alleged technical violation.

The show-cause order to WDOV-AM-FM was unusual in two respects: (1) It is the first time the commission has ordered a revocation hearing with notice that it may fine the licensee if it finds revocation too drastic a sanction; (2) it is the first hearing in which "double billing" has been set as an issue to determine character qualifications.

Other reasons given by the FCC for setting the WDOV hearing included whether the stations sold commercials after 7:15 p.m. on Sept. 19, 1961, when they were operating on an emergency basis because of Hurricane Esther. William S. Cook, vice president, station manager and a 5% stockholder in the stations, wrote the FCC that commercials had not been sold. But the FCC claims to have evidence that sponsored programs were broadcast. The agency said these commercials were not logged and that eight public service announcements which had not been broadcast were added to the log for that night in an effort to deceive the commission. Furthermore, the licensee displayed "a lack of candor" in revealing the circumstances of that evening's time sales and the preparation of those logs, the FCC order said.

In addition to alleged misrepresentation and "willful and/or repeated" violation, the FCC said it would explore whether WDOV practiced double billing with certain local advertisers to deceive national advertisers about the rate paid for local cooperative advertising. Such practice is "morally reprehensible," the FCC said, and raises "serious questions as to the character qualifications" of the licensee.

The FCC said it would consider whether the public interest might be better served by fining WDOV-AM-FM $10,000 (or less) in lieu of license revocation. Commissioner Rosel Hyde dissented to this action.

WOL-FM Washington faces a $1,000 fine for failure to follow a "relatively simple procedure" of the FCC's rules, according to the commission. The agency cited WOL-FM for broadcasting from a new antenna system without prior FCC approval.

"Licensees are expected to be familiar with the requirements of the Communications Act and the commission's rules and regulations," the FCC said in telling WOL-FM it is liable to the forfeiture. The station received a construction permit last spring to install a new eight-bay antenna. Construction was completed last July and WOL-FM immediately began broadcasting its regular programming from the new antenna although it did not seek FCC authorization until Dec. 29, the comission claimed.

This was a violation of Secs. 3.216 and 3.217 of the FCC rules and Sec. 301 of the Communications Act, according to the FCC. The $1,000 fine was substantially less than the $10,000 maximum the FCC has the power to impose.

Henry Rau, who has 76.1% interest in WOL-AM-FM and 73.6% interest in WDOV-AM-FM, said last week that the WOL-FM violation, was "in no way willful." He said, "This is verified by the fact that our own attorneys discovered the omission of filing the necessary papers on time." He said he had not seen the order concerning WDOV and does not wish to comment at this time.

Mr. Rau also has interests in WNAV-AM-FM Annapolis, Md., WARK-AM-FM Hagerstown, Md., and an application for an am station in Richmond, Va.

Examiner grants ch. 6 to Coral Tv

A grant of ch. 6 South Miami, Fla., to Coral Tv Corp. was made last week by Chief Examiner James D. Cunningham. He approved an agreement between Coral and South Florida Amusement Co., the only other active applicant, under which South Florida would be reimbursed $65,000 by Coral for expenses and would dismiss its application.

However, Mr. Cunningham specified that Sherwin Grossman, South Florida principal, may not buy stock in Coral without prior FCC approval. South Florida was favored for the channel in an initial decision and in FCC staff instructions. The FCC then reopened the case to determine whether Mr. Grossman caused forged letters to be sent to the commission in connection with his operation of a now-defunct uhf station, WBUF-TV Buffalo, N. Y. (At Deadline, May 7, 14).

The Coral-South Florida agreement would have given Mr. Grossman an option to buy 7% of Coral. The

Broadcast Bureau, in approving the principle of dismissal of the South Florida application to hasten implementation of ch. 6 service, asked that approval be conditioned on Mr. Grossman clearing himself with the FCC.

Since South Florida proved it had spent $64,681 in legal and engineering fees alone, Examiner Cunningham ruled the $65,000 it is being reimbursed is "legitimate and prudent" expense. He said a judgment on some $13,000 more the applicant claimed to have spent is unnecessary.

In his order, Mr. Cunningham as a matter of course also dismissed the application of Publix Tv Corp. for ch. 6; the company never filed exceptions to the initial decision finding it unqualified. A fourth applicant, Gerico Investment Co. dropped out previously.

Coral Tv Corp. is owned by: Leon C. McAskill, president; Robert A. Peterson, secretary-treasurer; Arthur A. Adler; W. Kieth Phillips; Leo Robinson; Edwin H. Hill; Cameron Stewart (11% each); Robert Johns, vice president (8%); Norman Swetman (4%).

Special remote use proposed by FCC

Relaxation of the FCC's remote pickup broadcast rules to permit the use of remote stations in time of war or other emergency conditions (such as hurricanes and tornadoes) for origination of official broadcasts was proposed by the commission last week.

Comments on the new rules, due July 16, were asked after a conference by FCC officials with the National Industry Advisory Committee (BROADCASTING, May 28). Normally, fixed program circuits are confined to the 942-952 mc broadcast studio-transmitter link and intercity relay band. The cost of such circuits warrants consideration of the proposal to permit use of the remote pickup bands (1.605-1.750 mc and 450-460 mc) for such emergency broadcasts, the FCC said.

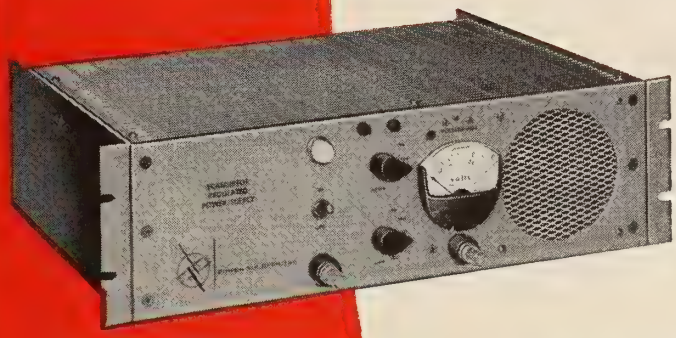
The proposed new rules incorporate safeguards to prevent impairment of the remote bands when used for that purpose. Besides their regular remote control operations, such remote stations could be used only for emergency communications to advise, inform or instruct the public and to coordinate the activities of stations toward that end, the FCC said.

In connection with the rulemaking for emergency use of the remote band, the commission also is proposing to make other changes in the remote pickup rules. They are intended to clarify the permissable uses of the band under normal conditions, provide for certain added uses and to give more flexibility in the use of mobile stations with other broadcast stations.

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CHECK YOUR 3-WAY SAVINGS

for the smallest — least expensive — best designed power supply available.

SPACE

Much-needed, costly rack space requirement is cut to a bare minimum. Unit, only 5¼" high, can be stacked in multiples without dead-space between. Saves up to 85% of usual power supply space needs!

COST

Already priced below comparable vacuum tube units, VISUAL offers the Power Sources **PS4000C** at a new low price . . . due to increased acceptance and quantity production.

BEST DESIGN FOR ECONOMY OPERATION

Proven semi-conductor design requires less maintenance time, less parts replacement, and reduces power costs up to 60%.



NEW LOW PRICE $621.00

Due to industry acceptance and widespread use by networks and leading independents, **VISUAL** can now offer the Power Sources **PS4000C** at this new reduced price. Compare for 3-way savings.

For the best and most modern broadcast systems and supplies, look to **VISUAL**—your **SOURCE** for *Superior Equipment from Specialist Manufacturers.*

Write today for complete technical specifications.

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PAULEY BALKS AT NIELSEN

ABC Radio president charges new NRI cheats radio of rightful higher audience; notes discrepancies

ABC Radio's President Robert Pauley last week said the network will not buy the expanded Nielsen Radio Index, which starts in July.

Mr. Pauley explained ABC Radio's position at a news conference. He charged the new NRI fails to do a satisfactory measurement job and that radio continues to be "short-changed."

The new radio service developed with the cooperation of the networks (including ABC Radio) has been signed for by CBS, NBC and Mutual. The new service will provide three periodic reports on the radio audience including monthly pocketpieces (for sponsored network program ratings and and cumulative audiences). One of the reports will show auto radio usage in addition to the in-home, plug-in (non-battery) radio audience but will not present auto audience information for each sponsor's "total network purchase."

Another report—to be issued twice a year—will show the size of battery-only portable radio usage in relation to the in-home audience.

Mr. Pauley said that for a long time ABC Radio felt that NRI could do more and that for the past 18 months the network had been working with Nielsen in planning improvements.

He said that some time ago "big discrepancies" were found in Nielsen reports—the NRI as compared to the Nielsen Station Index. Mr. Pauley pointed to his remarks of two months ago (BROADCASTING, April 16).

Case No. 1 ▪ Mr. Pauley referred to a private meeting of ABC Radio officials and affiliates during which Mr Pauley disclosed that one service (NSI) showed that ABC Radio's *Speaking of Sports* (Saturday, 10:25 p.m.) reached 20% more homes through five affiliates than the Nielsen Radio Index (the network radio ratings report) showed it reaching through these five and 174 other affiliates carrying it at the same time.

Other "variances" between the two services were detailed during that spring conference, including one program on CBS Radio.

Affiliates reportedly were told afterward that since station compensation is based on network sales, Nielsen depresses not only network radio values but the stations' own incomes.

Mr. Pauley last week reiterated this position, charged the shortcomings he found in Nielsen reports have not been "corrected" and were "carried forth into the extended service." He said ABC Radio is not satisfied with the modified NRI as a permanent service or even on a temporary basis. ABC Radio, he said, will continue to service advertisers with circulation figures and, he said, a measurement service "should be as accurate as possible." He acknowledged that an "accurate service" measuring network radio could mean higher rates for the medium because higher circulation would be reported.

Other Measures ▪ He also disclosed that ABC Radio has commissioned services other than Nielsen—including one by Trendex—for special reports which indicate "substantially larger audiences" than those reported in NRI. At one point in his remarks he said the ratio was 3 to 1 larger.

Mr. Pauley said ABC Radio's specific recommendations to Nielsen were: more local reports; cutback of NRI pocketpiece to once a month instead of every two weeks (now being done); simplification of reports to reduce lag time between the placing of a campaign and the subsequent ratings; ratings every 15 minutes instead of on the minute basis; extension of NSI to more markets (from the current 32 to the top 50 or 100); investigation of the feasibility of placing a device along a road to count auto radios and the frequency tuned to determine time period and program; and use of people and radios as a base—not radio homes nor set usage.

Some of these recommendations, Mr. Pauley said, were put forth with an eye to saving costs, time and effort. (Nielsen sources commented that sample size of either service and the roadside device would reflect additional costs to be passed on to the rating reports customers. Nielsen officials earlier said the new network radio service will involve a "moderate" increase over the price of the present NRI.)



WITH WBT RADIO YOU FOCUS ON THE ONE WHO PAYS THE BILLS

"Nice looking car, Jimmy. Who bought it for you?" Probably his father in the background...one of the nation's adults who receive and control 98% of the U.S. income. In the WBT 48-county basic area, adults receive and control most of the $2,690,786,000 worth of spending money... and WBT radio has the highest percentage of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more adults...

WBT RADIO CHARLOTTE

Jefferson Standard Broadcasting Company

Represented nationally by John Blair & Company.

Sources: U.S. Dept. of Commerce, Spring 1961, Area Pulse and Sales Management's Survey of Buying Power, 1960

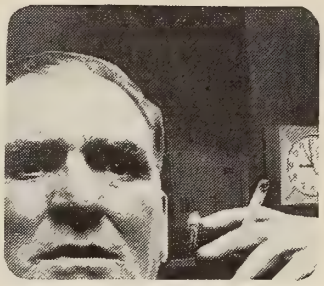
CBS-TV promotion sessions

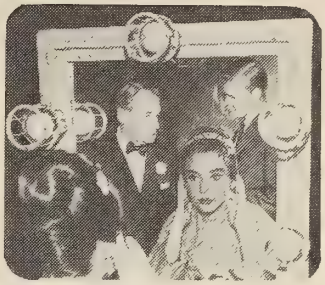
CBS-TV's third annual regional promotion meetings will be held in nine cities between June 12-22. Meetings will be in Boston and Pittsburgh on June 12, Chicago and Atlanta on June 14, Omaha and New Orleans June 18,

GOLD MINE FOR MOVIE TIME!



NOW RELEASING 45

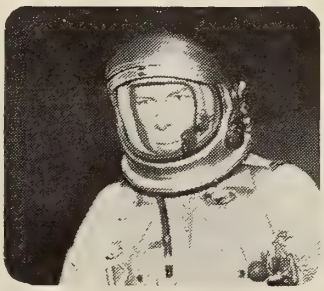


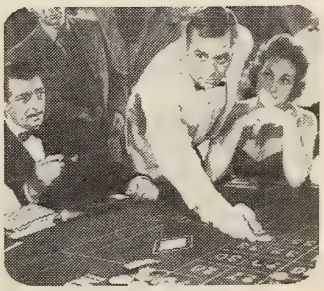


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More than 100 Top Film Stars including:







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already sold out in:

NEW YORK, WNBC-TV
CHICAGO, WNBQ-TV
LOS ANGELES, KRCA-TV
PHILADELPHIA, WRCV-TV
SALT LAKE CITY, KSL-TV
PHOENIX, KPHO-TV
SAN ANTONIO, KONO-TV
PENSACOLA, WEAR-TV
LONDON, ENGLAND
PARIS, FRANCE
ROME, ITALY
BEIRUT, LEBANON
MANILA, PHILIPPINES
LIMA, PERU
BUENOS AIRES, ARGENTINA
SIDNEY, AUSTRALIA
MELBOURNE, AUSTRALIA
ADELAIDE, AUSTRALIA
BRISBANE, AUSTRALIA

Act fast in YOUR market!

Desilu Sales Inc.

Richard Dinsmore, Vice-President & General Manager

780 NORTH GOWER STREET
HOLLYWOOD 38, CALIFORNIA
HOLLYWOOD 9-5911

Denver and Dallas June 20, and Seattle on June 22.

Participants will include George Bristol, Alex Kennedy and Leonard Broom of the CBS-TV sales promotion department; Ernie Stern, press information, Hollywood; James Kane, press information, New York; Ed Scovill and Dave Williams, affiliate relations, New York; Bert Lown, affiliate relations, western division.

NEWHOUSE IN N.O.

Times-Picayune newspapers sold for $37 million plus

Publisher-broadcaster S. I. Newhouse added New Orleans' 125-year-old *Times Picayune* and its afternoon affiliate newspaper, *The States & Item,* to his publishing chain last week. His offer of $150 per share of the Times-Picayune Publishing Co. stock was accepted by the owners of 248,925 shares of 280,000 outstanding. The combined daily circulation of the New Orleans newspapers is over 350,000.

At one time the New Orleans newspaper owned WTPS there; the station was sold for $170,000 to Robert W. Rounsaville in 1958. The *Times-Picayune* divested itself of its radio property and withdrew its appeal against the FCC's New Orleans ch. 4 decision at the suggestion of the Dept. of Justice. The government's recommendation was sought when the *Times-Picayune* bought the *New Orleans Item* for $3.4 million in that year.

In 1948 the New Orleans newspaper held a grant for ch. 7 there, but surrendered it during the tv freeze (1948-1952). It applied for ch. 4 in New Orleans at the end of the freeze in 1952, was favored for the grant by an FCC hearing examiner, but lost when the FCC chose Loyola University over the newspaper and WNOE of that city. Both of the unsuccessful applicants appealed. Earlier the *Times-Picayune* was cleared by the U. S. Supreme Court of antitrust violation charges made by the Dept. of Justice concerning combination rates charged advertisers who used both the morning and the afternoon editions of its newspapers.

The $42 million purchase (if Mr. Newhouse purchases 100% of the outstanding stock) gives the Newhouse chain 18 newspapers under his ownership and control, in addition to two magazine publishing companies and a foreign magazine. The Newhouse stations are WSYR-AM-FM-TV Syracuse, N. Y.; WAPI-AM-FM-TV Birmingham, Ala.; WPTA (TV) Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore.; 25% of KTVI (TV) St. Louis.

West Coast Sale ▪ Two newspapers on the west coast became one last week when it was announced that Hearst Publishing Co. acquired complete ownership of the *San Francisco News-Call Bulletin.* Hearst took over the half-interest owned by Scripps-Howard Newspapers Inc. No announcement was made of the purchase price.

Hearst's *Call-Bulletin* and Scripps-Howard's *News* were combined in 1959 into a single afternoon newspaper. The *News-Call Bulletin* circulation was given as 210,000 daily, a loss of 30,000 from the combined circulation of the separate newspapers before the merger. In selling the half-interest in the *News-Call Bulletin,* Scripps-Howard withdraws from a city where it has been publishing 59 years. Hearst publishes the morning *San Francisco Examiner* in that city.

Both Hearst and Scripps-Howard are broadcasters. Hearst owns WBAL-AM-FM-TV Baltimore, Md.; WISN-AM-FM-TV Milwaukee, Wis.; WCAE-AM-FM Pittsburgh and 50% of WTAE (TV) Pittsburgh, Pa. Scripps-Howard owns WEWS (TV) Cleveland, WCPO-AM-TV Cincinnati, both Ohio, and WNOX Knoxville, Tenn. In Memphis, Tenn., the *Memphis Commercial Appeal* and *Press-Scimitar* and WMC, WMCF (FM) and WMCT (TV) have common Scripps-Howard ownership.



"Legally Speaking" Panelists: Attorney Elliott R. McDonald, Jr.; WOC's William Gress, Moderator; Attorney John Nagle; the Honorable Charles Rehling.

I wish to express the appreciation of the Scott County Bar Association to WOC for providing time for the public service program, "Legally Speaking."

The dissemination of information pertaining to legal problems is of benefit to the lawyer and public alike. Only through the opportunity provided by WOC has the Scott County Bar Association been able to reach a substantial number of the public.

We feel that this program is filling a definite need in our community.

ELLIOTT R. McDONALD, JR.
Public Relations Chairman
Scott County Bar Association

THE COMMUNITY DEPENDS ON WOC FOR LEADERSHIP

WOC NBC RADIO AM - FM

Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

DAVENPORT, IOWA

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

ATLANTA'S DARK HOUR

Radio-tv in forefront reporting air tragedy

The June 3 crash of a jet in France that took the lives of 106 residents of Atlanta, Ga., provided that city's radio and television newsmen with what many of them regard as their severest test.

From information supplied BROADCASTING by the stations, here are highlights of coverage they provided:

WSB-TV—Lists of the dead, after being carefully checked, were put on the air at 11:20 a.m. By 5:30 p.m., the station televised a roundup of the tragedy, including first films of the crash, which were made available by NBC News, and interviews with Mayor Ivan Allen Jr., and Gov. Earnest Vandiver.

WSB—The station interrupted its regular Sunday morning broadcast from Atlanta's First Presbyterian Church to give an official list of victims. News Director Aubrey Morris aired talks with Air France, city and state officials, then accompanied Mayor Allen to Paris, where he prepared reports from the scene of the tragedy.

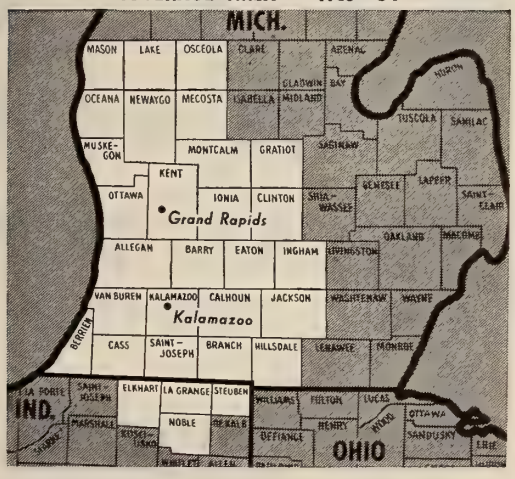
WLWA (TV)—Direct beeper phone broadcasts were aired from various points in the city throughout the day, and at 5:50 p.m., the station went on the air with a complete wrap-up of the story, which included a direct UPI



YOU MAY NEVER SEE A 33-FOOT PYTHON*—

BUT... WKZO-TV Can Stretch Your Audience In Kalamazoo-Grand Rapids And Greater Western Michigan!

WKZO-TV MARKET COVERAGE AREA • NCS '61



Your commercials on WKZO-TV reach more homes—daily, nightly, and weekly—than on any other Michigan station outside Detroit.

NCS '61 tells the story. WKZO-TV has weekly circulation in 456,320 homes in 30 Western Michigan and Northern Indiana counties. This big area market includes Kalamazoo and Grand Rapids—both among the 55 fastest-growing markets in America (Sales Management).

And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac/WWUP-TV, Sault Ste. Marie to your WKZO-TV schedule.

**Southeastern Asia's python, longest of all snakes, attains extreme lengths of 33 feet.*

AM – TV – FM

The Fetzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/ CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV/ LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

beeper phone report from Paris. The 11 p.m. news contained filmed reports of the crash scene and a statement from the French ambassador, relayed by the local consul.

WQXI—While the Atlanta staff was interviewing local officials, the station contacted the American embassy in Paris and obtained information from officials there. Other Paris coverage was provided by Radio Press International. A documentary was put on the air at 6 p.m.—about five minutes after the staff finished work on it—and again at 11:30.

WEAD—The station obtained names of the dead from Air France and Air Express, and broadcast regularly from those offices throughout the day. On Wednesday, the station broadcast the news conference given by Mayor Allan on his return from Paris.

WERD—Besides news bulletins and beeper-phone interviews with the mayor and other city officials, the station broadcast a one-hour commemorative program on the afternoon of June 3.

WAGA-TV—The station aired its first bulletin at 8:13 a.m., then followed with nine live camera breaks and bulletins. At 3:30 p.m., a half hour report included a complete list of the dead, statements from the mayor and the French consul, and an overseas call from the crash site. Station manager Ken Bagwell flew to Paris Monday to help with funeral arrangements and gather information for the station and relatives of the victims.

WGST—Station covered local Air France office, aired interviews with local officials, and got statements from the state's congressional delegation in Washington. The casualty list was broadcast at least three times an hour. The station received telephoned reports from Paris from ABC, and put on a half hour documentary in the afternoon.

WPLO—A beeper-phone interview with an Air France steward in Paris reporting on the crash was broadcast at 9:55 a.m. Later, beeper phone reports direct from the Air France Atlanta office gave a full list of the dead. On Monday, the station had a beeper-phone conversation with the American consul in Paris, John Gossett, on the identification of the victims. The station's two-day coverage concluded with a memorial program at 5:45 p.m. Monday.

WIIN—Station packed schedules with reports of crash and statements from city officials, civic leaders, and representatives of American Express, booking agent for the trip. The entire next broadcast day was dedicated to the memory of the crash victims, with the station paying tribute to the contributions they had made to Atlanta.

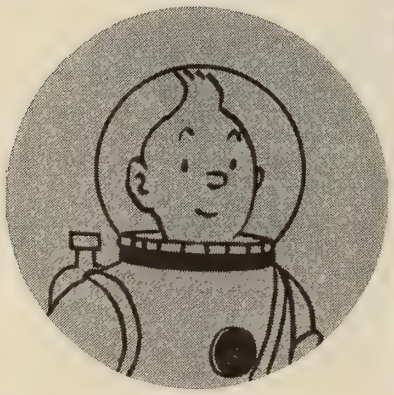
WAOK—The impact of the disaster on the domestic employes of the victims was the focus of programming. Many were as emotionally involved in the tragedy as relatives of the victims.

NBC-TV reaffirms agreement on Code

NBC-TV last week reaffirmed its agreement permitting the NAB Code Authority to "pre-screen" network programs when requested (BROADCASTING, May 28).

David C. Adams, NBC-TV senior executive vice president, wrote affiliates that the network sees no element of censorship or centralized control in the plan. He continued that the Code Authority was "created by the broadcasters to advise" and decide on questions of code interpretation and application. Where it believes the code has been violated it can initiate procedures for withdrawal of the code seal and membership revocation for the offending party. This, Mr. Adams wrote, "is the essence" of voluntary self regulation.

The decision on whether a program



TiNTiN

NTA's BRAND NEW

FULL COLOR CARTOON SERISE

ALSO AVAILABLE IN BLACK AND WHITE



The adventures of TINTIN—New • Made for TV • Exclusively suited as a daily strip or as part of all your present children's programming.

NOW AVAILABLE—YOUR MARKET

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BEVERLY HILLS, CALIF.
OLEANDER 5-7701

New York: 444 Madison Ave., PLaza 3-6106



ROCHESTER, NEW YORK IS *MOVING*...



MIDTOWN PLAZA—the gigantic shopping city of tomorrow, here today—boldly unique in America—a vibrant milestone in a dynamic metropolis' march into prosperity!

ROCHESTER, NEW YORK—a progressive city of high skill, high employment, high income, high ownership—witness:

SPENDABLE INCOME
. . . 19% above national average

SKILLED, PROFESSIONAL AND TECHNICAL EMPLOYEES (54%)
. . . 29% above national average

HOME OWNERSHIP (67%)
. . . 21% above national average

INCOME ABOVE $10,000/YEAR
. . . 23% of Rochester metro area

(All figures courtesy
Rochester Chamber of Commerce—1962)

TO REACH DEEP INTO THE PROSPERITY OF ROCHESTER, NEW YORK, YOU CAN NOT CHOOSE A MORE RESPONSIBLE VOICE THAN . . .

WHEC

HR Representatives, Inc.

CBS RADIO IN ROCHESTER, N. Y.

Where Quality Programming Brings You the BEST in Broadcasting

is to be broadcast or modified is still one for "the broadcaster alone," he emphasized.

Mr. Adams told the affiliates that in "exceptional cases" where the code authority thinks it necessary to preview a program, "to preclude it from doing so would be inconsistent with the function and purpose for which it [the code] had been established by the industry." He continued that NBC-TV feels "strengthening the processes" of self regulation and removing questions of its effectiveness "represent the best and most meaningful safeguards against government regulation" of programming.

To carry out procedures agreed upon with the Code Authority, NBC-TV is already furnishing code offices with advance program information and the network's broadcast standards staff is consulting daily with code officials as program questions crop up in the course of broadcast standards review. NBC-TV, Mr. Adams stressed, believes such a procedure "would normally result in resolving any code question prior to completion of a program."

To keep affiliates informed about program plans, synopses of each episode in the adventure-western-suspense-drama categories will be prepared as scripts are reviewed by the broadcast standards editors. These will be sent to affiliates and NAB's code offices.

BIRTH CONTROL WORK STARTS

NAB, FCC set informal talks tentatively for autumn; approaches differ on technical, economic aspects

NAB and the FCC are starting work on plans for their second annual shirt-sleeve conference, tentatively slated for next autumn. The chief question: Is birth-control feasible for radio?

Last week the two agencies held a warm-up session in Washington, discussing how they can go about coping with radio's overpopulation problem. NAB is setting up policy and technical subcommittees; FCC is looking into its role in an issue of common concern.

While NAB avowedly is concentrating on technical and engineering aspects of birth-control, its new Radio Development Committee learned at the June 4 conference that the commission's members and staff are also interested in economic aspects.

George C. Hatch, KALL Salt Lake City, chairman of the NAB development group and retiring chairman of the association's Radio Board, said the main attention will be devoted to deterioration in the FCC's engineering standards since World War II through grants of about 3,000 new stations.

"We must research the effects of overpopulation thoroughly," Mr. Hatch said. "The FCC has been granting waivers wholesale and then has asked for better programming from the overpopulated medium. They're riding the horse in two directions."

Realism ▪ Mr. Hatch said the development committee "hopes to demonstrate, as was done last October, that engineering rules and financial considerations must be realistic in terms of the industry's economics." He added the committee will welcome suggestions.

A series of subcommittees will be named to research technical topics. Each will contain committee members and specialists such as consulting engineers and station engineering executives.

While NAB insists it is concentrating on engineering aspects, Kenneth A. Cox, chief of the FCC Broadcast Bureau, who took part in the June 4 session, explained: "Engineering affects economics; economics affects engineering. They're interrelated." He added, "At the FCC we know a lot more about engineering than economics. Economics led to waivers of the engineering rules."

Judging by the tenor of the June 4 NAB-FCC meeting, some of the topics to be considered will include:

- Analysis of what's happened to one or several particularly crowded frequencies.
- Projections of what might happen should the FCC continue to grant waivers, raising the possibility of 6,000 stations by 1970.
- Special market studies by small, medium and large markets.
- A thorough analysis of the whole matter of waivers in relation to engineering and economic considerations.
- A general review of the technical side of am broadcasting.

The Commission has shown its concern about broadcast economics and programming by proposing new logging and financial reports. These led to the 1961 shirt-sleeves session, held Oct. 6, 1961, a conference Mr. Hatch described as "helpful to both broadcasters and the commission."

Early Report ▪ A preliminary report on the development committee's work will be made to the NAB Radio Board during the summer directors' meeting to be held June 26-29 in Washington. John F. Meagher, NAB radio vice president, is expected to brief the board on early progress of the project.

Eight members of the development

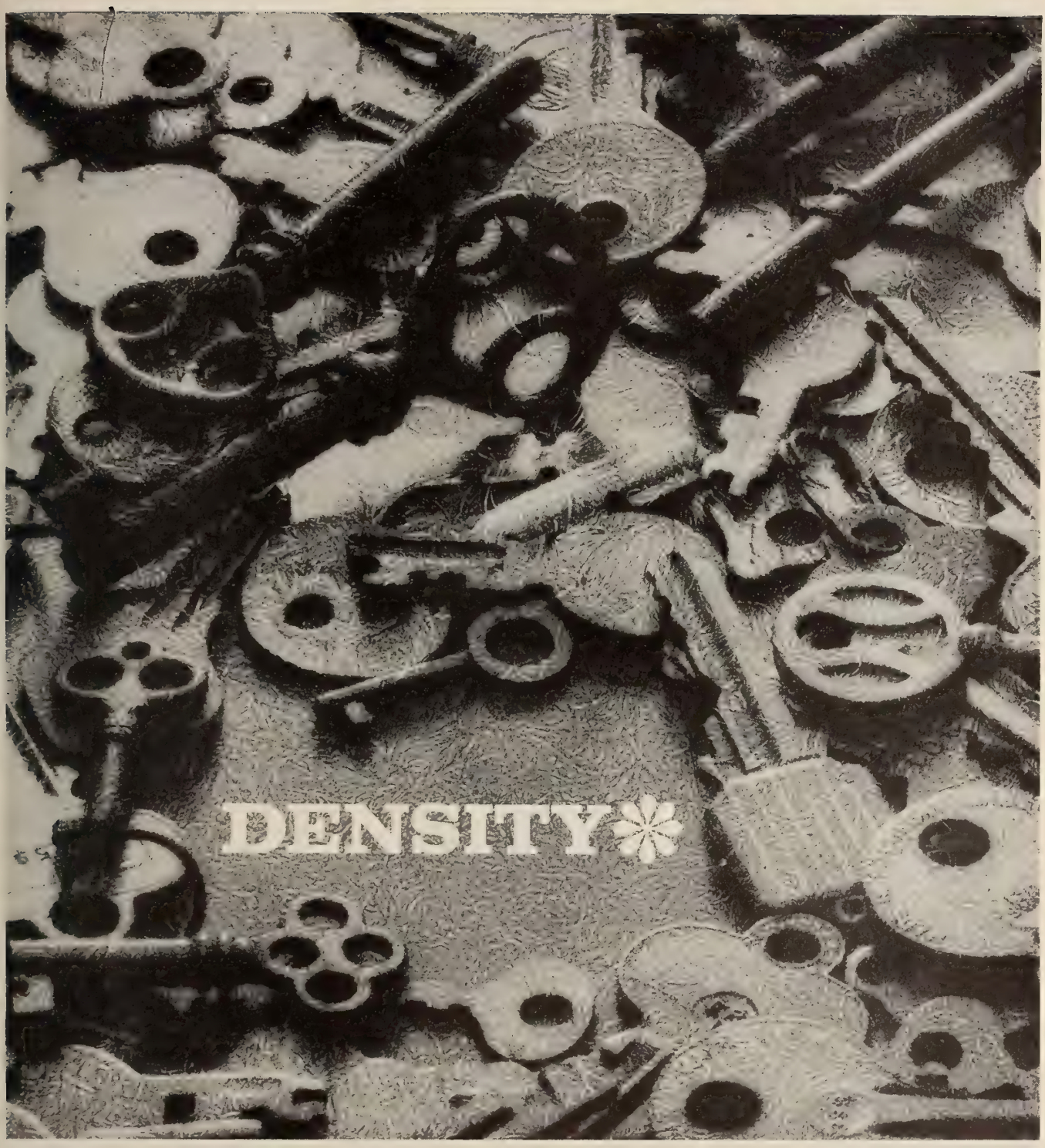
talk about circulation!

It takes an extra page-and-a-half in the Nielsen report to map the four million homes in the WCKY area, an area covering 16 Mid-American States. That same Nielsen shows that WCKY reaches well over half-a-million of those homes every week, better than a quarter-of-a-million every day. When you buy Cincinnati, talk first to H-R—about WCKY!

wcky•radio

50,000 WATTS • CINCINNATI

LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida



Providence . . . most crowded television market in the country . . . where WJAR-TV reaches more homes, more people with dynamic showmanship and dominant coverage. Test market experience has proven the penetration of WJAR-TV as it **unlocks** the sales potential of a "must buy" audience.

* ARB TV Homes

WJAR-TV

NBC • ABC – REPRESENTED BY EDWARD PETRY & CO., INC.
OUTLET COMPANY STATIONS IN PROVIDENCE **WJAR-TV**, FIRST TELEVISION STATION IN RHODE ISLAND – **WJAR RADIO** IN ITS 40th YEAR



when other tires are at the end of their rope . . .



this one will still be long on mileage. New AMOCO 120 Super Tire. *If there's one thing you look for in a tire, it's mileage. Lots of mileage. You're now looking in the right place. Meet the AMOCO 120. This one goes on and on, through the roughest miles you could muster up: hot and heavy turnpike traveling, tire-pounding back roads, everyday stop-and-go work. Thousands and thousands of miles. And all the while, the AMOCO 120 rides smooth as cream. Safely, too. We tested it at 120 mph, to make sure. It's built to rigid specifications, as you might suspect. Your specifications, really. After all, extra mileage is your idea. You expect more from American—and you get it.* **AMERICAN OIL COMPANY**

AMERICAN

A SPECIAL 1962 PULSE AUDIENCE PROFILE*

KABC
listeners have more money to spend

$6,615
KABC LISTENERS
$5,850
AVERAGE
ANNUAL FAMILY INCOME

* TIME BUYERS:
Write for your free copy of our new Los Angeles Audience Profile study ...today.

The Los Angeles station with the High Quality Audience

KABC
conversation RADIO 79

committee took part in last week's meeting with the FCC. They were, besides Mr. Hatch, John F. Box, Jr., Balaban Stations; Melvin Goldberg, Westinghouse Broadcasting Co.; H. Randolph Holder, WGAU Athens, Ga.; Ray Johnson, KMED Medford, Ore.; Carl E. Lee, Fetzer Stations; Cecil Woodland, WEJL Scranton, Pa., and Loyd Sigmon, Golden West Broadcasters, Los Angeles. John F. Patt, WJR Detroit, did not attend because he is out of the country.

Members of the FCC sat with commission staff executives at a luncheon session. The list included Chairman Newton N. Minow and Commissioners Rosel H. Hyde, Robert T. Bartley, T. A. M. Craven and John S. Cross.

Representing the Commission staff were Mr. Cox; James E. Barr, assistant chief, Broadcast Bureau; Max D. Paglin, general counsel; H. H. Golden, chief, economics division; James O. Juntilla, assistant to Mr. Cox; Martin I. Levy, assistant chief, broadcast facilities division; Henry Geller, associate general counsel.

Early Mention ▪ The idea of a joint NAB-FCC review of radio's overpopulation and proposals for birth-control was proposed by NAB President LeRoy Collins in an address Aug. 3, 1961, to the Northwestern U. Law School conference on broadcasting freedom and responsibility.

Gov. Collins was authorized by the NAB Radio Board last Feb. 1 "to appoint a special committee to study economic, engineering and other problems arising from the overpopulation of radio stations in the United States." The next day the NAB joint board ratified the radio board action.

A BROADCASTING analysis of radio saturation (Feb. 12, 1962 issue) showed how the am population explosion was cutting into station income.

Here are some of the questions broadcasters have been discussing in anticipation of an NAB-FCC fall conference:

▪ Is a depth study of economic impact actually an invitation by NAB for the FCC to enter into economic regulation?

▪ Will the studies be predominantly engineering, as promised by NAB, or will engineering studies necessarily involve economic aspects?

▪ Do broadcasters face a choice between competitive private enterprise and FCC-granted monopolies with their public-utility regulation?

▪ Is overpopulation, with the rigors of competition, preferable to transportation-power service regulation and rate control?

Summed up: Are the hazards of birth-control worth the risk?

NAB, JCEB organize liaison committee

Problems common to commercial and educational broadcasters will be handled by a new committee formed June 4 under auspices of the NAB and the Joint Council on Educational Broadcasting. Co-chairmen are Rolland V. Tooke, Westinghouse Broadcasting Co., for NAB, and James Robertson, National Educational Television & Radio Center, New York, for JCEB.

Known as the Educational-Commercial Broadcaster Liaison Committee, the group provides a common forum for discussion of commercial and educational broadcasting. The committee will name a subcommittee to study underwriting of educational tv projects outside the area of commercial sponsorship. Members of the subcommittee are Mr. Robertson and Lee Ruwitch, WTVJ (TV) Miami.

SPECIAL REPORT
The San Diego Market

Other problems will deal with aid to be given by commercial tv stations and development of a professional personnel pool for both radio and tv. Serving on a personnel subcommittee are William Harley, National Assn. of Educational Broadcasters, and Robert Hyland, KMOX-AM-FM St. Louis.

Other committee members are D. L. Provost, Hearst Corp.; Harold P. See, KRON-FM-TV San Francisco; Dr. Lawrence Derthick, National Education Assn.; Dr. J. W. Edgar, State Commissioner of Education, Austin, Tex., and Dr. Clifford M. Hardin, chancellor, U. of Nebraska, Lincoln.

Among participants at the June 4 meeting were Armand Hunter, Michigan State U., representing Dr. Hardin; David Stewart, JCEB; these NAB staff executives—Howard H. Bell, William Carlisle, John L. Perry, Dan W. Shields and Robert Cahill.

Promotion meet set by NBC-TV, affiliates

Promotion managers of NBC-TV affiliate stations in the East meet in New York Thursday and Friday (June 14-15) with NBC-TV executives in New York for the first in a series of four regional seminars.

The network's advertising and promotion plans for the coming season will be outlined. Other regional meetings will be held in New Orleans June 17-18; Chicago, June 19-20, and Los Angeles, June 21-22.

Sydney H. Eiges, vice president of public information for NBC-TV, will conduct the meetings.



Six new buildings worth $40 million will rise from downtown San Diego this year, symbols of a massive plan to make the city a commercial and financial center. Historically San Diego has been a residential area surrounding a naval base and an aircraft industry. Now economic diversification is the goal. The 1962 skyscraper starts scheduled for 1962 are sketched into the photograph above: (1) Home Federal Savings & Loan Assn. Bldg., (2) United California Bank Bldg., (3) State Office Bldg., (4) Centre City complex, (5) First & C Bldg., (6) United States National Bank Bldg. A million square feet of new office space is under construction or on the drawing boards.

The word now in San Diego: Diversify

AFTER 20 YEARS OF UNRULY GROWTH, A CITY ORGANIZES ITS FUTURE

One of the most dizzying metropolitan booms of the 1950-1960 decade hit San Diego, Calif. In those 10 years nearly half a million people swarmed into a city that was already bursting with a huge population increase brought about by a concentration of defense establishments in World War II.

A metropolitan area of 289,000 inhabitants in 1940 grew to 556,000 in 1950 and 1 million in 1960. It now contains 1.1 million, is the fourth biggest market in the West and is recovering from severe growing pains that hit it a couple of years ago.

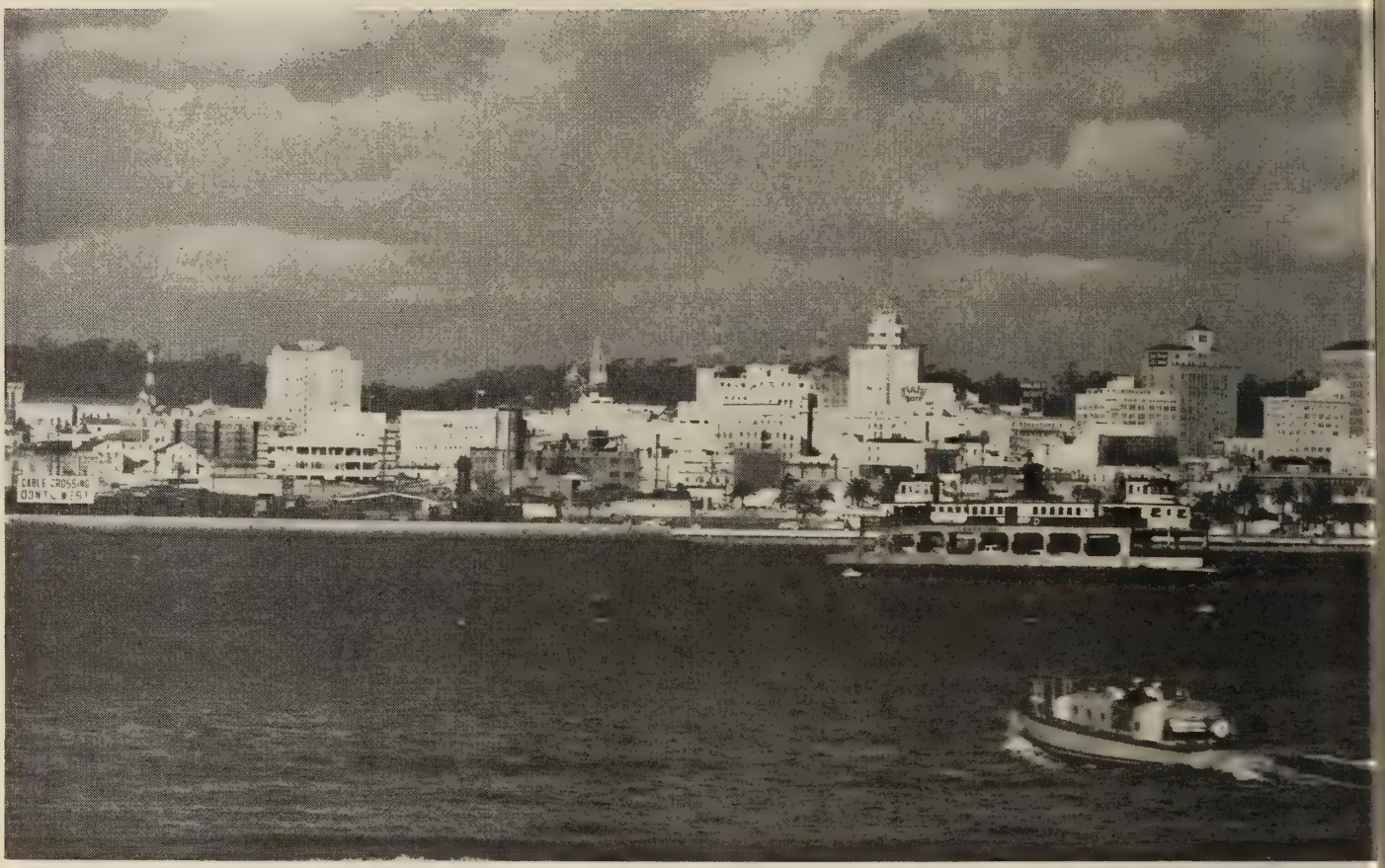
San Diego has embarked on a new program of development that is calculated to make its anticipated growth to a market of 1,675,000 by 1975 a more orderly process than it survived in 1950-60.

Two forces have dominated the San Diego economy: the U. S. Navy and the aircraft industry. For over 40 years the Navy has made San Diego its home port for the Pacific Fleet, delivering to the community a dependable and heavy payroll and providing a tourist attraction. For almost as long there has been an aircraft industry. The same Ryan Aircraft Co. that built the *Spirit of St. Louis* for Charles A. Lindbergh in 1927 is engaged today in production and research in space technology.

World War II accentuated the dominance of Navy and aircraft in the San Diego economy. The giant Convair airplane factory moved in and soon became the biggest single private employer. Convair and other plants associated with air technology have suffered dislocations in the transition to the space age. San Diego's economy wavered with the fortunes of its aircraft plants.

Business and civic leaders learned the hard way that there is peril in dependence on a few big sources of business volume. In San Diego diversification is the order of the day. It's not that San Diego wants to get rid of its two biggest elements of economic support, but it does want to add different kinds of businesses to its economy.

To learn how the community is going about its plan, BROADCASTING sent Bruce Robertson, senior editor, to survey the scene. His report begins overleaf.



This picture of San Diego's downtown area was made from Coronado Island in San Diego Bay. In the foreground a Navy launch heads from the giant Navy air-sea base of North Island (part of Coronado) toward one of the many Navy installations on the mainland. Beyond it is one of the ferries that provide regular transpor-

Aftermath of a population explosion

THE PROBLEM: TO CREATE JOBS AS FAST AS PEOPLE MOVE IN

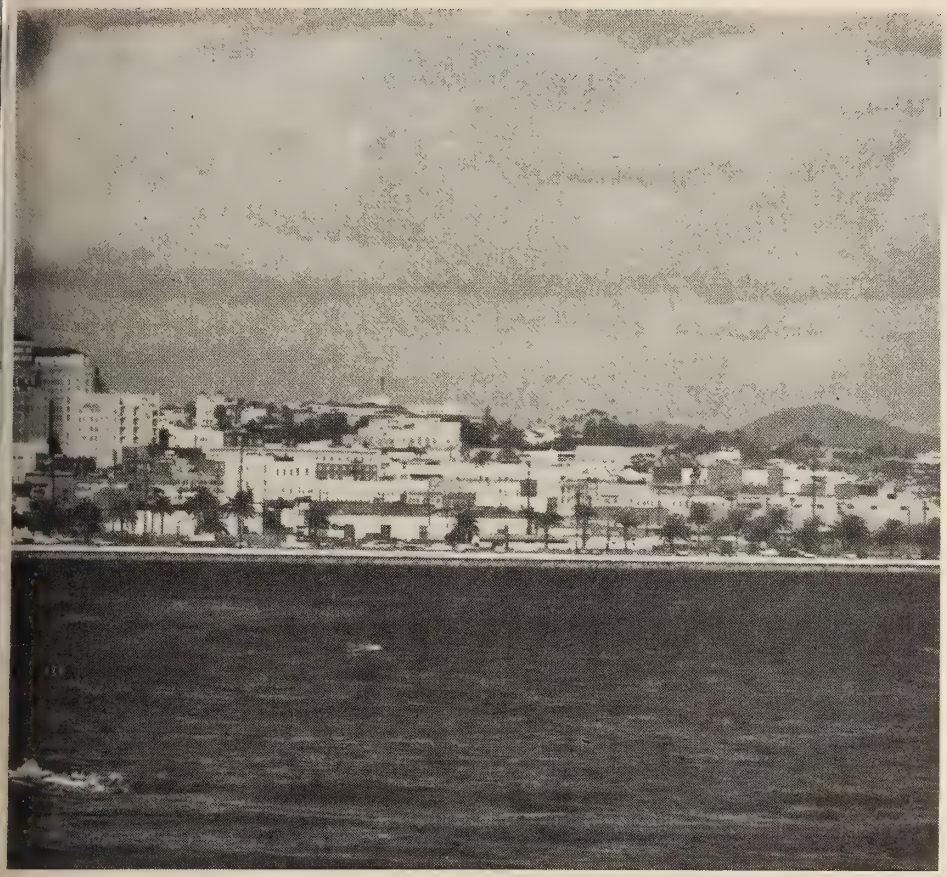
San Diego cracked the million mark in 1960, when the census takers counted a total of 1,033,011 persons in its metropolitan area, more than could be claimed by 16 of the nation's 50 states. Ranking 23rd among the country's major markets, Greater San Diego stands fourth in the West, topped only by Los Angeles, San Francisco and Seattle, and all San Diegans are positive their metropolis will have passed Seattle long before the 1970 census is taken. (The city of San Diego, on the basis of its 1960 census count of 573,224, is already ahead of Seattle, ranking third in the West and 18th in the nation.)

This optimistic outlook is solidly based on a record of continuous growth, showing a rise for every year since 1920. In the 1950-60 decade, San Diego County had a population increase of more than 85%, nearly double the rate of growth registered by Los Angeles County and 4.5 times the national average. Among the nation's top 30 metropolitan areas, only Miami had a lărger percentage gain. San Diego's growth is expected to continue, although at a less spectacular rate than during the 1950's, for the foreseeable future. The population subcommittee of the Los Angeles Chamber of Commerce has estimated that in 1970 metropolitan San Diego will have 1,370,000 inhabitants, with the number rising to 1,820,000 by 1980. The California State Dept. of Water Resources looks for an even more rapid growth for the San Diego market, predicting 1,455,000 residents for the area by 1970 and 1,900,000 by 1980 and continuing to 3,455,000 by the year 2020.

Accent on Youth ▪ San Diegans are young; their median age is 26.4 years, versus 30.0 for all of California. The ratio of births to deaths in San Diego County is a consistently healthy 3.5 to 1 (26,785 births to 7,368 deaths in 1961) but, in common with all of California, the major part of the population has come through in-migration. The 1960 census shows only 30.6% of the San Diego population to be native-born Californians, with nearly 70% coming from somewhere else. Mostly, that somewhere else is another U.S. state; only 6.3% of the San Diego residents are foreign born, less than the 9.1% of foreign born in Los Angeles, 10.8% in San Francisco and the statewide average of 8.5%. Despite San Diego's location on the Mexican border, only 3.7% of its total population is Mexican-born. Only 5.5% of San Diegans are non-white, again a lower figure than San Francisco's 12.4%, Los Angeles' 8.8% and California's overall 8.0%.

More than half (54%) of adults are high school graduates; 13% have had a year or more of college and 12.7% of the men and 7.5% of the women have completed four years or more.

Census statistics show that the residents of the San Diego metropolitan area are divided roughly into nine urban dwellers (917,985) to one ruralite (115,-026). The average family size is 3.11 persons, slightly above the state average of 3.05. A 1961 survey showed more than three-fourths of the 343,050 hous-



tation between San Diego and the residential area of Coronado (where 18,000 people live). If plans jell to turn Coronado into an area of high-rise apartments, ferries will be replaced by a bridge or tunnel.

ing units to be single family residences (including 12,053 house trailers), more than half of them owned by their occupants. The mean value of the owner-occupied dwellings (whose median size was 4.4 rooms) at census time was $16,700. The average rental (3.4 rooms) was $80. The census takers found 90% of these households equipped with tv sets, 11% with two or more sets; 92% had radios, 40% two or more sets; 84% telephones, 69% washing machines, 11% clothes dryers, 19% home freezers and 4% air conditioning. The mean family income (1959) was $6,545.

A Job Problem ▪ Between the 1950 and 1960 censuses, employment in San Diego rose from 168,830 to 310,650, keeping pace with the expanding population. Construction payrolls more than doubled as dwellings were erected to house the new residents and factories and shops and offices to give them places to work. Schools tripled their employment as new families added to the student body; trade and the service trades blossomed; everything was up except fishing, whose employment was halved during the 1950's as purse seining replaced the hook and line and much of the fishing fleet transferred to other ports.

Employment in manufacturing increased even faster than the overall average. In 1950, one San Diego worker in seven was employed in some form of manufacturing; by 1959, the ratio was nearly one in four, with 74,000 manufacturing workers out of the 309,550 who were employed in the area that year. Aircraft was—and is—the major factor in San Diego manufacturing, accounting for three-fourths of all manufacturing workers. And the Convair Div. of General Dynamics, whose forerunner had come to San Diego from Buffalo in the mid-1930's, was the king pin of the aircraft group. World War II and Korea had turned Convair into big business, far and away the largest employer in San Diego, whose 1959 pay checks went to one out of every six workers in the community that year and to more than half of those employed in manufacturing.

Convair as the Key ▪ "As Convair goes, so goes San Diego" summed up the area's attitude. So, when things got tough for Convair, as they did at the outset of the 1960's, there was a widespread feeling that the whole market was going to wind up in the breadline. But it didn't quite work out that way.

Convair ran into costly difficulties in the development of its jet transport program which compounded the troubles by delaying delivery of the 880 and 990 longer than pre-sold buyers could wait. Both planes are now in commercial service, but General Dynamics' balance sheets show jet program losses of $167.2 million for 1960 and $214.5 million for 1961, together exceeding even those sustained by Ford with its ill-fated Edsel. GD's net loss of $143.2 million in 1961 set a new red ink record for American business as the greatest loss by a single company in a single year.

Added to Convair's individual jet headache was one it shared with the rest of the airframe industry, the shift of Defense Dept. orders from manned aircraft to missiles. In 1956, almost a third of defense contracts called for planes operated by human pilots, six times the guided missile volume. By 1960, times had changed. Missiles now got more than 25 cents of the defense dollar to aircraft's 21 cents. The result was a loss of jobs for San Diego's airframe workers.

From its 1959 peak of some 38,000 employes, Convair in mid-May 1962 had a payroll of 7,500. Rohr Aircraft had dropped from 16,000 to 4,500 workers (dropping the "Aircraft" from its name to plain "Rohr Corp." along the route). Ryan Aeronautical was down from 6,500 to 3,000. Solar Aircraft was off from 2,500 to less than 2,000.

Missiles Going Up ▪ But while the shift from manned aircraft to missiles was hurting in one direction, it was helping in another. A new General Dynamics division, Astronautics, was formed in 1959 and since then has won glory and profit by producing (among other airspace hardware) the Atlas missile that launched both American astronauts, John Glenn and Scott Carpenter, into orbit. As of mid-May, the *San Diego Union* reported employment at GD/Convair of 7,535, a far cry from its 1959 peak of 55,000-60,000. But GD/Astronautics now has 22,059 employees, who mostly weren't there in 1959.

Overall the change from airframe production to the development of aerospace vehicles and components has been a change from mass production to highly individualized creation, with less need for a lot of riveters and more demand for a few well trained minds. Even so, as the Astronautics-Convair statistics indicate, manpower still is needed. The California Employment data for April 1962 show 41,500 San Diego workers employed on airspace work of some nature, 16% below the figure of 49,500 for April 1960.

Other types of employment have expanded as aircraft jobs decreased and, to the relieved surprise of many San Diegans, overall employment in the market rose in 1960 (if only by 1,050 workers) to an average of 310,600 for the year. The 1961 average employment also showed a slight gain, to 314,900,

and the first quarter of 1962 averaged 315,500. There were many fluctuations in employment, month to month and quarter to quarter, but overall the average number of individuals employed in the San Diego market area has risen year by year.

Population Outraces Jobs ▪ Meanwhile, as added population has enlarged the San Diego labor force, unemployment has grown along with employment. C. C. Jamison, vice president and economist, Security First National Bank, notes that unemployment in the San Diego market area, on a seasonally adjusted basis, reached a low level of about 11,000, or only a little over 3% of the civilian labor force, in the early months of 1959. Thereafter, unemployment climbed until the second quarter of 1961, when it averaged 27,000, or about 8% of the civilian labor force. Since then, unemployment has subsided to an average of about 24,400 in the fourth quarter of 1961 and to 23,800, or 7%, in the first quarter of 1962. Unemployment reached its low point in January and has since then been increasing.

"It appears quite unlikely," Mr. Jamison said on May 11, "that unemployment will average less during the next six months than during the past six months, seasonal factors considered. With population growth continuing at a substantial pace, it appears that the number of job-seekers will continue to increase and that not all of them will find employment. For nearly two years the unemployment ratio in San Diego County [synonymous with the San Diego market area] has been higher than the national average and higher than Southern California as a whole. This is still the case and the adverse comparison promises to persist during the balance of 1962."

There are two more factors to the San Diego employment picture not present in most markets—the United States Navy and Marine Corps. In addition to paying more than $115 million a year to some 19,000 civilian employes, the Navy has about 142,000 men in uniform stationed in San Diego or on active duty with the 7th Fleet in the Pacific whose pay exceeds $150 million and that figure does not include $80 million paid in retirement pay and allotments to dependents each year. The Marine Corps uniformed personnel in San Diego were paid $63 million last year, while the Corps' civilian payroll amounted to $14 million. It is estimated that together, the Navy and Marine Corps add about $1 million a day to San Diego's wages.



Both John Glenn and Scott Carpenter were lifted into orbit by Atlas rockets built by the Astronautics Div. of General Dynamics in San Diego. Here is the launch of Col. Glenn's flight last Feb. 20 at Cape Canaveral, Fla.

SAN DIEGO'S ITCH TO BUILD

A housing boom got ahead of population growth; Now the emphasis is on commercial construction

"San Diego either has a housing surplus or a housing shortage," Mayor Charles Dail commented the other day. "It's a peak and valley situation."

The statistics bear the mayor out. In 1954, permits were issued for 10,326 new dwelling units in Greater San Diego. The figure crept up year by year: 11,479 new dwellings authorized in 1955; 13,443 in 1956; 16,307 in 1957. Then the builders came to life. In 1958, new dwelling permits jumped to 22,924 and in 1959 skyrocketed to 29,971.

"One month in that year we even passed Orange County in the number of new housing permits," the mayor declared. "It was too much." It was indeed. San Diego, ranking 23rd among the nation's major markets, stood fourth in the number of new homes, as bulldozers scraped the tops off a myriad mesas to provide a level base for their new tract homes. (Some of them are still unoccupied.)

Housing Surplus ▪ Then the reaction set in. In 1960 new dwelling permits dropped to 14,589, less than half the 1959 total. 1961 saw a further decline, to 11,122. The first quarter of 1962 added only 2,081, indicating a further falloff this year, until the 1,012 permits issued in April (30.4% above April 1961) added a more optmistic note to the housing picture.

Meanwhile, the slack is beginning to be taken in. The number of inactive electric meters (when a house is vacant, the current is off and the meter doesn't run), which rose steadily to a high of 4.7% in April of last year, has declined just as steadily since. A Post Office survey of virtually all residences in the county made last September, found 5.5% of them vacant, fewer than 6.4% that were vacant at the time of the last previous survey in September 1960. Multiple-unit vacancies were 11.7% in September 1961, compared to 13.9% in September 1960. Last November, the San Diego Economic Research Bureau stated: "It is significant that an appreciable decline in vacant units has occurred during the past 12 months, even though more than 10,000 new dwelling units have been added to the housing supply of the county."

The average value of single family homes built in San Diego in the first quarter of 1962 was $17,100, well above the average of $15,750 for Southern California and second only to Los Angeles' $18,650 among the 14 counties in the south end of the state.

Apartment Building ▪ It was apartments rather than single-family homes that accounted for the April upturn. Work was started that month on 539 housing units of which 264 are contained in only 15 apartment buildings. Other apartments brought the multiple-housing units to 276, versus 263 one-family homes.

Some of these apartment buildings are offering unusual services for their tenants. According to Frank Rhoades, columnist in the *San Diego Union*, "San Diego Federal's new 22-story apart-



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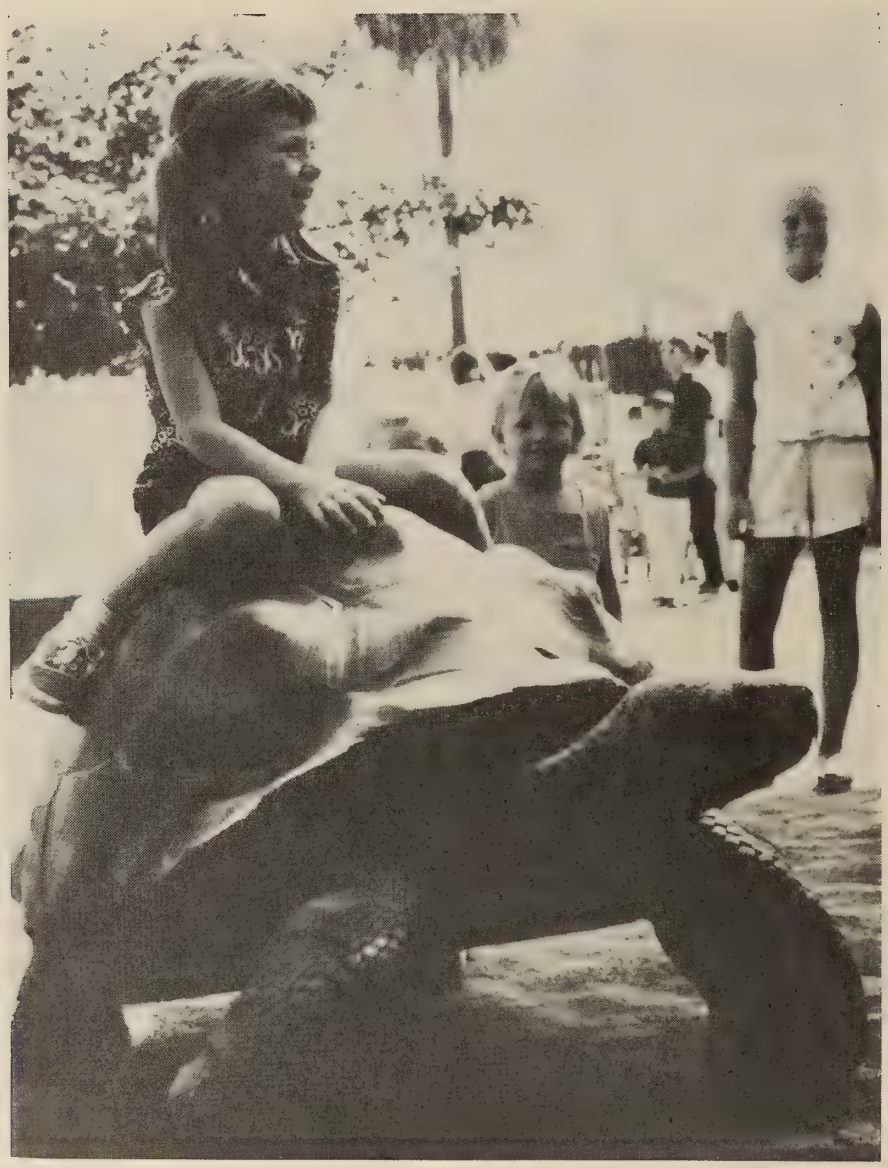
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The Children's Zoo where little girls may ride giant turtles is one part of the San Diego Zoo which is one of the most elaborate and popular zoological parks in the world. On display are 4,200 animals, many uncaged in natural settings. The zoo draws some 2.5 million visitors each year.

ment building . . . will include one floor of small offices called the 'Honey Do Floor.' President Jack Thompson explains: 'This town is full of retired executives who get tired hanging around the house listening to their wives say honey, do this and honey, do that. They need a place to escape, so the Honey Do Floor will be for them."

There's nothing unusual about a swimming pool in a San Diego patio, however, whether the patio belongs to a house or an apartment. Construction permits were issued for 448 pools last year and 113 more were started in the first four months of 1962, with summer, when pool construction is traditionally heaviest, still to come.

San Diego's new construction is not all residential. Steel skeletons rising throughout the downtown district disclose the start of a business building boom that will add nearly $40 million worth of new office buildings, hotels and civic structures in this year alone and many times that sum before plans now on drafting boards achieve their steel-and-stone reality.

Already in construction or soon to be started are four skyscrapers: the First & C Bldg., 24-story project of a group headed by Irvin J. Kahn that will be the highest reinforced concrete building west of the Mississippi; Home Federal Savings & Loan Assn.'s 20-story structure, scheduled for completion before the end of the year; the 25-story United States National Bank Bldg., whose chief owner is C. Arnholt Smith; United California Bank's 17-story building; a State Office Bldg. and a $4 million convention hall.

The convention hall designed to stimulate further growth of the tourist business, already San Diego's third largest industry, is scheduled for completion in 1963. If recommendations of the Convention & Tourist Bureau are followed, the new building will contain a main assembly room capable of seating 5,000 delegates at one time, plus a 1,000-seat meeting room, another with 500 seats, two with 300 seats and 15 smaller rooms for meetings of 50 to 100 persons. There will also be 60,000 square feet of exhibit space apart from the main meeting room.

Civic Center ▪ The convention hall, which will also function as a sports arena, is the start of a $46 million complex of civic buildings to be constructed in an area of four square blocks in the heart of the downtown business district. The group, to be known as Centre City, will also include a $3.2 million, 3,500-seat concert hall-theatre, a 16- story city hall and a $3.1 million block-square multi-story garage with parking space for 1,000 cars. The garage will be built at the same time as the convention hall. Centre City is the heart of a master plan for public buildings designed to meet the needs of the expanding community for the next 40 years.

Centre City is being financed by city funds, with no public bond issue, and is expected to be self-supporting. When the city found itself lacking $1.5 million of the amount needed to get the project going, the public was asked for donations and in six weeks $1.6 million had come in as contributions from individuals and business organizations.

A project like this, destined to be the focal point for out-of-town visitors, is a natural magnet for hotels and already it has been announced that work on a $12 million, 27-story, 575-room hotel, with garage space for 440 cars, will be started next January on property adjacent to the Centre City site. The Del E. Webb Corp., is planning a $17 million, twin-tower skyscraper, one an office building, the other a 300-room hotel, with a 1,000-car garage between.

Renewal with a Difference ▪ "This is urban renewal, San Diego style," Thomas Fletcher, city manager, stated. "In the past this has been a Navy-industrial town, a residential area surrounding a Naval base and an airframe factory, but with no business center. Now we're starting to develop downtown into a commercial-financial center. And we're doing it all with city and private money and no aid from the state or the federal government. There's no lack of money to back San Diego's future. Every day I have people coming in with money to invest here."

John Borchers, general manager, San Diego Chamber of Commerce, hailed the downtown building as meeting a long-felt need. "Insurance company branch offices and businesses of that

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Some San Diego merchants wondered if the May Co., a department store chain, was doing a smart thing when it opened its big Mission Valley Center store Feb. 20, 1961. The answer came at the end of that year when the company reported it had done $16 million worth of business. Now several big shopping centers are operating.

kind have been unwilling to come to San Diego," he said. "They want to be in a financial complex, with modern buildings to give them the proper environment. We haven't had this kind of business housing, but we're getting it now and it will attract what we need most, businesses that are self sufficient and don't depend on some other industry to survive, as the service trades do."

Ewart Goodwin, real estate executive and president of San Diegans Inc., a businessmen's organization whose function is to help build the downtown area, predicted last month that the million square feet of new office space now being built or planned will bring 24,000 people and $25 million a year into the central business district. The 8,000 persons occupying the new offices, Mr. Goodwin said, will need the services of another 8,000 store clerks, restaurant help, gas station attendants, barbers and other service people. Making business or social calls on that group of 16,000 will be a third 8,000 and all 24,000 will spend an average of more than $4 for a total of $100,000 a day, $500,000 a week or $26 million a year.

Among many innovations in business building included in the plans of new San Diego structures is a small chapel to be located on the seventh floor of C. Arnholt Smith's office building, for use by the building's tenants.

AN URGE TO DIVERSIFY

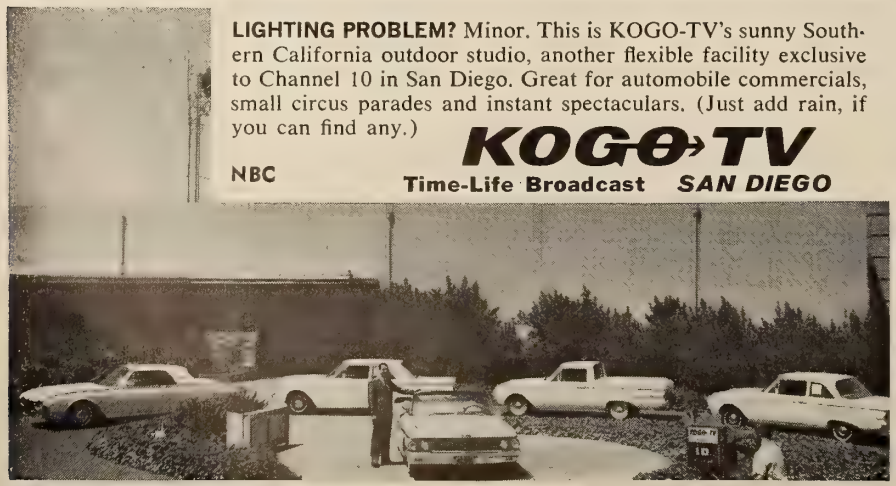
How San Diego attracts new industries and businesses

Like many commercial enterprises who have found it good business to diversify, San Diego is looking for new sources of income that will free the community from too great a dependence on the Navy and aircraft manufacturing. The downtown renaissance, expected to add appreciably to San Diego's force of whitecollar workers (see page 78), is one approach. Another is making special inducements to attract new industries to the area by offering them land at bargain prices in districts zoned for industry and equipped with roads, drainage and utilities. San Diego's tax rates are next to the lowest among the 10 largest California cities, $7.612 per $100 of assessed valuation.

To be fair to present San Diego plants, an Industrial Development Commission, with leading businessmen as members, sets standards to insure that the newcomer makes a substantial contribution to San Diego. One requirement is a minimum of 30 employes per acre. A firm that met the IDC standards was Lionel-Pacific, which last winter moved from Los Angeles into the Kearny Mesa Industrial Park after the city had let it buy for $6,000 an acre land valued at $11,000. "We'll give the land away if the company's contribution is large enough," Mayor Dail stated.

University Project ▪ One organization that qualified for free land was the U. of California. After trying for years to persuade UC to establish a graduate school of science and engineering there, San Diego succeeded so well that it got not only the graduate school but an undergraduate setup in addition, with a student body expected to total 27,500 by 1975, and a medical school to boot.

"This is a fine thing for San Diego," Mr. Borchers stated. "Here is a depres-



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The money in San Diego manufacturing

The San Diego economy and its ups and downs are epitomized in this table prepared by the city's Chamber of Commerce.

Year	Aircraft	Tuna	Shipbuilding	Total Value of Products Manufactured
1950	$ 104,500,000	$60,000,000	$ 6,500,000	$ 275,000,000
1955	405,390,000	37,423,000	15,959,000	743,300,000
1956	630,000,000	42,800,000	15,500,000	955,000,000
1957	1,001,000,000	32,000,000	16,300,000	1,380,000,000
1958	825,143,000	36,901,000	17,804,000	1,266,000,000
1959	983,450,000	17,000,000	21,000,000	1,304,000,000
1960	1,082,645,000	17,900,000	41,000,000	1,403,000,000
1961	866,200,000	18,235,000	21,800,000	1,200,000,000

sion-proof industry that is non-defense connected, and the school with 27,500 students will become the nucleus of a community of 100,000. Furthermore, educational plants, especially scientific ones, tend to attract research and development organizations. The Salk Institute and General Atomics came along shortly after the UC plans were announced."

Enrollment in San Diego's public schools has increased sevenfold since 1930, with over 120,000 currently attending the city schools and 127,000 more in the county schools. Adding 32,000 at the college level gives a total student count of 279,000 for the San Diego metropolitan area. No doubt that education in San Diego is a boon to the construction industry, at least. And it should continue to be. As the crop of post-war babies reaches college age the post-high school institutions of learning will need more buildings to accommodate them. A Copley Press study estimates a plant expansion of 150% from 1960 to 1975. During the same 15-year period, schools at all levels are expected to increase their payrolls by 130%, while manufacturing employment is rising only 26% above its 1960 level, adding to the schools' importance in San Diego's economic as well as its educational life.

Science Center - One reason that UC is creating a new campus at San Diego (on the La Jolla shore and it is already being called UCLJ) is that a small but internationally famous branch of UC, the Scripps Institution of Oceanography, has been located there since 1903. The Jonas Salk Institute for Biological Studies will soon be a neighbor to Scripps. Work has commenced on a $12 million building program and the Institute dedication is planned at an international scientific conference to be held there in the fall of 1963. Some three miles south, on Point Loma, the Navy Electronics Lab carries on its security-shielded experiments.

These and other scientific schools and research centers not only are valuable members of the San Diego community on their own, but they serve as a magnet in attracting private research and development organizations. Scientists, whether on campus or in a factory, like to have others of their kind around; they also like to have the lab and library facilities of a good educational institution to draw on. With top technical educational facilities of its own, San Diego expects private research and development activities to increase rapidly. There is already a solid base for future growth here, which came as the airframe makers began developing the electronic devices needed as aviation became astronautics.

In an article in the June, 1961, issue of *California* magazine, Harold V. Pederson, head of industrial research for the San Diego Chamber of Commerce, stated: "The airframe industry was the market for many new products and created much of the recent demand for electronics equipment. It actually sparked the growth of this new industry in Southern California. In 1959, Convair-Astronautics, a division of General Dynamics Corp., was opened in San Diego and a whole new field of activity was started at the home of the Atlas missile.

"The 1950-1959 decade witnessed rapid development in electronics and related research and development activities in San Diego when names like Cubic, Daystrom, Electro Instruments, Kinetics, KIN TEL, Narmco, Non-Linear, Ryan Electronics, Smyth Research Associates, Stromberg-Carlson, (now known as General Dynamics/



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The Cabrillo National Monument commemorates the discovery of San Diego Bay in 1542 by Juan Rodriguez Cabrillo. After the Spanish settled in the area they built the lighthouse shown here. Out of use since 1891, the lighthouse is now a tourists' observation point. San Diegans say this attracts more visitors than any other national monument in the United States.



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Electronics) and Dynair added to the local rosters." A 1960 labor survey, Mr. Pederson reported, "showed that area firms employed 260 physicists and 320 mathematicians, which total together exceeded the number of structural steel workers (480) or bricklayers (474)."

Electronics Values ▪ There are now 62 electronic companies, with 11,800 employes, in metropolitan San Diego, and their 1962 sales are estimated at $185 million, according to the annual spring survey of the Western Electronic Manufacturers Assn. This shows a substantial gain since the spring of 1961, when WEMA reported 55 electronic firms with 10,700 employes and sales of $165 million.

Desirable as diversification is for San Diego, Mr. Borchers believes that for years to come the area will still be largely dependent on defense production. "This is not necessarily bad," he commented. "Defense expenditures will continue to be heavy as long as the cold war atmosphere persists and it looks as if that's going to be a long, long time. We have the plant and the know-how and we'll be called on to use them for national defense, although perhaps with a change in direction from the past."

THE MONEY IN TOURISM

San Diego makes more of it than San Francisco or Hawaii

When Juan Rodriguez Cabrillo sailed into San Diego Bay on Sept. 28, 1542, and became its first out-of-town visitor, he unwittingly started a trend that today provides San Diego's third major source of income, topped only by defense-oriented manufacturing and military payrolls. It is a fitting tribute that the lighthouse in Cabrillo National Monument (at the tip of Point Loma, 10 miles out of downtown San Diego) has more visitors than any other national monument in the U.S., not excepting the Washington Monument or the Statue of Liberty.

Last year San Diego's visitor industry (to use the travel trade name for it) enriched the community by $162 million, including $21 million from a record 288 conventions with 166,800 delegates. This is bigger tourist business than that of San Francisco or Seattle, bigger even than Hawaii's, and when the new convention hall is ready for use (hopefully next spring), the San Diego Convention & Tourist Bureau expects visitor spending to pass the military and become the area's second source of income.

What brings visitors to San Diego? "Climate is the major reason," says Robert F. Smith, executive manager of

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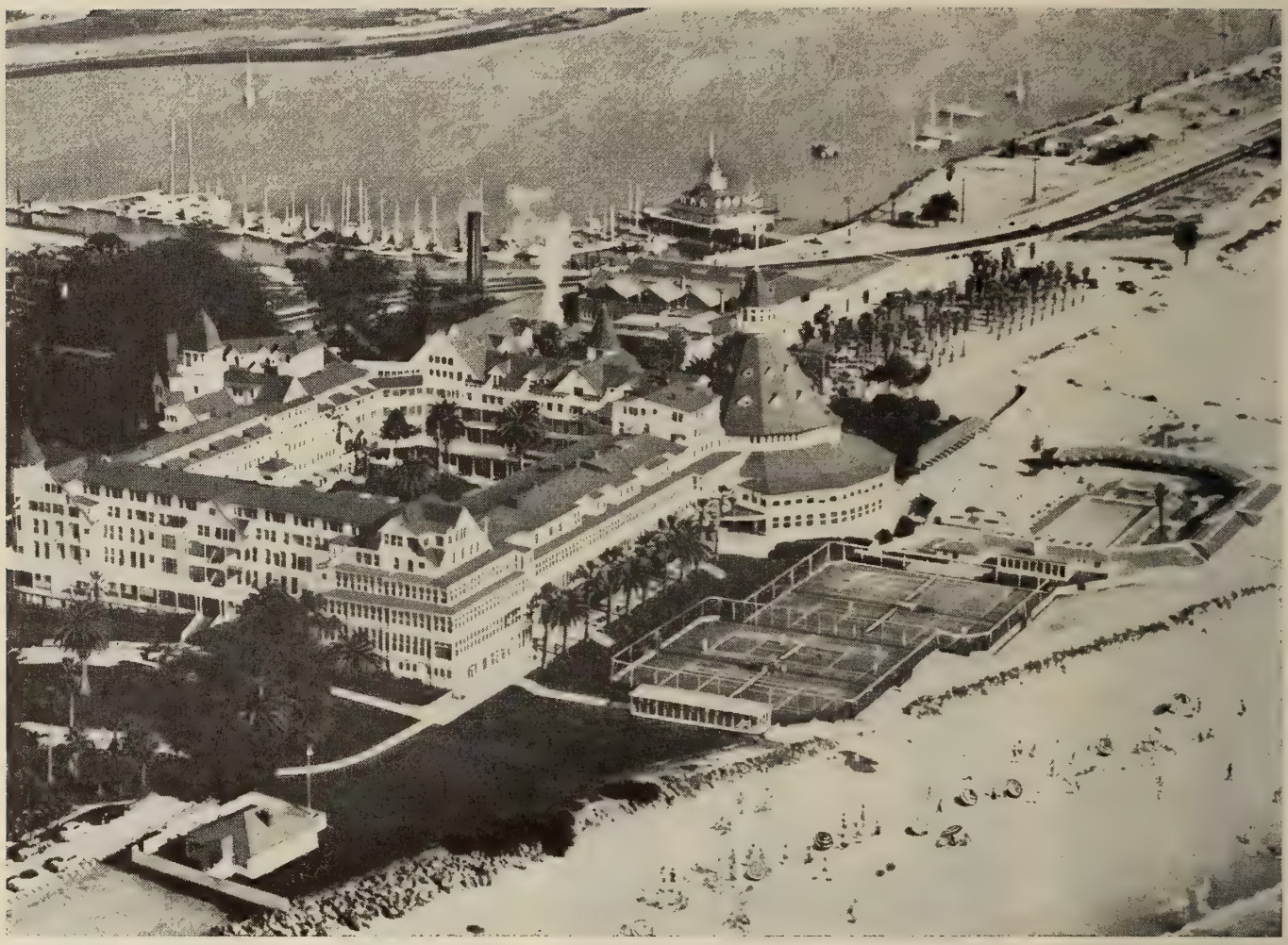
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An old San Diego landmark is Hotel Del Coronado, on the island of that name. A fashionable watering spot during the early part of the century, it fell into faded glory for a time, has been modernized into a luxury resort.

the bureau. "With an average high of 63 degrees in January, our coldest month, and of 75 in August, our warmest, it's never too hot or too cold for outdoor activity. And an average annual rainfall of only 10 inches means it's a rare day when the rain keeps anyone in." The attractiveness of San Diego's climate has one serious drawback from Mr. Smith's occupational viewpoint: it cuts down the number of repeat visitors by turning them into residents.

Famous Zoo ▪ The San Diego Zoo, exhibiting 4,200 animals of 1,100 different species, many uncaged and in a natural setting, occupies a 100-acre section of Balboa Park and is another major tourist attraction. It had 2.5 million visitors last year, more than New York's Bronx Zoo or London's Regent's Park Zoo. Less than a quarter of the zoo's visitors are San Diego residents and more than 40% come from outside California. Their $1 admission fees pay for the zoo's maintenance. The Children's Zoo, where young humans can meet young animals eye-to-eye and often hand-to-paw, is a popular section.

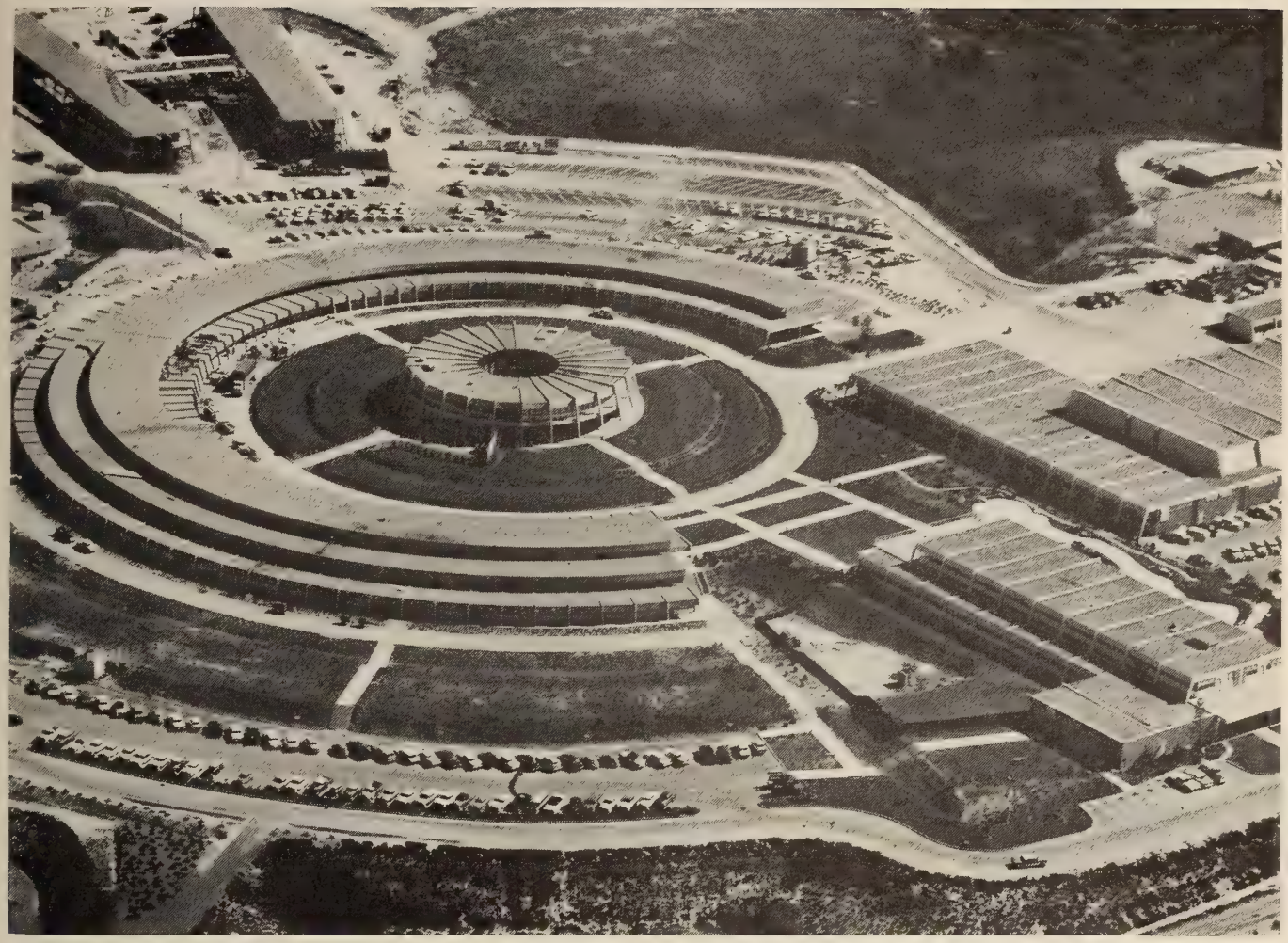
The zoo is a segment of Balboa Park, 1,400 acres of greenery in the heart of the city, established by the city in 1868 and by some political miracle kept free of commercial encroachments ever since. Here are art gallaries and museums, a replica of the Old Globe Theatre of Elizabethan London where a Shakespeare Festival is held each summer and more modern plays presented the rest of the year, an open air auditorium with the world's largest outdoor pipe organ and a bowl for symphony concerts and other entertainment, plus sports facilities and shuffleboard to golf.

Nearby Mexico ▪ The desire to visit Mexico, to eat a Mexican meal, to watch a bullfight or a jai alai game, is shared by many San Diego visitors. As a consequence, Tijuana, less than a half-hour's drive from San Diego with scarcely a pause at the border, is visited by more Americans than any other foreign city in the world. How much money they spend there is not a matter of record, but Mr. Smith says that Mexicans who cross the border the other way add at least $50 million a year to San Diego's income.

John Alessio, owner of the Agua Caliente racetrack near Tijuana, provides a few helpful statistics: Some 30,000 persons a week, many of them Americans, watch the horses run every Saturday and Sunday of the year and on nine Fridays in the spring and nine in the fall, wagering about $50 million a year as they watch. Dog races, held five nights a week year round, have about 700,000 paid admissions a year and wagers on the dogs total $11-12 million. Many bettors reportedly feel that the name Agua Caliente (Hot Water) is appropriate.

On the American side of the border are other sports attractions. A race track at Del Mar, which is also the scene of the San Diego County Fair, has a racing season that opens in July, closes early in September. The Padres, representing San Diego in the Pacific Coast Baseball league, and the Chargers, San Diego member of the American Pro Football League, have loyal followings, although many baseball fans are counting the seasons until the city gets a big league baseball team.

Historically minded visitors find Old San Diego, founded in 1769 and with many of its old buildings restored, and the Presidio, with its Serra Museum of



A new San Diego installation is this plant of the General Atomic Div. of General Dynamics. The biggest private employer in the area, General Dynamics operates atomic-space age hardware, built Atlas man-orbit rockets.

relics of the Old Southwest, full of interest. There are also several of the old missions still in use.

Navy Display ▪ San Diego Bay is home of the Navy's mothball fleet as well as about 175 active vessels, two of which are open to the public each weekend on an alternating basis that enables a consistent visitor to keep abreast of all types of fighting ships. A short ferry ride across the bay is Coronado, fashionable suburban community whose elegant Del Coronado Hotel has been described as a "fairy tale castle from the last century." At the north end of the bay, Shelter Island (really an isthmus), constructed of silt dredged from the bay to permit free passage of the Navy vessels, has three modern beach front hotels, all popular convention sites. A new similarly formed "island" Harbor Island, today lies barren in the harbor, awaiting voter approval of a bond issue to convert it into a vacationers' mecca of motels and boatels, cocktail lounges and docks.

Mission Bay has been rescued from its shallow swampiness which gave it the name of "Bahia Falsa" (False Bay). At a cost of more than $100 million it has been turned into a 4,600-acre water playground that lives up to its proud label "World's Finest Aquatics Park." Three quarters of the land area (2,100 acres) of Mission Bay is required by law to be used for public parks and beaches; the 25% that can be leased to private companies is restricted to operators of services for people using the park—restaurants, hotels, boat repairs and the like. Marine Park, a museum of aquatic life, is scheduled to open at Mission Bay next spring.

Posh Hotels ▪ The visitor who drives to San Diego down Highway 101 will be alerted by numerous billboards to turn off on Highway 80 for Hotel Circle, a grouping of a half-dozen fine motels, with up to three heated pools apiece and other deluxe accoutrements. As an example, the VIP guest at Mission Valley Inn finds his name and that of his company printed in gold on black match cases in his suite and on his table in the dining room.

A downtown landmark is the El Cortez Hotel whose rooftop dining room, offering a panoramic view of city and harbor, may be reached via an outside glass-enclosed elevator with an almost equally awe-inspiring vista.

Pointing to airline posters in his office walls picturing San Diego's missions and the zoo, Mr. Smith commented that "a few years ago there'd have been Navy hats in all of them. It's a sign we're making some progress in getting rid of the stereotype of San Diego as a Navy town, which persists although it's no longer true. Tijuana as a place of vice and corruption is another stereotype that needs breaking. Maybe it's a holdover from Prohibition. I don't know. But it certainly isn't true today."

The co-op updated

Something new has been added to San Diego: the condominium apartment. It is a variation of the cooperative. The condominium buyer gets a title to his unit and joint ownership of the common areas and ground beneath. The co-op buyer gets a leasehold. The new Sunridge Terrace now building in La Mesa is a condominium.

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SAN DIEGO IN THE AUTO AGE

Like other California cities it swarms with cars but it has learned how to keep traffic moving

Just as a man's horse was an integral part of his life in the Old West, so today in the New West he would be lost without his automobile. San Diego, in common with most of California, has more family cars than family homes. The 1960 census takers counted 305,201 occupied housing units (houses or apartments) in the metropolitan area, one for every 3.11 persons. The 1960 auto count was 397,834, one for every 2.6 persons. Put another way, there are 1.3 autos per family.

Between 1950 and 1960 the number of people in San Diego increased by 85%, the number of households by 80% and the number of automobiles by more than 100%—from 198,608 to 397,834. The number of trucks grew even faster, from 18,671 in 1950 to more than two and a half times that number, 49,900, in 1960. All motor vehicles, including motorcycles and trailers, totaled 499,832 in 1960, well over twice the 1950 total. And the increase still goes on. The 1961 auto license tally showed 414,991 automobiles, 51,674 trucks and a total of 520,983 motor vehicles in Greater San Diego.

Traffic System ▪ Alert action by California highway planners in keeping road construction abreast of San Diego's motoring needs and by the city fathers in turning downtown streets into one-way avenues have kept traffic in the city from becoming the acute problem it is elsewhere in the state, Los Angeles and San Francisco, for example.

To keep traffic moving smoothly and efficiently, the three main highways providing toll-free access from the suburban areas to the central city were joined last week by the initial link of a new Crosstown Freeway. Where it crosses the Cabrillo Highway, engineers have constructed a four-level interchange that experts predict will become world famous for its solution to the traffic-mixing problem. Subsequent sections of the new Crosstown Freeway, the second to be opened in the summer of 1963, the third and final link to be completed the following summer, are expected to prevent any intown traffic bottlenecks from developing, despite the looked-for increase in traffic.

Although traffic speed and safety are their chief concerns, the highway builders have not neglected the aesthetic aspect of their routes. The Cabrillo Freeway has transversed Balboa Park without disturbing the natural beauty of the park and in fact has even added to the greenery by running a strip of grass down the highway's center. Although it was necessary to remove the sycamore trees that formerly graced the site of the new Crosstown-Cabrillo interchange, the Div. of Highways has promised to replace as many trees as it can.

Helping to maintain highway beauty, the San Diego City Council last month adopted a billboard control ordinance that permits it to regulate outdoor advertising on scenic and landscaped freeways within the city. Inclusion of the word "scenic" into the measure, done at the suggestion of the outdoor advertising people, came as a disappointment to Citizens Coordinate, a group that has fought for strict control of all advertising along all freeways.

Radio also makes life more pleasant for the motorist in San Diego, where seven out of eight cars are equipped with sets. The auto radio not only offers the motorist a variety of entertainment



The Serra Museum in San Diego's Presidio Park is built on the site of the first mission established in California by the Spanish priest, Junipero Serra, who came up from Mexico. Father Serra supervised the construction of a chain of 21 missions reaching north to Sonoma, just north of San Francisco Bay. The missions, a day's march apart, flourished in the late 18th century; several are still in use.

and keeps him informed of the day's news at home and abroad, but mobile units on the ground and in the air alert him to hazards ahead, advising alternate routes that will take him away from stretches of road where accidents or road repair work have slowed traffic temporarily. As in other California cities, traffic time is prime radio time in San Diego.

Water Hazard ▪ San Diego has one traffic problem that it hasn't solved: what to do about the ferries that connect the city with Coronado across the harbor. There are those who say the ferries should stay, that they are picturesque and with proper advertising could become as great a tourist attraction as San Francisco's cable cars. And there are those, including motorists waiting in line to get their cars aboard the small boats during rush hours, who say that the ferries must go.

As long as Coronado's population stays at its present mark, about 18,000, the problem is not too pressing. But there are plans in the works, including one to turn the oceanfront into a Pacific Coast version of Miami Beach, a complex of fine homes, highrise apartments (and high rent ones, too) and high fashion shops, with the Del Coronado at their center, which could turn the 18,000 into 80,000 almost overnight. And then the ferries would present a real traffic blockade.

So there are proposals to replace the ferries with a bridge across the harbor or a tunnel beneath it. The bridge would be less expensive to install, but the tunnel will probably win, informed San Diegans believe. Bridge approaches would consume a lot of valuable real estate in Coronado, which is hemmed in by the Navy and can't spread sideways. The Navy also would require a bridge high enough to allow easy access for the largest fighting ships beneath, and a bridge that high might present an undue hazard for planes landing or taking off from the Naval Air Station on one side of Coronado or the Navy amphibious base on the other.

AN HISTORICAL PORT

San Diego harbor has been busy since old Spanish days

Blessed with one of the world's best natural harbors, San Diego has long been an important port. In older times Point Loma, on San Diego Bay, reports the California State Chamber of Commerce, "was a haven for bandits and smugglers, the site of a flourishing hide-drying business established by the captains of Boston trading ships who carried home stones from Ballast Point in their holds and the headquarters for two



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The Agua Caliente race track a few miles south of Tijuana is a half-hour's drive from San Diego. It has races every weekend, attracts 30,000 people a week who bet some $50 million a year. Dog races are held five nights a week and attract some $12 million in betting. Some bettors note that Agua Caliente means "hot water."

New England whaling companies in the mid-nineteenth century."

Today, the port of San Diego handles more than 1.5 million tons of marine traffic a year worth over $275 million. Two-thirds of the tonnage and one-third of the dollar value are accounted for by petroleum products and fish, handled over private facilities. Of the cargo moved over municipally operated facilities in fiscal 1960-61 (July-June), Port Director John Bate reports, the chief import items dollarwise are plywood ($10.4 million), lumber ($7.2 million) and paper and newsprint ($4.6 million). Major outbound commodities are cotton ($62.8 million), airplanes and parts ($37.8 million), potash ($10.6 million) and alfalfa ($9.2 million). Measured in dollars there is a seven-three ratio between the outgoing and incoming cargo. Measured in tonnage, the in-out ratio reverses, three-to-two in favor of imports.

The city's municipal airport, Lindbergh Field, served by seven airlines, set new passenger and cargo records in 1960-61, with 857,001 passengers in and out, 5.6 million pounds of freight, 3.7 million pounds of airmail and just under 1 million pounds of express. Together, air and marine port employes account for one out of every ten job holders in the San Diego metropolitan area.

Fish and Ships ▪ Shipbuilding, another port activity of great importance to the San Diego economy, rose gradually from a volume of $6.5 million in 1950 to $21 million in 1959, leaped to $41 million in 1960 and dropped back to $21.8 million in 1961. Shipbuilding workers numbered 1,700 in April 1960, 2,300 in April 1961 and 2,100 in April of this year, when National Steel & Shipbuilding Co. was completing work on the M. M. Dant, largest ship ever built in San Diego, for the States Steamship Co. at a cost of more than $11 million. The M. M. Dant was launched May 5. Its sister ship, the C. E. Dant, will be launched later this year.

Another port-connected activity and a major item in the list of products manufactured in San Diego is canned tuna. In 1950 San Diego processers sent $60 million worth of tuna to the national market, but in the mid-50's mergers and other business changes resulted in much of this industry moving out of the city and by 1960 the value of San Diego's tuna output had dropped to $17.9 million. In 1961 the figure rose to $18.2 million after Breast-O'-Chicken Tuna, only major concern in this field active in San Diego, had opened a new $3 million plant.

Then there's the Navy, which has about 175 active ships berthed there (with 30-40% usually out on active duty with the 7th Fleet), plus the reserve fleet of decommissioned ships neatly lined up in the harbor. Payrolls and purchases combined, the Navy contributes some $600 million a year to the San Diego economy. Add some $200 million for the Marine Corps and Uncle Sam looms rather large in the city's finances.

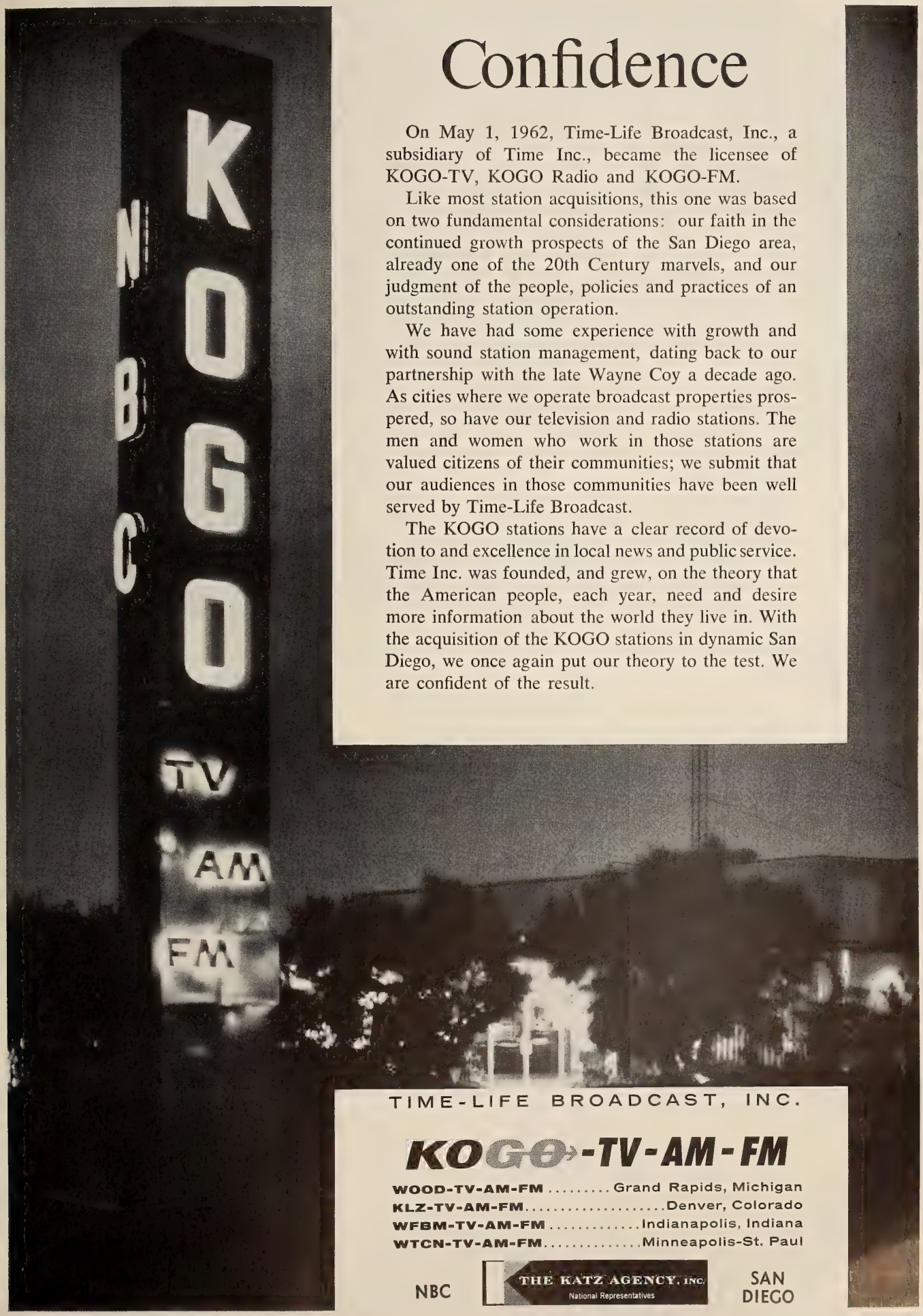
A movement is under way to expand the port development by establishing a San Diego Bay port district that would include National City, Chula Vista, Coronado and Imperial Beach (which also border the Bay) as well as the city of San Diego, which up to now has handled all the port operations alone, or in cooperation with the Navy and Marine Corps.

San Diego Bay is also a major center for pleasure boating and sport fishing. Sailing fleets of many classes operate from yacht clubs at Coronado and other points. Sport fishing boats can base at San Diego and make the easy run to fishing grounds off the Mexican coast where gamefish of all sizes abound.

San Diego income

Median family income in the San Diego metropolitan area was $6,545 in 1959, according to information collected by the census takers in 1960, latest available. This compares with $6,726 for the state and $5,260 for the U. S. as a whole. The figure varied from a low of $4,928 for Oceanside families to $6,614 for residents of the city of San Diego to a high of $7,907 for La Mesa residents. La Jolla, known as "the Beverly Hills of San Diego," might have topped even La Mesa, but that will never be known for sure because La Jolla is a part of San Diego and so its statistics are buried in those for the city as a whole.

Personal income from all sources for metropolitan San Diego in 1959 amounted to $2,522,314,000, nearly three times the total of $923,599,000.



Confidence

On May 1, 1962, Time-Life Broadcast, Inc., a subsidiary of Time Inc., became the licensee of KOGO-TV, KOGO Radio and KOGO-FM.

Like most station acquisitions, this one was based on two fundamental considerations: our faith in the continued growth prospects of the San Diego area, already one of the 20th Century marvels, and our judgment of the people, policies and practices of an outstanding station operation.

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The KOGO stations have a clear record of devotion to and excellence in local news and public service. Time Inc. was founded, and grew, on the theory that the American people, each year, need and desire more information about the world they live in. With the acquisition of the KOGO stations in dynamic San Diego, we once again put our theory to the test. We are confident of the result.

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Primer for eastern media buyers

San Diego is located in the extreme southwest corner of the nation, one step north of Mexico, 125 miles south of Los Angeles. Some San Diegans who live high in the hills can receive more or less watchable television pictures on all 12 positions of the vhf dial, the seven stations in Los Angeles, a station in Santa Barbara which is almost as far north of Los Angeles as Los Angeles is from San Diego, an all-Spanish Mexican station in Tijuana, the two San Diego stations, KFMB-TV and KOGO-TV, and Tijuana's XETV (TV) which is the ABC outlet for San Diego. But the rating services say that only KFMB-TV, KOGO-TV and XETV (TV) have significant audiences in the San Diego area.

It is the special conductivity of the salt water of the Pacific Ocean that transports television signals into a scattering of San Diego homes from as far away as Santa Barbara. The same phenomenon delivers distantly-originated radio signals too. But it is San Diego stations that monopolize radio audience measurements.

San Diego broadcasters are emphatic in saying that their market cannot be covered by advertising on Los Angeles stations. They point out that San Diego is not a suburb of Los Angeles.

The distance between the two cities is greater than that between New York and Philadelphia or between Chicago and Milwaukee. As the San Diego broadcasters say, nobody buys New York radio or television to cover Philadelphia or Chicago radio or television to cover Milwaukee.

San Diego's farm economy

Roughly 30% of the area of San Diego County—833,778 acres out of the 2,725,120 in the county—are devoted to agriculture, whose produce brings the county more than $100 million a year. The highest record for agricultural products was reached in 1959, when their total value was $109,598,615. The 1960 total was slightly lower, $104,357,000, and the 1961 total dropped again a little to $101,453,000.

The county agricultural commissioner lists the following products whose value exceeded $1 million last year:

Plant Crops	
Tomatoes	$22,660,000
Avocados	8,712,000
Oranges	6,775,500
Cut Flowers	3,561,500
Nursery Stock	3,131,000
Celery	1,826,500
Lemons	1,735,500
Grapes	1,531,000
Cucumbers	1,321,500
Livestock Products	
Eggs	$21,625,000
Milk	14,195,500
Cattle for Beef	5,746,000
Turkeys	1,110,000

Breakdown of the county's agricultural output for 1961 shows:

Livestock and livestock products	$45,867,500
Vegetable crops	27,455,000
Field crops	8,095,000
Fruit & nut crops	20,035,500

The decline from 1959 is due largely if not entirely to the encroachment of the subdivider on San Diego farm land, which accounted for 107,431 acres that year. The 1959 census of agriculture showed the average value of an acre of San Diego farm land and buildings as $1,087, up from $478 in 1954. Throughout the entire state of California the average had risen from $236 to $379.

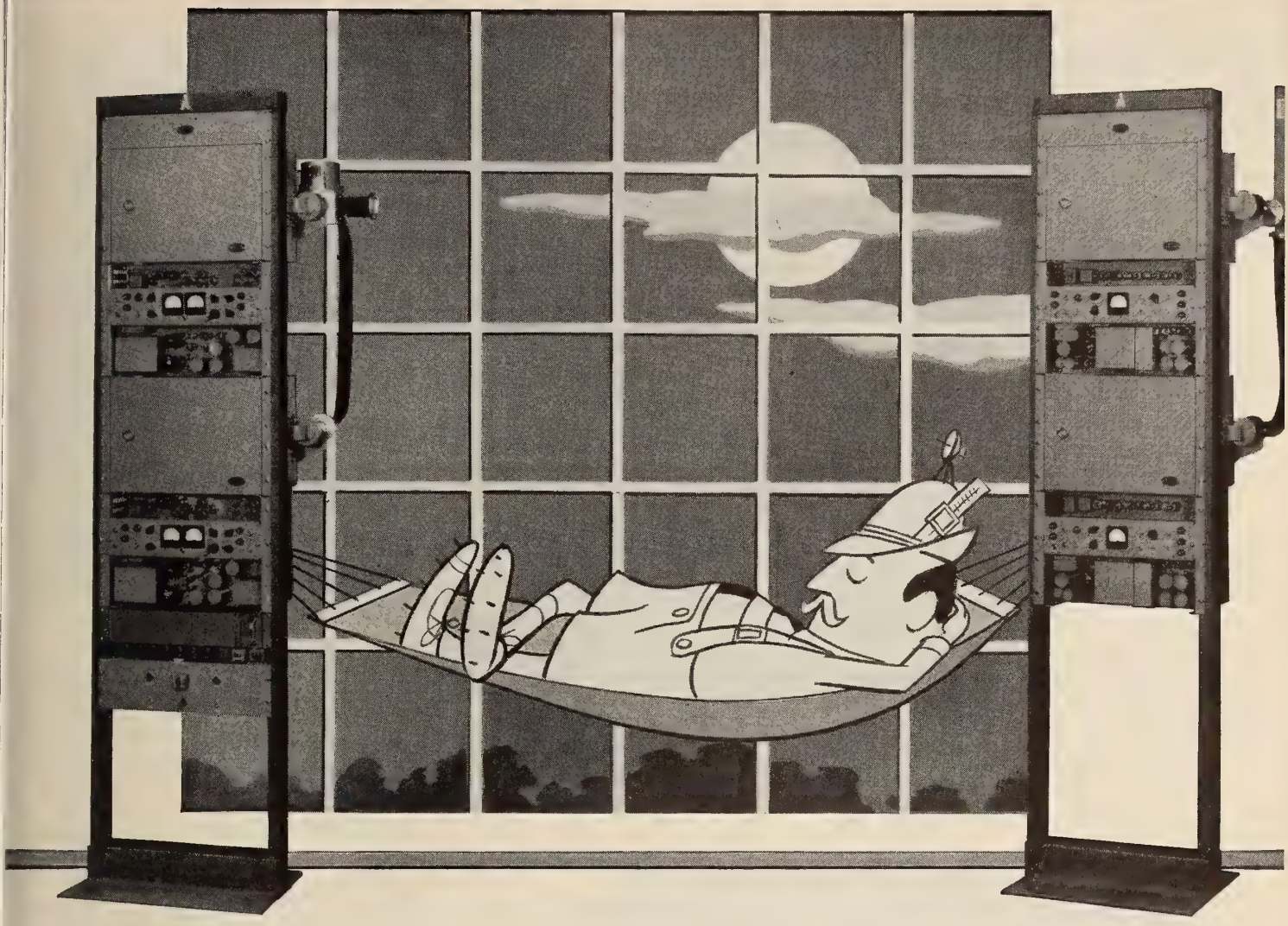
The outlook for the future is for fewer and larger farms, with pooled marketing and more intensive cultivation providing greater returns.

San Diego's retail sales

Taxable retail sales in the San Diego metropolitan area rose from $529,279,000 in 1950 to well over twice that figure in 1959, when a peak of $1,256,114,000 was reached. In 1960 the total dropped by 5.8% to $1,183,883,000 and the 1961 total was almost identical, $1,180,636,000.

Increased competition, with a doubling of retail floor space in the past 18 months, has brought complaints of hard times from some retailers, but in the last few weeks business has picked up and a more optimistic attitude prevails at present. Department store sales from the first of the year through May 19, were up 17% from their level for the same period of 1961, according to the Federal Reserve Bank of San Francisco. This San Diego gain compares with a 6% rise in department store sales nationally.

Bank Deposits Rise ▪ It is probably significant that bank deposits, which like retail sales had shown a decline from a 1959 total of $974,279,000 to $930,756,000 in 1960, rose to a new high of $1,045,021,000 in 1961. And it should be noted that the taxable retail sales totals do not include sales of either food or gasoline as these are not subject to California sales tax from which the sales totals are calculated by the State Board of Equalization.



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As demonstrated at the recent NAB Convention, Raytheon Dual-Link STL connects directly to your present antenna and requires no test equipment for routine maintenance. Either transmitter or receiver can be repaired while the other is operating. Warrantee is for a full year, and purchase can be made through two low-cost, long-term financing plans.

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Media Section—cont'd from page 72

Shafto organizes Trehan catv firm

MOVE NOT RELATED TO PARENT COMPANY OPERATION

The swing to community tv system operation by broadcasters (BROADCASTING, May 28) gained a strong push last week when it was learned that G. Richard Shafto, executive vice president of the Broadcasting Co. of the South, holds franchises for catv systems in Myrtle Beach, Conway and Georgetown, S. C.

Mr. Shafto is president of the Trehan Co., which holds the cable franchises. He and his wife are majority stockholders of the company, which plans to expand in this field. The Myrtle Beach system is already under construction; the potential, Mr. Shafto estimated, being a year-round population of 9,000 swelling to 75,000 during the summer.

Although he stressed that the Trehan Co. activities are utterly divorced from Broadcasting Co. of the South, Mr. Shafto acknowledged that the licensee of WIS-AM-TV Columbia, S. C., and WSFA-TV Montgomery, Ala., has applied for a catv franchise in a large southern city. Mr. Shafto declined to identify the city.

One time chairman of the Tv Code Review Board of NAB and long active in industry affairs, Mr. Shafto stressed that his own activities and that of Broadcasting Co. of the South in the catv field are not related to that company's broadcasting activities and are not attempts to extend the service areas of that company's stations.

In Myrtle Beach, for example, Mr. Shafto said that the nine-channel system would bring in three South Carolina stations (two in Charleston and one in Florence), a single station from Wilmington, N. C., and possibly a single Charlotte, N. C., station, plus two fm stations for background music and radio service.

"Our interest in catv," Mr. Shafto said, "stems soley from a recognition of the opportunity that catv affords to give the public a more reliable and a more abundant tv service." Most catv systems are in areas where tv broadcast signals are weak, or where the populace is underserved by tv stations. Mr. Shafto indicated that his premise was the same as catv systems elsewhere in seeking to alleviate these conditions.

Close Relations ▪ Mr. Shafto's move into catv operations puts him in the same position as many other telecasters who have in recent months joined the cable system business: Harry C. Butcher in Santa Barbara, Calif.; Marshall Pengra in Tyler, Tex.; Dan D. Cameron (president of WECT [TV] Wilmington, N. C.) and Martin Malarkey in Wilmington, N. C.; Allen T. Gilliland (KNTV [TV] San Jose, Calif.) and Jerrold Electronics Corp., in Salinas and Monterey, Calif.; William F. Luton (KEYT [TV] Santa Barbara, Calif.) and H&B American Corp., in Santa Barbara and San Luis Obispo counties; the Smullin-Voorhies broadcast group in Oregon; J. Elroy McCaw in Washington state; and the Baltimore Sunpapers (WMAR-TV Baltimore) in Salisbury, Md.



Mr. Shafto

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CBS gives $21,000 in grants to 4 schools

CBS Foundation has announced a total of $21,000 in grants this year to four universities in recognizing services of seven of their alumni who are key CBS executives. CBS Foundation Inc., of which Ralph F. Colin is president, is the agency through which the network and its divisions make educational, cultural and charitable contributions.

The ninth annual group of awards to the educational institutions: Columbia U. (on behalf of Peter M. Abel, assistant general attorney, CBS Inc.; Richard H. Low in CBS-TV contracts, and Erik Porterfield, in Columbia Records); New York U. (Richard Brun, Columbia Record Club's director of operations, and Robert F. Davis in CBS-TV Stations' research, advertising and sales promotion); Princeton U. (Dallas Townsend, CBS News correspondent), and U. of Southern California (Robert D. Wood, CBS-TV Stations vice president and general manager of KNXT [TV] Los Angeles). The institutions

gets $3,000 for each selected graduate who is now with CBS. Various standards are applied, including consideration of the longevity and level of the employe at CBS. Grant is in the name of the employe and has no restrictions.

Milton says 'never' to blacklist charge

Witnesses for the defense continued their testimony last week in the $1 million libel suit brought by John Henry Faulk, former WCBS New York personality, against Aware Inc. and two other defendants. They insisted that they had never recommended that any writers or performers be "blacklisted" from radio-tv.

Paul R. Milton, a founder and director of Aware, testified that he had once accepted a radio script-writing assignment from which a man he had labelled "pro-communist" had been dismissed. Under questioning by Louis Nizer, Mr. Faulk's attorney, Mr. Milton said that in 1952 he had publicly accused a number of writers, including Sheldon Stark of the *Treasury Men in Action* series of having pro-communist leanings. Mr. Stark was dismissed from the program thereafter, and Mr. Milton became a writer for the series.

Mr. Milton earlier had testified that he wrote a portion of an Aware bulletin which allegedly linked Mr. Faulk with pro-communist groups on the basis of information provided by writer-consultant Vincent W. Hartnett. The latter is a defendant in the case along with Aware and Laurence Johnson, a former supermarket operator in Syracuse.

Mr. Nizer last week referred Mr. Milton to a paragraph in the bulletin which cited Mr. Faulk's appearance at a social function that Aware said was sponsored by a pro-communist group.

Mr. Milton said he had known when he wrote the bulletin that the sponsoring organization for the affair also had included the American Assn. of United Nations and the American Bar Assn. but had not noted this information. He also acknowledged that he had known but had not reported that speakers at the affair included Edward R. Stettinius Jr., then secretary of state, and Trygve Lie, then secretary of the U. N.

Mr. Faulk has contended that he has been blacklisted from radio-tv since 1957, a year after the Aware bulletin was issued.

Mr. Hartnett testified on Wednesday and Thursday and claimed that he had never recommended the "blacklisting" of any performer whom he had investigated for evidence of pro-communist leanings. Mr. Hartnett, who had been employed as a consultant on communism to agencies and advertisers, said his reports were "objective" and "factual" but suggested no action.

Under questioning by his attorney, Thomas Bolan, Mr. Hartnett said he had never charged a performer a fee for "clearance."

At one point, Mr. Bolan argued with New York State Supreme Court Justice Abraham N. Geller over the issue of whether the jury should hear about Mr. Hartnett's wartime navy record and his "expert" knowledge of communism. Mr. Hartnett testified that he had received both a bachelor's and master's degree from Notre Dame U. and said he had studied courses related to communism. Mr. Nizer objected to the line of questioning and Judge Geller sustained the objection over Mr. Bolan's protect. Later, Judge Geller sustained Mr. Nizer's objection on the detailing of Mr. Hartnett's wartime record observing that "a libelous statement is libelous whether it is made by a college president or the janitor of the building."

WTVD(TV) joins NBC-TV

WTVD (TV) Durham-Raleigh, N.C., has announced its affiliation with NBC-TV. The station, owned by Capital Cities Broadcasting Corp., is also a CBS-TV affiliate. Harman L. Duncan and J. Floyd Fletcher are co-general managers of ch. 11 WTVD.

Quaal warns against too much government

The right and responsibility of the individual must not be submerged as mankind enters exploration of the universe, Ward L. Quaal, executive vice president-general manager of WGN Inc., Chicago, told graduates of Mundelein College, Chicago, in a June 5 address.

Mr. Quaal was given an honorary doctor of laws degree for his "achievements on behalf of society and the city of Chicago." His Eminence Albert Cardinal Meyer, chancellor of Mundelein, presented the doctorate.

Mr. Quaal said that while it may be comfortable to have the government decide what one does, "each step taken by government to supplant your right to choose is a step closer to leaving you with only one right—the right not to choose."

The theme of the address was President Kennedy's inaugural phrase, "Ask not what your country can do for you, ask what you can do for your country." Discussing the rewards of personal initiative, Mr. Quaal cited Thomas Jefferson—writer, inventor, architect, political leader—for his statement, "He who is governed least is governed best."

"What can you do for your country?"

SOUTHWEST—Only radio station servicing market of over 40,000 population. 375,000 people in metropolitan coverage area. Heavy assets include $30,000.00 in land. Making money on $115,000.00 gross but capable of doing much more. Priced at $230,000.00 with 29% down and balance out over ten years.

WEST—Full-time radio station with excellent power and good frequency in large growth market. Land and building included in over $170,000.00 of assets. Total price of $275,000.00 payable on basis of $75,000.00 down and balance over ten years.

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Mr. Quaal asked rhetorically. "For one thing, you can see to it that your country does not do too much for you. If it does, in the sense that the state not only admonishes through law but administers through alms, then the undergirding of liberty will collapse and our destiny will be that of a totalitarian state."

Stanton airs views on postal increase

CBS President Frank Stanton broadcast a five-minute editorial over the network's owned radio and tv stations June 6 opposing a bill that would increase postal rates for magazines and newspapers (BROADCASTING, June 4). The next day the stations provided equal time to Postmaster General J. Edward Day to outline the government's position.

Dr. Stanton asserted that HR 7927, which would raise second class postal rates one cent per copy, would affect the operations of many newspapers and magazines, particularly many well-known publications which operate with slim profit margins. He noted that "Harper's Magazine, The Atlantic Monthly, Catholic Digest" and "Saturday Review" had a combined net profit of $56,000 in 1961. He said that if the proposed rates become law, these magazines would have to pay $535,000 more in mailing costs—ten times more than they earn. Stressing that the legislation would have an impact on magazines and newspapers, and not broadcasting, Dr. Stanton declared: "but CBS opposes it because we believe that freedom of the press, like all fundamental freedoms is indivisible. If the freedom of one medium is endangered, so is the freedom of all others."

In reply, Postmaster Day pointed out that in the past decade, there have been two postal increases, and still 30 new magazines were "successfully launched," and "Atlantic" and "Harper's," for example, have experienced "phenomenal growth." He indicated that magazines do not mention that only a third of the postage increase represents an increase in the cost of delivery. He claimed that at least $2 out of every $3 will be paid in postage for mailing "untold millions of pieces of unsolicited, often unwanted, third class advertising appeals for new subscribers." He added that under the new bill, magazines will still pay "barely 45%" of the delivery costs.

Doctorates awarded

Honorary degrees to leaders in broadcasting and advertising have been conferred upon:

Brig. Gen. David Sarnoff, chairman of the board, RCA, May 27 at Oklahoma City U. (doctor of laws); Dr. Daniel D. Palmer, president, Palmer Stations, June 9 at Parsons College (doctor of laws); Karl Haas, director of fine arts, WJR Detroit, June 4 at Albion College (doctor of music); Lou R. Maxon, president of Maxon Inc., New York, June 2 at Syracuse U. (doctor of laws); Chet Huntley, NBC News, June 3 at Boston U. (doctor of humane letters); Ward L. Quaal, executive vice president and general manager of WGN Chicago, June 5 at Mundelein College (doctor of laws).

N.Y. Exchange to list Metromedia Inc. stock

Metromedia Inc. has announced that the board of governors of the New York Stock Exchange has approved listing of the company on the exchange. To be listed for trading on the exchange, starting later this month, will be 2,434,137 shares of common stock, of which 1,707,057 are outstanding, and $6,940,000 principal amount, 6% convertible subordinate debentures, due April 1, 1975. Company stock currently is traded over the counter.

Operation divisions of Metromedia are Metropolitan Broadcasting, consisting of six tv and five radio stations; Worldwide Broadcasting, commercial shortwave operation to Latin America, Europe and Africa; and Foster & Kleiser Outdoor Adv.

PROGRAMMING

Another ASCAP-tv huddle today

REQUEST FROM BOTH SIDES TO JUDGE RYAN BREEDS SPECULATION

A new try at settling the dispute between ASCAP and television stations over new tv music licenses will be made today (Monday).

Hamilton Shea of WSVA-TV Harrisonburg, Va., chairman of the All-Industry Television Station Music License Committee, announced Thursday that Chief Judge Sylvester J. Ryan had called a conference with both sides to start this morning in his chambers in U. S. Southern District Court in New York.

Judge Ryan's call was issued at the request of counsel for both sides in the dispute, Mr. Shea emphasized. He said the purpose was to "explore any remaining possibilities of arriving at a satisfactory solution" as an "alternative to extended litigation," but declined to give details.

Since the request for the conference came from both sides, it appeared obvious that there had been talks, at least, between the two sides since the all-industry committee voted down the original settlement plan more than two months ago and left the basic issues up to Judge Ryan to decide.

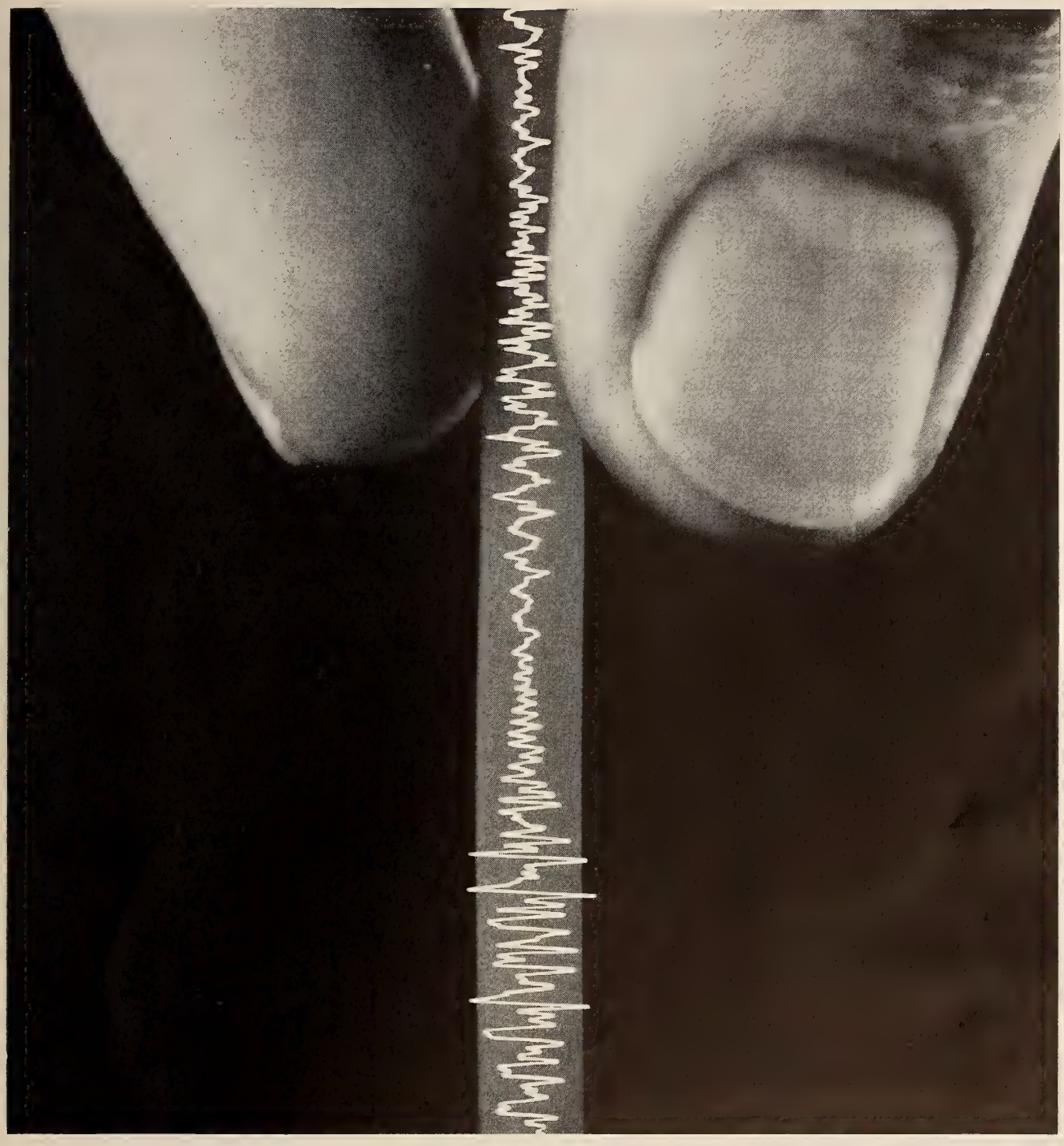
Whether those talks have produced tentative agreement on a new settlement plan was not clear, but the best indications were that no formal plan has yet emerged. Rather it was believed that the two sides wanted to explore a number of ideas with Judge Ryan in hopes that a new tack toward eventual settlement might be found.

"I would prefer to say we were seeking additional information from the judge," Mr. Shea said when pressed for details.

The all-industry committee has been seeking a new form of ASCAP license for tv stations: one in which the producers of future syndicated films and feature movies would clear directly with ASCAP for the use of all ASCAP music played in such properties. Since networks clear the use of ASCAP music in network programs, stations thus would have to pay ASCAP directly for little more than the ASCAP music they use in locally originated programs.

Under the previous settlement proposal worked out among counsel for both sides and carrying Judge Ryan's blessing, stations would have agreed to relinquish broadcast ownership of BMI, ASCAP's only major competitor, and ASCAP would have granted tv stations approximately a 17% reduction in their current ASCAP rates (BROADCASTING, March 5, *et seq*). This plan stirred up an industry-wide controversy until the all-industry committee voted it down.

This action put back in Judge Ryan's hands the job of deciding (1) whether he has a right to grant the sort of license sought by the committee, and



What professional recording tape now offers a new standard of performance? AMPEX 600.

Ampex engineers are never content with present standards. They are always trying to improve what sometimes seems un-improvable. Now they have been at work on the Ampex 600 Series Professional Recording Tape. And they've improved it so much we felt we should call it the new Ampex 600. This 600 Series now offers better high frequency response characteristics. And because an exclusive Ferro-Sheen process makes the tape smooth, the first play and the one-hundredth have the same response characteristics curve. It gives you the kind of reliable performance you expect from Ampex recording equipment. Try this improved 600 Series and see. It's made in the same rigidly controlled clean-room atmosphere as precision computer and instrumentation tapes. It's from the only company providing tape and recorders for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Sales and service throughout the world.

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PROFESSIONAL RECORDING TAPE

(2) if he concludes that he does have the right (which he has said informally that he doesn't think he has), whether the committee is entitled to such a license.

His ruling on the first part of this issue presumably will be delayed if today's conference indicates a possibility of settlement.

Existing ASCAP tv station licenses expired last Dec. 31 but their terms were continued unchanged by the judge pending settlement of the litigation.

Scheduled to participate in today's conference with Judge Ryan are Chairman Shea and the committee's counsel —the New York law firm of Donovan, Leisure, Newton & Irvine, and co-counsel Joseph A. McDonald of the Washington firm of Smith, Hennessey & McDonald—along with Herman Finkelstein, general counsel of ASCAP, and representatives of the networks and the Dept. of Justice. The Justice Dept. is interested because ASCAP operates under an antitrust consent decree.

Cameo Productions formed

Cameo Productions Inc., Chicago, has been formed by James Barth, formerly producer-director with Fred Niles Productions of that city. The new company will specialize in television films for public service and education fields.

Cameo has the contract for the third year series of *Light Time*, weekly program released by the National Lutheran Council and formerly produced by Niles. Cameo's address: 56 East Superior St., Chicago.

PARAMOUNT POST-'48 PLAN WEIGHED

Company's Balaban says licensing deal is preferable

Paramount Pictures Corp., the only major motion picture company which has not released its post-'48 features to television, is currently considering possible associations with tv distributors. Barney Balaban, Paramount president, told a stockholders' meeting last week in New York, that the company has decided a licensing arrangement "appears unquestionably preferable" to sale of the company's rights.

Mr. Balaban described the company's tv station, KTLA (TV) Los Angeles, as "an extremely profitable property."

He said the International Telemeter pay-tv test in Etobicoke, Canada, has proved that people will pay for a pay-television service and for programs of their choice. Lou Novins, head of the pay-tv test, said Telemeter had found it "easy" to sell pay tv to the public. At a rental fee of $5 annually, he said, it is "too easy." In an expansion of the original Etobicoke test into Mimico, another Toronto suburb, the annual fee was raised to $15. Deliberately, without fanfare, he claimed, Telemeter salesmen went door-to-door in Mimico offering the pay-tv system at the higher rental fee, and "30% of the homes put $15 on the line." Mr. Novins stated that Telemeter pay-tv systems will be started in the U. S. "at the first opportunity."

Mr. Balaban said the pay-tv test had caused "no discernible effect" on the business of local theatres. The test operation in 5,000 homes grossed from feature films almost 50% of the combined gross of the two motion picture theatres in the wired area of Etobicoke.

Last week's stockholders' meeting saw a demonstration of the Lawrence Chromatron color tv tube which is being developed in Japan by Sony Corp. Paramount has U. S. rights to the development. Mr. Balaban reported that the tube has now been developed to a brightness 2½ times that of U.S. tubes, and that engineers believe it will soon be developed to a brightness 10 times that of U. S. tubes. Parmount plans to have present U. S. producers manufacture the tube when it is perfected.

Ziv-UA to produce 'Ripcord' second year

Ziv-United Artists will go into production for a second-year cycle of its *Ripcord* series, M. J. (Bud) Rifkin, executive vice president in charge of sales, said last week. The first-run syndicated series has been sold in 150 markets.

Mr. Rifkin said 38 half-hour episodes were produced for the first year of *Ripcord* and another 38 will be made for the second year. The decision to extend the series, he said, resulted from renewals by leading regional advertisers, including Savannah Sugar Co., which has signed for seven southern markets; Standard Oil of Texas, which has bought eight southwestern markets and Lincoln Income Life Insurance Co., which is clearing a group of midwest markets.

In addition, Mr. Rifkin said, the series has been renewed in 20 major markets by individual stations, including WNBC-TV New York, WRCV-TV Philadelphia, KABC-TV Los Angeles, KPIX (TV) San Francisco, WSB-TV Atlanta and WLWI (TV) Indianapolis.

Federal interest in arts cited as AFM convenes

The American Federation of Musicians opens its four-day annual convention in Pittsburgh today (June 11), optimistic that there is a "mounting crescendo of support for governmental aid to the performing arts."

A report by AFM President Herman Kenin on the eve of the convention cited the FCC's "drive to introduce better programming into tv's 'vast wasteland,'" and various administration leaders' "public approval" of governmental aid to the arts. AFM secretary Stanley Ballard reported that federation membership in 1962 had increased by 8,444 over 1961 to a total

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

June 11-15, 18-20 (10:30-11 a.m.) **Play Your Hunch**, part.

June 11-15, 18-20 (11-11:30 a.m.) **The Price Is Right**, part.

June 11-15, 18-20 (12-12:30 p.m.) **Your First Impression**, part.

June 11-15, 18-20 (2-2:25 p.m.) **Jan Murray Show**, part.

June 11-15, 18-20 (11:15 p.m.-1 a.m.) **Tonight**, part.

June 11, 18 (8:30-9 p.m.) **The Price Is Right**, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

June 12, 19 (7:30-8:30 p.m.) **Laramie**, part.

June 13, 20 (8:30-9 p.m.) **Joey Bishop Show**, American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

June 13, 20 (10-10:30 p.m.) **Bob Newhart Show**, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

June 13, 20 (10:30-11 p.m.) **David Brinkley's Journal**, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

June 17 (5:30-6 p.m.) **Patterns In Music**, sust.

June 21 (10-11 p.m.) **Sing Along With Mitch**, Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

June 23 (9:30-10 a.m.) **Pip the Piper**, General Mills through Dancer-Fitzgerald-Sample.

June 23 (10-10:30 a.m.) **Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

June 23 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

June 23 (7:30-8:30 p.m.) **Tales of Wells Fargo**, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

June 23 (9-11:15 p.m.) **Saturday Night At the Movies**, part.

June 24 (6-6:30 p.m.) **Meet the Press**, co-op.

June 24 (7-7:30 p.m.) **Bullwinkle**, part.

June 24 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color**, Kodak and RCA through J. Walter Thompson.

June 24 (9-10 p.m.) **Bonanza**, Chevrolet through Campbell-Ewald.

of 277,403 musicians in the U. S., Canada and U. S. territorial possessions.

The guest speaker of the convention will be Rep. Robert N. Giaiomo (D-Conn), sponsor of H Res 144, on which hearings were held in New York, San Francisco and Washington by the Select Subcommittee on Education, investigating conditions of the performing arts. He will deliver his speech at tomorrow's session, but his topic was not disclosed.

MCA okays stock deal to acquire Decca

The stockholders of MCA Inc. have approved a proposal to acquire 80% of the stock of Decca Records Inc. by exchanging one share of new MCA convertible preferred stock and one-third share of common for each share of Decca (BROADCASTING, April 16, 23).

The proposal is valid until June 18 but it is expected to be extended until late July.

Television series production accounted for 85% of MCA's revenue last year. MCA plans to divest itself to its talent agency business but just how or when has not yet been worked out, according to President Lew R. Wasserman. MCA held its annual meeting in Chicago this year. It lasted less than 20 minutes.

New firm formed by Schaffner, Cook

Directors Co., New York, a new television production firm, has been formed by producers-directors Franklin Schaffner and Fielder Cook and will be located at 60 E. 55th St.

The new outfit will begin by producing seven one-hour dramatic specials for next season's *DuPont Show of the Week* on NBC-TV (Sun. 10-11 p.m.). Mr. Schaffner and Mr. Cook will be executive producers of all seven specials and will alternate on directing chores.

Film sales...

Desilu Playhouse (Desilu Sales): Sold to KRCA (TV) Los Angeles, WNBC-TV New York, WNBQ (TV) Chicago, WRCV-TV Philadelphia (all NBC-owned stations). Now in 19 markets.

Boston Symphony Orchestra Specials (Seven Arts Assoc.): Sold to WNEW-TV New York; WTTG (TV) Washington; WAVE-TV Louisville, Ky.; WSM-TV Nashville; and KTRG-TV Honolulu. Now in 15 markets.

Eugene Ormandy's Sound of America (CBS Films): Sold to WSB-TV Atlanta, WBAL-TV Baltimore, WGR-TV Buffalo and WBNS-TV Columbus, Ohio. Now in four markets.

NBC-TV picks movies for 1962-63 season

NBC-TV has selected 24 of the 30 20th Century-Fox films scheduled for showing next season on *Saturday Night at the Movies* (9-11 p.m. NYT). A network spokesman last week said 17 of the 24 feature films will be telecast in color, and that 22 films from the full list will be repeated. All the films will be post-'50 releases.

The following films will be colorcast: "Three Coins in the Fountain," "Broken Lance," "River of No Return," "Beneath the 12-mile Reef," "Night People," "Gentlemen Prefer Blondes," "Desiree," "Woman's World," "The Egyptian," "White Witch Doctor," "Prince Valiant," "Kangaroo," "King of the Khyber Rifles," "Niagara," "Red Skies of Montana," "Hell and High Water" and "I'd Climb the Highest Mountain."

Black-and-white films scheduled to date are: "Decision Before Dawn," "The President's Lady," "My Cousin Rachel," "Deadline, USA," "Rawhide," "Sailor of the King" and "The Desert Rat."

WBC to document Peace Corps

Westinghouse Broadcasting Co. is preparing a series of four or five half-hour programs about the Peace Corps called: *Africa: Peace Corps plus One.* The documentaries will be made in Tanganyika and Ghana by Jerry Landay, WBC national news editor. Mr. Landay flew to Tanganyika last night (Sunday) for a 26-day trip during which the programs will be produced.

Rod MacLeish, chief of WBC's European news bureau, is to fly to Laos today (June 11) to begin on-the-scene radio and tv coverage of the Far East for WBC.

WMAL reorganizes news

The news and public affairs department of WMAL-AM-FM-TV Washington is being reorganized, according to Frederick S. Houwink, vice president and general manager.

Theodore N. (Ted) McDowell, former program manager of WMAL-TV, has been named manager of the department which has a staff of 28 people. The move's purpose is to expand editorial, news and public affairs programming.

News activities will be under Len Deibert; Talbot M. Wright continues as head of editorial activities. Tom Winkler, formerly director of news and special events, has been reassigned as television producer for special public affairs programs. A radio counterpart is to be appointed.

SUPERCAR

the hottest kid show in the business

CKLW-TV DETROIT

Thursday, 6:30 pm

★ "Owns" the period with a 16 rating!

★ Tops "Huntley-Brinkley" as it has done every month since November!

★ Out-rates a list of kid shows that reach from "Bozo" to "Wizard!"



KMBC-TV Kansas City

Saturday, 10:30 am

★ Makes its rating debut with a 13 ARB!

★ Crushes top competition 13 to 8!

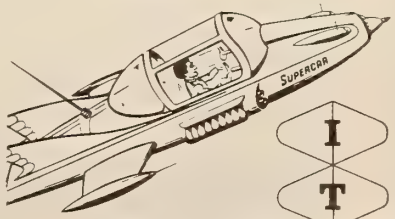
★ Out-rates a list of kid shows as long as your arm!

(Based on March, ARB)

SUPERCAR

Already sold in 107 markets!...

If it is available in yours -grab it!



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'63 LINES SHOWN BY CHICAGO THREE

Motorola still holding back on color for another year

Chicago's three major radio-tv set manufacturers — Admiral, Motorola and Zenith—introduced new 1963 lines last week with color television, fm stereo and a new Zenith "free-floating" phonograph pickup highlighting the developments.

In the case of Motorola, the news was the fact that the company will stay out of color tv until next spring when it expects to introduce its own new color set using its own new 23-inch rectangular tube. The tube was displayed in prototype around the country earlier this year.

Zenith has expanded its 1963 line of color tv sets to 15 basic models, ranging all the way up to a "home theatre" set which is remotely controlled and includes phonograph, am-fm and stereo as well. Technical improvements include a new amplifier tube that strengthens the color portion of the video signal to improve fringe area reception. Color prices start at $549.95, about $45 lower than last year's cheapest model. Zenith's black-and-white line for 1963 includes 42 different models.

Zenith's now Micro-Touch phonograph pickup, developed in association with CBS Labs., includes a ceramic cartridge with only two grams of needle pressure. The cartridge is "floated" by special hinge and spring within the pickup and is very difficult to damage by dropping or scraping on the record. Zenith claims 2,000 plays can be achieved without perceptible record wear. Average frequency response closer to the record industry's "ideal curve" also is claimed.

Admiral's new television line features easy conversion to the uhf by means of a $30 field conversion kit, a uhf all-channel continuous tuner which can be installed later. This is in anticipation of the all-channel set legislation now in congress. As in the case of both Zenith and Motorola, Admiral too is strong this year on am-fm sets and stereo fm models. Admiral now has three color sets in its line and expects to augment them with additional models later in the year.

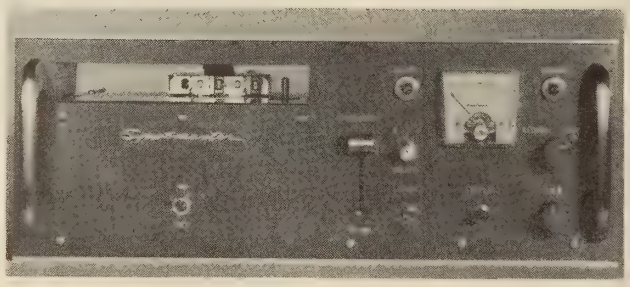
Motorola's Plans ▪ Motorola told distributors last week it was all tooled up and ready to go with a 1963 color tv set using RCA's standard 70 degree color picture tube when it learned RCA plans to introduce a newer 90 degree color tube early next year. So Motorola decided it would not make the set after all but instead push its own 23 inch rectangular tube set. The first sets are expected to be put on the market within a month or so next spring after RCA's new tube is introduced. Motorola's decision to wait drew enthusiastic applause from the distributors.

Motorola feels that it has licked the tube production problem and said it already has about 200 of the new tubes

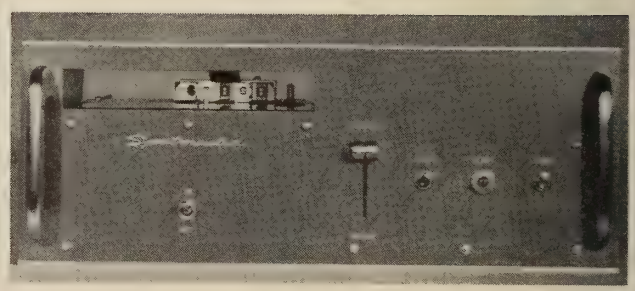
New owner for film labs

Houston-Fearless Corp. has transferred ownership of Houston Color Film Labs, Burbank, Calif., to a new company, Houston-Hale, headed by Clark Hale, president and board chairman. Mr. Hale has an option to buy 51% of Houston-Hale, but Houston-Fearless is still the majority stockholder. The laboratories process film, color or black-and-white, for tv and motion picture producers.

500R



505R



Spotmaster Rack Mount Cartridge Tape Equipment

Engineered for heavy-duty precision programming—as is all Spotmaster equipment—the 500R combination recorder-playback unit and the 505R playback unit are furnished complete with rack chassis slides ready to mount in your rack. Each unit slides in and out of the rack for ease of head and capstan cleaning, as well as other routine maintenance. All connections are made by use of convenient plugs in common use in all broadcast stations. Amplifiers and other components are conveniently placed for ease of servicing. The Model 500R is a complete recorder-playback unit and mounts in only 7″ of rack space, as does the matching playback unit, Model 505R. Playback units may be mounted in multiple to provide complete facilities in one rack. Plug-in remote control and cue-trip amplifiers for automatic sequential switching available as optional extras on all playback units. Also available for immediate delivery, are the standard best selling 500 and 505 compact monophonic units. For information on our complete line of cartridge equipment contact:

BROADCAST ELECTRONICS 8800 BROOKVILLE RD., SILVER SPRING, MD. JU 8-4983

SOLD NATIONALLY BY: VISUAL ELECTRONICS CORP., 356 W. 40th St., N.Y., N.Y., Richard H. Ullman, Inc., 1271 Ave. of the Americas, N.Y., N.Y., CANADA—Northern Electric Co., Ltd., 250 Sidney St., Belleville, Ontario.

produced for its own use. Several of the new sets were displayed next to RCA sets but there was no particular distinction immediately apparent between the two brands.

Other New Lines ▪ Olympic Radio & Television Div. of Siegler Corp. turned on its complete line in St. Louis last week. The display featured five new 19 inch portable models in 19 colors starting at $139.95. But combinations remain top feature of the Olympic line, with 26 combinations in modern, contemporary or traditional styling, 23 or 27 inch tv and a variety of am, fm, fm stereo and 4 speed monaural or stereo phonographs.

Packard Bell Electronics, Home Products Div., rolled its new models into Los Angeles last week, with its 23 inch "convertible control" set built into a colonial styled, maple, roll-around cart. Packard's sets, in the $150-$350 range, are equipped for both uhf and vhf.

Technical topics...

VEC lists new units ▪ Visual Electronics Corp., New York, has added a series of combination recorder-playback cartridge units available in a slide-out rack chassis for am/fm and tv broadcast operations. The recorders, known as the Spotmaster rack mount series, are furnished with rack chassis slides ready to mount in existing racks, allowing them to slide in and out, completely exposing the head and capstan for accessibility in cleaning and maintenance of the cartridge deck. The units are manufactured by Broadcast Electronics, Silver Spring, Md.

African fm ▪ Gates Radio Co., subsidiary of Harris-Intertype Corp., has sold 13 fm transmitters to the South African Broadcasting Corp. for use in multi-language broadcasting at Bloemfontein, Cape Town Minor and Paarl, South Africa. Order includes five 10-kw and eight 250-w fm units.

Plug-in oscillators ▪ A choice of basic units fitted for plug-in capability to meet general and specific requirements for sweeping oscillator and frequency marker applications has been announced by Kay Electric Co., Pine Brook, N. J. These include: audio sweep, pulse and birdie variable markers, vhf wide sweeps, vhf narrow sweeps, video sweeps, switched pulse markers and fixed band sweeps to provide production line adaptability. Additional information and prices can be obtained by writing to the company.

Built-in brain ▪ H. H. Scott Inc., Maynard, Mass., has introduced a new fm multiplex tuner, Model 4310, which includes an electronic brain that will perform many automatic functions. By tuning across the dial, the unit senses a multiplex broadcast and turns itself to multiplex operation automatically. It also is equipped with a Threshold Control for reception of extreme fringe stations at a predetermined degree of interference. The change back and forth from stereo to monophonic fm is noiseless. A rack mounted model is available for broadcast station use.

Dealerships available ▪ Dealerships for J. G. McAlister and Bardwell-McAlister lighting units and accessories are open in various parts of the country, according to Burton Grodin, director of sales, CECO Industries and Camera Equipment Co., New York, sole distributor of the line. The company produces virtually all motion picture, television and professional lighting requirements. Dealership inquiries and requests for descriptive material should be addressed to Mr. Grodin, Camera Equipment Co., 315 W. 43rd St., New York 36.

Emerson's up ▪ Emerson Radio & Phonograph Corp., Jersey City, reported earnings for the 26-weeks ended May 5 rose to $1,140,910 or 50 cents a share from $667,646 or 29 cents a share in the same period a year ago.

BTL projector ▪ Blonder-Tongue Labs, Newark, has introduced a new closed-circuit projection video monitor for industrial and educational tv systems. It sells for $3,995. Designated as model PVM, the monitor is geared to project a 4½ by 6 ft. image on a screen. Blonder-Tongue has also developed a new waveform monitor for closed-circuit tv studios. The unit, listing at $1,750, is designed for those using EIA standards.

GE brochure ▪ A new transistor interchangeability brochure has been published by General Electric Co., Syracuse, N. Y. The 16-page publication contains information on 1,167 transistor types. Outline drawings, construction and general use categories for each transistor are included.

Manual available ▪ The 1962-63 EEM-Electronic Engineers Master has been released, the company announced last week. The book, largest ever published, also is available on microfilm. It is published at 60 Madison Ave., Hempstead, N. Y.

RCA declares dividend

RCA has announced a quarterly dividend of 25 cents per share on common stock, payable July 23 to holders of record at the close of business July 15. Also declared by RCA's board: dividend of 87½ cents per share on cumulative first preferred stock for the period of July 1 to Sept. 30 this year and payable Oct. 1, 1962, to holders at the close of business Sept. 21, 1962.

SUPERCAR

the hottest
kid show
in the business

KDKA-TV Pittsburgh
Thursday, 6:30 pm

★ Dominates the period with an 18 rating!
★ Wins 48% share against "Highway Patrol" and "Huntley-Brinkley."
★ Has climbed steadily every month since last November!

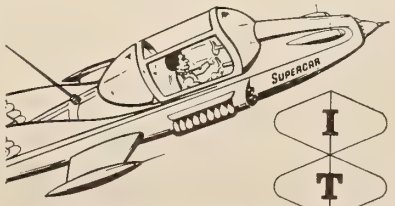


WWL-TV New Orleans
Saturday, 12 Noon

★ Swamps top competition 14 to 4!
★ Dominates the period with the highest noon rating in the market, any station, any day!
★ Out-rates "Superman," "Bozo," "3 Stooges", etc.
(Based on March, ARB)

SUPERCAR

Already sold in
107 markets!...
If it is available in yours -grab it!



I T C
INDEPENDENT TELEVISION CORPORATION
33 EAST 48th ST., NYC 17 · PLAZA 5-2100

BROADCAST ADVERTISING


Mr. Grinnell

Carroll C. Grinnell and **John M. Maupin** elected vps of BBDO, New York. Mr. Grinnell, who joined BBDO last month, is account group head. Mr. Maupin, tv account group head, joined agency in 1959.


Mr. Maupin

Budd Hemmick, L. D. Griffith and **W. Lee Abbott** elected to board of directors of Kenyon & Eckhardt, New York. Mr. Hemmick, creative group head and general manager of creative services division, was elected vp in 1953. Mr. Griffith, management supervisor, was elected vp in 1955. Mr. Abbott, management supervisor, was elected vp in 1960. **H. Grady Chandler Jr.,** with Revlon Inc. for past two years, joins K&E as marketing group head.


Mr. Land

George T. Land, for past six years in Mexico where he served as director of radio, tv and motion pictures for Kenyon & Eckhardt and as general manager of XET-TV, NBC affiliate in Monterrey, elected vp and director of creative services of Roman Adv. Agency, St. Louis.

Lawrence Dobrow, board chairman of Larrabee Assoc., Washington advertising agency, elected president, succeeding **Bert K. Silverman,** who recently resigned (FATES & FORTUNES, May 28). Arthur J. Lamb continues as executive vp and general manager of Larrabee Assoc.

John S. Harper, former pr director of Rheem Manufacturing Co., New York, joins Creative Public Relations Inc., subsidiary of Chirurg & Cairns, that city, as vp and director.

Elwood Gair, product manager of Colgate - Palmolive Co.'s household products division, named assistant to president of Colgate-Palmolive Co. Mr. Gair joined Colgate in 1960 after service with Scott Paper Co. and Dancer-Fitzgerald-Sample.


Mr. Hunter

Rollo W. Hunter, vp and radio-tv director for eastern division of Erwin Wasey, Ruthrauff & Ryan, New York, assumes similar responsibilities for agency's central division as well. Mr. Hunter plans shortly to visit radio-tv heads in EWRR offices whose broadcast operations are now under his supervision: Philadelphia, Chicago, Pittsburgh, Houston and St. Paul. He reportedly hopes to build tighter, more-cohesive intra-agency radio-tv operation.

Thomas B. McCabe Jr., vp in charge of international marketing, Scott Paper Co., Philadelphia, elected chairman of advertising management committee of Assn. of National Advertisers, New York. He succeeds **John T. Morris,** vp and director of marketing, The F. & M. Schaefer Brewing Co., New York.


Mr. Mason

Kenneth Mason, since 1960 partner in Chicago advertising agency of Hill, Rogers, Mason & Scott, joins The Quaker Oats Co., that city, effective July 1, as advertising director. For past eight months, dual responsibility of advertising director and merchandising manager for cereals has been assigned to **Peter B. Warner,** who will devote full attention to latter post after July 1. Both Messrs. Mason and Warner will report to Victor Elting Jr., vp in charge of advertising and merchandising.

Wilbur T. Trueblood Jr., account supervisor with Krupnick & Assoc., St. Louis advertising agency, elected vp.

Robert D. Belden, John H. Hatheway and **Richard J. Keegan** named account supervisors in contact department of Young & Rubicam, New York. Messrs. Belden and Hatheway joined Y&R in 1950. Mr. Keegan joined agency in 1960.

Thomas E. Shea, account executive with Fuller & Smith & Ross, Los Angeles, transfers to F&S&R's New York office, effective July 1, as executive on recently acquired Renault auto account. In Los Angeles, Mr. Shea's accounts have included Kal Kan Foods, Pacific Ocean Park, Stanthony Corp., TRW Computers Co. and Fairfield Labs.


Mr. Fatt

Arthur C. Fatt, board chairman of Grey Adv., New York, elected to board of directors of Advertising Federation of America. **Emerson Foote,** president of McCann - Erickson, New York, and member of AFA board of directors, elected to executive committee of AFA board.


Mr. Foote

D. Robert Parman, senior vp and director of Ted Bates & Co., New York, re-elected chairman of board of directors of New York County chapter of National Multiple Sclerosis Society.

C. Alec Pollard, board chairman and president of Pollard & Hamer, Kansas City advertising agency, joins Valentine-Radford Adv., that city, as vp and account executive. Prior to forming his own agency in 1953, Mr. Pollard was associated with WRNL-AM-FM Richmond, Va., and McGraw-Hill Publishing Co.

D. C. Ad Club picks

Robert A. Bowerman, retail advertising manager of *The Washington Post* (WTOP-AM-FM-TV Washington and WJXT [TV] Jacksonville, Fla.), elected president of Washington Advertising Club, succeeding **Frank Katen.** Other officers elected: **Frank Boucher,** *TV Guide,* first vp; **Norman Reed,** WWDC-AM-FM Washington, second vp; **Stanley Bell,** WRC-AM-FM-TV Washington, treasurer; **Elizabeth Anker,** of Del Anker photographers, secretary; **Laurese Byrd Gordon,** executive secretary, and **Lou Brott,** pr director. New directors are: **Vernon Custer, Robert O'Connor, Leonard Oxenberg, Lou Robinson** and **Frederick W. Langbein.**

HAC elects Light

Robert M. Light, president of the Southern California Broadcasters Assn., was elected president last week of the Hollywood Advertising Club for 1962-63, succeeding **George Allen,** manager of Guild, Bascom & Bonfigli, Los Angeles. Other officers elected: **Oliver Crawford,** *TV Guide,* first vp; and **Jack O'Mara,** Tv Bureau of Advertising, second vp. **Bud Stefan,** BBDO, **Robert Sutton,** KNX-AM-FM Los Angeles, and **James Thompson,** Fletcher Richards, Calkins & Holden, were elected directors for three-year terms. **Richard Eastland,** Campbell-Ewald, and **Harry White,** Western Airlines, were elected directors for one-year terms.



Chicago's BAC meets, re-elects Wyatt, others

William R. Wyatt, vp of A. C. Nielsen Co., was re-elected president last week of the Broadcast Advertising Club of Chicago. Mr. Wyatt (seated second from right) served as executive vp of the club during the 1960-61 season, and was president during the 1961-62 season.

Other new officers elected: **Cy Wagner,** tv network sales manager of NBC Central Div., executive vp; **Alan Axtell,** manager of the Chicago office of The Katz Agency, treasurer, and **Warren Middleton,** mid-west sales manager of BROADCASTING magazine, secretary. Newly elected board members are: Mr. Axtell; **Lee Bland,** vp and program supervisor of Leo Burnett Co.; **Clark George,** vp of CBS Television Stations Div. and general manager of WBBM-TV Chicago; **H. W. (Hank) Shepard Jr.,** vp of Edward H. Weiss & Co., and **Ed Wallis,** general manager of WIND Chicago.

Holdover members of the board are: **Fred Harm,** executive vp of WNMP Evanston; **Arnold E. Johnson,** vp of Needham, Louis & Brorby; Mr. Middleton; Mr. Wagner; **John H. Wrath,** vp of Paul H. Raymer Co.; **John Moser,** of Moser, Compere & Emerson, who continues as legal counsel for the club; **Catharine Serwe,** who is financial and recording secretary, and **Chet Campbell,** advertising and promotion director of WNBQ (TV) and WMAQ-AM-FM Chicago, who continues as publicity chairman.

Shown seated (l to r) are: Mr. Harm, who was appointed chairman of membership committee; Mr. Wagner, chairman of arrangements committee; Mr. Wyatt; and Miss Serwe. Standing (l to r) are: Mr. Johnson; Mr. Middleton; Mr. Axtell; Mr. Wrath; Mr. George, chairman of program committee; Mr. Wallis, chairman of Christmas party committee; and Mr. Moser. Not pictured are Mr. Shepard, who was named chairman of the special projects committee, and Mr. Bland.

Louis Musachio, former art director of Papert, Koenig, Lois, joins Smith-Greenland Co., New York, in similar capacity.

Dirk Content, Kenyon & Eckhardt, joins Lawrence C. Gumbinner Adv. Agency, New York, as tv producer on American Tobacco Co. account.



Mr. Calnan

John J. Calnan, vp and manager of radio-tv creative department of Needham, Louis & Brorby, Chicago, joins Los Angeles office of Foote, Cone & Belding as vp and copy director.

Mrs. Norma Lindikoff, traffic manager, Universal Adv. Agency, Omaha, promoted to media director.

Joseph Kelley and **Michael Keenan,** assistant media directors of Lennen & Newell, New York, promoted to associate media directors.

Edward A. Fleig, media analyst with MacFarland, Aveyard & Co. joins Earl Ludgin & Co., Chicago-based advertising agency, in similar capacity.

Charles F. Dennis, production manager of Heintz & Co., Los Angeles advertising agency, joins Donahue & Coe, that city, in similar capacity. **Maurice Vaughn,** D&C vp and director of radio-tv, assumes added duties as creative director in agency's Los Angeles office. Mr. Vaughn formerly held similar positions as senior vp of Ross Roy—D.S.F. & D. in Detroit before joining Donahue & Coe in January.

Catherine (Sandy) Van Kirk appointed production manager of Public Relations Counselors, advertising and pr firm, San Francisco.

SUPERCAR

the hottest
kid show
in the business

WPIX NEW YORK
Saturday 6:30 pm

★ Beats four competing programs with a 13 rating!
★ Top-rated program on station on week end!
★ Has delivered solidly since it premiered!



WKST-TV Youngstown
Saturday 6:30 pm

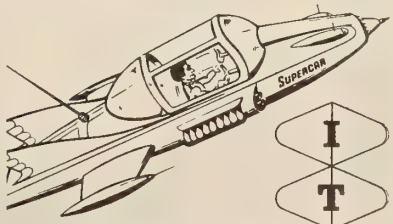
★ Opens with a 17 rating!
★ Out-draws top competition two to one!
★ Highest-rated childrens' show in the market!

(Based on March, ARB)

SUPERCAR

Already sold in
107 markets!...

If it is available in yours
–grab it!



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Michael Peringer, recently discharged from Army after three years as public information officer and formerly with King Broadcasting Co., joins creative staff of McCann-Erickson, Seattle.


Mr. Nicolaus

Louis J. Nicolaus, vp and account supervisor of Kenyon & Eckhardt, New York, joins Geyer, Morey, Madden & Ballard, Los Angeles, as vp and account executive.

Robert Huntley, copywriter with Needham, Louis & Brorby, joins copy staff of MacFarland, Aveyard & Co., Chicago.

Gerald Charm, executive art director of Smith-Greenfield, New York, joins The Wexton Agency, that city, as associate art director.

Will Cahoon, former art director of Geyer, Morey, Madden & Ballard, joins Wunderman, Ricotta & Kline, New York, in similar capacity. **Henry T. Dudek,** Dancer-Fitzgerald-Sample, appointed controller at WR&K.

Frederick L. Olsen, vp and media director of Hixson & Jorgensen, elected president of Advertising Club of Los Angeles for 1962-63. Other officers elected: **Ray J. Tibbetts,** Schmidt Lithograph Co., first vp; **Neims H. Black,** Southern California Gas Co., second vp; **Arthur G. Pollack,** Los Angeles Newspaper Publishers Assn., treasurer, and **Agnes Haines,** Hiram Walker, secretary.

Earle M. Levine, BBDO, Boston, joins Fuller & Smith & Ross, that city, as executive on Raytheon Co. account. **Peter P. Erickson** joins F&S&R, Boston, as art director on same account.

Rollins (Rib) Smith, formerly on tv production staffs at Young & Rubicam and Ted Bates & Co., joins D'Arcy Adv., New York, as producer in radio-tv department.

Harvey V. Fondiller, pr account executive with Fuller & Smith & Ross, New York, awarded Master of Fine Arts degree from Columbia U. last Tuesday (June 5). His thesis was critical analysis of NBC-TV's *Wide Wide World* program.

Robert B. Harris, account executive on Gluek beer account for United Breweries of America, national advertising and marketing group, joins Gluek Brewing Co., Minneapolis, as advertising manager. Previously, Mr. Harris served as account executive with J. Edward Connelly Adv., Pittsburgh, and as sales promotion and merchandising director for Friendly Group Stations.



THE MEDIA


Mr. Bolton


Mr. Hood

Nick Bolton, assistant general manager of WKRC - AM - FM Cincinnati, promoted to general manager, succeeding **Hubbard Hood,** who retires after 22 years with Taft Broadcasting station. Mr. Hood joined WKRC sales staff in 1940 and was appointed sales manager in 1952. He has served as general manager of Cincinnati outlet since 1955. Mr. Bolton, former commercial manager of WNAX Yankton, S. D., joined WKRC in January of this year in his present capacity. He previously was affiliated with radio sales office of The Katz Agency in Chicago and as radio-tv sales manager of W. G. Rambeau Co. in Chicago and New York.

Jack Wellington, general manager of WBCB - AM - FM Levittown-Fairless Hills, Pa., elected president of O'Keefe Broadcasting Co., parent firm. **Stu Wayne,** Philadelphia radio personality, joins WBCB outlets as station manager.

Harry Harkins, formerly with Clarke Brown Co., Atlanta, Ga., named manager of Atlanta office of The Bolling Co., New York.

William J. Griffiths, former assistant general manager of WELM Elmira, and recently general manager of WXYJ Jamestown, both New York, returns to WELM as general manager, replacing **Keith W. Horton.**


Mr. McAndrews

Robert J. McAndrews, vp and general manager of John Poole Broadcasting Co. (KBIG, KBIQ [FM] Avalon, Calif.), resigns after 10 years to join California Savings & Loan League as staff vp. Prior to joining Poole organization in 1952, Mr. McAndrews had been managing director of Southern California Broadcasters Assn. and was previously with Young & Rubicam and NBC in Los Angeles.

Riley R. Gibson, president of KXOA Sacramento and KLIV San Jose, both California, assumes general management of Sacramento outlet, replacing **Howard Haman,** who resigned to accept disclosed position closely allied with broadcast industry in southern part of state. **Maurice (Doc) Hill** appointed station manager of KXOA in addition to his duties as chief engineer of both KXOA and KLIV. Mr. Hill has served

as chief engineer of KXOA for past four years.

Frank J. Kilcheski, general sales manager of Bureau of Advertising of the American Newspaper Publishers Assn., New York, elected vp in charge of national sales.

Shaun F. Murphy, vp and general sales manager of KTVI (TV) St. Louis, resigns, effective July 1. Mr. Murphy has been with KTVI since April 1957, first as national sales manager, and since March 1961 as general sales manager. **Ralph Hansen,** assistant general manager, will assume overall charge of station's sales until Mr. Murphy's successor is named.

George Pleasants, former manager of WBUX Doylestown, Pa., and recently with Speidel Broadcasting Co. stations in South Carolina, appointed general manager of Speidel's WKET (FM) Oakwood-Kittering, Ohio, outlet.


Mr. Landsman

Richard C. Landsman, organizer of Six Nations Tv Corp. in November 1961 to file application for ch. 9 in Syracuse, N. Y., elected president and general manager of Channel 13 of Rochester Inc., interim operation consisting of eight applicants for ch. 13, also New York. Resolution of both grants is expected to take several years. Mr. Landsman, whose most recent station affiliation was with WNEW-TV New York as account executive, has for past 10 years been in national sales rep field with Edward Petry & Co. and The Katz Agency. He is former assistant sales manager of WBAL-TV Baltimore.

Zachary W. Land, general sales manager of WHYN-AM-FM-TV Springfield, Mass., assumes added duties as assistant general manager. **James A. Kontoleon,** program director of WEEK-TV Peoria, Ill., to WHYN outlets in similar capacity.

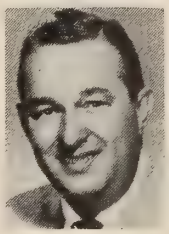
Gary E. Willson appointed sales manager of KROY Sacramento, Calif.

Hal Shore, former managing director of WKMF Flint, joins Gerity Broadcasting Co. as sales manager of Flint office of WNEM-TV Bay City, both Michigan.

Joseph E. (Bud) Mertens, account executive with WJW-TV Cleveland, joins Storer Television Sales, Chicago, in similar capacity.

Scott Jarrett, news director, WFMY-TV Greensboro, N. C., elected president of Radio & Tv News Directors Assn.

Tom Judge, general sales manager of animation unit of CBS Films and former national tv sales manager for Westinghouse Broadcasting Co., appointed account executive in New York office of CBS-TV Stations National Sales.


Mr. Paschall

Benton Paschall, vp of Clifford Gill Adv., Beverly Hills, and former part-owner and general manager of KAFY Bakersfield and KFXM San Bernardino, named general manager of KSON San Diego, all California.

Roger N. Creaden, formerly with WTAQ La Grange, Ill., to WJJD-AM-FM Chicago as account executive.

B. Marc Sommers joins KTSA San Antonio as director of programming and air personality.

William T. Wagner, formerly with WJZ-TV Baltimore, joins WKBW-TV Buffalo, N. Y., as program director, replacing **R. Douglas McLarty,** who resigned to accept position of program director at KETV (TV) Omaha. **O. Lyle Koch,** assistant promotion director of WKBW, promoted to promotion director. **Robert W. Groves** named promotion assistant.

Bernard Krause, manager of contracts, talent and rights, and **Robert A. Jelinek,** member of business affairs staff, CBS-TV, New York, promoted to director of business affairs-administration and director of contracts, talent and rights, respectively. Mr. Krause, who formerly served as business manager of radio-tv department of Cunningham & Walsh for three years, joined CBS in June 1958 as assistant to director. Mr. Jelinek joined CBS's business affairs department in September 1960. Previously, he was with legal department of Young & Rubicam.

Kenneth F. Small, director of WRUF-AM-FM Gainesville, elected executive secretary of Florida Assn. of Broadcasters, replacing **Ken Ballinger,** who will enter fm radio business in Tallahassee.

Don Knox, staff director with WABC-TV, and **Charles (Bud) Ford,** operations manager for WNBC, both New York, join WJZ-TV Baltimore as producer-director and operations director, respectively.

Ted F. Baze, formerly with WFAA-TV Dallas, joins directing staff of KMBC-TV Kansas City.

Hall Jones, production manager of WTOP-TV Washington, joins station's directing staff. He is succeeded by **Arthur (Duke) Struck.**

James Benjamin, freelance writer-producer, appointed special products coordinator for WNDT (TV) New York. **Mrs. Sylvia Spence,** member of WNDT staff since July 1961, named manager of program information.

Dick Fellows, former sales manager of WPDQ Jacksonville, Fla., joins WJXT (TV), that city, as production coordinator.

Dick Doty, vp in charge of news and public affairs of WINZ Miami, Fla., resigns, effective July 1.

Lantz Hoffman, member of WFBG-AM-FM Altoona, Pa., news staff, promoted to news operations director, replacing **Marv Boone. William S. Burchill,** formerly with WCPA Clearfield, Pa., joins WFBG's news announcing staff.


Mr. Hauser

Jack Hauser, local sales manager of NBC-owned WNBQ (TV) Chicago, appointed commercial manager of WFAA-TV Dallas.

Bill Crago, member of KHJ-AM-FM-TV Los Angeles news staff, promoted to news director. **John W. Strobel,** news editor-writer, joins KTLA (TV), that city, as assistant news editor, replacing **Bruce Cohn,** who resigned to join NBC.

John Parrish, formerly with WRNL-AM-FM Richmond, Va., joins WLAK Lakeland, Fla., as sports director.

NEW ORLEANS' ONLY STATION WITH MOVIES EVERY NITE!

BUY IT!

Represented nationally by Katz

WWL-TV

CBS NEW ORLEANS

Jere Laird, newscaster and editor with KCRA-AM-TV Sacramento, joins news department of KRLA Pasadena, both California.

Mark O. Gautier Jr., assistant news director, KMTV (TV) Omaha, promoted to news director.

Harrison P. Livingston, assistant manager of marketing, Stelma Field Engineering Services, Washington, joins WLW, WLWT (TV) Cincinnati as meteorologist. He replaces **James Smith,** who resigned.

Bill Frink joins WHAS-TV Louisville, Ky., as sports editor.

Bob Evans, manager of accounting department of Ayers Steamship Co., New Orleans, joins KNX-AM-FM Los Angeles as assistant to station controller.

Nelson Banks, traffic manager, WAPA-TV San Juan, Puerto Rico, promoted to director or promotion. **Felix Santiago Ubides** and **Evelio Otero** appointed traffic manager and news director, respectively.

Jay Lewis, members of *Variety's* Washington bureau and former correspondent for International News Service until its merger with United Press in 1958, joins National Assn. of Broadcasters, effective June 18, as publications editor. Mr. Lewis' duties will include editing and writing regular publications and special booklets, preparation of news releases, and assisting with special projects.

Reel to seek House seat


Mr. Reel

A. Frank Reel, vp in charge of business affairs, Ziv-United Artists, New York, was nominated last week as Democratic candidate for U. S. House of Representatives in 25th District in New York. Mr. Reel was unopposed and will seek office against incumbent Rep. Robert R. Barry (R-N.Y.). Mr. Reel has been with Ziv since February 1954, and previously was executive secretary of American Federation of Radio Artists (now AFTRA). Mr. Reel's home is in Tarrytown, N. Y., where he has served for several years as member of its governing board of trustees.

Roy Harnish, news and sales representative, KWVY Waverly, joins announcing staff of WOC-AM-FM-TV Davenport, both Iowa.

Bill Terry joins KCPX-AM-FM Salt Lake City, Utah, as air personality.

Don Sanchez, program director and air personality, KUSC (FM) Los Angeles, joins KSEE Santa Maria, Calif., as d.j. **Vik Buyvid,** KUSC production coordinator, succeeds Mr. Sanchez.

Ted Connor, WLAC Nashville, Tenn., and **Herb (Oscar) Anderson,** WABC-AM-FM New York, appointed co-chairmen of Disk Jockeys for MS of 1962 Multiple Sclerosis Hope Chest Campaign.

PROGRAMMING

Harold J. Klein, senior vp and worldwide sales manager of ABC Films, New York, elected to board of directors. **Raymond C. Fox,** company controller, elected administrative vp.

Seymour Horowitz, program director of KGO-TV San Francisco, elected president of San Francisco chapter of Academy of Television Arts & Sciences. Other officers are: **John Butler,** Compton Adv., first vp; **Louis S. Simon,** KPIX (TV) San Francisco, second vp; **Neil A. Remnant,** J. Walter Thompson Co., secretary, and **Nancy Best,** KTVU (TV) Oakland-San Francisco, treasurer.

Perry Leff, vp of Frank Cooper Assoc. Agency, New York, joins Fields Assoc. Ltd., that city, as partner and vp.

Allen Klein, former resident counsel at Desilu Productions and recently in private practice, named legal counsel of Writers Guild of America, West.

Lewis J. Rachmil, Ziv-United Artists' vp in charge of production in Hollywood, resigns.

Jack Donahue named producer-director of fourth annual full-hour March of Dimes tv special to be produced at 20th Century-Fox Studios in Hollywood. **Johnny Bradford** has been signed as writer; **Serge Krisman** as production designer and **Howard Ross** as talent coordinator of National Foundation's January 1963 fund raising campaign. **Edward A. Franck** is executive producer for Foundation.

Marshall Flaum, for past five years associate producer of *Twentieth Century* series for CBS-TV in New York, resigns to join Wolper Productions in Hollywood as producer-director to work on various documentary telefilms and tv specials. **Vilis Lapenieks** joins Wolper as director of photography.

Tom McKnight signed as producer of Four Star Television's half-hour comedy series, *McKeever and the Colonel,* with **William Harmon** as associate producer and **Lou Derman** as head writer. Initial script, "By the Book," written by Joel Rapp and Sam Locke, will go into production June 20.

Milton Hoffman, former producer of late Ernie Kovacs' tv specials and Ernie Ford's series, and **Steve Binder,** producer-director with ABC-TV for past five years, named associate producer and director, respectively, of *The Steve Allen Show,* new nightly series produced by Westinghouse Broadcasting Co., beginning June 25. **Donn Trenner,** who has written and conducted for *Naked City, Route 66, Follow the Sun* and *Hennesey,* appointed show's musical director.

Linda Darnell named hostess-narrator of *Folk Music Festival,* half-hour tv series being produced by Pacific Productions, Los Angeles, for syndication. **Martin L. Barsky,** president of Pacific Productions, is producer of series, which will be simultaneouly produced as five-minute programs. **Sidney Gonick,** Pacific vp, is assistant producer, and **Lawrence A. Pearce** is director.

Grant Velie signed to create and film special opening and closing titles for Steve Allen's Meadowlane Production of *Jazz Scene USA,* which is being filmed for syndication as half-hour tv series. Writers **John Tynen** and **Leonard Feather** signed as jazz consultants.

ODDLY ENOUGH!

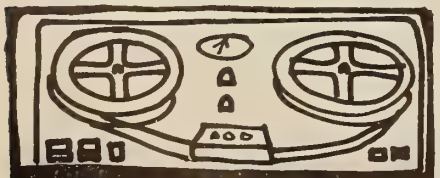
AN ALL-NEW 5-MINUTE RADIO FEATURE

FOR STATIONS PROGRAMMING FOR THE ADULT LISTENING AUDIENCE!

ODDLY ENOUGH! is a series of unusually interesting vignetted—little stories of odd and intriguing people, places, things and events.

Available on an exclusive basis offered to only one station in a market. It will fit your programming format.

SEND TODAY FOR COMPLETE DETAILS AND SAMPLE TAPE



a feature of

VIGNETTE RADIO PRODUCTIONS

P.O. BOX 845 • CLEVELAND 22, OHIO

Marty Crail signed as still photographer of *My Three Sons* for second consecutive year. Assignment covers both production-sequence and publicity photography. Don Fedderson Productions starts filming of 1962-63 series for ABC-TV, today (June 11) at Desilu-Gower Studios.

Jimmie Dodd, former m.c. of Walt Disney's *Mickey Mouse Club,* returns as head mouseketeer when club resumes this fall as syndicated tv presentation.

Gene Bruck, program and music director of WBAI (FM) New York, appointed coordinator of concert and symphonic repertory, ASCAP, that city.

Al Mann, ABC News correspondent, named Pacific Coast correspondent, with headquarters in Los Angeles.

ALLIED FIELDS

Larry Boggs, president of Vumore Co., wholly owned catv subsidiary of RKO General, Oklahoma City, joins Daniels & Assoc., Denver catv consulting and brokerage firm, effective June 16, as associate working in field of brokerage, appraisal and system management.

Charles E. Anderson and **Norman R. Grusby** elected vps at Schwerin Research Corp., New York. Mr. Anderson is in charge of sales promotion department. Mr. Grusby services several major advertiser accounts.

EQUIPMENT & ENGINEERING


Mr. Wachsman

Murray G. Wachsman, director of operations, J. A. Maurer Inc., electronics and optical firm, Long Island City, N. Y., elected vp and general manager of Knight Electronics Corp., manufacturing subsidiary of Allied Radio Corp., Chicago. Mr. Wachsman, former vp in charge of manufacturing of Lewyt Mfg. Co., will have overall responsibility for management, administration, engineering and production at Knight's Maywood, Ill., plant.

Robert E. Hall, sales manager of Wesco Electronics, Pasadena, Calif., elected vp in charge of sales.

Robert J. Morgan, director of education, Electronic Representatives Assn. (ERA), Chicago, named executive director, succeeding **William C. Weber Jr.,** who resigned May 1 to enter private business. Mr. Morgan, who joined ERA staff in May of 1961, is second full-time executive director in 27-year history of association.

Christian J. Goodman Jr., sales manager of semiconductor products department of General Electric Co., Syracuse, N. Y., elected vp in charge of sales for Motorola Semiconductor Products Inc. and sales manager of Motorola's semiconductor products division. Mr. Goodman, who replaces **F. J. Van Poppelen,** resigned, will have headquarters at company's main office and manufacturing facility in Phoenix.

Charles A. Black, former director of marketing services of Ampex Corp., Redwood City, Calif., named assistant to president. Mr. Black, who joined Ampex in 1957, previously served as manager of financial relations and manager of finance division.

Dwight L. Umstead, sales engineer for Bendix Corp. in California and Arizona areas, joins Allen B. Du Mont Laboratories as western regional sales manager for electronic tube division. Mr. Umstead will be headquartered temporarily in offices of J. T. Hill Co., San Gabriel, Calif., until Du Mont reestablishes its own facility or uses one of Fairchild Camera & Instrument Corp.'s plants, parent company.

Robert W. Bullock, lighting facilities engineer in audio-visual engineering group of NBC, New York, joins Kliegl Bros., that city, as assistant to vp in charge of tv sales and engineering.

John Dunleavy, formerly with D. R. Britton Co., manufacturers representatives, joins Clevite Transistor, Waltham, Mass., as sales engineer.

John Royan, formerly employed as specialist in semiconductor devices by Farranti Ltd., electrical and electronic manufacturers, Manchester, England, joins research and development department of National Transistor Mfg. Co., Lawrence, Mass.

Leon Cantor, technical writer for Blonder-Tongue Laboratories, Newark, N. J., promoted to director of publicity. Mr. Cantor, who joined Blonder-Tongue in 1959 after serving as technical writer for Westinghouse Radio-Tv Div., will be responsible for all B-T advertising, publicity, promotion, technical literature and sales training.

L.A.'s IRE elects slate


Mr. Lamm

Ralph A. Lamm, plant manager, electronic center, Bendix Pacific Div., Sylmar, Calif., was elected 1962-63 chairman of the Los Angeles chapter of the Institute of Radio Engineers, during a meeting at the Hollywood Palladium, Saturday, June 2. Other officers elected: **Matthew E. Brady,** Space Technology Labs, vice chairman; **Marian M. Hatch,** Rand Corp., Santa Monica, secretary, and **Francis L. Moseley,** F. L. Moseley Co., Pasadena, treasurer. **Walter E. Peterson,** Automatic Development Corp., Culver City, and **William L. MacDonald,** U. S. Naval Missile Center, Point Mugu, were installed as members-at-large.

INTERNATIONAL

Yves Jasmin, regional pr manager of Ford Motor Co. of Canada, at Montreal, elected president of Canadian Public Relations Society at annual meeting in Toronto.

Lloyd Colthorp, traffic manager of CHAN-TV Vancouver, B.C., promoted to program manager.

Grace W. Goldie, assistant head of talks, BBC-TV, London, England, promoted to head of tv network's talks and current affairs. **Alasdair Milne,** editor of network's *Tonight* program, appointed assistant head of talks and current affairs, and **Huw Wheldon,** editor of

"IT PAYS TO USE KTVE"



So says Al Wilkinson of TWIN CITY PONTIAC in Monroe, La.

OVER 100 LOCAL ADVERTISERS USE KTVE REGULARLY TO GET SALES RESULTS & PROFITS

NBC abc

KTVE

CHANNEL 10

EL DORADO MONROE GREENVILLE

REPRESENTED NATIONALLY BY: VENARD, RINTOUL & McCONNELL CECIL BEAVER SOUTHERN REP.

Monitor, named general assistant head of talks. **Antony Jay,** assistant editor of *Tonight,* promoted to editor. **Humphrey Burton,** associate producer of *Monitor,* promoted to editor.

Arthur J. Laird, research officer, and **Raymond L. Lewis,** chief statistician, Canadian Broadcasting Corp., Toronto, promoted to directors of CBC's research and statistic departments, respectively.

DEATHS

Kenneth L. Bridges, 65, retired merchandising executive with Young & Rubicam, New York, died June 4 at Harkness Pavilion of Presbyterian Hospital, that city. Mr. Bridges joined Young & Rubicam in 1939 and retired in 1960.

Clem McCarthy, 79, veteran prize fight and horse race announcer who, with his tingling staccato descriptions, broadcast every Kentucky Derby from 1928 to 1950 and, among numerous others, Louis-Schmelling title fight in 1938, died June 4 suffering from Parkinson's disease at Dresden Madison Nursing Home in New York. Mr. McCarthy first tried announcing in 1927, when public-address system was installed at Arlington Park in Chicago, and made his first radio broadcast from Churchill Downs at Louisville, Ky., in

Edgar Kobak, leader in advertising and broadcasting, dies

Edgar Kobak, 67, business consultant and a longtime leader in advertising and broadcasting affairs, died of a cerebral hemorrhage at Atlantic City on June 3. He was stricken and died a few hours after he arrived there for a meeting of the Edison Electric Institute.

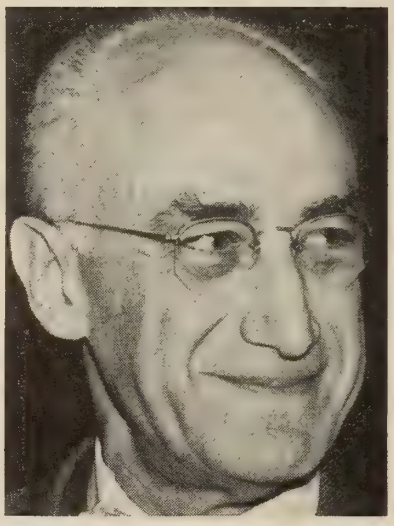
Mr. Kobak, who lived at the Sheraton-East Hotel in New York, was president of Mutual Broadcasting System from 1944 to 1949, and before that was successively vice president in charge of sales for NBC (1934-36), vice president of the Lord & Thomas Adv. Agency (1936-40), and sales vice president (1940-42) and executive vice president (1942-44) of the NBC Blue Network (subsequently ABC).

A trained electrical engineer, he worked for the Georgia Power Co. for four years and subsequently was with the McGraw-Hill Co. in various circulation, editorial, advertising and executive capacities, including publisher of its radio and electrical publications and vice president in charge of sales for all publications, for 18 years before he moved into radio with NBC. "Broadcasting," he explained later, "combined all three things with which I was deeply concerned: engineering, publishing and people."

Mr. Kobak opened his business consultancy following his resignation from Mutual in 1949, but he retained a lively interest—both directly and indirectly—in broadcasting, programming and advertising generally. For several years he owned, and at his death was a director of, WTWA Thomson, Ga. He also was vice president of the Progress-News Publishing Co. and owned Sunshine Plantation, both also in Thomson.

He held firm views on a wide range of matters affecting broadcasting and advertising and was outspoken in expressing them. He was known as a forceful speaker, and in addition would occasionally buy advertising space in which to plead special causes. At NBC in the 1930s he was one of the architects of the principle of network option time, which he regarded as essential to enable networks to deliver the time they sold to advertisers. After the FCC put the future of option time in question a few years ago, he missed few opportunities to defend the practice both privately and publicly.

He dealt with this question—and, typically, a number of others—in a speech before the Broadcast Advertising Club of Chicago last winter. Characteristically, in that speech he criticized FCC Chairman Newton



Minow's "wasteland" epithet on the ground that it ignored much programming that is good, yet at the same time he said that critics "keep us on our toes" and called for broadcasters to work more affirmatively to improve programming.

He also spoke out against the so-called "magazine concept" of advertising and urged a return to the practice of giving advertisers and agencies "a definite part in a show"; warned that television may be "pricing itself out of the market" by letting program costs get out of hand; attacked the station practice of accepting free records from song publishers, and advocated abolition of the media commission system of agency compensation.

Mr. Kobak was the first chairman of the Broadcast Advertising Bureau (now Radio Advertising Bureau) and a member of its board of directors from 1951 to 1955. He was a director of the NAB in 1946-47 and 1949-55, and was president of the Radio Pioneers (now Broadcast Pioneers) in 1948-49.

He was president of the Advertising Research Foundation in 1952-55; a past president and past chairman of the Advertising Federation of America; past president of the Marketing Executives Society, and a former director of The Advertising Council and the American Management Assn.

He also had served in key executive posts with a number of civic and philanthropic organizations including the presidency of the National Society for Crippled Children & Adults and as trustee of such organizations as the National Fund for Medical Education, the National Conference of Christians & Jews, Town Hall Inc., the National Health Council, and the Engineers Club of New York. He also served for many years as chairman or member of Notre Dame U.'s advisory councils for the school of science and engineering and for arts and letters.

His clients as a consultant included Miles Labs, which he also served as a director, and the A. C. Nielsen Co. He also was a director of the S&C Electric Co., Chicago, and Information for Industry, Washington.

Mr. Kobak was born April 18, 1895, in Chicago. After his family moved to Atlanta he attended Georgia Tech. Subsequently, he was awarded an honorary LL.D. by Missouri Valley College. In 1916 he was married to Miss Evelyn Hubert, of Atlanta, who survives with two sons, James B. and Edgar H. Kobak, and two sisters.

A solemn requiem mass was offered Thursday at St. Agnes Roman Catholic Church in New York.

1928 over KYW Chicago. Following year he joined NBC, where he remained until 1947, and later covered Kentucky Derby three times for CBS. Mr. McCarthy's last assignments were at Roosevelt Raceway.


Mr. Orr

William Wallace Orr, 56, president of W. Wallace Orr Inc., Philadelphia advertising agency, died June 3 while dining at Philadelphia Country Club. Mr. Orr, former vp of N. W. Ayer & Son, was also president of Tel-Ra Productions, which produced short films for tv.

Ian Ross Macfarlane, 60, radio commentator and former correspondent in Paris for *New York Herald Tribune,* died June 5 at Johns Hopkins Hospital in Baltimore. Mr. Macfarlane had been in failing health since he contacted hepatitis in Africa three years ago while gathering material for broadcasting and lectures.

Herbert E. Mendelson, 49, motion picture and tv production manager who, until his recent illness, was working on motion picture "Diamond Head," died June 2 at Cedars of Lebanon Hospital in Los Angeles.

Jesse Crawford, 66, famed theatre-radio organist who was billed as "The Poet of the Organ" while with CBS Radio Network in 1930's, died of heart ailment May 30 at Sherman Oaks (Calif.) Community Hospital.


Mr. Cole

John G. Cole, 50, vp and tv production supervisor of Sullivan, Stauffer, Colwell & Bayles, New York, died June 5 in Presbyterian Hospital, that city, after short illness. Mr. Cole had been with SSC&B for past nine years. Previously, he was with Ruthrauff & Ryan, Compton Adv. and Gardner Adv.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 29 through June 6 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power, vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis—visual kw—kilowatts. w-watts. mc—megacycles D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Huntsville, Ala.—North Alabama Bcstrs. Inc. Uhf ch. 19 (500-506 mc); ERP 519 kw vis., 270 kw aur. Ant. height above average terrain 1,057 ft., above ground 249.2 ft. Estimated construction cost $498,009; first year operating cost $250,000; revenue $260,000. P. O. address Suite 330 Professional Center, Montgomery, Ala. Studio and trans. location Huntsville. Geographic coordinates 34° 44′ 16″ N. Lat., 86° 31′ 57″ W. Long. Trans. RCA TTU-25B; ant. RCA TFU-27J. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C.; consulting engineer Gautney & Jones, Washington, D. C. Principals: **Charles F. Grisham, John C. Godbold** (each 49.98%) and **Albert W. Copeland** (.04%). Mr. Grisham is vice president of WAPI-AM-FM-TV Birmingham, Ala.; Messrs. Godbold and Copeland are attorneys. Ann. May 31.

Washington, D. C.—Automated Electronics Inc. Uhf ch. 20 (506-512 mc); ERP 110.96 kw vis., 58.71 kw aur. Ant. height above average terrain 551 ft., above ground 471.75 ft. Estimated construction cost $74,500; first year operating cost $150,800; revenue $170,000. P. O. address 3022 Southland Center, Dallas 1. Studio and trans. location Arlington, Va. Geographic coordinates 38° 53′ 30″ N. Lat., 77° 07′ 55″ W. Long. Trans. GE TT-25A; ant. RCA TFU-12B. Legal counsel Dow, Lohnes & Albertson Washington, D. C.; consulting engineer Electron Corp., Dallas. Principals: **S. M. Zimmerman** (44.5%), **Sam Y. Dorfman** (5.8%), **J. Russell Borden** and **Fort Worth Capital Corp.** (each 5%) and others. Applicant is licensee of KAEI(TV) Dallas. Ann. June 1.

Existing tv stations

ACTION BY FCC

KSBY-TV (ch. 6) San Luis Obispo, Calif.—By letter, denied request for waiver of Sec. 3.652(a) of rules to identify station as San Luis Obispo-Santa Maria. Action June 6.

CALL LETTERS ASSIGNED

*WEDH(TV) Hartford, Conn.—Connecticut Educational Tv Corp.
*WJSP-TV Columbus, Ga.—Georgia State Board of Education.
*WGSF(TV) Newark, Ohio—Newark Public School District.

New am stations

ACTIONS BY FCC

Greensboro, N. C.—Francis M. Fitzgerald. Granted 1510 kc, 1 kw, 250 w CH; conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419 and additional interference condition. P. O. address 2331 Overhill Rd., Charlotte 7, N. C. Estimated construction cost $7,350; first year operating cost $36,200; revenue $40,000. Mr. Fitzgerald owns WGIV Charlotte. Action June 4.

Gaffney, S. C.—E. Raymond Parker. Granted 1500 kc, 1 kw, 250 w CH; conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address 1010 S. Petty St., Gaffney. Estimated construction cost $23,000; first year operating cost $30,000; revenue $36,000. Mr. Parker is salesman for wholesale drug firm. Action June 4.

Jackson, Wyo.—Snake River Radio & Tv Inc. Granted 1340 kc, 250 w unl.; remote control permitted. P. O. address 455 S. 2nd E., Rexburg, Idaho. Estimated construction cost $10,145; first year operating cost $22,500; revenue $31,700. Principals: **Alfred E. Shumate** (99.3%) and others. Applicant is licensee of KRXK Rexburg. Action June 6.

ACTIONS BY BROADCAST BUREAU

Doniphan, Mo.—Jack G. Hunt. Granted 1500 kc, 1 kw D with remote control operation; conditions. P. O. address box 424, Doniphan. Estimated construction cost $15,898; first year operating cost $24,000; revenue $28,000. Mr. Hunt is optometrist. Action June 5.

Redfield, S. D.—Victoria Bcstg. System. Granted 1380 kc, 500 w, D-DA; condition. P. O. address box 588, Redfield. Estimated construction cost $12,888; first year operating cost $22,000; revenue $35,000. **George H. Puder,** sole owner, owns record shop. Action June 5.

APPLICATIONS

Milford, Conn.—The Milford Bcstg. Co. 1500 kc, 500 w, 250 w D; remote control operation of trans.; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address 100 Broad St., Milford. Estimated construction cost $29,037; first year operating cost $55,000; revenue $75,000. Principals: **Edward M. Hawie, Stephen Sorak** (each 45%) and **Frank C. Suto** (10%). Mr. Hawie is minority stockholder in manufacturer of metal specialties; Mr. Sorak owns interest in retail food businesses and in realty firm; Mr. Suto is account executive for advertising agency. Ann. June 1.

Eau Gallie, Fla.—Cape Canaveral Bcstrs. 1560 kc, 5 kw D; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address 2438 Iowa Drive, Eau Gallie. Estimated construction cost $59,036; first year operating cost $55,000; revenue $75,000. Principals: **Adger Smith,** president (10.74%), **Edgar L. von Nordeck,** vice president (1.53%) and 50 others. Mr. Smith owns oil well drilling firm; Mr. von Nordeck is engineering planner for electronics firm and was minority stockholder in former applicant for new tv station in Petersburg, Va. Ann. June 1.

Eau Gallie, Fla.—Platinum Coast Bcstrs. Inc. 1560 kc, 5 kw D; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address 1135, Eau Gallie. Estimated construction cost $40,883; first year operating cost $55,000; revenue $75,000. Principals: **Arthur D. Pepin, Emile J. Girolimon, John A. Dowdy** (each 25%), **Orrel R. Buckler** (20%) and **L. R. Hand**

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

(5%). Mr. Pepin owns beverage distributing company; Mr. Girolimon owns finance company and 25% of real estate firm; Mr. Dowdy owns WMGR Bainbridge, Ga., WPUP Gainesville, Fla., 50% of WGRO Lake City, Fla., and 50% of applicant for new am stations in Quincy, Fla., and Donalsonville, Ga.; Mr. Buckler is general manager of WPUP; Mr. Hand is general contractor. Ann. May 29.

Elmhurst, Ill.—DuPage County Bcstg. Inc. 1530 kc, 250 w D. P. O. address 214 Main St., Glen Ellyn, Ill. Estimated construction cost $25,380; first year operating cost $60,000; revenue $72,000. Principals: **Frank Blatter** (48%), **George J. Jansen** and **Alfred C. Hoy Jr.** (each 26%). Mr. Blatter has been employe of WSBC-FM Chicago and is 33.4% owner of sales corporation; Mr. Hoy is partner in real estate, investment and business management firm and Mr. Jansen is manager. Ann. June 6.

Kankakee, Ill.—Valley Bcstg. 1080 kc, 1 kw D; requests file number of April 9, 1962 (original file date). P. O. address 119 Olympia Plaza, Chicago Heights, Ill. Estimated construction cost $21,187; first year operating cost $65,000; revenue $75,000. Principals: **Anthony V. Santucci, Robert A. Jones** (each 45%) and **Kenneth Berres** (10%). Mr. Santucci is general manager and 19.5% owner of WCGO Chicago Heights; Mr. Jones is consulting radio engineer and one-third owner of applicant for new am station in Valparaiso, Ind.; Mr. Berres is announcer for WCGO. Ann. June 1.

Sioux Center, Iowa—Tri-State Bcstrs. 1520 kw, 1 kw, 500 w CH, mutually exclusive with BP 15, 191 Sioux Falls, S. D.; requests waiver of Sec. 1.354 and acceptance of application. P. O. address box 111, Allegan, Mich. Estimated construction cost $13,420 first year operating cost $28,000; revenue $40,000. Principals: **Russell Vande Brake, Gerrit Vanden Bosch** and **Albert Vanden Bosch** (each one-third). Mr. Vande Brake owns ready-mix concrete companies; Gerrit Vanden Bosch owns aluminum products manufacturing company; Albert Vanden Bosch is broadcast consultant and owns 15% of WJMY-TV Allen Park, Mich. Ann. June 6.

Indianola, Miss.—Indianola Bcstg. Co. 1110 kc, 1 kw D; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address 128 Front St., Indianola. Estimated construction cost $26,349; first year operating cost $38,000; revenue $45,000. Principals: **Ira T. Crosby, W. W. Gresham Jr., Robert Cohn, Paul Lott, Hubert Middleton Jr., Piggly Wiggly Indianola Inc., The Lewis Sales Co.** (each 11.19%), **Jack E. Harper Jr., George Pickens, Indianola Motor Co.** (each 5.59%) and **Herman Moore** (4.86%). Mr. Crosby owns retail appliance store; Mr. Gresham is partner in petroleum company; Mr. Cohn is part-owner of retail clothing company; Mr. Lott is partner in furniture store; Mr. Middleton owns laundry and cleaning establishment; Piggly Wiggly is retail grocery store; Lewis Sales is truck, van and other vehicle leasing company; Mr. Harper is chancery clerk; Mr. Pickens owns retail drug store; Indianola Motor Co. is automobile dealer; Mr. Moore is bank president. Ann. June 1.

Selma, N. C.—Triangle Electronics. 1520 kc 1 kw D; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address box 278, Wendell, N. C. Estimated construction cost $18,475; first year operating cost $32,000; revenue $38,000. Principals: **George W. Burwell, Billy R. Kirby** and **John S. Townsend** (each one-third). Mr. Burwell is employe of WGBR Goldsboro, N. C.; Mr. Kirby is manager of WETC Wendell-Zebulon, N. C.; Mr. Townsend owns WKTB Greenville, N. C. and applicant for new am station in Buena Vista, Va., and is engineer for WGTM Wilson, N. C. Ann. June 1.

Palmyra, Pa.—Arthur K. Greiner & Glenn W. Winter. 1540 kc, 500 w D, DA; requests waiver of Sec. 1.354 of rules and acceptance of application. P. O. address box 1480, Shippensburg, Pa. Estimated construction cost $16,074; first year operating cost $40,000; revenue $50,000. Principals: **Arthur K. Greiner** (55%) and **Glenn W. Winter** (45%). Mr. Greiner is general manager and 51% owner of WSHP Shippensburg; Mr. Winter is technical director and 33% owner of WSHP. Ann. June 1.

Springfield, Va.—WBZM Bcstg. Co. 1070 kc, 5 kw D; requests waiver of Sec. 1.354 and acceptance of application. P. O. address 503 E. Marshall St., Falls Church, Va. Estimated construction cost $30,172; first year operating cost $60,000; revenue $72,000. **Joseph J. Kessler**, sole owner, is attorney and announcer on *WETA(TV) Washington, D. C. Ann. June 1.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 6

	ON AIR		CPS	TOTAL APPLICATIONS
	Lic	Cps.	Not on air	For new stations
AM	3,660	73	150	676
FM	933	64	202	160
TV	484[1]	78	85	115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, June 6

	VHF	UHF	TOTAL TV
Commercial	471	91	562
Non-Commercial	42	17	59

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,646	937	484[1]
Cps on air (new stations)	80	51	75
Cps not on air (new stations)	145	196	83
Total authorized stations	3,871	1,184	653[2]
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	164	22	65
Total applications for new stations	582	121	108
Applications for major changes (not in hearing)	459	92	35
Application for major changes (in hearing)	46	4	12
Total applications for major changes	505	96	47
Licenses deleted	1	1	0
Cps deleted	1	2	0

[1]There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. [2]Includes one STA.

Existing am stations

APPLICATIONS

WPGA Perry, Ga.—Amendment to application for cp (which requests change in station location to Warner Robins, Ga., change in ant.-trans. and studio location and ground system) to delete above request. Applicant now requests increase in power from 500 w to 1 kw and to install new trans.; petition for waiver of rules and retention of file number. Ann. June 4.

WRRR Rockford, Ill.—Cp to change hours of operation from D to unl., using power of 1 kw; install new ant. system for nighttime use (2 sites) and change from DA-D to DA-2. (Requests waiver of Sec. 1.354 (a) of rules.) Ann. June 1.

WCBQ Whitehall, Mich.—Mod. of cp to change hours of operation from unl. to SH with signoff at 7 p.m. Ann. June 5.

KLIZ Brainerd, Minn.—Amendment to application for cp (which requested increase in power to 5 kw, change in hours of operation, change site and installation of DA-N) to change frequency from 1380 kw to 1340 kc, change power to 250 w, 1 kw-LS and delete requests for change in site and DA-N. Ann. June 4.

WSVM Valdese, N. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 6.

WHAR Clarksburg, W. Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 1.

WHHV Hillsville, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 1.

CALL LETTERS ASSIGNED

KAOR Oroville, Calif.—James A. Walley.
WLYB Albany, Ga.—Lynne-Yvette Bcstg. Co.
WIYN Rome, Ga.—Radio Rome.
KZOO Honolulu, Hawaii — Polynesian Bcstg. Inc.
KWLA Many, La.—Many Bcstg. Co.
KWOD Albuquerque, N. M. — Holiday Bcstg.; changed from KMGM.
KMF Albuquerque, N. M.—KMF Bcstg.
WHSL Wilmington, N. C.—Jefferay Bcstg. Corp.
WAGL Lancaster, S. C.—Palmetto Bcstg. System Inc.
WQIZ St. George, S. C.—Clarence Everett Jones.
WKYE Bristol, Tenn.—John K. Rogers.
KCHL Provo, Utah — Champion Electronics.

New fm stations

ACTIONS BY FCC

Louisville, Ky. — Mid-America Bcstg. Corp. Granted 99.7 mc, 9.34 kw. Ant. height above average terrain 711 ft. P.O. address c/o Alexander Buchan, 128 W. 1st St., Dayton 2, Ohio. Estimated construction cost $27,000; first year operating cost $3,600; first year revenue none above am operation. Applicant is wholly owned by **Great Trails Bcstg. Corp.**, licensee of WKLO, WEZI(TV) Louisville, Ky., and WING Dayton, Ohio. Action June 6.

Kenosha, Wis. — Service Bcstg. Corp. Granted 96.9 mc, 3.52 kw. Ant. height above average terrain 143 ft. P. O. address 505 Kenosha National Bank Bldg., 625 57th St., Kenosha. Estimated construction cost $40,876; first year operating cost $72,000; revenue $75,000. Principals: **John E. Malloy** (50%), **Arnold W. Johnson, Robert L. Heller** and **Charles R. Dickoff** (each one sixth). Mr. Malloy is attorney; Mr. Johnson owns concrete products company; Dr. Heller is dentist; Mr. Dickoff is general manager and 20% owner of WIAL(FM) Eau Claire, 13.6% stockholder in WISM-AM-FM Madison, and 26% stockholder in WOSH Oshkosh, all Wisconsin. Action May 29.

ACTION BY BROADCAST BUREAU

Las Vegas, Nev.—Mrs. E. W. Cragin. Granted 101.9 mc, 20 kw. Ant. height below average terrain 20.6 ft. P. O. address 2820 W. Charleston Blvd., Las Vegas. Estimated construction cost $21,100; first year operating cost $24,000; revenue $24.000. Mrs. Cragin owns movie theatre and is partner in record and hi-fi-components retail store. Action May 31.

APPLICATIONS

Sacramento, Calif.—Paul Westmoreland. 104.3 mc, 18.08 kw. Ant. height above average terrain 210.3 ft. P. O. address 1536 Bell Ave., Del Paso Heights, Calif. Estimated construction cost $19.574; first year operating cost $24,000; revenue $30,000. Mr. West-

moreland owns bar and dance hall. Ann. June 1.

***Cedarville, Ohio—The Cedarville College.** 88.1 mc, 10 w. Ant. height above average terrain 75 ft. P. O. address, c/o Dr. James T. Jeremiah, Cedarville College, N. Main St., Cedarville. Estimated construction cost $2,453; first year operating cost $500. Ann. June 6.

Somerset, Pa.—Radio Station WVSC Inc. 93.3 mc, 20 kw. Ant. height above average terrain 141.6 ft. P. O. address box 231, Somerset. Estimated construction cost $20,700; first year operating cost $12,000; revenue $12,000. Principals: **T. H. Oppegard** and **Carl R. Lee** (each one-half). Messrs. Oppegard and Lee each own 50% of WPVL Painesville and 45% of WDLR Delaware, both Ohio. Applicant is licensee of WVSC Somerset. Ann. June 1.

Arecibo, P. R.—Sergio Martinez Caraballo. 103.3 mc, 8 kw. Ant. height below average terrain 339 ft. P. O. address Corchado St., box W, Isabela, P. R. Estimated construction cost $24,050; first year operating cost $24,000; revenue $25,000. Mr. Caraballo owns WISA-AM-FM Isabela. Ann. June 1.

Nashville, Tenn.—Hermitage Bcstg. Corp. 93.1 mc, 3.385 kw. Ant. height above average terrain 96.5 ft. P. O. address Hermitage Hotel, Nashville. Estimated construction cost $5,345; first year operating cost $4,800; revenue $6,000. Principals: **Mrs. Goldie G. Irwin** (28%), **Van T. Irwin Jr.** (27%), **W. W. Lanier Jr.** (25%) and **Mrs. Hazel G. Morton** (20%). Applicant is licensee of WMAH Nashville. Ann. June 1.

Springfield, Tenn.—Springfield Bcstg. Co. 93.7 mc, 17.01 kw. Ant. height above average terrain 215 ft. P. O. address box 464, Springfield. Estimated construction cost $12,281; first year operating cost $5,000; revenue $9,000. Principals: **Mrs. Hoyte Bell** and **William N. Locke** (each one-half). Applicant is licensee of WDBL Springfield. Ann. June 6.

Bluefield, W. Va.—Daily Telegraph Printing Co. 104.5 mc, 2.6 kw. Ant. height above average terrain 1173 ft. P. O. address 412 Bland St., Bluefield. Estimated construction cost $20,789; first year operating cost $24,000; revenue $12,000. Principals: **Hugh I. Shott Jr.** (33.3%), **Mrs. Lillian S. Brandt** (32.9%) and others. Ann. June 5.

Existing fm stations

APPLICATIONS

WUPY(FM) Miami, Fla.—Mod. of cp (which authorized new fm station) to increase ERP to 19.02 kw, decrease ant. height above average terrain to 145 ft., change type trans., change ant.-trans. location, change studio location and change station location to Miami Beach, Fla. Ann. June 1.

WJLK-FM Asbury Park, N. J.—Cp to change frequency from 94.3 mc to 104.7 mc, increase ERP from 1 kw to 9 kw, increase ant. height above average terrain to 320 ft., install new trans. and ant. system, change ant.-trans. location, change studio location and change station location to Point Pleasant Beach, N. J. Ann. June 1.

CALL LETTERS ASSIGNED

WUPY (FM) Miami, Fla.—Harvey Sheldon.

WNDU-FM South Bend, Ind.—Michiana Telecasting Corp.

WUPI (FM) Lynn, Mass.—Harvey Sheldon, changed from WUPY (FM).

*KMSU (FM) Mankato, Minn.—Mankato State College.

KWBE-FM Beatrice, Neb.—Mia Enterprises Inc.

WIRC-FM Hickory, N. C.—Foothills Bcstg. Inc.

WERT-FM Van Wert, Ohio—Van Wert Bcstg. Co.

WISA-FM Isabela, P. R.—Sergio Martinez Carabello.

WMSR-FM Manchester, Tenn.—Manchester Bcstg. Co.

WMTS-FM Murfreesboro, Tenn.—Arthur D. Smith Jr.

KACA (FM) Prosser, Wash.—Cormac C. Thompson.

WFNY (FM) Racine, Wis.—Lakeshore Bcstg. Corp. Inc.

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Ownership changes

ACTION BY FCC

WLAF, La Follette Bcstg. Inc., La Follette, Tenn.—Granted (1) renewal of license and (2) transfer of control from **W. J. Hatfield**, et al., to **James B. Childress** and **David A. Rawley Jr.**; consideration $35,600 for 72.92% interest. Mr. Childress is licensee of WKMK Blountstown, Fla., owns WKRK Murphy, and has interest in WKSK West Jefferson, and WMSJ Sylva, all North Carolina. Action June 6.

APPLICATIONS

WJBB Haleyville, Ala.—Seeks transfer of two-thirds of all outstanding stock in **Haleyville Bcstg. Inc.**, from **W. P. Theilens** (one-third), **W. G. Harris** and **Edna Ruth Harris**, (one-sixth each), to **John L. Slatton** (present owner of one-third); total consideration $12,354. Ann. June 5.

KYA-AM-FM San Francisco, Calif. — Seeks assignment of license from **Golden State Bcstrs. Inc., (Macfadden-Bartell Corp.)** to **Clifton D. Churchill** (30%), **Edythe E. Churchill, Clinton H. Churchill** (each 25%), **Edward H. Kavinoky** and **Lewis H. Avery** (each 10%), d/b as **Churchill Bcstg. Corp.**; consideration $1,250,000. Clinton D. and Edythe Churchill each own one-third of realty firm; Clinton H. Churchill is director of realty firm; Mr. Avery owns 30% of station representative firm and is director of TvB; Mr. Kavinoky is attorney. Ann. June 1.

WKTG Thomasville, Ga.—Seeks assignment of license from **Eunice M. Martin**, d/b as **Thomas County Bcstg. Co.**, to **Thomas County Bcstg. Inc.**, new corporation owned by Mrs. Martin. Ann. June 5.

WMTL Leitchfield, Ky.—Seeks (1) transfer of 54% of all stock in **Rough River Bcstg. Inc.**, from **Jimmie L. Shacklette**, administrator of estate of **James W. Shacklette**, deceased, to **Edith M. Rau** (present owner of 28%); consideration $23,500 (2) transfer of 54% of all stock in Rough River Bcstg. Inc. from Edith M. Rau, to **Porter Wallace** (present owner of 2.8%); consideration $23,500. Ann. May 31.

WRSL Stanford, Ky.—Seeks assignment of license from **Lanier Burchett, W. G. Morgan, S. C. Bybee** and **Ray Doss**, d/b as **Lincoln-Garrard Bcstg. Co.**, to **Lincoln-Garrard Bcstg. Inc.**, new corporation owned by same principals. Ann. June 6.

WOKK Meridian, Miss.—Seeks transfer of one-third of all outstanding stock in **New South Bcstg. Corp.** from **John S. Primm**, back to corporation; consideration $26,500. Transfer will result in acquisition of negative control by each **Joseph W. Carson** and **Frank E. Holladay** (each present owner of one-third). Ann. June 4.

WACK Newark, N. Y.—Seeks assignment of license from **Radio Wayne County Inc.**, to **Joseph F. Sova** (65%), **Lowell W. Paxon** (30%) and others; consideration $90,000. Mr. Sova is general manager, Mr. Paxon, employe of WACK. Ann. June 6.

WMIT(FM) Clingmans Peak Yancey County, N. C.—Seeks assignment of cp and license from **Mount Mitchell Bcstrs. Inc.**, to **Blue Ridge Bcstg. Corp.**, non-profit corporation, **Dr. Billy Graham**, president; consideration $1,200 per mo. lease. Ann. June 4.

KWPR Claremore, Okla.—Seeks assignment of license from **James Robert Brewer, Alvis Wayne Rowley** and **Levi E. Taliaferro** (each one-third), d/b as **B.R.T. Bcstg. Co.**, to Alvis Wayne Rowley (two-thirds) and Levi E. Taliaferro (one-third), d/b as **Rowley-Taliaferro Bcstg. Co.**; consideration $10,618. Ann. June 6.

WNRI Woonsocket, R. I.—Seeks transfer of 10% of all stock in **Friendly Bcstg. Inc.** from **Daniel Rubino** back to licensee; consideration $4,000. Transfer will result in acquisition of negative control of licensee corporation by **Joseph A. Britt** and **John T. Costa**. Ann. June 1.

KCFH Curro, Tex.—Seeks assignment of license from **Margaret Respondek**, individually and as community administratrix of estate of **Alphonse M. Respondek**, deceased, to **James D. Farr Jr., Dave M. Schmidt Jr.**, and **William Morton Knobler** (each one-third), d/b as **Cuero Bcstrs. Inc.**; consideration $40,750. Mr. Farr is salesman for KNOW Austin, Tex.; Mr. Schmidt is chief engineer for KNOW; Mr. Knobler is announcer-salesman for KNOW. Ann. June 6.

KEPS Eagle Pass; KVOU Uvalde, both Texas—Seek transfer of 49.8% of all outstanding stock in **Uvalde Bcstrs. Inc.** from **W. J. Harpole**, to **E. J. Harpole** (present owner of 49.8%); consideration $60,000. Ann. June 4.

KAPA Raymond, Wash.—Seeks assignment of license from **Robert E. Claunch, John W. Reavley** and **R. E. Regan** (each one-third), d/b as **Willapa Bcstg. Co.**, to Robert E. Claunch and John W. Reavley (each 50%), d/b under same name; consideration $11,500. Ann. June 6.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that April 11 initial decision which looked toward granting applications for new daytime am stations of Francis M. Fitzgerald to operate on 1510 kc, 1 kw (250 w-CH) in Greensboro, N. C., and E. Raymond Parker to operate on 1500 kc, 1 kw (250 w-CH), in Gaffney, S. C., both conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and additional interference condition attached to Mr. Fitzgerald's grant became effective May 31 pursuant to Sec. 1.153 of rules. Action June 4.

■ By decision, commission denied application of Rounsaville of Louisville Inc., to increase hours of operation of WLOU Louisville, Ky., from day only to unl. on its presently assigned frequency 1350 kc with 5 kw, with nighttime DA at site different from that used for daytime operation. Chmn. Minow not participating. Action June 6.

■ By memorandum opinion & order, commission denied requests by Peninsular Bcstg. Co. and MKO Bcstg. Corp. to delete financial qualification issues as to their



applications in Grand Rapids, Mich., tv ch. 13 consolidated proceeding in Docs. 14407 *et al.* Action June 6.

INITIAL DECISIONS

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward waiving Sec. 3.24(g) of rules and granting application of Asheboro Bcstg. Co. to change operation of WGWR Asheboro, N. C., on 1260 kc from 1 kw-D, to 5 kw-D, 500 w-N, with DA-2. Action June 6.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Courtney Bcstg. Co. for new am station to operate on 1550 kc, 250 w-D, in Winfield, Kan., and denying application of Winfield Bcstg. Co. for same facility. Action June 4.

OTHER ACTIONS

KKHI San Francisco, Calif.—Designated for hearing application to increase daytime power on 1550 kc, DA-2, from 10 kw to 50 kw, continued nighttime operation with 10 kw; made KFBK Sacramento party to proceeding. Action June 6.

Cherryville Bcstg. Inc., Cherryville, N. C.—Designated for hearing application for new am station to operate on 1590 kc, 500 w, D; made WGIV Charlotte party to proceeding. Action June 6.

Routine roundup

■ By memorandum opinion & order, commission held that new tv "incentive compensation plan" of Columbia Broadcasting System violates commission's rules curbing affiliation exclusivity and requires CBS and 40 affiliated stations to renegotiate such contracts accordingly. Comr. Ford dissented with statement. Action May 29.

■ Commission notified Washington Bcstg. Co. that it has incurred apparent liability of $1,000 because WOL-FM Washington, D. C., placed into service without specific authority new ant. system and performed equipment and program tests without notifying commission and prior to authorization. WOL-FM has opportunity to, within 30 days, contend by statement whether it should not be held liable or why forfeiture should be reduced. Action June 6.

■ Commission ordered Dover Broadcasting Co. to show cause why licenses of WDOV-AM-FM Dover, Del., should not be revoked, and to appear at hearing to be held in Dover at time to be set later, for which it faces apparent liability up to $10,000 if commission should impose forfeiture in lieu of license revocation. Comr. Hyde dissented. Action June 6.

■ By letter, commission dismissed without prejudice application of WEHT Inc., to increase vis. ERP of WEHT (TV) (ch. 50) Evansville, Ind., from 155 kw to 900 kw and aur. ERP from 83.2 kw to 483 kw, increase ant. height from 590 ft. to 1,000 ft., and make other equipment changes. Application was filed contingent upon commission determination in Doc. 11757 that ch. 7 should not be assigned to Evansville and mod. of authorization for station WTVW (TV) to specify operation on ch. 31 rather than ch. 7 in Evansville. It was inadvertently accepted for filing notwithstanding commission policy against accepting contingent tv applications. In dismissing application, WEHT Inc., was advised: "This action is taken solely for the purpose of conforming to commission's policy with regard to contingent tv applications and is not intended to have implications in other proceedings." Action June 6.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Kenton County Bcstrs. and extended to June 4 time to file exceptions to initial decision in proceeding on its application for new am station in Covington, Ky. Action May 29.

■ Granted petition by Mt. Holly-Burlington Bcstg. Co. to extent of extending time for filing exceptions to initial decision in proceeding on its application for new am station in Mt. Holly, N. J., *et al.*, from June 2 to June 12. Action May 28.

■ Granted petition by Independent Indianapolis Bcstg. Corp. and extended time to June 1 to respond to petition by Ronald B. Woodyard for declaratory ruling or in alternative for immediate hearing in proceeding on applications for new am stations in Indianapolis, Ind., of Independent Indianapolis Bcstg. Corp., *et al.* Action May 28.

■ Granted petition by Broadcast Bureau and extended time to June 5 to file exceptions to initial decision in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of KCKY Coolidge, Ariz., *et al.* Action May 28.

■ Granted petition by Broadcast Bureau and extended time to May 31 to respond to petition by Bartell Bcstrs. Inc. (WOKY), Milwaukee, Wis., to enlarge or clarify issues in proceeding on its am application and that of Don L. Huber, Madison, Wis. Action May 25.

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended time to June 11 to respond to petition by Progress Bcstg. Corp. (WHOM), New York, N. Y., to enlarge issues in proceeding on its am application. Action June 4.

■ Granted petition by Joseph P. Wardlaw Jr., and extended time to June 15 to respond to petition by Portage County Bcstg. Corp. to enlarge issues in proceeding on their applications and Kent-Ravenna Bcstg. Co. for new am stations in Canton, Kent-Ravenna and Kent, Ohio. Action June 4.

■ Granted petition by Mandan Radio Assn., and extended time to June 18 to file exceptions to initial decision in matter of revocation of license for Mandan's am station KBOM Bismarck-Mandan, N. D. Action June 4.

■ Granted petition by Transcript Press Inc., and extended time to June 14 to respond to three petitions to enlarge issues and petition to reopen record, filed by Newton Bcstg. Co., in proceeding on their applications for new am stations in Dedham and Newton, Mass. Action June 4.

By Chief Hearing Examiner James D. Cunningham

■ By memorandum opinion & order, granted joint petition by South Florida Amusement Inc., and Coral Tv Corp. and approved agreement whereby Coral will reimburse South Florida $65,000 for dismissal of latter's application for new tv station to operate on ch. 6 in Perrine, Fla.; granted application of Coral Television Corp. for new tv station on ch. 6 in South Miami, Fla., subject to condition it shall not issue or transfer any of its stock to Sherwin Grossman, or otherwise accord to him any ownership or management interest or status, without prior approval of commission; dismissed with prejudice South Florida's application; also dismissed with prejudice for failure to prosecute similar application of Publix Tv Corp., Perrine, and terminated proceeding in Docs. 12666-8; BPCT-2393, 2410, 2493. Action June 5.

■ Denied petition by Leader Bcstg. Co. for consideration of reassignment of hearing to another hearing examiner proceeding on its application for new am station in Edwardsville, Ill., *et al.*; reassignment would not be feasible in light of overall workload of Office of Hearing Examiners. Action June 4.

■ Granted request by W. E. Baysden for dismissal of his application for new am station in Jacksonville, N. C.; dismissed application with prejudice and terminated proceeding. Action May 31.

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: July 3 and July 23: Radio Longview Inc. (KLUE), Longview, Tex.; July 2 and July 30: KFNF Bcstg. Corp. (KFNF), Shenandoah, Iowa. Action May 29.

■ Dismissed with prejudice for failure to prosecute application of Petty Durwood Johnson tr/as Radio Orange, Orange, Tex. Application was consolidated for hearing with KWEN Bcstg. Co. and Vidor Bcstg. Inc., for new am stations in Port Arthur and Vidor, Tex. Action May 29.

By Hearing Examiner Basil P. Cooper

■ Rescheduled June 15 hearing for June 13 in proceeding on am applications of The Tuscarawas Bcstg. Co., Uhrichsville, Ohio, *et al.* Action May 29.

By Hearing Examiner Asher H. Ende

■ Scheduled further prehearing conference for June 7 in proceeding on vhf tv translator station applications of Laramie Community Tv Co., Laramie, Wyo., *et al.*, in Docs. 14552-6. Action May 29.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Hershey Bcstg. Inc. and continued May 29 exchange date to June 12, and June 5 further prehearing conference to June 15 in proceeding on its application and Reading Radio Inc. for new fm stations in Hershey and Reading, Pa. Action June 1.

■ Granted petition by Louis Handloff, executor of estate of Herman Handloff, deceased, for leave to amend application for new am station in Newark, Del., which is consolidated for hearing in Docs. 12414 *et al.*, to substitute petitioner as individual applicant. Action June 1.

By Hearing Examiner Millard F. French

■ On own motion, scheduled oral argument for June 5 on petition by Bi-States Co. (KHOL-TV), Kearney, Neb., for leave to amend and remove from hearing doc. its application for new trans. site which is consolidated for hearing with similar application by Topeka Bcstg. Assn. Inc. (WIBW-TV), Topeka, Kan. Action June 4.

By Hearing Examiner Walther W. Guenther

■ Upon request by respondents in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., set aside subpoenas *duces tecum* issued to William L. Putnam and Herbert Scheftel and ordered that they be discharged from compliance with directions contained therein; denial of these subpoenas *duces tecum* is without prejudice to applicant's right to file requests for appropriate subpoenas *duces tecum* which meet requirements of Sec. 1.132 of rules. Action May 29.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Grand Bcstg. Co. for leave to amend its application for new tv station to operate on ch. 13 in Grand Rapids, Mich., to show withdrawal of one stockholder and effect certain revisions to reflect that withdrawal and death of another stockholder previously noted. Action May 29

By Hearing Examiner Chester F. Naumowicz Jr.

■ Upon request of applicant, advanced June 27 hearing to June 4 in proceeding on am application of The Mullins & Marion Bcstg. Co. (WJAY), Mullins, S. C. Action

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May 31.

■ Upon request of Don H. Martin (WSLM), Salem, Ind., continued each of dates (other than date of hearing) specified in examiner's April 30 order in proceeding on his am application. Action May 29.

By Hearing Examiner Herbert Sharfman

■ Upon request by KFNF Bcstg. Corp. (KFNF), Shenandoah, Iowa, rescheduled July 2 prehearing conference for June 19 in proceeding on its am application. Action June 1.

■ Issued notice to counsel in proceeding on am application of KFNF Bcstg. Corp. (KFNF), Shenandoah, Iowa, that if July 30 hearing date is not met, it will be necessary to continue hearing beyond August hiatus. To avoid unnecessary delay, counsel should prepare their cases as much as possible in advance of July 2 prehearing conference. At conference any request for continuance will be examined in light of this notice. Action May 31.

By Hearing Examiner Elizabeth C. Smith

■ Scheduled hearing conference for June 5 in proceeding on application of Melody Music Inc., for renewal of license of WGMA Hollywood, Fla. Action June 4.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of June 5

KLTF Little Falls, Minn.—Granted increased daytime power on 960 kc from 500 w to 5 kw, install new trans., remote control permitted; conditions.

WMOU Berlin, N. H.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, install new trans., remote control permitted; conditions.

KBFS, Joseph F. Kopp, Belle Fourche, S. D.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans. and specify name as **Joseph F. Kopp** tr/as **Belle Fourche Bcstg. Co.**; remote control permitted; conditions.

KNND Cottage Grove, Ore.—Granted increased daytime power on 1400 kc, SH, from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans., and change applicant name to company of same name; conditions.

WFMW Madisonville, Ky.—Granted increased daytime power on 730 kc from 250 w to 500 w and install new trans.; conditions.

KYFM(FM) Oklahoma City, Okla. — Granted cp to increase ERP to 20 kw, ant. height to 225 ft.; change ant.-trans. and studio location; make changes in ant. system; install new trans. and new ant., remote control permitted.

WGBI-FM Scranton, Pa.—Granted cp to install new trans. and new ant.; increase ant. height to 1110 ft.

Actions of June 4

WSFR Sanford, Fla.—Granted authority to remain silent through Sept. 3 to correct technical difficulties and financial reorganization; condition.

WKRC-FM Cincinnati, Ohio—Granted cp to install new ant., make changes in ant. system, decrease ERP to 5 kw and increase ant. height to 880 ft.

WJOL-FM Joliet, Ill.—Granted cp to install new trans. and new ant.; condition.

K04AY Silver Lake, Ore.—Granted cp to replace expired permit for new vhf tv translator station and specify principal community as Silver Lake and Christmas Valley, Ore.; specify type trans. and make changes in ant. system; condition.

KTHO Tahoe Valley, Cal.—Granted mod. of cp to move ant.-trans. location (same site).

WBEU-FM Beaufort, S. C.—Granted mod. of cp to change type trans. and type ant., decrease ERP to 5.9 kw, change studio location (same as trans.), and delete remote control.

WVNO-FM Mansfield, Ohio — Granted mod. of cp to change type trans. and type ant.; condition.

K09ES, K11EZ, K12CG Cashmere, Wash.—Granted mod. of cps for vhf tv translator stations to change to chs. 9, 11 and 13, respectively; change type trans., and make changes in ant. systems.

K13EQ Kenai, Alaska—Granted mod. of cp for vhf tv translator station to change to ch. 13, change trans. location and type trans., and make changes in ant. system.

Actions of June 1

KOFI Kalispell, Mont.—Granted change in remote control authority.

■ Granted remote control authority for following: KITE San Antonio, Tex. (auxiliary studios), while using non-DA; WWHY Huntington, W. Va.

***KUMD-FM, Board of Regents University of Mintesota, for U. of Minnesota, Duluth Branch, Duluth, Minn.**—Granted license for new non-commercial educational fm station.

KDAK, Central Bcstg. Co., Carrington, N. D.—Granted license for new am station; specify studio location; remote control permitted.

KWHW Altus, Okla.—Granted license covering installation of old main trans. as auxiliary trans.

***KMUW(FM) Wichita, Kan.**—Granted license covering change in ERP, ant. height, ant.-trans. location, changes in ant. system and installation of new trans.

WDSU-AM-FM-TV, WDSU Bcstg. Corp. New Orleans, La.—Granted mod. of licenses to change name to **Royal Street Corp.** (main trans., ant. and auxiliary ant.).

K71AA Kittitas Valley Area, Ellensburg, Wash.—Granted cp to replace expired permit for changes in ERP and type trans.

K73AV Daggett, Calif.—Granted cp to replace expired permit for new uhf translator station.

John M. Barrick, Glasgow, Ky.—Granted mod. of cp to change ant.-trans. and studio location.

WFLS Fredericksburg, Va.—Granted extension of completion date to July 10.

KANA Anaconda, Mont.—Granted extension of authority to sign-off at 6:05 p.m. for period ending Aug. 31.

■ Granted licenses for following fm stations: WIBW-FM Topeka, Kan., and specify type trans.; KOFO-FM Ottawa, Kan., and change antenna height to 138 ft.; KVCW (FM) Bartlesville, Okla.; KNDR (FM) Des Moines, Iowa.

■ Granted cps to replace expired permits for following new vhf tv translator stations: K02BQ, K04BO, K08BB, Piute County, Marysvale and Circleville, Utah; K03AS, K06BQ, K07CQ, K08CM, K08CL, K10CT, K10CU, K12CJ, Sevier County, Richfield, Elsinore, Sevier, Sigurd, Salina and Koosharem, Utah; K05AH, Hot Springs Community Tv Inc., Hot Springs, Mont.; K12BP, Meeteetse Community Tv, Meeteetse, Wyo.; K10CI, Breckenridge Volunteer Fire Dept., Breckenridge and Blue River Valley, Colo.

■ Waived Sec. 1.323(b) of rules and granted cps to replace expired permits for following new vhf tv translator stations: K10BI, Piute County, Circleville, Utah; K02AL, K10AV, Telluride Tv Assn., Telluride, Colo.; K09BV, Cotopaxi Community Tv Club, Cotopaxi, Colo.

Actions of May 31

■ Granted renewal of license for following stations: KARE Atchinson, Kan.; KBON Omaha, Neb.; KCOW Alliance, Neb.; KLIN Lincoln, Neb.; KLKC Parsons, Kan.; KMAD Madill, Okla.; KNDY Marysville, Kan.; KNCO Garden City, Kan.; KRFS Superior, Neb.; KWBB Wichita, Kan.; KWSH Wewoka, Okla.; KDUH-TV Hay Springs, Neb.; W74AA, W70AB, W82AA, Conewango Valley Tv Inc., North Warren, Pa.; K70BD, K74AO, K80AN, Millard County, Fillmore, Utah; W74AD, W81AC, Panhandle Tv Corp. of West Virginia, Paw Paw, Largent, Levels, Okonoke and Points, W. Va.; W74AC, Springfield Tv Bcstg. Corp., Claremont, N. H.; W81AA, Springfield Tv Bcstg. Corp., Lebanon and Hanover, N. H., and White River Junction, Vt.; K78AE, White Pine Tv District No. 1, McGill, Nev.

KHOM(FM), House of Music, Turlock, Calif.—Granted assignment of license to **Gordon D. Olson** *et al*, d/b as company of same name.

WDOK-AM-FM, The Civic Bcstrs. Inc., Cleveland, Ohio—Granted assignment of cp and license to **Northeastern Pennsylvania Bcstg. Inc.**

WJON, Granite City Bcstg. Co., St. Cloud, Minn.—Granted assignment of cp and license to **WJON Bcstg. Co.**

WHCT(TV), RKO Phonevision Co., Hartford, Conn.—Granted mod. of licenses to change name to **RKO General Phonevision Co.**

WPIT Pittsburgh, Pa.—Granted cp to install old main trans. as auxiliary trans. at main trans. location; remote control permitted.

KLIR-FM Denver, Colo.—Granted cp to increase ERP to 16.5 kw and change type trans.

WFMG(FM) Gallatin, Tenn.—Granted cp to increase ERP to 20 kw and change type trans.

KMBC-TV Kansas City, Mo.—Granted cp to install new transmission line and diplexer.

WKZO-TV Kalamazoo, Mich.—Granted cp to install auxiliary trans. and ant. at new main trans. and ant. location.

K09AT Piedra Park (Rural), Colo.—Granted mod. of cp to change type trans. for vhf tv translator station.

KACE-FM Riverside, Calif.—Granted mod. of cp to install new trans.

WLOV(FM) Cranston, R. I.—Granted extension of authority to remain silent for period ending Aug. 31; condition.

Oklahoma Tv Corp. Oklahoma City, Okla. —Granted renewal of license for low power broadcast station.

■ Granted cps to install new trans. for following stations: WBAP-FM Fort Worth, Tex.; WMAY Springfield, Ill.; WISM-FM Madison, Wis., condition; KHFM (FM) Albuquerque, N. M.

■ Granted mod. of cps to change type trans. for following stations: KRSI-FM St. Louis Park, Minn.; WPIT Pittsburgh, Pa.; KDEN Denver, Colo.

■ Following stations were granted extensions of completion dates as shown: KLZ Denver, Colo., to Aug. 27; KDNC Spokane, Wash., to Aug. 31; WAZS Summerville, S. C., to July 16; KGUD Santa Barbara, Calif., to Aug. 27; KBAB Indianola, Iowa, to Dec. 12; KANI Wharton, Tex., to July 10; KRAB (FM) Seattle, Wash., to Nov. 10; WGEE-FM Indianapolis, Ind., to Nov. 13; KAOL (FM) Carrollton, Mo., to July 10; KUGN-FM Eugene, Ore., to Aug. 31.

■ Granted cps to change type trans. for following uhf tv translator stations: K79AA, Palo Verde Valley Tv Club, Blythe, Calif.; W70AB, W74AA, W82AA, Conewango Valley Tv Inc., North Warren, Pa., and redescribe trans. location as Glade Township, Pa.

■ Granted cps to replace expired permits

Continued on page 121

SUBSCRIPTION APPLICATION

BROADCASTING ***The Businessweekly of Television and Radio***

1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

☐ 52 weekly issues $7.00 ☐ 104 weekly issues $12.00

☐ 52 issues & Yearbook published next November $12.00

☐ 1961-62 Yearbook $4.00

☐ Payment attached ☐ Please bill

name *title/position**

company name

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city *zone* *state*

Send to home address——

* Occupation Required

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- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
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- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

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RADIO

Help Wanted—Management

Part-ownership opportunity to right man. Must have successful management experience, program oriented and strong local news background. Regional operation. Not top 40. 5 kw full time in dynamic growth area of California. Salary in five figures, plus percentage. Send salary, complete resume and picture. Box 171M, BROADCASTING.

Manager for fulltimer in 2 station market. Must have $10,000-$15,000 to invest for minority interest. Box 246M, BROADCASTING.

Sales Manager, Midwest, half million market, specialized programmed station. Salary plus percentage. Resume, references and picture please. Box 298M, BROADCASTING.

If you're a darn good radio salesman . . . if you've got a good steady record in producing sales . . . if you can come up with good radio ideas with which to make a good sound presentation to small advertisers, big advertisers and agency time buyers and account executives . . . if you know how to organize a sales department and keep the men moving and producing . . . if you would like to be a manager after you've proven yourself . . . if you want to make more money than you've ever made in your life . . . if you want a job with a future . . . then send complete details at once . . . you must be dependable and consistent . . . no drifters or problem boys need apply . . . Drawer "G"—Northside Station—Atlanta, Georgia.

Fast growing small town radio group accepting applications for working-selling managers. Must be sober, honest, dependable and appreciate value in public service, community and civic activities. Good salary-commission arrangement. Send resume to Box 1114, Sylva, North Carolina.

Executive Salesmen, management experience, proven sales background. Full-time travel, protected localized territory. Residence in territory required; preference given residents of available territories: "Kansas - Nebraska - Iowa - Missouri"; "Intermountain States"; and other areas. Openings immediately, personal interviews required. Extensive field training provided. Salary commission—incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, pix; Community Club Awards, Westport, Conn.

Sales

Baltimore—Good salary plus . . . For good salesman (Management ability) with growing multiple chain . . . complete resume to Box 805K, BROADCASTING.

Florida. $100 week plus 15% and gas allowance. Great opportunity for aggressive, energetic, salesman who loves to sell and make money. Box 146M, BROADCASTING.

Wanted: A salesman . . . experienced with proven record that can think up promotions and sell them . . . and service and sell regular accounts. This is an exceptionally good job as you would be the only salesman. Good living conditions . . . good town . . . an exceptionally good job for a man who can produce. Box 357M, BROADCASTING.

Hard working men who can also do sports. Extra pay for play-by-play. The right man doesn't need training, he knows how. Write KFKA, Greeley, Colorado.

Help Wanted—(Cont'd)

Sales

California, KCHJ, Delano. 5000 watts. Sales opening. Guarantee, commission.

Ground floor opportunity for experienced local time salesman. New ownership opens choicest "territory." Only Minnesotans or upper Midwesterners should apply. George Brooks, KCUE, Red Wing, Minnesota.

"If you're a sales producing pro, selling retail in small, medium market, this is opportunity to join good organization with growth plans. You'll be paid top salary, best commissions, and rep top station. Want married man with community responsibility. This is a modern, desirable city of 80,000. Move up the ladder once you've proven yourself. Creative position. Sales staff knows of ad. Write, wire, call—Ralph Petti, General Manager, KOOK Radio, Billings, Montana."

—60 miles from New York City . . . top "good music" am station . . . experienced salesman . . top salary . . . immediate opening . . WBNR, Newburgh, New York.

If you're a darn good radio salesman . . . if you've got a good steady record in producing sales . . . if you can come up with good radio ideas with which to make a good sound presentation to small advertisers, big advertisers and agency time buyers and account executives . . . if you know how to organize a sales department and keep the men moving and producing . . . if you would like to be a manager after you've proven yourself . . . if you want to make more money than you've ever made in your life . . . if you want a job with a future . . . then send complete details at once . . . you must be dependable and consistent . . . no drifters or problem boys need apply . . . Drawer "G"—Northside Station—Atlanta, Georgia.

Announcers

1st phone announcer. No maintenance. New Jersey daytimer. Box 5M, BROADCASTING.

"Top position open for Negro R & B DJ in No. 1 station—Large market. Must be experienced. Prefer Southerner, 25-32. Excellent salary. Send photo—tape—complete resume to Box 551K, BROADCASTING. All Replies Confidential."

1st phone announcer—are you tired of the big city rat-race? Want to settle in a medium size, single market, midwest city? News, good music format. Start at $500.00. No maintenance. Position open now. Box 988K, BROADCASTING.

Experienced, energetic newsman-announcer for Texas station. Box 207M, BROADCASTING.

Announcer with well-rounded experience for Southwest network station. Box 267M, BROADCASTING.

Top tune morning personality with basics in program supervision capability. Midwest medium market. Box 299M, BROADCASTING.

Have opening for announcer with first phone. No maintenance experience necessary. This job will interest someone who wants to get a start in radio. Some transmitter watch. Box 289M, BROADCASTING.

Announcer, 1st phone, no maintenance, mature. Fast moving contemporary station. Salary above average. Immediate opening, security and permanent. Box 364M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted—Top rated New England station needs disc jockeys. Must be oriented to modern, fast moving radio. Salary commensurate with ability. Box 368M, BROADCASTING.

Experienced announcer for board work who can do sports. Extra pay for play-by-play. Send photo, resume, and tape to KFKA, Greeley, Colorado.

Announcer with first ticket needed immediately for full-time position with a 24-hour music-news station covering all of Montana and Southern Canada. Music format is modern good-music and no rock-n-roll. Man must deliver bright mature sound. Experience absolutely required. Address inquiries and tape with short resume to: Don Robinson, KMON, P. O. 1905, Great Falls, Mont.

Wanted: Dependable experienced announcer. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Wanted, first phone combo man, accent on announcing. Good working conditions. 5kw CBS. If interested send tape and resume to KOLT, Scottsbluff, Nebraska.

"Adding good pop music D.J. with tight production and entertaining approach. Future in growing organization. Live in top western market of 80,000. Send tape, write, call—Jack Bolton, Operations Manager, KOOK Radio, Billings, Montana."

Country and Western station needs announcer. Send tape, resume, photo, to Dan Hollingsworth, WDAL, Meridan, Mississippi.

Announcer with 1st phone for adult daytime directional. Chief job if you can handle. College town, good pay. WDLR, Box 317, Delaware, Ohio. Phone 363-1107.

Immediate opening: Announcer with 1st class ticket. Evening shift. Send tape, resume, photo, salary requirements. WEEL, Fairfax, Virginia. Phone CRescent 3-4000. Metropolitan Washington, D. C. area.

Announcer-newsman with experience. Fast moving operation. Contact R. H. Sauber, WFRA, Franklin, Penn.

Wanted experienced top 40 disc jockey. Up to $90.00 week. WGKV, P. O. Box 3162, Charleston, W. Va.

Indiana daytimer and FM needs combination program-news director. 1st phone helpful. Interesting challenging position. Salary open. Contact Frank Hass, General Manager, WMRI AM-FM Marion, Indiana.

. . . we're growing, moving announcer to major market. Here's your chance to join young progressive group; tight format, promotion minded. 1st ticket would help, but not necessary. WHAP, Hopewell, Va.

Sportscaster-salesman opening. Prefer Illinois, Indiana, Missouri or Kentucky man. WMIX, Mt. Vernon, Illinois.

Virginia country music station has opening. Experienced announcer—1st class ticket. No maintenance, accent announcing. Send tape, personal information. David Wilburn, WXGI, Richmond 25, Virginia.

Technical

5000 watter, East Coast, wants competent engineer. No announcing, but must have Tech-knowhow. Liberal fringe benefits. Box 183M, BROADCASTING.

Engineer, first ticket for 1000 watter southwest. Salary good for right man. Maintenance a must. Box 235M, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Florida—50 kw direction antenna station requires responsible and able Chief Engineer with high power directional background and good background with audio. Excellent working conditions. Please enclose resume and reply to Box 275M, BROADCASTING.

Announcer-chief engineer for midwest daytimer in city of 16,000. $433 at start. Box 278M, BROADCASTING.

Engineer-announcer combo. Must have first phone and minimum 3 yrs. exper, Perm. Full time northern California station. Experience Gates equipt. desirable. Full resume incl salary requirement first reply. Box 292M, BROADCASTING.

Wanted 1st class engineer-announcer for 1 kw in Southeastern Michigan. Excellent working conditions and equipment. Personal interview required. Salary to start $450 per month. Send resume and tape to Box 336M, BROADCASTING.

Permanent positions in expanding operation and new studio construction. Maintenance experience extremely important. Also have opening in microwave system maintenance. For application write, or send complete resume with salary required, to Chief Engineer, KOAT-TV, 122 Tulane St., Albuquerque, N. M.

Experienced, first class engineer. Send resume and references. KXGI, Fort Madison, Iowa. Board work required.

Chief Engineer for well-equipped, progressive Wisconsin station. Must be willing and competent to do necessary maintenance work, plus approximately 20 hours of air work. Send resume with picture, salary requirements, and tape to WCUB, Manitowoc, Wisconsin.

Two 1st phone engineer-announcers to work in new am facility Santa Barbara County, California. Experience helpful, but not necessary. Send complete information, tape, etc. to Clifford A. Trotter, 214 Los Gallinas, San Rafael, Calif.

Need experienced tv engineer, preferable with microwave background, for maintenance and operation. Contact Bill Elks or Ed Herring, WECT-TV, Wilmington, N. C.

July opening for man experienced in studio maintenance. Must know vtr. Oldest Florida etv has excellent offer for you. Air mail to Herb Evans, WTHS-FM-TV, WSEC-TV, 1410 N.E. 2nd Ave. Miami.

Production—Programming, Others

Farm Director: Radio and TV in Carolinas. Interested only in first class applicants for first class job. Salary and incentive open. Full particulars and photo first letter to: Box 976K, BROADCASTING.

Career opportunity for young man with complete knowledge of classified music to act as Program Director of Fine Music Station in Midwest leading metropolitan area. Send tape and resume. Box 288M, BROADCASTING.

News writer for large Midwest station. Prefer young journalism graduate from Missouri-Kansas area. Salary commensurate with ability and experience. Box 291M, BROADCASTING.

Wonderful opportunity for Program Manager who is ambitious and aggressive. Must know good music and have ability to assume responsibility. He should have a good voice. This is a fine reliable station in upper New England tourist area with ideal living conditions. Send letter, resume, references and picture to Box 308M, BROADCASTING.

Program Manager needed at leading top 40 station in Appalachian state capitol city. Air work must be top quality. $125.00 to $150.00 week. Send resume, tape. Box 342M, BROADCASTING.

Central Michigan kilowatt looking for news director. Immediate opening. Send photo, resume, tape and salary required to Casey Hekman, WBRN, Big Rapids, Michigan.

Help Wanted—(Cont'd)

Production—Programming, Others

Experienced copywriter immediately for solidly established NBC outlet. Permanent. Top rated station. Many company benefits. Send resume to Station WMAY, Springfield, Illinois.

RADIO

Situations Wanted—Management

Illinois career broadcaster with 17 years managerial experience seeks change to post that might include part ownership. Illinois or surrounding area. Creative, versatile, able to produce more sales while improving station's community image. Box 79M, BROADCASTING.

General Manager. Sales background. Medium market. 13 years broadcasting. Box 162M, BROADCASTING.

Successful manager regional station. Outstanding record of national, regional, and especially local sales. Experienced all phases. Lets make money together. Write today to: Box 243M, BROADCASTING.

Extremely capable manager desires relocate. Request only three things: (1) free hand with reasonable budget; (2) adequate draw to sustain wife and two children, and; (3) 2 year contract to receive 50% of increase based on past 12 month receipts. My employ can cost you nothing, but should make a "going" operation out of a marginal operation. No sales manager's jobs. I want to run it! Reply Box 257M, BROADCASTING.

19 years experience has included announcing, writing, news editing, farm service, program director, local, regional and national radio and tv sales. The last six years as general—sales manager in major market station. Current operation being sold. Will consider career opportunity in management, salesmanagement or account executive position. Prefer established group operation with growth and investment opportunity. Box 306M, BROADCASTING.

Ex-Manager, 10 years sales and programming experience seeks small southeastern station with ownership potential. Opportunity foremost, salary secondary. Box 307M, BROADCASTING.

Radio owners, wish profit? Presently employed manager large radio station, excellent record with references to match, will trade nineteen years experience for stock after trial period. Background includes administration, budget control, labor negotiations, programming, promotion, local and national sales, merchandising. Interested only in stations with profit potential and give manager full authority to run. Box 309M, BROADCASTING.

Very successful radio salesman ready for management. Married, stable, civic minded, hard worker, experienced in all phases of radio, best references, college grad. Box 311M, BROADCASTING.

Need Expert Management? I have experience, maturity, energy, know-how, to manage your sales, your staff, your problems. Thirteen years in this business. Not a jumper, but I need a change. Don't you? Box 319M, BROADCASTING.

100% sales and program oriented! Strong sales . . . first phone. Experience and background to run a station you would be proud of. Management with opportunity to invest . . . midwest preferred. Replies confidential. Box 326M, BROADCASTING.

Sales manager wants to leave top rated station in metro market for small or medium market. 12 year veteran with experience in all phases. Will accept position as manager or sales manager. College grad, married and responsible. Box 334M, BROADCASTING.

Experienced man and wife management team. Strong on sales-can handle all phases of radio. Resume on request. Box 353M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General Manager, new station in black, seeks management upper midwest radio station. Sales, program, public relations background. Mature responsible family man. Will consider investment. Available now, later. Box 343M, BROADCASTING.

Want program or station management. Have 5 years announcing and 3 years selling background—top Midwest station. Also agency operations and management experience. B. A. degree. Box 346M, BROADCASTING.

Top quality manager available . . . Looking for growth opportunity in medium to large market. Thrive on competition. Strong on sales. Resume on request. Box 352M, BROADCASTING.

Sales

Manager or salesman—16 yrs. radio exp. National, regional, local sales. Last nine years with Chicago rep. Excellent Midwest contacts. Wishes return to radio or TV station sales. News, annor. programming, writer experience. Vet, 45, married. Resume. Box 305M, BROADCASTING.

Salesman, family, 38, employed sales major Texas market past six years, all phases except engineering, seek opportunity. Box 356M, BROADCASTING.

Commercial Manager, news—staff announcer with first phone and twelve years experience. Married, family, 39. Resume, tape and photo on request. 1037 E. Northview or phone WI 4-4047, Phoenix, Arizona.

National Sales Director—major market group. Available soon. Young, aggressive. One of best administrative, sales and programming records in industry. Box 143M, BROADCASTING.

Announcers

First phone personality with showmanship, college, 5 years experience, draft exempt. $150.00 minimum. Box 276M, BROADCASTING.

Announcer; NYAS graduate, tight board; resonant voice; dependable; not floater. Box 277M, BROADCASTING.

Medium market jock, like to relocate in-or-near Ohio, Box 283M, BROADCASTING.

Professional: Nine years, solid references. Finest background. Know music-news. Veteran with college. $100 weekly minimum. Fine production. Box 293M, BROADCASTING.

I announce; varied talent. Sell, make money for number one station. Write copy, do production. My employer wants me to stay. I desire change. Box 349M, BROADCASTING.

Experienced all phases—prefer all nite dj spot. Large or medium market adult station. Permanent only. $125. Box 313M, BROADCASTING.

Forty-four year old broadcast professional. Seeks TV or major market radio with quality programming presented with elan! Box 317M, BROADCASTING.

New England. Experienced announcer. Clever intros. Creative copy. Strong on news. Consider all offers. Box 321M, BROADCASTING.

Announcer/dj. Looking for first job. College, third phone, dependable. Box 322M, BROADCASTING.

Reliable young announcer-dj, some experience. Seeking opportunity to gain more training under a good PD. Box 325M, BROADCASTING.

Radio announcer, 4 years experience in staff announcing, combo, top 40, taping, writing copy, selling air time, program director, mc'ing in person shows, doing remotes, and station manager duties. Have 3rd rated morning show in ½ million market. Married, best references. Require $600 per month or up. Box 328M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

10 years radio and tv. Production minded dj, major college play-by-play, SD, ND, PD. Married, veteran. Presently employed medium market. Want change to east or mid-west station. Box 331M, BROADCASTING.

Mature young man with 6 months FM experience would like to break into AM. Tape, photo, resume on request. Box 332M, BROADCASTING.

Displaced dj., currently doing news, weather, sports, yearns for personality air shift again. Versatile, service complete, married. College grad.—sharp! Three years experience—10kw, metro now. Box 333M, BROADCASTING.

Negro announcer, dj; looking for talent? Look no further. Have experience, good resonant sound, veteran, married. Box 335M, BROADCASTING.

Would like small-to-medium market. Good voice, run smooth show and have first phone. Sam Townsend, 4017 Parkside Drive, Dallas, Texas.

Experienced announcer dj. Bright sound, tight production. Mature, dependable will relocate anywhere. Box 968K, BROADCASTING.

Announcer, dj. Authoritative news, lively sports, bright sound. Not prima donna or floater. Box 993K, BROADCASTING.

Announcer-Account Executive (combo). Experienced: Air, sales, production-voices, college. Box 8M, BROADCASTING.

Announcer-dj. Authoritative newscaster — tight board — not a prima donna — not a floater. Box 116M, BROADCASTING.

Are you a wide-awake-modern-progressive radio station in a medium or large market looking for an air personality to fit your format? If so, let's Swing together. I offer bright-enthusiastic approach, six years experience, good production, and first ticket. For further info, write Box 286M, BROADCASTING.

Experienced dj—newscaster looking for metro market in northeast. Box 296M, BROADCASTING.

Looking for a capable sports man with all around ability? Box 297M, BROADCASTING.

Announcer-dj, bright, happy sound. Married, good air salesman, tight board. Authoritative news, desires permanent position, good community. Box 338M, BROADCASTING.

Announcer anyone? Desire music, news indie. Smooth dj, strong news. Much potential—light but good experience. Tape, travel. Box 339M, BROADCASTING.

Young announcer, college graduate, married, tight board, clear commercial voice, references. Relocate North-East United States. Box 340M, BROADCASTING.

DJ announcer wants to buy time on radio for Gospel program—N.Y. or N.J. Box 345M, BROADCASTING.

Female, dj announcer, tight board, commercial writer, bright sound. Box 354M, BROADCASTING.

What is happening to the good days of radio? Is everyone "speculating" and "formating"? I have 7 years experience and am a hard worker. Will anybody pay $120 and offer a job fit for a human being? Unless you are interested in me specifically —don't reply. Box 355M, BROADCASTING.

Summer replacement or longer, first phone, experienced dj, western states only, top forty or good music format. Sales and light maintenance. ($90 week up). Box 358M, BROADCASTING.

6 years experience, personality dee-jay, tight production, ready to move up and settle permanently during July. Draft free, family man . . . want $160 . . . first phone. Box 359M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young top 40 jock with 1st phone looking for position in good market in South or Southwest. Opportunity to learn more important than salary. 2 years experience. Box 367M, BROADCASTING.

First phone morning man, experienced all phases. Ready for afternoon sales. Trial basis only; no tapes. Box 369M, BROADCASTING.

Experienced announcer, 1st phone—fit any programming. Call or write Lyle McMullin, 7104 Walrond, Kansas City, Missouri. JA 3-4651.

Florida stations . . . adult dj, knows good music; mature commercial delivery; desires personal contact for permanence at progressive station. 7 years radio-year tv. Family—veteran, vacationing now thru June 23. Box 12, Lake, Worth, Florida.

Deejay; first phone, want Kentuckiana single station market. Johnny Bowles, 447-2779, Louisville, Kentucky.

Situations Wanted—(Cont'd)

Announcers

Femme . . . gather, write, air community activities; develop news-in-depth. Effective, trained air voice; adept platform personality. Can't offer pages of credits; can offer attractive, ambitious gal—versatile background, self-starter. Asset now . . . jackpot potential for growth management with realistic staff/program policies. Box 370M, BROADCASTING.

Announcer—Dependable; pleasant voice; excellent references. Exp: Midwest, East; AM, FM; Network; live; dj, news, commercials. Prefer Midwest, West. Bill Lindsay, 6324 James Avenue, S., Minneapolis 23, Minn.

Bright sound deejay-engineer wants sharp top-40 or pops-middle of road operation in good radio community. Fast production, tight board, first phone, format experience, engineer, experienced right-hand man. Vet, young, single, sociable, presentable. If you want a venturesome air personality who will fit into your format, send particulars and I will reciprocate. Will travel for right job. Jocko DeParis, Box 426, La Crosse, Wis. Phone 4-3018.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted—20¢ per word—$2.00 minimum (Payments in advance)**

☐ **Help Wanted—25¢ per word—$2.00 minimum**

☐ **Display ads $20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)**

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications 30¢ per word—$4.00 minimum**
(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED
- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

SITUATIONS WANTED
- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

FOR SALE
- ☐ equipment

WANTED TO BUY
- ☐ stations
- ☐ equipment

ADDITIONAL CATEGORIES
- ☐ Instructions
- ☐ Business Opportunity
- ☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME _____

COMPANY _____

ADDRESS _____

Remittance enclosed $ ☐ Bill

Situations Wanted—(Cont'd)

Announcers

Negro dj—slight experience, 21, trained voice, broadcasting school, third phone—travel anywhere. William Pierson, 2128 Elmore Sq., Pittsburgh 19, Pa. AT 1-4338.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

Technical

Chief with lots of savvy seeks permanent position with regional station or small chain. Box 197M, BROADCASTING.

Experienced/operator, directionals, construction, maintenance; go anywhere for right salary. Dependable. No announcing! Call 714-543-4491 or write Box 287M, BROADCASTING.

First phone engineer—with announcing experience—former field engineer with RCA and Chief is looking for similar position. Construction and maintenance a specialty . . . could be an asset to your organization . . . Box 290M, BROADCASTING.

Engineer; first class license, ambitious, beginner, radio or tv, career type, stable, married, sober, not afraid of work, compatible, prefer Kansas City vicinity. Inquiries answered. Box 320M, BROADCASTING.

Western States Attention. Wanted—position with reliable radio or television station. Experienced engineer, announcer — salary open. Box 330M, BROADCASTING.

1st class engineer, some announcing, experience, desires reliable job preferring the central Atlantic states area. Salary to suit location. Write Box 351M, BROADCASTING.

Engineer-Announcer, heavy maintenance. Pennsylvania, Massachusetts, Vermont only. RFD 1, Box 390, Wadesboro, North Carolina.

Attention Florida: Are you in need of a good chief engineer or combo man? If so and you can pay $120 minimum for the best—contact Bud Lucas, 933-6795, Pompano Beach.

Limited experience, but beautiful first phone. Any engineering area considered. Rick Richards, 5202 Bradford Drive, Dallas, Texas.

Production—Programming, Others

Originator and moderator—Commentator of audience phone-in show over 50kw station. Highly successful commercially and otherwise entertaining political and general topics; interviews. Long standing. Easy going style. Background diversified with much announcing. Box 279M, BROADCASTING.

Writer-Production—Last 4 years with ad agency. Writing award winning commercials. Want back in tv or radio. Let me solve your programming copy and promotion problems—can call, direct etc. (1st phone too). Box 282M, BROADCASTING.

Radio or television continuity writer. 5 years experience. Facts, samples on request. Box 285M, BROADCASTING.

Attention Owners-Operators . . . Having trouble locating a hard-working, reliable Program Director with sales minded promotion ideas: Outstanding production; sparkling air personality; proven leadership and administration ability? I have such a P.D. who wants to relocate in medium or major market with a modern format operation as P.D. For details and personal recommendation write, General Manager, Box 264M, BROADCASTING.

Top news and sports man, (radio & tv) of proven ability, let liquor interfere. Am now an advanced member of AA and different outlook on life. Won't someone please give me a chance? Box 302M, BROADCASTING.

Want a newscaster who can write his own material, handle interviews and on-the-spot coverage? Twenty years of major and minor market experience. Age 39. Box 304M, BROADCASTING.

"Snowbird" desires permanent position in Florida. 10 years experience—all phases. News, program or sports directorship preferred. Reply Box 323M, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

"Available immediately—radio/TV. News director. Six years radio—two years TV. Victim of managerial and policy changes. Building news departments my specialty. Professional and personal resume, philosophy of electronic news, S.O.F. on request. Ellis Marvin, Rt. 1, Holtsville, New York. 516-AT9-1679."

TELEVISION

Help Wanted—Sales

Northeast—fine opportunity for aggressive salesman in growing chain. Expanding local sales force. Minimum requirements one year successful tv sales. Send photo, resume, salary requirements, etc. to: Box 120M, BROADCASTING.

Sales Manager—to direct Myrtle Beach, S. C., operations CATV system. Will have charge small office, direct installation crews, and energetically develop public interest in an area with a tremendous desire for better television service. Box 281M, BROADCASTING.

Local salesman for immediate vacancy with expanding group operation. Call WPTZ-TV, Plattsburgh, New York. Jordan 1-5555.

Announcers

Alert newsman to write and voice news. Box 209M, BROADCASTING.

Newsman-announcer for Texas station. Must gather, write and deliver news. Box 268M, BROADCASTING.

TV weather girl—Midwest network affiliate—top 15 market. Must have tv experience. Send pix, resume, VTR or SOF. Box 371M, BROADCASTING.

Considering applications from announcers for staff additions. Send full resume. Permanent position for ambitious, versatile, cooperative team worker. Address WJTV, Box 8187, Jackson, Mississippi.

Technical

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 959K, BROADCASTING.

Videotape maintenance engineer. Experienced Ampex Intersync. Leading New York producer. Good salary and advancement. State full background. Box 372M, BROADCASTING.

Production-Programming, Others

Michigan TV station adding newsman to existing 3-man aggressive staff. Experience or potential as reporter, on-camera performer. Send resume, pic and tape to Box 238M, BROADCASTING.

Pacific Northwest University entering ETV seeks Writer-Producer with strong background in film. Master's degree required. Duties include some teaching; shooting and editing film; scripting radio and tv programs. Position open on twelve months basis with 30 days paid vacation, health and retirement benefits. Send details, including transcripts, script samples, picture and complete personal background to Box 280M, BROADCASTING. All qualified applicants will receive consideration without regard to race, creed, color or national origin.

TELEVISION

Situations Wanted—Management

General Salesmanager—Proven ability—10 years experience able administrator employed as sales manager—37 years—married—family. Box 998K, BROADCASTING.

Want program or station management. Have 5 years announcing and 3 years selling background — top Midwest station. Also agency operations and management experience. B. A. degree. Box 347M, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

General salesmanager, experienced top producer in television sales. Able administrator, stable, now employed. Box 223M, BROADCASTING.

Successful radio salesman, desires TV sales, go getter, stable, personable, some TV background, sure credit to any organization. Box 312M, BROADCASTING.

Announcers

Newsman. 17 year background. 11 years radio-TV news. Call 304-925-5488, collect today, or write: Box 161M, BROADCASTING.

Announcer-Sales—radio/tv 9 years experience medium-major markets. Sales, production, news, combo dj, steady reliable all around family man, seeking permanent relocation. Reply indicating opportunity. Box 300M, BROADCASTING.

Professional announcer. Nearly 20 years broadcasting including 3 years tv. Seeks station with local and live policy, where creativity is a fact, not a slogan. Box 314M, BROADCASTING.

Louisiana—Yankee wants to join rebs. 5 years radio and television. Box 341M, BROADCASTING.

Technical

Assistant chief wishes to relocate. Experience; administrative, construction, maintenance, proof of performance, video tape, color, remotes, etc. Sharp. Box 329M, BROADCASTING.

First phone engineer. Experienced tv and radio maintenance and installation. Box 130M, BROADCASTING.

Television or radio transmitter operator, communication system engineer, or industrial technician. Licensed. Experienced. Relocate July 1. Congeniality, requisite. Prefer Southwest. Any other location, considered. Resume. Vernon Slater, Box 3493, Wilmington, North Carolina.

Production—Programming, Others

TV news director—Proven ability: newscaster, administrator, reporter-writer. Respected by sources. 31. Family. Seeks aggressive station. Box 234M, BROADCASTING.

Newscaster available soon who can write and shoot his own coverage. Twenty years in broadcasting. Western states only. Box 303M, BROADCASTING.

Production Manager — Producer — Director: Sharp, creative, award winner, 5 years experience—Also some exp. in sales & announcing—ready for major market—for resume—VTR—write Box 310M, BROADCASTING.

First phone, B.A., 4 years radio experience. Desire work in tv as floor director leading to directorship. West Coast. Presently employed as radio announcer. Box 324M, BROADCASTING.

Director-Writer-Announcer, looking for a position with potential. Box 337M, BROADCASTING.

News, editorial, documentary, commentary, AM or TV. Experienced with one of nations top newspapers. Now employed as editorialist and director in multi-million market. Professional editorials devoted to local achievement. Polished, authoritative camera and mike delivery. Interest centers in station of integrity and ability to maintain dynamic news and analysis. Expensive journalist and administrator; capable of delivering full dollar value in America's largest competitive market. Box 360M, BROADCASTING.

FOR SALE

Equipment

FM station owners! Complete multiplex-stereo automation system with 18 hour per day popular music programming service available at a price you can afford! Sounds great too! Write for information: Box 176M, BROADCASTING.

Microwave 1 watt Raytheon KTR-1000E with dishes, isolator and accessories. Unused since factory overhaul. CCTV, 135 Bridge; Corning, N. Y.

For sale: Good used 250 watt Gates BC 250 GY transmitter. Lots of spare tubes. First $600 takes it. Write Box 365M, BROADCASTING.

For Sale: RCA 250 watt fm transmitter. Contact, Richard Tuck Enterprises, KBEC, Waxahache, Tex. WE 7-1390.

Changed transmitter type—spares and used tubes for sale: 3—357B (1 new in original carton) and 6—used 5530 tubes; also parts for WE504 transmitter. KBCL, Box 727, Shreveport, Louisiana.

1 kw Dumont transmitter, including side band filters, spare tubes, misc. assortment of co-axial elbows. Complete and in operating condition. Best offer or will consider some trade. KCHU, Box 18, San Bernardino, California.

2—Bell & Howell 614 CBVM television vidcon projectors. Both used less than 2200 hours and are in excellent condition. Contact Al Hillstrom, Chief Engineer, KOOL-TV, 511 West Adams, Phoenix, Arizona.

Ampex 600 tape recorder—perfect condition. Back mount or with portable case . . . $300.00. WCRA, Box 568, Effingham, Illinois.

For sale, Webster 4 channel remote amplifier. Perfect for remote broadcast of sport events, or remote record hops. 3 mike 1 phone input. 1 to 500 ohms output, plus 4 speaker outputs. Cost over $300.00. Excellent condition. First offer over $100.00 takes this beauty, (plus shipping charges). Contact Brown Broadcasting Co. 49 Maple Rd. Sedley, Va.

"Plans fell through, must sacrifice 4 Collins ATC PB 190's and 4 AB 190's in factory sealed cartons. Make an offer. Roger Miller, 1717 E. 32nd Street, Davenport, Iowa. Phone: 324-3670."

Save line charges on remotes with this RCA 60 Watt FM Transceiver. Use on new 161 MC bands. Network Quality. 6-12 volts, dynamotor, crystals, ovens all for $295. Cost over $600. AC and base station also available. Details, Chief Engineer WIVK Knoxville, Tenn.

TV transmitting equipment for sale. General radio tv Monitor, type 1183-T-A Channel 6+. FCC approval. RCA 7.5 kw D. Load and Wattmeter, VHF, RCA 10 kw bridge diplexer. Ch. 6. 2 RCA 12.5 kw harmonic filter, Ch. 6. RCA One bay batwing antenna. Ch. 6. All good working condition. E. J. Pell, Tech. Dir. WSPD-TV, Box 1037, Paducah, Ky.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, $40.00 for 20' length; 7/8" ditto, 90¢ foot; 6 feet. Dishes with hardware, $150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave.. N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

"Cartridge tape. Fastest delivery, competitive pricing for standard Fidelipac Tape Cartridges, reloading service, accessories and equipment. Write Sparta Electronic Corporation, 6430 Freeport Boulevard, Sacramento, Calif."

WANTED TO BUY

Equipment

Wanted by our clients. Radio fm, and tv test and measuring equipment. "Thirty years in broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Urgently need good used 10 kw highband transmitter, RCA type TT-10AH or equivalent for educational station. Box 201M, BROADCASTING.

Wanted: 12.5 kw UHF TV transmittter with associated equipment. Box 361M, BROADCASTING.

Console type Ampex tape recorder in good working order. WLNH, Laconia, N. H.

Schafer automation equipment. Contact R. M. McKay, Jr., P. O. Box 71, Columbia, Tennessee.

WANTED TO BUY

Stations

"Will take over active management and buy either part of or entire radio station. Long on experience, short on down-payment. Contact Box 327M, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. **Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics. 3123 Gillham Road, Kansas City 9, Missouri.**

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

1st class radio telephone license in 5 weeks. Next class begins: June 19, 1962. Guaranteed instruction—tuition $300—for the complete course. Living accommodations can be arranged near the school. Broadcast Engineering Institute, P. O. Box 2165, Sarasota, Florida.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts July 16—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y OX 5-9245.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing programming, console operation. **Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.**

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start June 12, July 31, and Sept. 18.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange; 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Tomaco Tower Paint," a time tested and approved tower finish used by discriminate stations, coast to coast. #300 Primer, #301 White, #302 International Orange—$7.95 per gallon prepaid. Tower Maintenance Co. Inc., Post Office Box 246, Glen Burnie, Md. Phone 301-766-0766.

"Days-Dates-Data". New monthly Deejay gag service. Sample copy $3.00. Show-Biz Comedy Service—(Dept. BM) 65 Parkway Court, Brooklyn 35, New York.

RADIO

Help Wanted—Management

$25,000.00
SALES MANAGER

Major metropolitan Eastern radio station, top ratings. Immediate opening for self-starting inspirational sales manager, local and national know-how. If you can't make $25,000 on our salary plus incentive bonus, this is NOT FOR YOU. Reply in confidence.

Box 256M, BROADCASTING

Sales

EXPANDING PERSONNEL

Salesman— With experience in AM radio sales, stable personal background, apply in detail.

Announcer—1st phone, good voice for this competitive market. No rockers. Contact John R. Livingston, WJRL, 125 N. Church, Rockford, Illinois. 968-5821.

Announcers

WANTED

CRACK RADIO NEWSCASTER/COMMENTATOR FOR AGGRESSIVE ADULT STATION IN ONE OF OHIO'S LARGEST MARKETS. MUST HAVE EXPERIENCE, EXTRAORDINARY ABILITY, GUTS, AND IMAGINATION, WITH YEN TO EDITORIALIZE. SALARY OPEN. RUSH FULL INFORMATION, INCLUDING REFERENCES, PHOTO, AIR CHECK TO

Box 184M, BROADCASTING

Technical

ENGINEER

Top notch engineer desired by leading sound and background music company. Supervisory ability desirable. Must have knowledge of FM multiplex transmission and reception. Salary open.

MUZAK IN WASHINGTON
1341 L St., N.W.
Washington, D. C.

Help Wanted—(Cont'd)

Technical

OVERSEAS OPPORTUNITIES
EUROPEAN AREA

RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given. Submit experience and earnings to

Box 841K, BROADCASTING

DIRECTOR OF ENGINEERING

Outstanding career opportunity to head growing company's five am broadcast properties as director of engineering. Must be completely experienced with directional arrays, FCC procedures, etc. Some immediate construction involved as well as a certain amount of reasonable travel. Should have at least a minimum of ten years experience in industry, the last five as chief engineer. Submit experience and earnings.

Box 226M, BROADCASTING

RADIO

Situations Wanted

Announcers

A THINKING D. J.

Penetrating morning or afternoon d .j. show. Adult. Broad knowledge of music, interviewing, sports. Vast experience. Community relations conscious. Voice on many national commercials. Will help create bright, mature image in your major market.

Box 266M, BROADCASTING

Production—Programming, Others

PROGRAM EXECUTIVE

Thoroughly experienced all phases of station operations: administration, programming, music, production, public affairs. Top creative ability and music programming know-how. Eleven years experience in three of first ten markets. Documented success story . . . AAA references. Idea reservoir far from dry.

Box 294M, BROADCASTING

INSTRUCTIONS

FIRST PHONE IN 6 WEEKS

Train on beautiful Gulf Coast. Practical training on 5000 watt commercial station. Air Conditioned classrooms. American Academy of Electronics. 303 St. Francis St., Mobile, Alabama.

TELEVISION

Help Wanted—Technical

ENGINEERS FIELD SERVICE

The Dage Division of TRW is expanding its Field Service and R/D Groups to staff new programs on Dage's TV missile-monitoring systems and machine-tool tape controls.

Engineers Field Service-Tv

To carry out missile-site installation, maintenance and service on Dage closed-circuit TV missile-monitoring systems. Background in communications equipment, solid-state circuitry or broadcast electronics helpful. Requires EE Degree or equivalent experience and training.

Tv Equipment Development

Design and develop circuits and systems for closed-circuit TV cameras and equipment. Background in communications, broadcasting or general electronics desirable. EE and several years' related experience.

Electronic Controls

To design and develop solid-state circuits for machine-tool tape controls. Background in logic systems, computer design and storage units applicable.

Dage is a small, growth-type organization located in the vacationland of the Indiana Dunes on the shores of Lake Michigan.

Qualified applicants are invited to mail their resumes to W. G. Kirkwood, Box EM-211C, 23555 Euclid Avenue, Cleveland 17, Ohio.

DAGE *Thompson Ramo Wooldridge Inc.*

An equal opportunity employer

TELEVISION

Situations Wanted

Production—Programming, Others

NEWS & PUBLIC AFFAIRS

Heading award winning five man radio/tv news department in major east coast market. Excellent voice and camera presence with many network participations and highest local ratings. First class producer-writer-cinematographer. Finest industry references. Aggressive, 34 year old news & public affairs specialist who wants broader horizon. SOF & videotape available. Top ten only. $15,000.00 minimum.

Box 366M, BROADCASTING

Situations Wanted—(Cont'd)

Production—Programming, Others

PROMOTION DIRECTOR IN TOP TEN MARKET DESIRES CHANGE

Experienced in all phases of sales and audience promotion. Fourteen years experience includes disc jockey and announcing, plus programming and selling. Background also qualifies me for sales manager position as I know local and national selling thoroughly. Excellent references. Age 33. Married.

Box 259M, BROADCASTING

MISCELLANEOUS

ATTENTION SYNDICATE RADIO SALESMAN

Guaranteed extra earnings. Producer has proven hot package of vignettes. High acceptance with track record selling 1 in 5. Earn an extra $150 to $300 a week. Commission only, but sure fire! For details, write

Box 363M, BROADCASTING

MOVING?
SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, worksaving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

Break our contests in your market, and crack your market wide open! For details of these and other production services, write: First Aids For Radio, P. O. Box 385, Algonquin, Ill. Send for your audition tape.

FOR SALE—EQUIPMENT

Why tie up your money in frozen assets? We lease new or used broadcasting equipment, office machinery, cars and trucks.—Select your own equipment supplier—we buy for cash and lease to you over period of years. Conserve your cash and take advantage of possible tax benefits.

GENE O'FALLON & SONS LEASING
639 Grant Street Denver 3, Colo.
AM 6-2397

EMPLOYMENT SERVICE

• JOBS IN •
RADIO & TV
A new concept in obtaining jobs throughout East Coast & Midwest. Find out how you can list and have your resume mailed to over 1000 stations. A sure fire way of obtaining jobs, for all broadcast personnel, experienced or professionally trained. Write immediately
JOB XCHANGE
458 Peachtree Arcade
Atlanta, Ga.

BETTER JOB!
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW
WALKER EMPLOYMENT SERVICE
Jimmy Valentine — Broadcast Division
83 So. 7th St. — Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE
Stations

Florida 5000 watt non-directional daytimer major market. Nothing down. $200,000.00 over 8 years.
Box 301M, BROADCASTING

For sale by owners—full time property in one of the nation's top 20 markets. Priced below market value. Excellent terms. Must sell because of illness. Only financially qualified purchasers need reply.
Box 362M, BROADCASTING

Ala	single	daytimer	$ 85M	terms
Ky	single	daytimer	75M	$29M
Fla	medium	fulltime	275M	$110M
Ga	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER
SOUTHWEST regional single. Earner. Asking $125,000. 29% down. *"A GUNZENDORFER Exclusive."*
CALIFORNIA absentee owned. Asking $115,000. 29% down.
FM's $60,000, $125,000, $165,000.
WILT GUNZENDORFER AND ASSOCIATES
Licensed Brokers — *Phone OL 2-8800*
8630 W. Olympic, Los Angeles 35, Calif.

Tex. metro regional, absentee owned, 1961 cash flow $60,000. $250,000 with $50,000 down—Tex. major FM. $75,000 with 10% down—Tex. regional single $70,000—Tex. f.t. single $70,000—Tex. medium f.t. $160,000—Ark. medium regional $150,000—Ark. regional single $78,750—Ark. major f.t. regional $180,000—La. regional single $45,000—Colo. regional single $50,000—Okla. single, making money $95,000—Tenn. major power, billed over ¼ million yrly past several yrs. $350,000 23% down—Ga. regional single $50,000—Ga. regional single f.t. $75,000 with $15,000 down—Fla. f.t. single $45,000 with $10,000 down—Fla. medium regional $95,000—Fla. medium f.t. power $175,000—Fla. medium regional $145,000—Miss. single $45,000—Tex. major regional $200,000, just $25,000, bal. 10 yrs. no interest! Contact:
PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

Continued from page 114

for following vhf tv translator stations: K04AN, Chinook Tv Assn. Inc., Chinook, Mont.; K12BO, Glasgow Tv Club Inc., Glasgow, Mont.; K12BS, Breckenridge Volunteer Fire Dept., Breckenridge and Blue River Valley, Colo.; K12AS, Long Pine Fire Dept., Long Pine, Neb.; K07BO, K09AZ, Polson Tv Improvement Assn., Polson, Mont., and specify type trans.; K02BP, Hotchkiss Community Tv Assn., and specify type trans.

KAKA, Wickenburg Bcstg. Inc., Wickenburg, Ariz.—Granted transfer of negative control from **Mamie Gander** to **Lowell F. Beer**; consideration $10,000 for 50% interest.

■ Granted renewal of licenses for following stations: KFRM Salina, Kan.; KJSK Columbus, Neb.; KARR Great Falls, Mont.; KBHS Hot Springs, Ark.; KBOE Oskaloosa, Iowa; KBTR Denver, Colo.; KDTA Delta, Colo.; KGFX Pierre, S. D.; KLIZ-AM-FM Brainerd, Minn.; KLOV Loveland, Colo.; KLZ Denver, Colo.; KOTA-TV Rapid City, S. D.; KSSS Colorado Springs, Colo.; KUBC Montrose, Colo.; KURL Billings, Mont.; KUSN St. Joseph, Mo.; KWEB Rochester, Minn.; KWOA-AM-FM Worthington, Minn.; KXLF-TV Butte, Mont.; WAIL Baton Rouge, La.; WJON St. Cloud, Minn.; WKFM (FM) & SCA, Chicago, Ill.; WLBN Lebanon, Ky.; WMCH Church Hill, Tenn.

KLEI Kailua, Hawaii—Granted license for new am station.

KGMS, KGMS Inc., Sacramento, Calif.—Granted assignment of license to **Capitol Bcstg. Co.**

Actions of May 29

WJAG, WJAG Inc., Norfolk, Neb. — Granted transfer of control from **E. F. Huse Jr.**, individually and as co-executor of estate of **E. F. Huse**, deceased, to **E. F. Huse Jr.** and **K. S. Huse**, as family group.

KVSH, The Valentine Bcstg. Co., Valentine, Neb.—Granted transfer of control of **WJAG Inc.**, majority stockholder of licensee corporation, from **E. F. Huse Jr.**, individually and as co-executor of estate of **E. F. Huse**, deceased, to **E. F. Huse Jr.**, and **K. S. Huse**, as family group.

K80BC Concord and Walnut Creek, Calif.—Granted license for a uhf tv translator station.

KCMC Inc., Texarkana, Tex.—Granted cp for new low power broadcast station.

K74BO Santa Rosa, N. M.—Granted cp to replace expired permit for new uhf tv translator station.

K09EO, K13CH Douglas, Wash.—Granted cps to replace expired permits for new vhf tv translator stations and specify frequency, ERP, type trans., and make changes in ant. system; specify ERP; type trans., and make changes in ant. system.

K09ER, K11EY, K13EP Ephrata, Soap Lake, Moses Lake, Larson Air Force Base, Wash.—Granted mod. of cps for vhf tv translator stations to change ERP, frequency, trans. location, type trans., and make changes in ant. system.

K71BA, K73BA, K75BB General Wenatchee and East Wenatchee area, Wash.—Granted mod. of cps for uhf tv translator stations to change ERP and make changes in ant. system; to change frequency, ERP, and make changes in ant. system.

K73AY Blythe and Palo Verde, Calif.—Granted mod. of cp for uhf tv translator station to change type trans.

K13CX Pegram, Idaho—Granted extension of completion date to Nov. 29.

KKJO, Kres Radio Corp., St. Joseph. Mo.—Granted mod. of license to change name to **Marti Bcstg. Corp.**

WJAC-FM Johnstown, Pa.—Granted mod. of license to change studio location; condition.

KFDR Grand Coulee, Wash.—Granted license covering change in ant.-trans. and studio location and make changes in ant. and ground system.

Northwest Publications Inc., Superior, Wis.—Granted cp and license for new low power station.

WRJC, John D. Rice, Mauston, Wis.—Granted assignment of cp to **Radio Juneau County Inc.**

KHBR-FM Hillsboro, Tex.—Granted cp to decrease ERP to 3.2 kw; increase ant. height to 155 ft.; change ant.-trans. and studio location (am site), make changes in ant. system; condition.

KFGT Flagstaff, Ariz.—Granted cp to reinstate expired permit for new am station.

KXEO Mexico, Mo.—Granted cp to install old main trans. and auxiliary trans. at main trans. location.

KMOD-FM Midland, Texas — Granted mod. of cp to change type ant.

KFGT Flagstaff, Ariz.—Granted mod. of cp to change ant.-trans. location.

WVCG-FM Coral Gables, Fla.—Granted mod. of cp to move ant.-trans. location; condition.

■ Granted extensions of completion dates for following stations: KOMY-FM Watsonville, Calif., to Oct. 3; WNSH-FM Highland Park, Ill., to Nov. 16; KUFY (FM) Redwood City, Calif., to Oct. 1; WASH (FM) Washington, D. C., to Oct. 1; KMOD-FM Midland, Tex., to Dec. 6; KACE-FM Riverside, Calif., to July 10; WTCN Minneapolis, Minn., to Sept. 3; KSCB Liberal, Kan., to Sept. 7; WCLS Columbus, Ga., to July 10; WWOK Charlotte, N. C., to Nov. 20; KUDU-FM Ventura-Oxnard, Calif., to July 30; KNEZ Lompoc, Calif., to Aug. 6.

Rulemakings

■ Commission invited comments to proposed amendments to its broadcast rules which would: (1) Permit am, fm and tv stations to use automatic devices for keeping operating log. (2) divide operating log into two separate logs, retaining in operating log only those entries concerning operation of trans. and transferring to maintenance log less frequent entries relating to maintenance of equipment; (3) require supervisory radio operation of small stations allowed to operate without fulltime attendance by operator holding first class radiotelephone operator license to make daily entries in maintenance log regarding maintenance and operation of equipment, and (4) repeat in rules dealing with keeping of logs all logging requirements now appearing in various rule sections. Proceeding deals only with operating log; recision of program log requirements is subject of another proceeding, Action June 6.

■ Commission is proposing rulemaking which would permit installation of remote broadcast pickup base stations at suitable locations from which official broadcasts may originate in time of war or other national, state or local emergency threatening safety of life and property, also to interconnect broadcast stations operating in Emergency Broadcast System. Comments are invited by July 16. Commission also proposes to make other changes in remote pickup rules, clarify permissible uses under normal conditions, provide for certain added uses, and to give more flexibility in use of remote pickup mobile stations with other broadcast stations. Action June 6.

■ By report & order, commission finalized rulemaking in Doc. 13458 and amended tv table of assignments by assigning ch. 33 to Syracuse, N. Y., and deleting that channel from Batavia and ch. 48 from Watertown, effective July 16. This proceeding stems from petition by Springfield Tv Bcstg. Corp., licensee of tv stations WRLP (ch. 32) Greenfield, WWLP (ch. 22) Springfield, and WWOR (ch. 14) Worcester, Mass. Action June 6.

■ Commission invites comments by July 9 to notice of proposed rulemaking looking toward assigning uhf chs. 16, 22 and 19 to Mayaguez, Ponce, and San Juan, P. R., respectively. Action May 29.

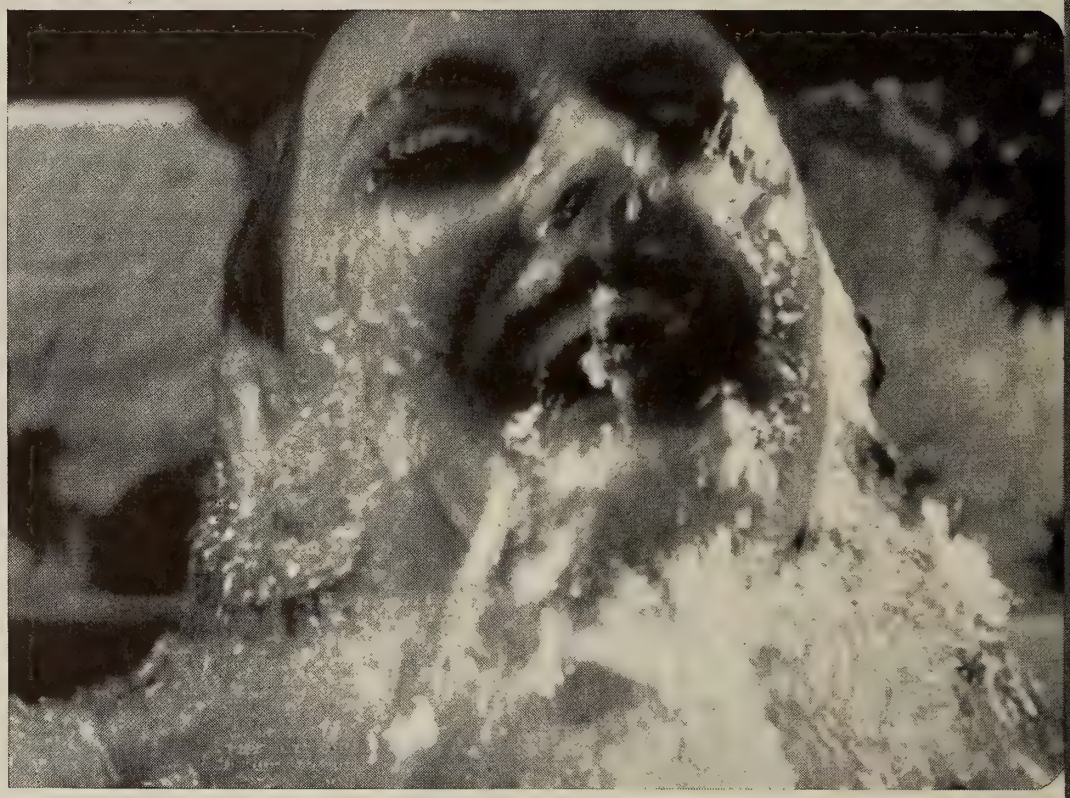
PETITION FILED

Sec. 3.606: The Board of Education of the City of Atlanta, Atlanta, Ga. (5-28-62)—Requests amendment of rules so as to reassign ch. 57 from Marietta, Ga. to Atlanta, Ga., and reserve it for non-commercial educational use. Ann. June 1.

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OUR RESPECTS to James Schiavone, general manager, WWJ-AM-FM-TV Detroit

Newspapering was too narrow for all his ambitions

When James Schiavone became general manager of WWJ-AM-FM-TV Detroit last fall, one of the first things he did was to lift the time limits from all radio newscasts to let reporters air the real substance of the hard news, long or short—and skip the fillers.

This quiet bit of experimentation to take full advantage of radio's flexibility today has proved to be most successful. It was in the true journalistic tradition of the WWJ stations' parent, the *Detroit News*. But it was also typical of the energy and drive beneath Mr. Schiavone's outwardly easy-going appearance Well liked by his staff and business associates for his leadership and friendly disposition, Mr. Schiavone is respected as an executive who knows where to go and doesn't want to waste time unnecessarily in getting there. His vigor seems to permeate the 180-man tv-radio staff and the stations' achievements in public service, live programming and other activities as well as news.

Proud Record ▪ It could be hard for a new chief executive to measure up to the historic and proud record enjoyed in many fields by the NBC-affiliated WWJ stations. But Mr. Schiavone has seized the challenge with the same zest that has illuminated his career since his youth. He is constantly encouraging the radio-tv staffs to experiment with live programs. Color film documentaries also are high on his list. And the formal WWJ public affairs committee, formed two years ago to seek out local needs, meets weekly under his guidance.

James Schiavone was born Nov. 14, 1917, at Niagara Falls, N. Y., where his father was in the hotel business. The family moved to Flint, Mich., shortly afterward, however, and his father went to work for the Buick division of General Motors there. Young Jim entered public school at Flint and by the time he was in the seventh and eighth grades he was very much involved in student newspaper ventures.

The newspaper side of journalism would become important in his career but it would only be the start. Even at that age he recalls he had his heart set on the wonderful new and exciting world of radio.

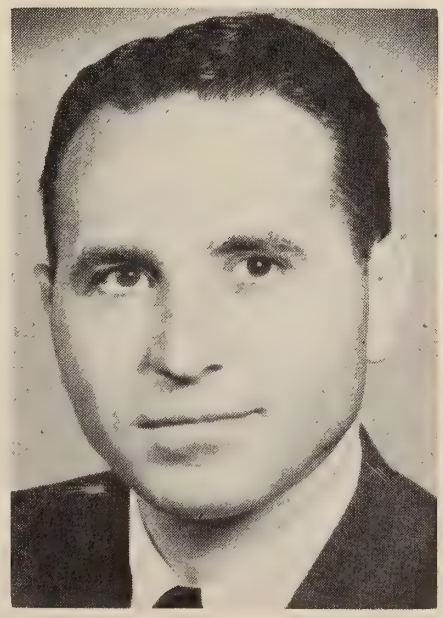
Flint's huge Central High School (enrollment topped 5,000) put young Mr. Schiavone into the "big time" almost immediately. Besides editing and writing for the student paper, *The Arrowhead*, he earned his spending money as a stringer for the *Flint Journal*. He covered not only high school news and sports events but also industrial league and other sports activities.

High School Politician ▪ Between his studies and his newspaper work, Mr. Schiavone didn't find much spare time for other things. Except for campus politics, that is. He was elected president of the school's student union and also president of his junior class.

After graduation in 1936, Mr. Schiavone joined the *Flint Journal* as a full-time reporter, covering both general assignments and sports. He took several commercial courses at Baker Business U. in his free time, but in 1938 he decided to acquire formal training in his chosen field. He went to Ann Arbor and enrolled at the U. of Michigan as a speech major, taking courses in announcing, production and other communication arts as well as general college courses.

Mr. Schiavone worked part-time for the university's radio production studio, too, helping produce programs aired locally on WPAG there as well as other commercial stations in the Detroit area and elsewhere by transcription. The experience proved valuable when his college work was interrupted in November 1940 by the military draft. He was sent directly to the area headquarters of the Fifth Army Corps in Chicago to write news releases, radio scripts and speeches.

Time to Fight ▪ Private Schiavone missed recruit training completely ("I didn't even get a uniform or see a military post until after Pearl Harbor," he remembers), but the army did give him something he didn't have before. That was a "middle name" ("It was 'NMI' for 'no middle initial,'" he recalls). After the Japanese attack, he vowed it would be no more at the desk for him. He wanted to fight.



WWJ stations' Schiavone
A whack only now and then

Signing up for the first available training class offered by the officers' candidate school, Mr. Schiavone found himself in the Field Artillery and by 1944 was in the thick of the fighting in the Pacific. There he earned the bronze star and four campaign stars, including Leyte. He held the rank of captain.

In 1946 Mr. Schiavone returned to the U. of Michigan to complete his education. Digging in vigorously, he went to classes all year around until he earned his B.A. degree in 1948. He worked just as actively at the school's radio production center once again. By this time it was much expanded and operating on a far bigger scale, including tv experimentation.

He wrote what he recalls was the first half-hour live drama produced on WWJ-TV while still in school. Since it started in 1947, WWJ-TV has cooperated a great deal with the university.

Back to Uniform ▪ After graduation, Mr. Schiavone was employed fulltime by the university as production manager of its new WUOM (FM) Ann Arbor. His love was directing. Several award-winning series, historical documentaries, soon evolved and were distributed all over the nation. Tv experimentation continued on the side, too. But in 1950 he was recalled into the artillery and during the Korean conflict served as administrative staff officer at Oklahoma's Fort Sill.

Mr. Schiavone joined WWJ-TV in July 1952 as a tv producer-director. Later that year he was promoted to assistant program and production manager for both tv and radio and in 1953 he became tv program and production manager. Three years later he was named tv operations manager and in late 1957 was elevated to station manager of WWJ-TV. He was named to his present post Oct. 1, 1961.

Betty Jo Hedgecoxe of Marlow, Okla., became Mrs. James Schiavone in April 1952. They met while he was at Fort Sill. They have a son, Mark Grant, who will be 3 next month. The family lives in Birmingham, Mich.

Mr. Schiavone is a member of the United Foundation publicity committee, the Broadcast Pioneers, Detroit's Adcraft Club, Economic Club and Athletic Club. In a rare moment he takes a whack at a golf ball. But the whack, though rare, still shows that Schiavone vigor.

Looking at the wrong thing

IF the Congress appoints a committee to investigate the moral tone of motion pictures, as some of its members have requested it to do, television is bound to find itself sharing the target area.

The rationale given by supporters of the proposed investigation is that movies are corrupting the young. Therefore, according to this reasoning, the Congress ought to investigate movies. The reasoning will be familiar to anyone who has followed the investigation of television by a Senate subcommittee under the chairmanship of Sen. Thomas Dodd.

The Dodd subcommittee spent a year and a half looking at television films and making subjective judgments about the incidence of sex and violence. But it failed utterly to show any connection between television and juvenile delinquency, the subject it was created to investigate.

A committee empowered to study movies could only repeat the pointless pattern established by the Dodd subcommittee. It could look at movies until its eyes blurred and never learn positively whether any of them had any influence on juvenile morals or deportment.

Sooner or later in any congressional investigation of movies, attention must turn to movie advertising on television and to the movies that television shows. Only a congressman who cringed at publicity would keep a staff from linking two such glamorous possibilities for public attention.

If juvenile delinquency is a problem, and no doubt it is, the way to study it is by looking at juveniles, not at television or movies.

Nibbling at Sec. 315

LAST WEEK Sen. Jacob K. Javits (R-N. Y.) proposed a joint Senate-House resolution suspending the application of Sec. 315, the equal time law, to the 1962 senatorial and congressional campaigns. The week before President Kennedy had recommended a suspension of the law's application to the 1964 Presidential campaigns.

Earlier in this session of the Congress other bills have been introduced to provide one kind of relief or another from the restrictions of the political broadcasting law. It is obvious that a good many people recognize that the law has imperfections. We suggest the imperfections are beyond repair by any means short of repeal of everything that is left of Sec. 315.

The problem, of course, is to persuade politicians to completely eliminate a section of the Communications Act that they persist in thinking guarantees them access to radio and television. This thought was expressed repeatedly during committee considerations and debate over the amendment to Sec. 315 that was adopted in 1959. At that time broadcasters succeeded in eliminating news programs and coverage of special events from the provisions of the section, but they made that gain while suffering a loss in another direction. The same amendment added new language to the Communications Act requiring broadcasters, when presenting news, to operate "in the public interest" and to afford reasonable opportunity for opposing views to be heard on controversial matters. This has become known as the fairness doctrine and has been used repeatedly by the FCC as the justification for harassing broadcasters every time a crackpot fancies that he and his ideas have been slighted.

In 1960 Sec. 315 was suspended in its application to the Presidential campaign. That permitted broadcasters to present the debates between Messrs. Kennedy and Nixon without having to accord equal time to nine other candidates who were running, or rather limping, for the Presidency.

It has never been clear to us why a Congress would trust broadcasters to operate freely in the coverage of the election for the highest office in the land and not accord them the same freedom in the coverage of races for lesser offices. By almost unanimous judgment, political leaders have applauded the radio and television coverage of the 1960 Presidential campaign.

The exception, of course, was the report of the Senate Watchdog Subcommittee headed by Sen. Ralph Yarborough (D-Texas) which had some nasty things to say. The wisdom of the chairman of that subcommittee may be appraised by recent disclosures that he took around $5,000 in gifts from a fellow Texan, Billie Sol Estes.

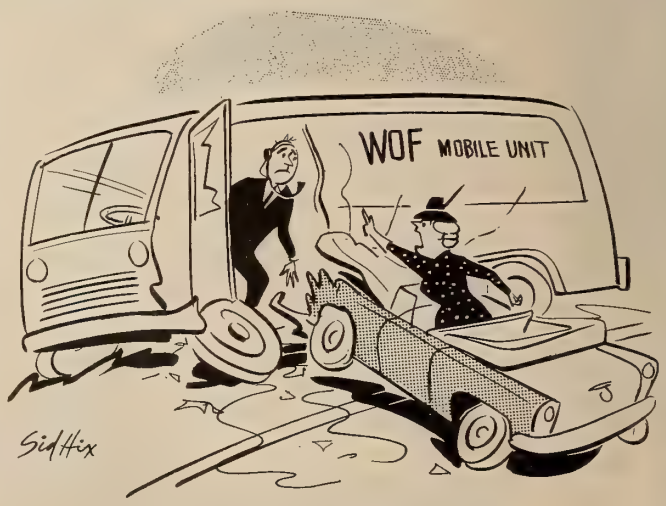
We doubt that the Congress will pay much attention to the Senate Watchdog Subcommittee's report. It remains now for broadcasters to revive the campaign for full repeal of Sec. 315.

There is no better than an outside chance that repeal can be obtained in this Congress. A great mass of high priority legislation must be disposed of before the members leave to campaign for reelection. But it is not too early for broadcasters to begin work for repeal at the next session of Congress. Piecemeal fiddling with Sec. 315 has been proved inadequate.

Edgar Kobak

RADIO was a young man's game when Edgar Kobak joined NBC for the first time in 1934 as vice president in charge of sales. He was 39 and NBC was in its eighth year. He brought to network radio the sales practices he had learned in the print media; in addition to a background in engineering. He continued his avid interest in broadcasting and in all advertising, as a consultant to several companies, until his sudden death last week at the age of 67.

Ed Kobak was a salesman to the core. He was responsible for many of the techniques now in vogue in broadcasting. He was a humanitarian, too, who always found time to promote good causes and to help young people move ahead. Kobak "boys" who trained under him at McGraw-Hill, NBC, Blue Network Co. (now ABC), Lord & Thomas (now Foote, Cone and Belding) and Mutual are among the executives now in responsible positions in broadcasting, advertising and publishing. Ed Kokak made a great contribution to all broadcasters. He will be missed.



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RCA Sales Corporation

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Raymond W. Saxon, Vice Pres.
Marketing
RCA Sales Corporation

COLOR TV



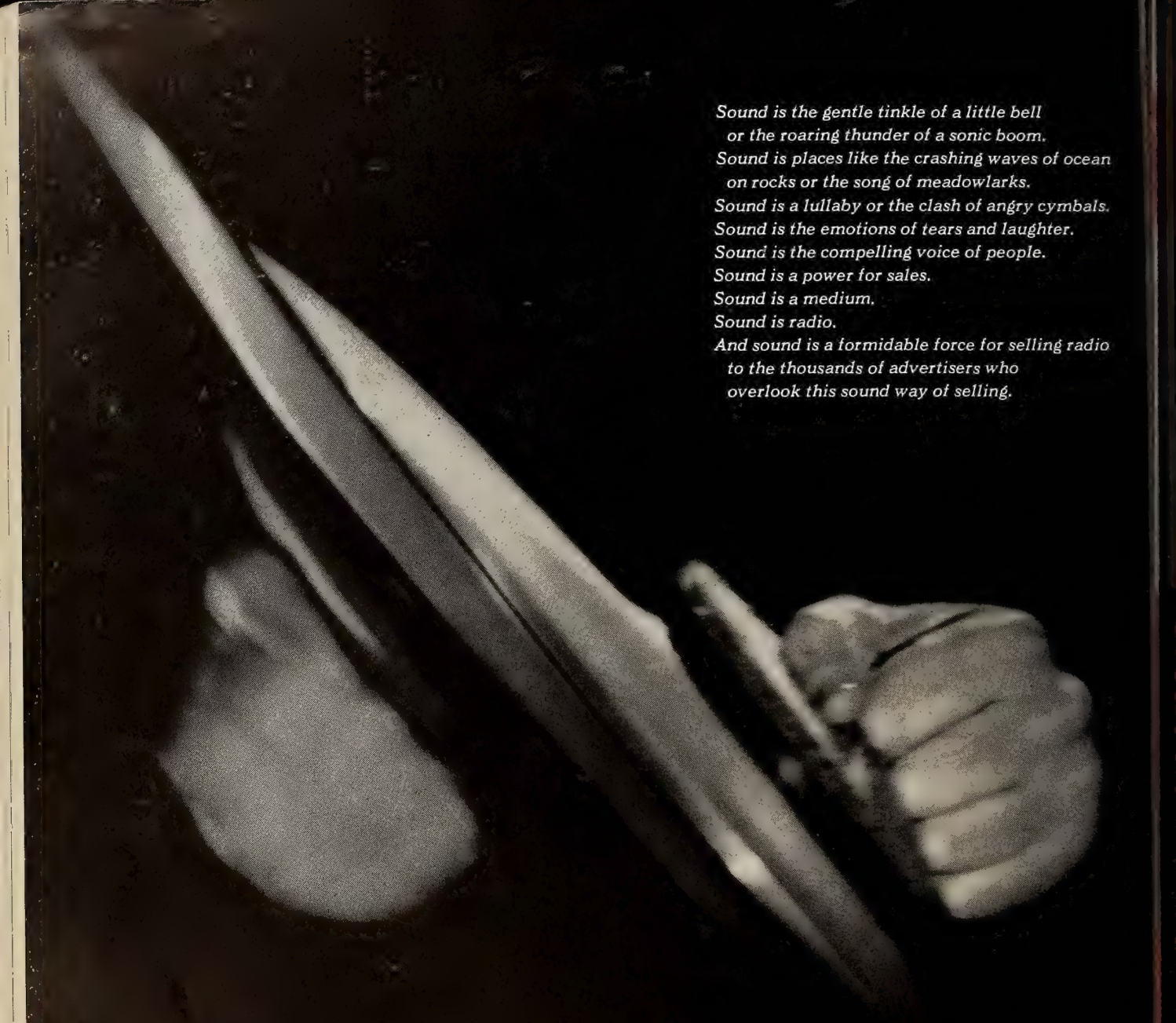




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or the roaring thunder of a sonic boom.
Sound is places like the crashing waves of ocean
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Sound is a lullaby or the clash of angry cymbals.
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Sound is the compelling voice of people.
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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 18, 1962

Uplifting tv programs for children on way, but will audience attract sponsors? 27

Senate stamps okay on all-channel set bill; it's nearly ready for President 42

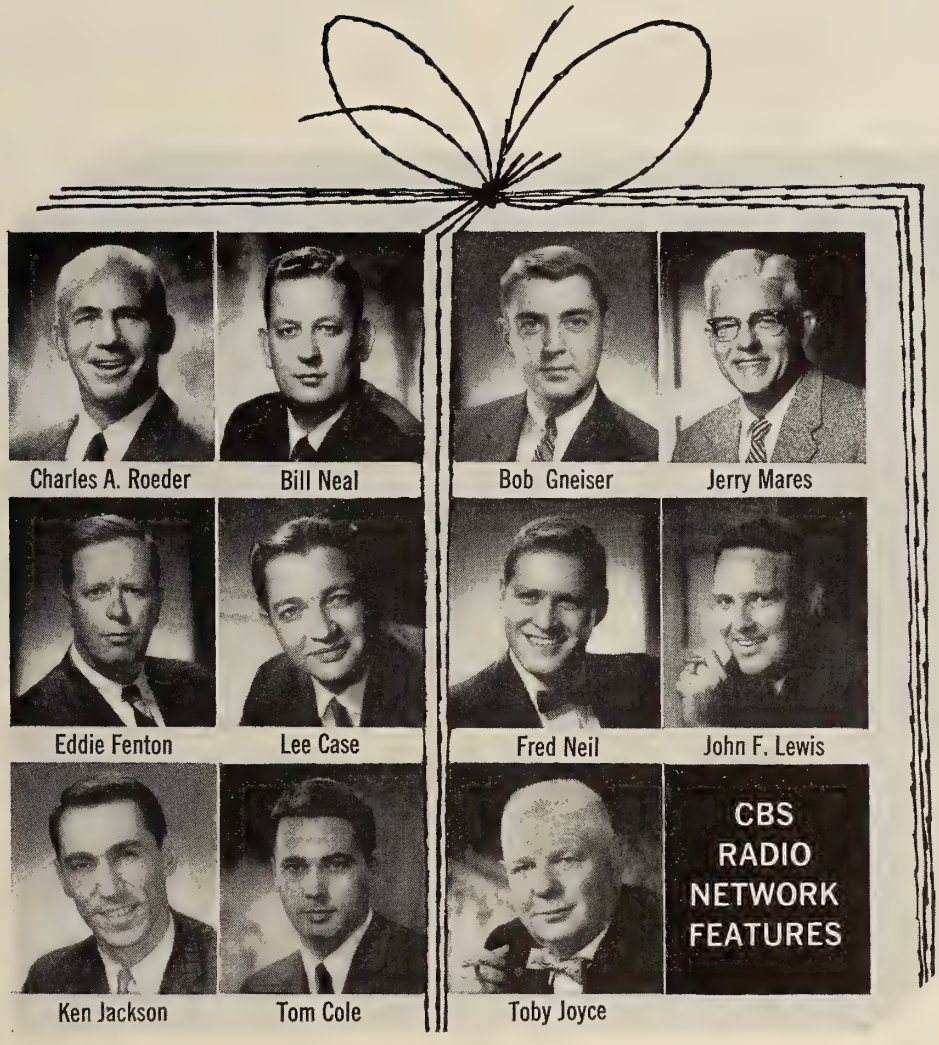
Sen. Pastore circles July 10 on his calendar for equal-time hearing 54

Indianapolis compromise: plan offered FCC by Crosley, WIBC 52

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OF DALLAS AS THE
STATE
FAIR!
KVIL TOP STATION AMONG DALLAS' HIGHLY MOBIL



Adults BUY this radio package!

WCBM is the **complete** radio package that adults in Baltimore prefer! And they are the people who respond . . . the people who buy! They are the DECISION MAKERS —the adults who control the purse strings.

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CLOSED CIRCUIT®

Renewal forms conflict

Although FCC is shooting for approval of its new renewal form prior to Aug. 1 recess, it made no progress at what was to have been final meeting last Monday. Seven commissioners pulled in about six different directions, with prospect that commission may start on brand new tack and perhaps go back to licensees, through NAB, for further consultation. Staff brought in single form, whereas instructions had been for separate forms for radio and television, with former stripped down to essentials. Only area in which there was unanimity was on logging requirements in which substantial concessions to broadcasters are said to have been proposed.

Controversy centered around inclusion of both typical week, projecting future programming breakdown by percentages, and "composite" week, covering past programming to get "promise vs. performance" comparison. At least two commissioners opposed breakdowns and wanted to rely on narrative presentation of local programming. Also proposed was variation of commercial vs. sustaining breakdown which apparent majority wanted eliminated. Included too was provision obviously designed to implement NAB codes for both radio and television in renewal forms by inquiring whether stations subscribe to codes and if not standard NAB codes, to attach copies.

Sunup or sundown?

Sweet taste of success being enjoyed by daytime broadcasters as result of House Commerce Committee approval of bill to extend hours of operation may turn sour before Congress goes home. Although House may go along with committee's recommendation to let some daytimers go on air before sunrise, there is no assurance Senate will even consider measure. Senate Commerce Committee has daytimer bills pending before it, but doesn't plan to consider them until House acts—"if then," as one source put it. Missing from Senate side of Capitol is kind of pressure daytimers exerted on congressmen.

New ownership rule

FCC majority has given tentative approval to rule change liberalizing multiple ownership restrictions for individuals owning stock in licensees having 50 or fewer stockholders. Rule change was requested in 1960 by Westinghouse Broadcasting Co. and comments invited by FCC; all response favored change (BROADCASTING, Jan. 23, 1961). New rule would permit individual to own up to 5% of licensees having 50 or fewer stockholders without ownership applying to limitations of total number of stations he could own. Under present rule 1% or greater ownership counts against individual in total allowed (5 vhf, 7 am, 7 fm). Probable exception would be owner of any stock whatsoever who "in fact controls or has a substantial voice in the control" or management of corporation and its affairs. Commissioners Robert T. Bartley and Frederick W. Ford plan dissents.

Next compensation cut

Now that CBS-TV has invoked new affiliate payment schedule that will reduce station compensation by about 6%, NBC-TV affiliates fully expect their network to take step that will be somewhat comparable. NBC-TV officials have publicly stated need for adjustment of affiliate payments to improve network profits that all three networks have said are now marginal. Only question is: How much cut will NBC-TV ask affiliates to take and when?

CBS affiliates want cash

Pressures appear to be building up within CBS Radio affiliates board for revision of network's station-compensation policy to reinstate money—not just network-supplied programs for stations to sell locally—as medium of station payments. Network officials, who installed current system as part of Program Consolidation Plan (PCP) in January 1959, point out it was recommended originally by affiliates board, take position that affiliates can have money system back if they want it—but that stations would have to give CBS Radio better and/or more time periods for network sale so that network could afford cash compensation. CBS radio network didn't quite reach black ink last year but hopes to make it this year.

Compensation question is due to come up at meeting of affiliates board, headed by E. K. Hartenbower of KCMO Kansas City, with CBS Radio officials in New York on Tuesday. It's timely, because PCP, which has operated on two-year contracts, is up for renewal at end of year. But money probably won't be only subject on agenda. At least some affiliates, for instance, consider some current network programs "obsolete"—most notably, in drama block on Sunday afternoons—and, while commending work of CBS News, feel there ought to be "more and better" news, preferably with less proportionate emphasis on international events.

$1 million film deal

CBC-TV is reported to have completed transaction with CBS Films Inc., under which Canadian network will carry next fall three new CBS-TV series and new episodes of two other network shows at cost estimated at well over $1 million. Deal said to be largest single international sale made by CBS Films. Series covered include *The Defenders, Perry Mason, The Nurses* and two others tentatively titled *The Hillbillies* and *True*, featuring Jack Webb.

Interim applicant

Application is being prepared for interim operation of ch. 13 Grand Rapids, Mich. Of five remaining applicants for channel, three are definitely committed to interim corporation and other two are expected to join. Officers of temporary corporation will be rotated to insure equality. Group is hopeful of filing interim application this week with FCC.

TIO chief quest

Search for successor to Louis Hausman as director of Television Information Office is intensifying and may soon produce result. Television Information Committee, governing board of TIO, has picked three names that would be acceptable, is now scouting out their availability.

Set market confusion

With passage of all-channel set legislation, and undoubted signature by President, several months of confusion are seen in tv set market. Public may, it's feared, hold off buying tv receivers until all-channel sets arrive—and that's considered year or more off. First moves must be by FCC in setting performance guidelines for all-channel sets. This may take up to year, it's believed in trade circles. After that, radio-tv makers must realign production lines, although if manufacturers are hurting bad this can be done quickly. Latest industry figures, for April, show that there were 300,000 tv sets in pipelines (manufacturers, distributors and dealers).

Published every Monday, 53rd issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



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WFAA-TV dallas

AT COMMUNICATIONS CENTER abc

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Represented by Edward Petry & Co., Inc. *The Original Station Representative*

WEEK IN BRIEF

The persistent critics who harp, often without adequate background, about childrens' programs must face up to a new crop of tv programs, many with cultural themes. Two dozen are in the works. See lead story . . .

RASH OF CHILDREN'S TV . . . 27

The all-channel bill requiring vhf-uhf tv tuners was passed by the Senate last week. All that remains is House-Senate accord on a minor change. FCC-sponsored plan should go to White House soon. See . . .

SENATE PASSES UHF BILL . . . 42

A move toward action in the ASCAP-all industry tv music negotiations was taken last week when Judge Ryan, in New York, called all parties involved into chambers for a conference on the subject. See . . .

RYAN'S ASCAP TALKS . . . 68

The two key parties in the Indianapolis tv controversy —Crosley and WIBC Inc.—have proposed a plan to the FCC to resolve the problem. It includes the sale of WLWA (TV) Atlanta to WIBC Inc. for $3.3 million. See . . .

CROSLEY-WIBC CH. 13 PLAN . . . 52

Relief from the Sec. 315 equal-time requirements will be the subject of hearings this week before Sen. Pastore's Communications Subcommittee. He voiced "fervent hope" for action at current session. See . . .

EQUAL TIME HEARING SET . . . 54

Another move toward elimination of the Sec. 315 equal-time requirements is slated this week when Sen. Hartke plans to introduce a bill providing considerable relief from political restrictions. See . . .

HARTKE ASKS MODIFIED 315 . . . 58

Florida broadcasters lead the nation in the ratio of stations that editorialize, the state broadcasters association was told by Lee Ruwitch, retiring president. Three-fifths of stations editorialize. See . . .

FLORIDA'S EDITORIAL LEAD . . . 60

Six national sponsors have joined Radio Advertising Bureau's test plan for radio, designed to prove the medium's sales effectiveness. Kevin Sweeney, RAB head, expects 30 participants in plan by yearend. See . . .

SIX JOIN RAB TEST PLAN . . . 36

Interest is still running high in television's product protection controversy but there's less action to report. Advertisers, agencies and stations continue discussions of extent of brand protection. See . . .

LULL IN PROTECTION FUROR . . . 32

NAB's television code board has developed a new plan for monitoring its subscriber stations. It's based on review of master logs plus off-air monitoring. Plan was approved at meeting held in Seattle. See . . .

NEW TV MONITORING PLAN . . . 62

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $12.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.



JUST ACROSS CONSTITUTION PLAZA!

Number One Hundred Constitution Plaza, a sleek onyx structure of eighteen stories, nears completion a few short paces across Constitution Plaza from Broadcast House. When completed, it will house yet another major Hartford office of the Hartford National Bank and Trust Company, an organization founded in 1792. Like Broadcast House, first of a complex of modern structures to be completed in Constitution Plaza, the Hartford National Bank and Trust Company is playing an important part in the urban rebirth of America's insurance capital by providing further stimulus to an already bustling market.

Burgeoning with Hartford is WTIC Television and Radio. Latest ARB and Nielson reports show WTIC-TV's clear leadership in southern New England. The superiority of WTIC Radio is delineated in the latest Alfred Politz Media Study of the Southern New England area.

WTIC TV 3/AM/FM

Hartford, Connecticut

WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INCORPORATED
WTIC AM-FM IS REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

Lively Senate debate starts on space bill

Senate began debate on communications satellite bill (HR 11040) Friday amid indications oratory will be long and lively.

Senate leaders expect debate on bill, which would create privately owned corporation to own space communications system, to last week or 10 days, perhaps longer.

Even before Sen. John O. Pastore (D-R. I.), floor manager for bill, completed his introductory remarks, he was engaged in number of spirited exchanges by Sens. Russell B. Long (D-La.) and Albert Gore (D-Tenn.), who fear private ownership will open way to AT&T domination of system.

"Who's interested in this bill besides AT&T?" Sen. Long demanded.

"The President of the United States," Sen. Pastore replied. "It's his bill."

Sen. Gore, co-sponsor of bill providing for government ownership, said government has spent most of money developing communications satellite technology and will be system's largest single user. "Why give it away now?" he asked.

Sen. Pastore said Sen. Gore was using "outworn arguments." He said government has not found it necessary to own many other facilities it uses.

He said the question is, "Do you believe in the free enterprise system or don't you?"

Sen. Pastore denied charges bill is "giveaway," declaring President wouldn't "sell his country short."

He said bill has numerous safeguards to protect public interest, giving FCC authority to keep tight check on corporation. If commission members fail to do this, he said, "they should all be fired."

Sugg quits NBC post for health reasons

P. A. (Buddy) Sugg, executive vice president of NBC Owned Stations and of Spot Sales, last Friday resigned as officer and director of network for health reasons. He had been on sick leave for two months at his Tampa, Fla. home (CLOSED CIRCUIT, May 21).

Raymond W. Welpott, NBC vice president-general manager of WRCV-AM-TV Philadelphia, has Mr. Sugg's endorsement for promotion to top post.

Mr. Sugg has suffered from both kidney infection and back problem, latter ascribable to injuries suffered at Pearl Harbor Dec. 7, 1941, while he was Navy captain. He also had been under treatment for facial infection which, he reported Friday has responded favorably to treatment.

Mr. Sugg, 53, and wife, Betty, who also has been ill, plan trip to Europe during which Mr. Sugg may engage in consulting work for NBC or RCA.

Mr. Sugg started in radio in 1929 as engineer at KPO San Francisco, then owned by Hale Bros. Department Store and San Francisco *Chronicle*.

After World War II he joined Oklahoma Publishing Co. in charge of WKY Oklahoma City, and consequently expanded operation to include three am and three tv stations. He joined NBC in 1958 in charge of spot sales, subsequently was made an executive vice president and in course of his tenure reportedly doubled earnings of owned and operated stations.

Almost togetherness

Ted Bates & Co. and Westinghouse Broadcasting, original protagonists in current product-protection issue, came within whisper of settling their differences Friday.

Conferences between agency and WBC officials reportedly produced some modifications on both sides—modifications dealing with implementation of their respective product-protection policies, not policies themselves—that at first seemed acceptable to both. It came unstuck, but their almost-togetherness encouraged speculation that another try might prove successful (also see page 32).

Chun King canned line departs BBDO agency

Chun King Corp., Duluth, Minn., announces termination of BBDO, Minneapolis, as agency handling its Chun King canned American-Oriental food line. Frozen line, formerly handled by BBDO, was recently assigned to McCann-Marschalk. Agency to replace BBDO has not yet been announced; announcement is promised within two weeks.

Broadcast pioneer, Walter Damm, dies

Walter J. Damm, legendary pioneer broadcaster, died Friday afternoon in Milwaukee. His death, at 69, came from complications that developed after he underwent abdominal operation week ago to clear intestinal obstruction.

For 36 years, until he retired in 1958, Mr. Damm served as chief of *Milwaukee Journal*'s broadcast stations (WTMJ-AM-FM-TV). During that time he served also in variety of industry activities—NAB president in early '30s, radio code formulator, tv code review member, NBC affiliates committee member and chairman in both radio and tv.

Mr. Damm joined *Milwaukee Journal* in 1916 and as promotion manager in 1925 he was responsible for operation of former WHAD Milwaukee. WHAD was jointly owned by Marquette U. and *Journal*. WTMJ was established in 1927.

Over years Mr. Damm was known as innovator in broadcast selling and operations. He is credited with originating participation plan for spot announcements; first station cost accounting system; first coincidental telephone listener survey. In 1941, he designed Milwaukee's Radio City, five miles from downtown area and engineered for fm and tv as well as standard radio.

He helped negotiate first ASCAP contract in 1932. He was first president of Fm Broadcasters Inc., which later

100-mile blanket

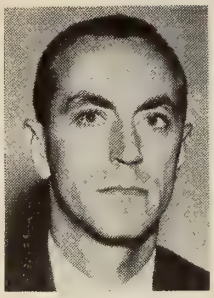
WALA-TV Mobile, Ala., believing "everybody listens to radio some time during every day," has bought 4,429 announcements on 30 stations to tell about its coverage with new tall tower.

W. G. Pape, general manager, instructed station's agency, Morris Timbes Inc., to develop campaign. Radio was recommended as basic medium and time was bought on every am outlet within 100 miles.

First five days of saturation campaign were devoted to tower and coverage. Then emphasis was shifted to spots promoting specific programs. Program schedules were also carried in daily and weekly newspapers.

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Koenig



Mr. O'Connor

Roger O'Connor, account executive with CBS Radio Network Sales, joins The Bolling Co., New York as vp for tv sales, newly created post. **Richard G. Koenig,** former account executive with Mutual Broadcasting System, named vp for radio sales, also new post.



Mr. Page

E. C. (Ted) Page, eastern sales manager of tv division of Edward Petry & Co., New York-based station rep firm, elected vp of company. Mr. Page, who joined Petry organization in 1954 as tv salesman, has served in his present capacity since 1958. Previously, he was salesman with George P. Hollingbery Co. for four years, and with ABC Spot Sales for two years. For other major steps in over-all expansion of Petry tv division, see story, page 59.

Norman T. Hayes, member of board of directors of W. Wallace Orr Inc., Philadelphia advertising agency, and of Tel Ra Productions, agency's syndicated tv production division, elected president and chairman of board. Mr. Hayes, who is former vp of Philadelphia National Bank and is presently president of Better Business Bureau of Greater Philadelphia, succeeds **William Wallace Orr,** who died June 3 (BROADCASTING, June 11).



Mr. Mandell

Abe Mandell, vp in charge of sales and administration of Independent Television Corp., New York, elected executive vp. Mr. Mandell joined ITC in 1958 as director of foreign sales, and was elected vp in charge of foreign operations in May 1960. He was named vp in charge of sales and administration in February 1961.

For other personnel changes of the week see FATES & FORTUNES

was merged with NAB. He was president of Television Broadcasters Assn. until it merged with NAB in 1951. He helped organize National Assn. of Regional Broadcasters. He served on board of BMI. He organized Newspaper Owned Stations Group. He served on Board of War Communications during World War II.

After his retirement, he and his wife Clara moved to Naples, Fla., where he was living at time of his illness. She survives him.

Final network report

FCC's Network Study Staff has submitted preliminary draft of final report to members of commission. Document is culmination of three years of hearings with last round among networks last January-February.

Preliminary report contains both conclusions and recommendations of staff, headed by Ashbrook Bryant, and has not as yet been considered by FCC. It consists of three small separate volumes and is considerably shorter than nearly 400-page interim report submitted by same office in June 1960.

NBC-TV daytime sales set record for month

Largest one-month total of new and renewed business in history of NBC-TV daytime schedule ($13,470,000) was placed during May, according to James Hergen, director of daytime sales.

Orders from 14 national advertisers during May topped previous one-month record of $11.5 million, set in June.

Floridians elect Field as successor to Ruwitch

Joseph S. Field Jr., WIRK West Palm Beach, was elected president of Florida Assn. of Broadcasters Friday at Tampa meeting (early story page 60). He succeeds Lee Ruwitch, WTVJ(TV) Miami, who served two terms. Norman O. Protsman, WNER Live Oak, was elected treasurer.

Named to Tv Board were Arnold F. Schoen Jr., WDBO-TV Orlando; Eugene B. Dodson, WTVT(TV) Tampa, and Jesse H. Cripe, WFGA-TV Jacksonville. Named to Radio Board: Charles Bishop, WIPC Lake Wales; John Sanders, WBGC Chipley; R. L. Bright, WRMF Titusville; J. W. Douglass, WJAX Jacksonville and Fred P. Shawn, WSUN St. Petersburg. Mr. Ruwitch automatically serves as board member.

TvB research group critical of ARB plan

TvB's new special committee on research standards and practices is taking somewhat dim view of American Research Bureau's plan to issue semi-annual breakdowns of tv program audience by income level, family size, education, etc., as part of its regular ratings service.

After canvassing leading agencies on this and related questions, committee, headed by Don Kearney of Corinthian Broadcasting, has tentatively concluded that this information—along with age breakdowns in regular reports—should be made available as separate package, as ARB does with similar data on network audiences.

Committee reasons that while this sort of information is valuable in many ways it probably would not be especially helpful at timebuyer level in ordinary circumstances, and therefore, should be sold separately so that those who want it could get it and those who don't want it wouldn't have to pay for it.

Ward denies asking Faulk's resignation

Carl S. Ward, vice president of CBS-TV Affiliate Relations and former general manager of WCBS New York, testified in New York Supreme Court Friday (June 15) that neither he nor CBS had asked former WCBS personality John Henry Faulk to resign.

Mr. Ward appeared as defense witness in Mr. Faulk's $1 million libel suit against Aware Inc., consultant Vincent Hartnett and Laurence Johnson. Mr. Faulk claims bulletin issued by Aware linked him falsely with pro-communist organizations and resulted in blacklisting him from radio-tv employment.

Mr. Ward testified he spoke to Mr. Faulk in February 1955, mentioning that Mr. Faulk's ratings were low. But he added that subsequent to this conversation, Mr. Faulk's ratings rose.

KNOW THE **facts**

THEN, YOU'LL BUY TERRE HAUTE

TERRE HAUTE LEADS...

- **WTHI-TV is the Nation's Number One Single Station Market in Homes Delivered Per Average Quarter-Hour (6:00 PM to Midnight—45,000)***

TERRE HAUTE LEADS...

- **WTHI-TV reaches MORE Homes Per Average Quarter-Hour than any Indiana station** (6:30-10:00 PM, Net Option Time, Monday through Sunday)**

WTHI-TV TERRE HAUTE	SOUTH BEND	EVANSVILLE	FORT WAYNE
53,600	Station A—26,300 Station B—32,300 Station C—32,300	Station A—46,800 Station B—25,200 Station C—26,400	Station A—29,500 Station B—33,800 Station C—31,200

TERRE HAUTE LEADS...

- **WTHI-TV is Your Second "Must Buy" in Indiana**

*Basis March 1962 ARB **Except Indianapolis

Represented by

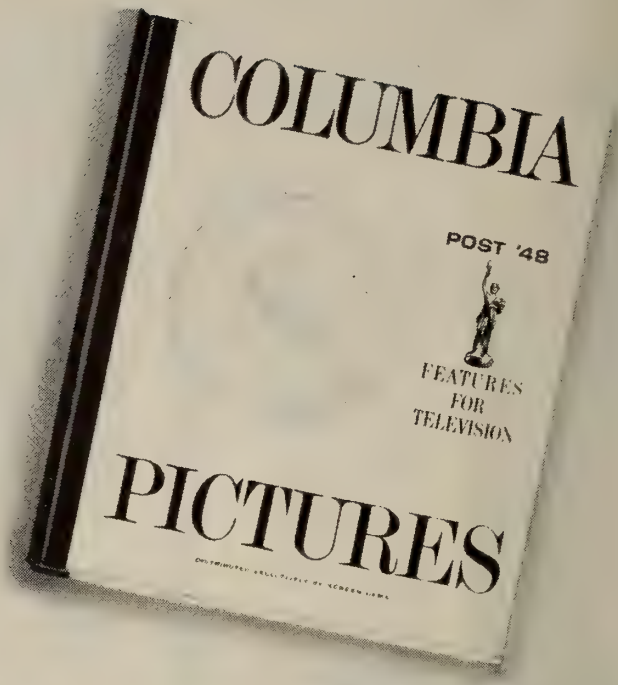
Edward Petry & Co., Inc.

WTHI-TV

CHANNEL 10 · CBS · ABC

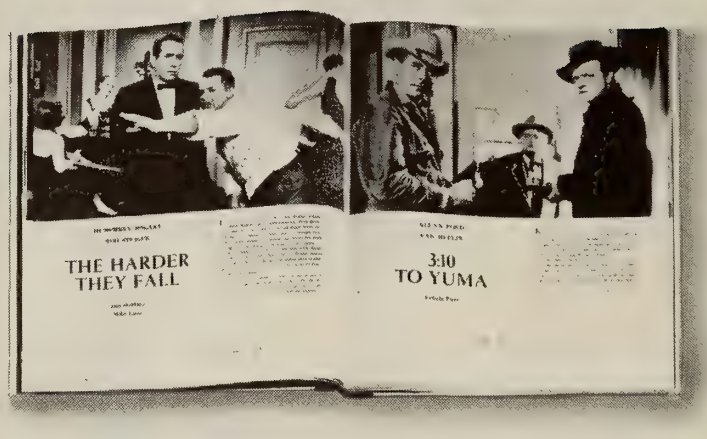
TERRE HAUTE, INDIANA

OPEN IT!



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(pages 24-25)



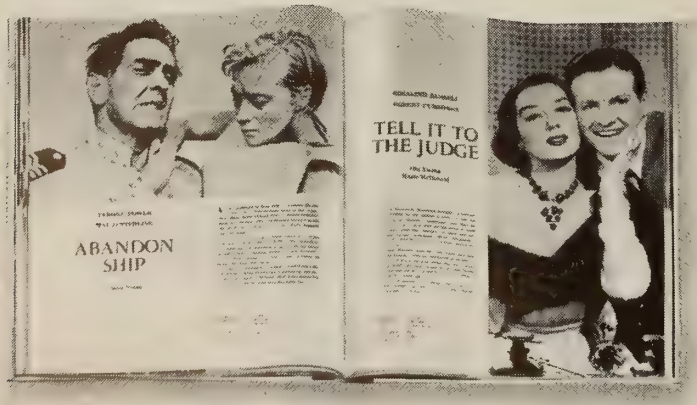
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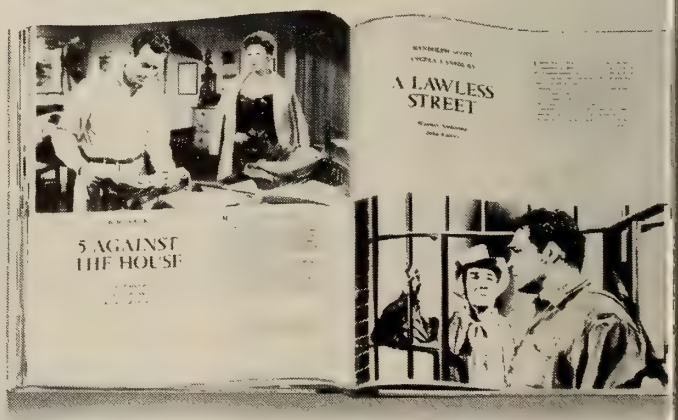
the very last pages,

you'll find over 200

(pages 76-77)



(pages 100-101)

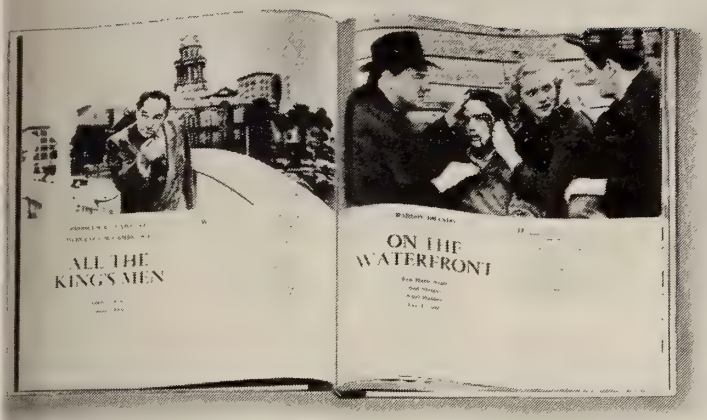


new ratings records.

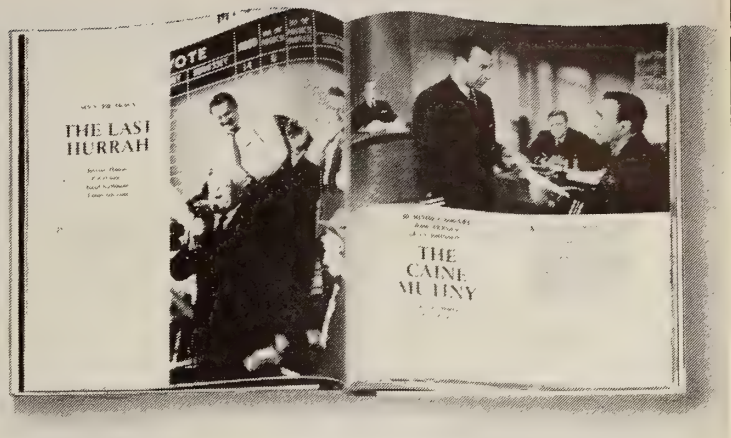
Ask any of the 79

*We'll be happy to send you a copy of this fabulous picture book...write now!

(pages 10-11)



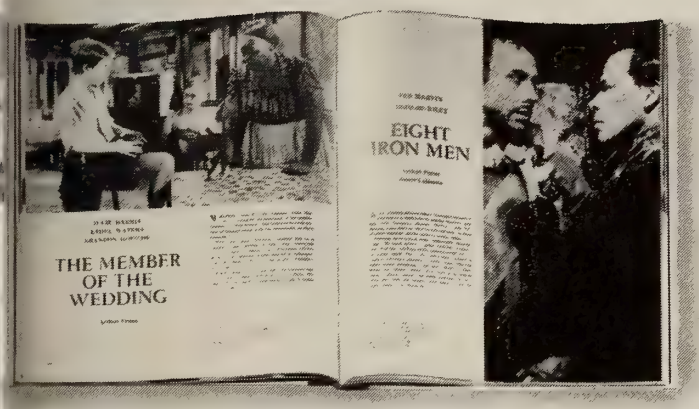
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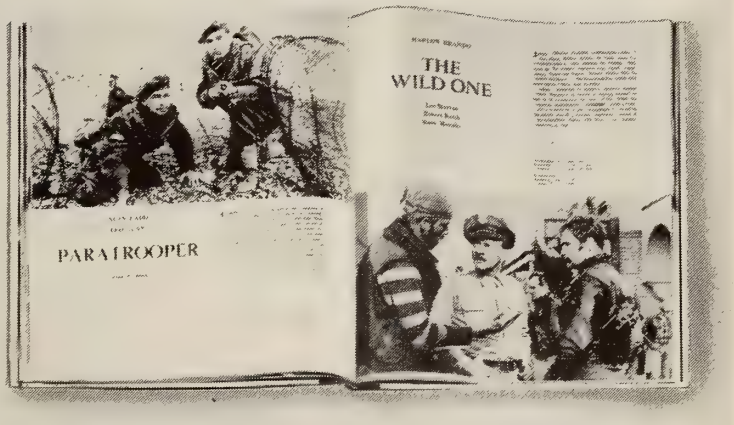
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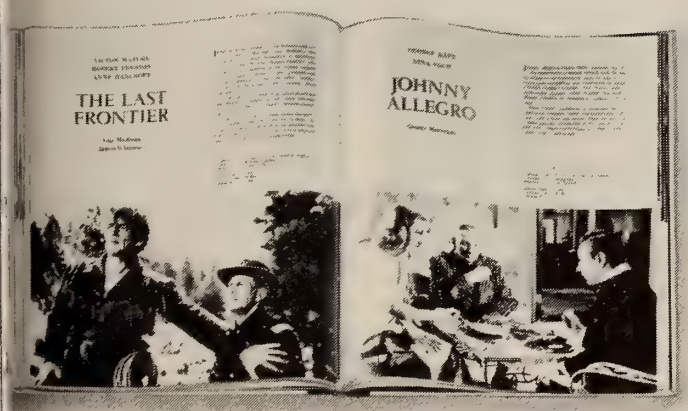
(pages 54-55)



outstanding features

that are now setting

(pages 104-105)



(pages 140-141)



stations who bought

COLUMBIA POST—48's!

Exclusive Distribution by

SCREEN GEMS, INC.

ENTERTAINMENT?
YES!
but much more on wlw-c

NEWS—national, Huntley-Brinkley; local, Hugh DeMoss—for the most complete news coverage from around the world and back again.

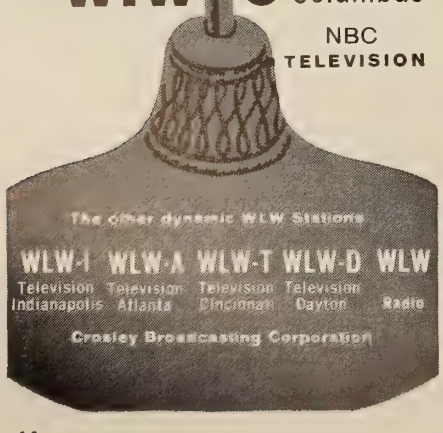
SPORTS—Ohio State University basketball and football games, plus Columbus Jets baseball, and Scioto Downs Racing.

WEATHER—based on Crosley Broadcasting's radar weather service, a vital link in the U.S. Weather Bureau's Weather Warning System.

PUBLIC AFFAIRS
a variety of programs including "Probe" and "Viewpoint"—which cover the waterfront of issues and people important in the world today . . . to create more informed, more active citizens.

So call your WLW representatives . . .
you'll be glad you did!

wlw C Columbus
NBC TELEVISION



DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

JUNE

•June 17-18—Regional meeting of **NBC-TV affiliates' promotion managers.** New Orleans. Meetings also scheduled in Chicago (June 18-19) and Los Angeles (June 21-22).

June 17-22—Annual convention of the National Community Television Assn. Shoreham Hotel. Washington, D. C.

•June 18—Third annual **regional promotion meetings of CBS-TV.** Omaha and New Orleans. Meetings also scheduled in Denver and Dallas (June 20) and Seattle (June 22).

June 18-19—Institute of Radio Engineers, Chicago spring conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 18-19—**ABC TV** fifth annual clinic for promotion directors of affiliates. New York City. Clinics also scheduled for Chicago (June 21-22) and San Francisco (June 25-26).

June 19—**Georgia Assn. of Broadcasters** first annual Tv Day. Speakers include Washington broadcast attorney R. Russell Eagan; Dan Shields, NAB, and William Neal, Liller, Neal, Battle & Lindsay, Atlanta. Dinkler-Plaza Hotel, Atlanta.

June 19-21—Iowa Tall Corn Radio Stations, annual meeting. Crescent Beach Lodge, Lake Okoboji, Iowa.

June 20-21—**Assn. of National Advertisers,** workshop on "Advertising Administration and Cost Controls" (full agenda and speakers in June 4 issue). Water Tower Inn, Chicago.

June 20-22—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.

June 20-22—American Marketing Assn., 45th annual conference. Netherland Hilton Hotel, Cincinnati.

•June 21—**Wisconsin Broadcasters Assn.** summer meeting. Speakers include Robert Thom, consultant to Marathon Div. of American Can Co.; John Box Jr., managing director, The Balaban Stations; consulting engineer Walter Kean and CBS Vice President Frank Shakespeare Jr.

June 21—**Southern California Broadcasters Assn.** luncheon. Russell I. Hare, space buyer and research director, Tilds & Cantz, Los Angeles, will speak. Michael's Restaurant, Hollywood.

June 21-23—**Mutual Advertising Agency Network** national meeting. Palmer House, Chicago.

June 21-23—**Maryland-D. C. Broadcasters Assn.,** annual convention. Guest panelists to include Marshall Hawks, vice president, Emery Adv. Corp., Baltimore; George S. Wallace Jr., director of marketing for Mangels, Herold Co., Baltimore; Clayton R. Sanders, advertising director, Peoples Drug Stores, Washington, and Nella C. Manes, vice president and media director, Kal, Ehrlich & Merrick, Washington. Sea Scape, Ocean City, Md.

TvB sales clinics

June 19—Tropicana Motel, Fresno

June 21—Benson, Portland, Ore.

June 22—Vancouver, Vancouver

June 26—Writers' Manor, Denver

June 28—Sheraton-Fontenelle, Omaha

NAB Fall Conferences

Oct. 15-16—Dinkler-Plaza, Atlanta
Oct. 18-19—Biltmore, New York
Oct. 22-23—Edgewater Beach, Chicago
Oct. 25-26—Statler-Hilton, Washington
Nov. 8-9—Sheraton Dallas, Dallas
Nov. 12-13—Muehlebach, Kansas City
Nov. 15-16—Brown Palace, Denver
Nov. 19-20—Sheraton-Portland, Ore.

June 22-23—**Colorado Broadcasters Assn.** annual convention. Harvest House, Boulder.

June 23-27—**American Academy of Advertising,** fourth national convention. Denver-Hilton Hotel, Denver.

June 23-28 — **Advertising Federation of America, 58th national convention,** in conjunction this year with **Advertising Assn. of the West.** Theme of the joint meeting will be "All-American Advertising Roundup." Denver-Hilton Hotel, Denver. Speakers include Mrs. Esthe Peterson, assistant secretary & director of Women's Bureau, U. S. Dept. of Labor; Max Banzhaf, director of advertising, Armstrong Cork Co.; Whit Hobbs, vp, BBDO; John Crichton, president, AAAA; David F. Bascom, board chairman, Guild, Bascom & Bonfigli; Thomas B. Adams, president, Campbell-Ewald; Don Tennant, vp for tv, Leo Burnett Co.; William Tyler, New York advertising consultant, and Russell Z. Eller, advertising director, Sunkist Growers, Los Angeles.

June 23—Advertising Federation of America, ninth district meeting. Denver.

•June 24—Start of **First Advertising Agency Group** 34th annual convention. Speakers include Alex Anderson, tv director, Guild, Bascom & Bonfigli, San Francisco; George Bennett, advertising director, Sick's Ranier Brewing Co., Seattle; Frederick Baker, Baker & Stimpson Advertising, Seattle; Norman Fields and Sam Mendelson, Fields & Fields, Chicago and San Francisco; and Otto Brandt, King Broadcasting Co., Seattle. Hyatt House, Seattle.

•June 24-28—**National Assn. of Music Merchants,** New York Trade Show Bldg., 35th & Eighth Ave., New York. Thirty manufacturers will unveil their new fm stereo lines. FCC Commissioner Robert T. Bartley will be keynote speaker at a symposium, "What's Ahead for Radio."

June 25-29—Workshop on television writing, **sponsored by Christian Theological Seminary.** Featured guest will be tv writer John Bloch. Christian Theological Seminary, Indianapolis.

June 25-Aug. 18—Stanford U. 20th annual radio-tv-film institute. Stanford U., Stanford, Calif.

June 26-29—**NAB Joint Boards of Directors** Statler Hilton, Washington. New members to be briefed June 26; Tv Board June 27; Radio Board June 28; Joint Boards June 29.

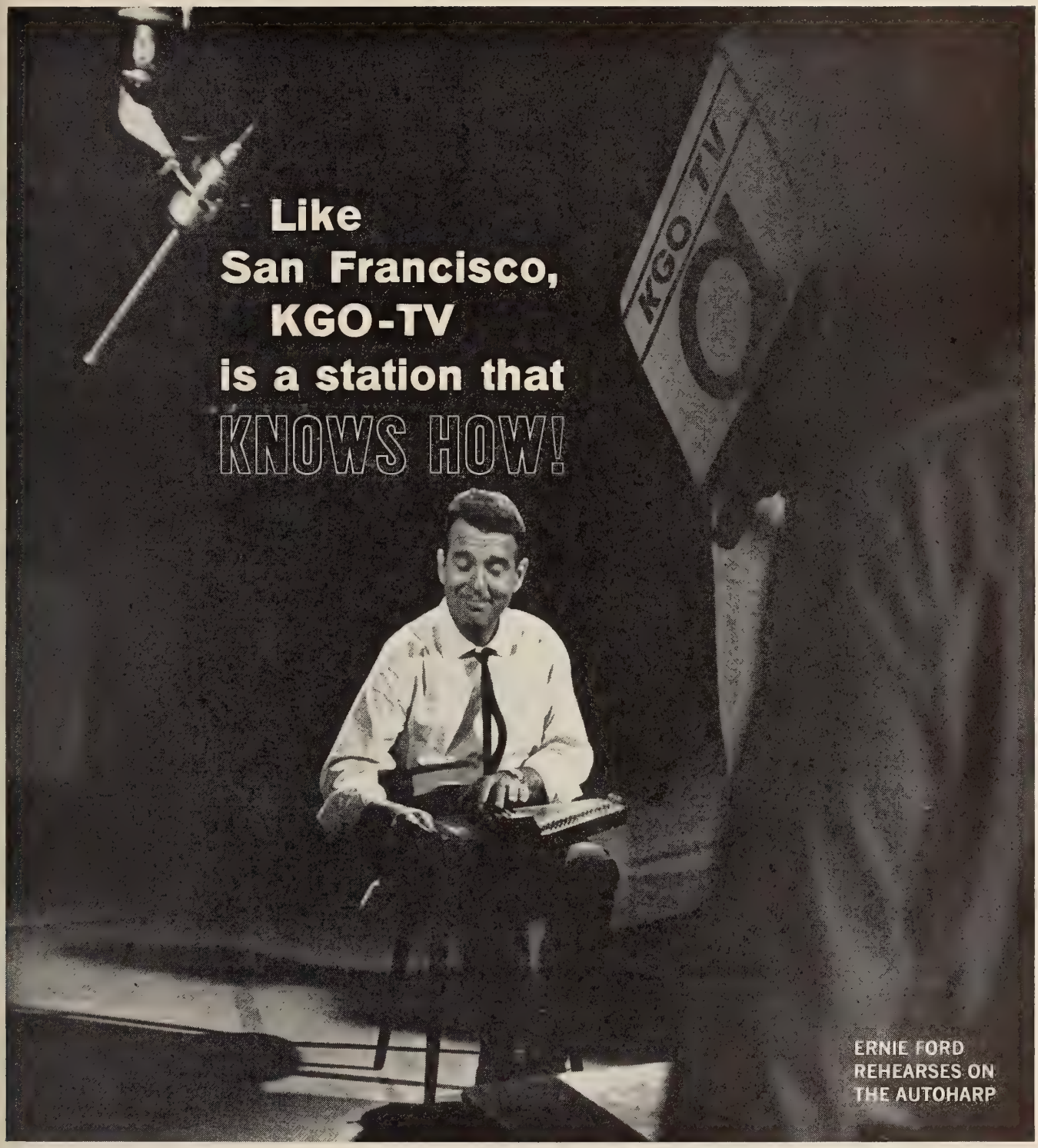
June 27-July 2 — National Advertising Agency Network national meeting. Dorado Beach Hotel, San Juan, P. R.

•June 28—**Southern Calif. Council of AAAA** banquet. John H. Crichton, new AAAA president to talk on national policies for ad industry. Beverly-Hilton Hotel, Los Angeles.

June 29-30—Texas AP Broadcasters Assn., 15th annual meeting. Hotel Texas, Fort Worth.

JULY

July 15-27 — Advertising Federation of America, Harvard Management seminar for



WITH MATCHLESS PROFESSIONALISM, KGO-TV stages, produces or originates a number of top network television programs every viewer knows: the "TENNESSEE ERNIE FORD SHOW," ABC-TV's parade leader in its Monday through Friday daytime schedule; the annual BING CROSBY GOLF CLASSIC from Pebble Beach; for the other networks, the annual EAST-WEST SHRINE football game at Kezar Stadium and the ROY ROGERS rodeo and horse show from the Cow Palace; the OAKLAND RAIDERS GAMES for ABC-TV's pro grid series; and, in July, the USA-USSR track meet at Stanford University for "ABC'S WIDE WORLD OF SPORTS." All of these are done with the finest telecasting facilities, remote equipment and engineering crews in the country . . . and the FINESSE to use them winningly. (And that same know-how goes into our local programs and your commercials, too!) **KGO-TV**

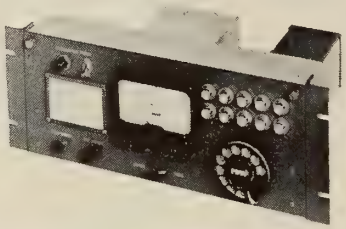
OWNED AND OPERATED BY AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC.

GL PRESENTS THE FINEST...



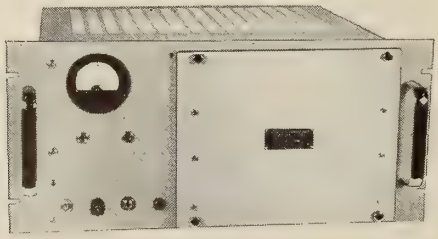
5KW FM STERE-O BROADCAST TRANSMITTER

• Modern Slim Line Styling • Designed for STERE-O, Remote Control, SCA • GEL Superior Quality Construction



RUST REMOTE CONTROL

• Low Cost Simplified Control • Maximum Systems Capacity • Extra Flexibility



SCA REBROADCAST RECEIVER

• High Fidelity Relays by Off-The-Air Pick-up • Designed for Use Without SCA Generator

Write for new SCA Rebroadcast Receiver Data Sheet and latest information on other GEL Broadcasting Equipment.

GENERAL ELECTRONIC LABORATORIES, INC.

195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.

Marketed in Canada by Canadian General Electric, Toronto 4, Ontario

RAB management conferences

Sept. 10-11—Hayett House, San Francisco
Sept. 13-14—O'Hare Inn, Des Plaines, Ill.
Sept. 17-18—The Lodge, Williamsburg, Va.
Sept. 20-21—Cherry Hill Inn, Haddonfield, N. J.
Sept. 24-25—Hilton Inn, Atlanta, Ga.
Sept. 27-28—Dearborn Inn, Dearborn, Mich.
Oct. 1-2—Glenwood Manor, Overland Park, Kan.
Oct. 4-5—Western Hills Hotel, Fort Worth, Tex.

advertising and marketing executives. Harvard U., Cambridge, Mass.

*July 16—Deadline for comments on **FCC**'s proposed revision of its rules to permit the use of remote stations in time of emergency or war for origination of official broadcasts.

*July 20—Deadline for comments on **FCC** proposal to permit automatic maintenance of operating logs by broadcast stations.

July 19-21—Idaho Broadcasters Assn., annual meeting. Bannock Hotel and Motor Inn, Pocatello.

July 23—Deadline for reply comments on **FCC** proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets (deadline postponed from June 22).

July 25-29—First International Sound Fair, Cobo Hall, Detroit. Trade exposition and simultaneous business congress for dealers, distributors of records, phonographs and components, and radio programmers.

July 31 — Radio & Television Executives Society's fourth annual Fun Day. Wykagil Country Club, New Rochelle, N. Y.

July 30-Aug. 4—**Cornell U.**'s fourth annual Public Relations Institute. Speakers will include Dr. Karl A. Menninger, chairman of the Board of Trustees and chief of staff of the Menninger Foundation, Topeka, Kan.; Clarence Randall, retired president and board chairman of Inland Steel Co. and former special assistant to President Eisenhower, and Edward Bursk, editor of *Harvard Business Review*. Ithaca, N. Y.

AUGUST

*Aug. 1—Reply comments due on **FCC** proposal to permit automatic maintenance of operating logs by broadcast stations.

Aug. 5-7—Joint meeting of **Georgia Assn. of Broadcasters** and **South Carolina Broadcasters Assn.** NAB President LeRoy Collins will speak. Holiday Inn, Jekyll Island, Ga.

Aug. 17-18—Oklahoma Broadcasters Assn., summer meeting. Skirvin Hotel, Oklahoma City.

*Aug. 20-21—**Television Affiliates Corp.** Program directors meeting on public affairs shows. Lake Tower Motel, Chicago.

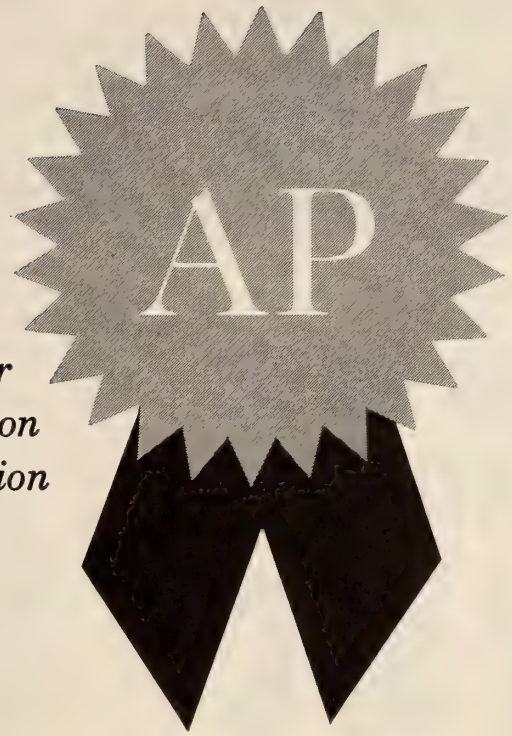
Aug. 21-24—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena.

*Aug. 24-25—**Arkansas Broadcasters Assn.**, meeting. Sam Peck Hotel, Little Rock.

Aug. 31-Sept. 9—**1962 World's Fair of Music & Sound.** An international exposition devoted to every area of the music and sound industries. McCormick Place, Chicago.

SEPTEMBER

Sept. 11-13—**Electronic Industries Assn.**, committee, section division and board meeting. Biltmore Hotel, New York.



WPEN wins more top awards for news in Associated Press Competition than any other radio station in Pennsylvania . . .

Results of Associated Press Awards to Radio Stations in Pennsylvania . . .

OUTSTANDING WOMEN'S NEWS	OUTSTANDING COMMENTARY	EDITORIALIZING	OUTSTANDING REPORTING	OUTSTANDING NEWS OPERATION
FIRST ..... WPEN	FIRST ..... WPBS	FIRST ..... WCAU	FIRST ..... WPEN	FIRST ..... WCAU
	SECOND ... WPEN	SECOND ... WPEN		SECOND ... WPEN

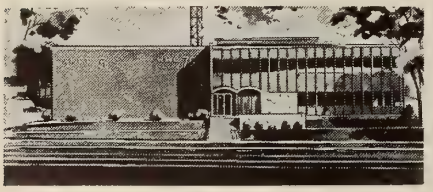
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WPEN

THE STATION OF PERSONALITIES

REPRESENTED NATIONALLY BY GILL-PERNA, INC., NEW YORK

IN MEMPHIS



THE GOOD MUSIC STATION IS WMC

TYPICAL PROGRAM SEGMENT

8:35-9:00 a.m., June 21, 1962

Of Thee I Sing
—Enoch Light

Forever and Ever
—Perry Como

I Won't Dance
—Velvet Voices

I Am In Love
—Frankie Carle

It All Depends On You
—Patti Page

Jeannine, I Dream of Lilac Time
—Hugo Montenegro

- Distinctive programming . . . different from any other Memphis station!
- News every half hour . . . covered by Memphis' largest news staff!
- Weather casts . . . at every quarter past and quarter to the hour!
- No triple-spotting!
- More play-by-play sports coverage than all other Memphis stations combined!

WMC/MEMPHIS
NBC
790 KC
5,000 WATTS
BLAIR GROUP PLAN MEMBER

OPEN MIKE

Tobacco controversy

EDITOR: . . . The various articles and items which your magazines have recently carried regarding the cigarette and health controversy have not gone unnoticed in the tobacco industry. You have given the subject excellent coverage, in a constructive and helpful manner, particularly with reference to the subject of advertisising.

Many thanks for a good job of straight, objective reporting.—*George V. Allen, president and executive director, The Tobacco Institute Inc., Washington.*

Fm's family circle

EDITOR: Congratulations on the article, "Fm's family circle: 15 million" [LEAD STORY, June 4]. This type of information is definitely needed. Keep up the good work and please send 100 reprints. —*George R. Kravis, president, Boston Broadcasting Co. (applicant for new fm), Tulsa, Okla.*

EDITOR: Your article . . . is a tribute to the integrity of BROADCASTING magazine. The work done by Jim Sondheim and QXR Network and your publication is the type of leadership needed in our field. . . . Please send 50 reprints. . . .—*Will Collier Baird, Jr., vice president, WFMB (FM) Nashville.*

EDITOR: Please send me 40 copies. . . . —*L. J. Gutter, director, Miller & Krauss Inc. Advertising, Chicago.*

EDITOR: . . . We would like to have 100 reprints for distribution. . . .—*John C. Byrne, general manager, WSMJ (FM) Greenfield, Ind.*

EDITOR: We request 5 reprints. . . .—*R. H. McCoin, manager and partner, WLIV Livingston, Tenn.*

EDITOR: We found the fm article both interesting and encouraging. Please send us 100 reprints. . . .—*Ellen Tripp, advertising director, WYFM (FM) Charlotte, N. C.*

EDITOR: We would like to have 50 copies. . . . This we feel is an excellent article and should be a shot in the arm to the fm medium.—*Robert G. Miller, general manager, WFLM (FM) Fort Lauderdale, Fla.*

EDITOR: . . . I would like to have 250 copies. . . .—*R. W. Galloway, station manager, WFMV (FM) Richmond, Va.*
[Reprints of "Fm's family circle: 15 million" are available at 15 cents each.]

EDITOR: In reference to our 1960 "Study of fm radio ownership and listening" (and other research), your article says in part:

> The studies were not fm-oriented, but by punching their data on IBM computer cards and comparing it with

BROADCASTING PUBLICATIONS INC.
PRESIDENT ..... SOL TAISHOFF
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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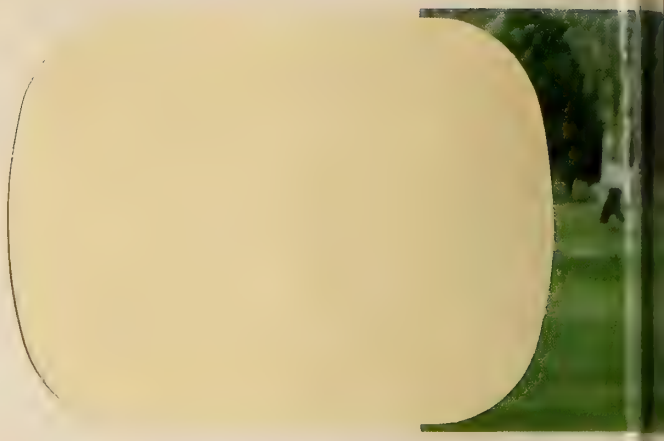
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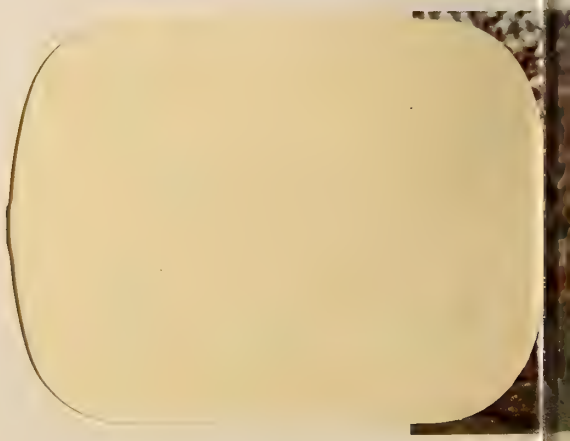
Only WDSU-TV
telecasts New Orleans'
exciting events
live, in color







WDSU-TV, THE MOST
COLORFUL STATION
IN AMERICA'S MOST
COLORFUL CITY





New Orleans Open Golf Tournament. *Covered live and in color by WDSU-TV this year . . . climaxing 4 years of broadcasting this all-important event for thousands of local golf enthusiasts.*



Mardi Gras. *For many years, WDSU-TV has televised all the gaiety of the Mardi Gras season — day and night parades, masque balls and the great day itself. This year, the majestic Rex parade was telecast live and in color by WDSU-TV.*



$50,000 New Orleans Handicap. *Richest race of the year at historic New Orleans Fair Grounds. Covered live and in color by WDSU-TV, which also televises the Fair Grounds' feature race every Saturday throughout the season.*



Sugar Bowl. *In addition to carrying NBC-TV's traditional Sugar Bowl Football Game colorcast, WDSU-TV telecast live and in color the 1962 Sugar Bowl Basketball Tournament.*



9 billion dollars to build a better one.

We're living in a needing, buying, growing America—a time for new and improved products and services—the creation of new jobs. More than ever, a businessman with an idea, with the urge for something better will move ahead with our expanding economy.

But after the idea, what follows can be a costly period of research and development. Not necessarily—if you use the immense 9-billion-dollar fund of research and patent information that's available at your U.S. Department of Commerce. Think of the saving—in time and money.

For example: there are reports on extensive research by your Government in new products and processes. A translation of data on inventions and discoveries abroad—information on over 3 million patents—a fortune in patents owned by your Government. All this is yours—for your use and your benefit.

Take advantage of the many ways in which your business can grow. In developing new products and services. In the lucrative foreign markets. In new U.S. markets. In attracting new industry to your local community. Just phone or write the U.S. Department of Commerce Office of Field Services in your city, or Washington 25, D.C. Your U.S. Department of Commerce is always ready to help you grow with America!

ADVERTISING COUNCIL PUBLIC SERVICE

NOW'S THE TIME TO GET GROWING IN A GROWING AMERICA!

information from the U. S. Census and other sources, the computer arrived at these . . . numbers comparing fm households with non-fm households . . . as projected by QXR.

This is not accurate, at least as far as our study goes. Our study, conducted for the Heritage Fm Stations, was concerned entirely with fm ownership and listening. There was no need to adopt this data or compare it with information from the U. S. Census and other sources. Our study directly compared fm with non-fm households, since it was already based on a projectible population sample. The figures quoted from our survey are taken directly from the published report on our survey. . . .—*Jerome D. Greene, vice president and director, Alfred Politz Media Studies, New York.*

Truman tapes

EDITOR: I recently visited our KMBC station in Kansas City and took the time to go over and see Harry S. Truman's Library (at Independence).

The man from the Archives there tells me they are very much interested in getting audio tapes of Mr. Truman's speeches made around the country.

. . . I thought you might be interested in passing the word along to any stations which might have tapes of remarks made by Mr. Truman. He mentioned that he was sure Eisenhower and Roosevelt tapes and recordings would also be of interest to the libraries associated with these two former Presidents. As you know, many times talks were given to certain localities which were not picked up by networks. . . .—*Mark Evans, vice president and director of public affairs, Metromedia Inc., Washington.*

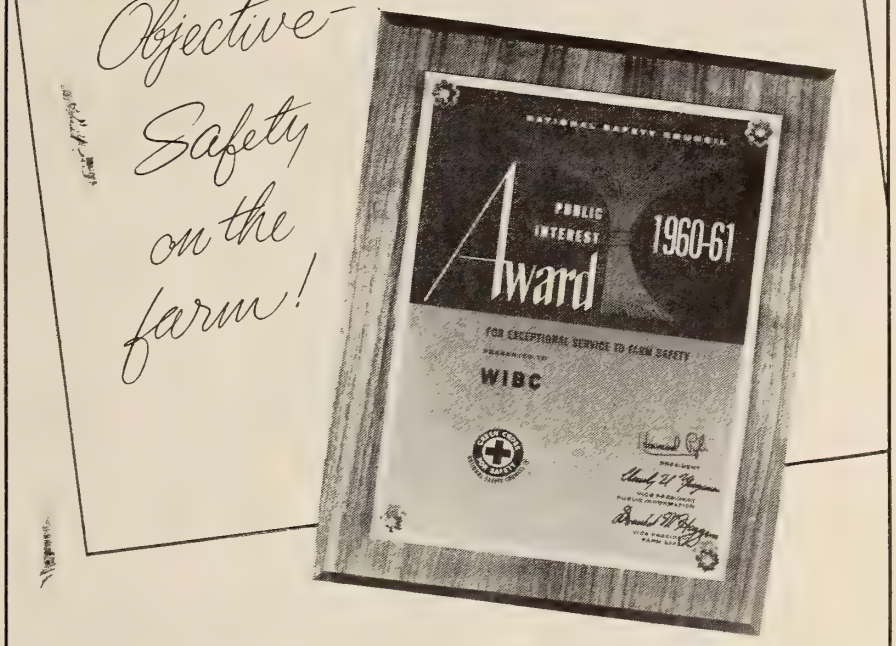
[Mr. Evans refers to talks made by Mr. Truman and not carried on the networks. The Broadcast Pioneers in 1960 at Chicago presented Mr. Truman tapes of all of his speeches carried on the networks when he was President.]

'Noon,' not 'Moon'

EDITOR: Thanks so much for mentioning in BROADCASTING the publication of my forthcoming novel [AT DEADLINE, June 14]. There was, however, a typographical error in reporting the title of the book. It is *Noon on the Third Day* —a phrase taken from Article 20 of the Constitution.

Article 20 reads in part: "The terms of the President and Vice President shall end at noon on the 20th day of January, and the terms of the Senators and Representatives at noon on the third day of January . . . and the terms of their successors shall then begin."—*James H. Hulbert, manager of broadcast personnel and economics, National Assn. of Broadcasters, Washington.*

WIBC The Friendly Voice of Indiana



LEADS IN SERVICE

Don't take safety for granted! This theme typifies the continuous farm safety campaign waged by WIBC. The farmer operates machinery every day of the year . . . machinery that cuts, bales, grinds and shreds. One second's carelessness can lead to loss of life and limb. So, WIBC Farm Service Director Harry Andrews is constantly alerting his audience to this ever present danger.

LEADS IN ACCEPTANCE

The National Safety Council recognized this effort by presenting to WIBC its "Public Interest Award for exceptional service to farm safety" for 1960-61, making a total of nine awards received, dating back to 1951.

LEADS IN AUDIENCE

WIBC's farm safety messages are heard by tremendous audiences . . . so are the messages of national advertisers. WIBC's 50,000 watt coverage guarantees the 46-county Indianapolis trading area . . . and Pulse shows WIBC to have the largest audience morning, afternoon and evening in Indianapolis as well as Indiana.*

*Pulse 46-County Area Survey, April, 1961

*Pulse Metropolitan Area Survey, October, 1961

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF THE BLAIR GROUP PLAN

MONDAY MEMO

from RICHARD F. REYNOLDS, vp, tv-radio director, D. P. Brother & Co., Detroit

They laughed when I sat down to play with my dictionary . . .

Ever wonder what would happen if advertising men talked to consumers the way we talk to each other? One thing is sure: sales messages in television, radio, magazines and newspapers would be mighty obscure.

The strength of little words and the clarity of conventional advertising and marketing terms are losing ground to a new and almost mysterious language. It seems to be a form of cant in which ordinary words are used in a twisted or affected way by people in the marketing, media, research, creative, broadcast areas of our business. And, remember, one of the principal functions of cant is to make what is said or written unintelligible to persons outside the group. We are succeeding.

Who Can't Chant Cant? ▪ Nowadays it is possible for writers within an agency not to understand their own research people, television producers the media men, art directors the marketing specialists. For example, the following was asked in all sincerity, I must assume, in a recent media presentation: "How do you delineate the bi-polar profile in that listener quintile?"

Now we have computer programming with *Simulmantics* and *optional schedules for static situations . . . human-behavior simulation . . . advertising media-mix techniques and a breakthrough with linear programming . . . dynamics of audience behavior . . . calculated reach and frequency.*

There appears to be a headlong rush to invent novel ways of describing the philosophies and mechanics of our business to others within the business.

Try these: *Mediametrics . . . checkerboarding . . . mediability . . . listenership . . .* and, of course, *viewership . . . attitude audit . . . regional maneuverability . . . audioize . . . deintermixture . . .* and a host of *profiled images* from consumer to corporate. It will take a philologist someday to discover where these weird combinations started.

The Word Weavers ▪ This urge to say it differently is not limited to any area or level of the business. Not long ago an agency leader assailed the *cult of creativity,* while another joined the attack by expressing the belief that creativity will be replaced by *account-executivity.*

Speeches are delivered and interviews given and all carefully reprinted in our trade papers about *documented strategy . . . appreciation index . . . perceptive marketing . . . variable and distracting stimuli . . . local-national differentials . . . qualitative evaluation of motivational levels . . .* and about media's *scatter, umbrella* and *shotgun plans.*

As we all know, there is a whole glossary of expressions peculiar to broadcasting. Misunderstandings develop when we talk to outsiders about spinoffs, limbo, skinny tapes, genlock, nemo, lip sync, track records, gobo, bloom, dropouts, fax and sweetening the laughs. You could make a long list of this sort of gibberish and other words related to the media, research and marketing phases of broadcasting. Though some of the expressions have universal use, most are as specialized (and sometimes as scientific) as medical terms. They are out of place in the broad communications of admen.

Media men, whether on the side of the buyer or the seller, come up with some picturesque ones: *Spot carrier . . . slow-cycle frequency . . . avails . . . wild breaks . . . qualitative saturation . . . selloff . . . hypo . . . pressure peaks . . . turnaround . . . beef up the fringe coverage* that's *maximum, intense, comprehensive,* and, of all things, *actionable . . .* campaigns that have *reach, depth* and *penetration . . . media mixes* that are *qualitative, tactical, balanced* (and *unbalanced*).

Marching to Battle ▪ And from the language of warfare, time buyers use a *mobile task force* of spot tv, develop *target sell* and use *big guns* and *blockbusters* to increase audiences and they'll make a *breakthrough* with *blitz campaigns* and *special flights.* Media *reps* are offering *till forbid* spots that are *BTA,* not *ROS.*

Research specialists, too, create words and phrases that tend to be unintelligible to those outside their group. Someone called their jargon "a new art of obscurity." It is unfortunate because effective advertising and marketing are often dependent upon the facts, figures and customer emotions uncovered by research. But often they are described through *trivariant analysis, differential response studies, nonstructured depth interviews,* reviews of *confidence levels* and *qualitative strengths* and by studies based on *cumulative cues* and *semantic differentials.*

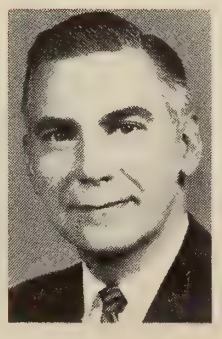
It's little wonder sides have been taken on the merits of the creative or the research approach to advertising. Certainly there's no question that we need both. But we're losing ground when members of the same team do not speak the same language. Complex terminology simply builds resentment and perhaps distrust.

There must be ways of discussing our business without *specific profiling, stratification and clustering, emotional feedback* or *motivational awareness.* The people we're all trying to inform about our products have been elevated to *habitized buyers, predetermined prospects, motivated customers, decision makers, buying-type prospects* or *oriented consumers.*

Words Are Money ▪ Great amounts of money are being spent to make our advertising and selling efforts to these buyers more predictable. Nevertheless, the valuable guideposts uncovered by advertising and marketing studies are too frequently obscured by a strange language.

If you have come this far, let me point out that all the words and phrases here in italicized type came from advertising trade papers. No profound research was required; only home reading for a couple of week-ends of the magazines which had gathered on an office table.

It's obvious, of course, that not all advertising people rely on such affectations in their writing and speech. The men and women who communicate so all of us will understand may yet save our business from the strange lexicon of the few.



Richard F. Reynolds started at 15 as reporter on the "Marion (Ind.) Chronicle-Tribune," and served on the "Indianapolis News" staff before entering advertising in Cleveland in 1937. He was a Navy photographic officer in World War II. At Fuller & Smith & Ross, Cleveland, he was a senior account executive and later tv-radio director. He once served as general manager of Cincraft Productions, Cleveland. He joined D. P. Brother in 1955 and has headed broadcast operations since 1959.

Greatest



More salespower per minute—that's WELI sales action! Because

R=RATINGS, consistently high all day . . . *every* day;

P=PROGRAMMING, to the adult purchasing audience for *years;*

M=MERCHANDISING, tie-in promotions of terrific effectiveness.

That's RPM at WELI! It all adds up to the biggest buy for your dollar in its big rich New Haven-centered market! That's why more advertisers rely on WELI! Ask your H-R man for the complete RPM-action story about WELI! In Boston: Eckels & Co.

WELI *The Big Sound Buy in New Haven!* Five Thousand Watts 960 KC

WELI Radio, 221 Orange Street, New Haven, Conn.



from beachheads



to redheads, blondes and brunettes,

from D-Day to Paree-Day, they fought, they griped, they loved...they were the Infantry.

That unsung star of all wars, the dogface, is the star of Combat (7:30, Tuesdays)—ABC's new hour dramatic series set against the stirring events of World War II.

The backdrop is Omaha Beach, the Battle of the Bulge, the Liberation of Paris...but the focus is close in, on the human story. The story of men at war—their griefs and glories, their laughs and loves.

Sharing the acting honors in this taut, suspenseful series produced by Academy Award winner Robert Pirosh are Rick Jason, Vic Morrow, Blake Rogers and Shecky Green.

Sharing the audience honors are millions of adults who associate World War II's great moments with their own lives. And millions of youngsters fascinated by these exciting pages of history so recently past.

A big audience, that is.

COMING ON ABC-TV: "COMBAT"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 18, 1962, Vol. 62, No. 25

CHILDREN'S TV GOES TO COLLEGE

■ Programs cover gamut of history, science, art, drama, literature

■ At least 24 new series prepared for introduction in fall

■ Sponsors willing, provided children give official approval

The new crop of tv programs for children will break out in a cultural rash of epidemic proportions this fall —that is, if sufficient advertiser support is forthcoming.

At least 24 new series, many of which have not been announced, are in production or developmental stages at the three networks, by independent producers, station groups and at least one advertising agency. This total does not include a growing number of local educational shows produced by individual stations around the country.

The scope of the programs indicates few facets of life will be left unexplored. The series will focus on such general topics as history, science, literature, art, religion, mathematics, geography, music and drama for children as young as seven and as old as 18. Their forms will be documentary, dramatic, variety-entertainment, instructional and a combination of these forms.

Diverse Topics ▪ Such specific and diverse subjects as the beginnings of medicine, the ancient Japanese art of paper folding, a trip aboard an atomic submarine, a re-creation of Lincoln at Gettysburg and the settlement at Plymouth Rock, the significance of air, the history and development of magic, an introduction to Einstein's theory of relativity, dramatizations of the stories of Cain and Abel and Samson and Delilah are among those under development.

A canvass of leading advertising agencies by BROADCASTING last week indicated considerable "interest" in the new programming and a "desire" to sponsor such shows (see box). But many raised these questions: will the programs be able to attract and hold the children's audience? Will they be produced with high quality? Will they be priced "intelligently?"

Among the organizations working on upgraded children's programming are ABC-TV, NBC-TV, CBS-TV, Westinghouse Broadcasting, Corinthian Broadcasting, J. Walter Thompson Co., Sterling Television Co., Pathe News Inc., Robert Saudek Assoc. and Storer Program Sales. There are also the independent producing groups, such as Videocraft Productions and Taylor/Nodland Ltd.

Not every program has a time spot —some are being developed, others will not be presented unless they receive advertiser, network or station support. But there is no doubt at the network, agency, station and producer levels that the industry is poised for a "cultural thrust" in children's programming that promises to be accelerated in years to come.

Stress Two E's ▪ Producers and agencies alike, cognizant of the failure of children's educational programs in the past to attract sufficient audiences, stress that the new programs must accentuate two E's—education and entertainment. Producers of projected series insist they will meet these two critical criteria.

The new network programs are half-hour and one-hour in length. The syndicated offerings largely are in the five-

Agency buyers hopeful for new shows, but wait for kid reaction

Advertising agency spokesmen warmly applaud the movement toward upgraded children's programming.

A canvass of leading executives shows few agencies deciding to sponsor these programs. The reasons: (a) They had not seen the pilots as yet; (b) They had no way of knowing whether the programs could attract and hold an audience; (c) They wanted to know more about the cost. A sampling of opinion:

For the Kiddies ▪ Hal Graham, executive vice president, M-E productions: "If we can accept the premise the programs will be well done, they should attract a loyal audience with which some of our advertisers will want to be associated. One word of advice to producers: Program to the children—not to Washington."

A top executive of J. Walter Thompson: "The greatest problem is getting an audience . . . but . . . more and more children are becoming interested. If the shows are done properly, our agency has several advertisers interested. . ."

Alfred Hollender, executive vice president, Grey Adv.: "The fate of these programs lies with the children: Will they watch? I hope I'm wrong, but I have doubts."

Ed Mahoney—manager, radio-tv, Fuller & Smith & Ross: "Cultural shows must sell a product a parent will buy for his child."

Leslie L. Dunier, radio-tv vice president, Mogul, Williams & Saylor: "We believe in compatibility of culture and entertainment . . . we've committed Transogram to ABC-TV's *Discovery,* which in our view typifies 'culture with fun.' And it's a genuine trend, not a reflection of the current, and probably temporary Minow-madness that seems to have gripped the medium."

Executive of Foote, Cone & Belding, Chicago: "We would consider such programming for at least two of our advertisers, but none has been offered so far. We would like to see research on the type of shows that children 6-12 like."

Richard A. R. Pinkham, senior vice president, Ted Bates & Co.: "This agency hopes that enlightened children's programs will be good enough to entice the moppet public away from unenlightened shows and that they will be priced so they can be attractive advertising vehicles. . ."

George Polk, vice president in charge of programming, BBDO: "I like the idea of children's quality programs."

minute category, though there also are several half-hour and one-hour series available to stations.

The five-minute format is considered desirable by stations, which may slot these miniature slices of culture and information in existing children's programs. Many local stations have periods of one hour or more set aside, which they fill with cartoons and local personalities. Syndicators feel the five-minute programs can prove appealing because they will not usurp substantial time and can be utilized to "upgrade" children's time periods already in existence.

Cartoon Competitors ▪ Both network and syndicators believe the types of advertisers that will support their programs are those active in sponsoring cartoons—toy and game manufacturers, cereal makers, soft drink bottlers, candy and gum manufacturers, dairy companies.

The proliferation of so-called "culture-with-fun" programming for children, according to a consensus of networks, producers and agencies, can be explained by these factors:

▪ There has been recognition of a need to supply the desires of youngsters from age seven (when cartoons begin to pall them) up to age 13 or 14 (when they gravitate to adult programs).

▪ Pressure from governmental and community leaders has placed the industry on the defensive to provide more "quality" programs for children.

▪ The growth of adult documentary programming has given producers expertise in creating programs of this type, which presumably can be extended to children's shows.

▪ A belief that the children's audience will find these programs acceptable because of a growing sophistication of the youngster in the space age.

▪ A belief among some agencies that the 7-to-14 age group has been neglected as an advertising target and conceivably products aimed at this audience can be sold effectively through the use of programs with a cultural-informational accent.

Network officials emphasized that they are initiating their programs after deep consideration and careful examination of the subject. NBC-TV has engaged Dr. Charles Winick, psychologist and specialist in the field of juvenile behavior, as a consultant on children's programming. His activities will embrace the study and evaluation of mail addressed to NBC by youngsters; previewing proposed network programs; the study of commercials to be integrated into children's programs, and consultation with the NBC's children program committee.

CBS-TV reading show

CBS-TV, which had been lagging behind NBC-TV and ABC-TV in announcing plans in the children's cultural programming area, disclosed June 14 that next fall it will present a weekly series of programs to encourage reading among children between the ages of 8-12. Titled *Reading Room,* the series will be carried Saturday, 12:30-1 p.m., and will be produced under the overall supervision of John W. Kiermaier, vice president for public affairs, CBS News. Elements of the program will include a "book-of-the-week," selected by a group of educators; an appearance on each show of the author of the selected book, or of an expert in the field covered by the book, and a panel of children who will discuss the book with the guest.

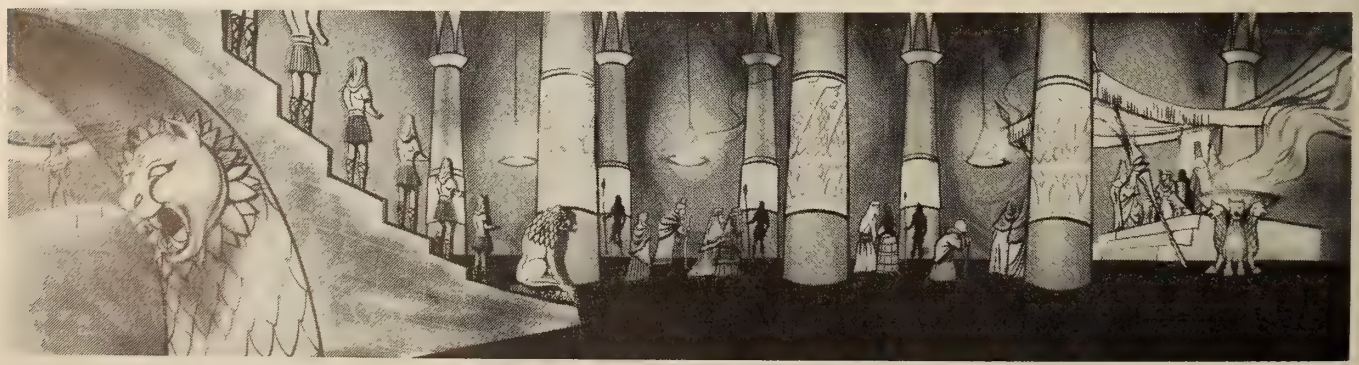
Many Programs Offered ▪ Among the children's programs revealed to BROADCASTING are the following:

NBC-TV: Its new undertaking is an hour weekly program in color, still untitled, but scheduled for Saturday, 12:30-1:30 p.m., starting in September. The first half of the program will be slanted to the 5-7 age group, and the second half to the 7-11 group. It aims to provide "education and entertainment" in music, science, history, mathematics and other subjects through audio-visual techniques and use of personalities. It will be produced by Craig Fisher.

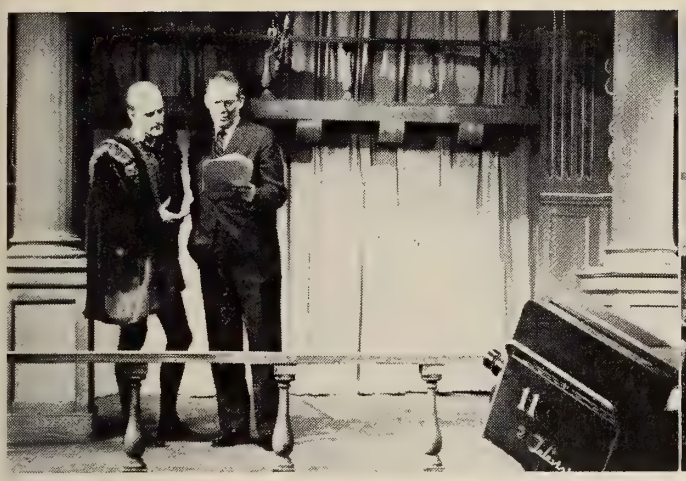
NBC-TV is scheduling for next fall a special hour program, titled *Who Goes There?* to explain world-wide communism to teen-agers. The network also is considering a sequel, *Who Goes Here?* which would explore the workings of communism in the U. S.

NBC-TV's public affairs department also is said to be working on two other series, which have not as yet been scheduled. NBC declined details except to say the programs would be "entertaining and educational."

ABC-TV Project ▪ ABC-TV: The network's long-awaited children's project, which was delayed for a year, is *Discovery,* set for Monday-through-Friday (4:30-4:50 p.m.), starting in the fall, and followed by a newscast aimed at youngsters in the same 7-12 age group. The concept behind *Discovery,* according to producer Jules Power, director of children's programs for ABC-TV, is "to see what the child wants to see, to do what he wants to do, explore what he would like to explore." The series will be produced on film and tape and will obtain material from nations throughout the world, as well as museums, zoos, monuments and parks in the U. S. Some of the sequences will include world famous amusement parks, science in the kitchen, training to be an astronaut, Chinese new year and a circus in pantomime. Close cooperation will be established with the nation's schools, according to Mr. Power, and at the end of each program, several books related to the telecast will be recommended for reading. The program is already more than 50% sponsored. Clients include Binny & Smith Inc. (crayons), Mattel Inc. (games), Kenner Toys (construction sets) and the



Stories from the Bible form the basis of Videocraft Production's five-minute series, "The Great Book," aimed at children and produced on film from photographs in a rapid-motion technique called "cinemotion." A scene from "Wisdom of Solomon" shows this activity in a biblical royal palace.



KHOU-TV Houston's "The Magic Room" half-hour series, explains facets of science, art forms and history to children (a scene from Shakespeare's "Hamlet" for example). It will be placed on all Corinthian Broadcasting tv stations in the fall and offered in syndication.



Pathe News Inc.'s new five-minute "Yankee Doodle Dandy" series for young children re-creates high points of American history, such as Abraham Lincoln at Gettysburg (above). It is being offered for distribution to television stations next fall.

Transogram Co. (toys).

Two on CBS-TV ▪ CBS-TV: Two half-hour programs in the children's area are projected by the network. One, still unannounced, is reported to be in the blueprint stages at CBS News in Washington and will explain the operations of the various U. S. and foreign agencies in the nation's capital, and trace the history and significance of famed Washington landmarks. It is planned for a Sunday afternoon time spot (CLOSED CIRCUIT, June 11). The second series, under the supervision of the network's public affairs department, was announced Thursday (June 14) and will be a weekly series, titled *Reading Room,* designed to stimulate and encourage reading among children in the 9-12 age group (see separate story, page 28).

Westinghouse Broadcasting: An ambitious project still under wraps at Westinghouse is a series of 12 one-hour specials (one per month) tracing the history of the various entertainment arts and utilizing well-known artists and personalities to interpret these arts. The specials will start in September on the five-owned stations and will be offered in syndication to other stations.

The first program is titled *Magic, Magic, Magic* and will spotlight magician Milbourne Christopher and his troupe, comedian Zero Mostel and actress Julie Harris. Other subjects to be treated will deal with poetry, the circus, puppetry and a minstrel show. Some programs will be produced in Europe. Westinghouse hopes to appeal primarily to the 12-18-year old group but believes adults also will want to view the specials.

Wider Audience ▪ Corinthian Broadcasting: For the past several months, the company-owned KHOU-TV Houston has had "considerable success" with a locally produced children's show on film, *The Magic Room,* and has decided to continue with the series for the fall. Starting in September, it will be carried on the four other Corinthian-owned stations and offered to other tv outlets via syndication. The half-hour filmed program is described as "an adventure for young people in the world of liberal arts" and consists of stories narrated by actor Marc Cramer, who integrated film clips, art work, and actual objects. A sampling of the subjects: Story of the Pilgrims, The Beginnings of Medicine, A Primer on Astronomy, The Significance of the United States Constitution and stories behind postage stamps. Study guides are issued in connection with each program.

Storer Programs Inc.: A series of 130 half-hour programs for children will be produced by Don Hunt of Detroit for syndication to stations. Titled *B'Wana Don in Jungle-La,* the series will focus on unusual animals throughout the world—aardvarks, zorils, trumpeter birds, margays—and provide an insight into the lands from which they come: How the animals live; what they eat, etc. It has been shown locally in Detroit and Cleveland, where it has achieved "high ratings," according to Terry Lee, vice president in charge of Storer Programs Inc. The programs will be produced on tape and transferred to films for syndication.

Pathe in Picture ▪ Pathe News Inc.: Three five-minute programs for children are being produced by Pathe, utilizing films in the extensive newsreel library (9 million feet) and obtaining footage from other sources and shooting new sequences. Pathe plans to produce 130 five-minute episodes of *Wonderful Planet Earth* (natural wonders, rare forms of animal life, far-away lands) and of *Yankee Doodle Tales* (stories of Great Americans, or places or events). Sixty-five segments of *Science Scouts* (scientific progress, events, concepts and future possibilities) also will be produced. Pathe has produced a pilot of each episode and hopes to sell the series to national or regional sponsors and to stations. Cinema-Vue Productions, New York, will distribute. Vernon P. Becker has been named executive producer of the series.

Robert Saudek Assoc.: This producing organization, which presented a children's program, *Excursion,* on NBC-TV eight years ago, has acquired rights to the Landmark Books. Mr. Saudek is preparing a half-hour series, titled *Landmark,* which would explore for children significant events of a historical, political and cultural nature. It is aimed for network presentation and is being presented to prospective advertisers.

Sold in Four Markets ▪ Screen Gems: A series of five-minute programs, *Pick a Letter,* is being produced on film in Canada by Screen Gems. Each letter of the alphabet will represent a topic (a is for air) and through the use of line drawings and other visuals, the subject will be explained in verse by a narrator. The age group is 4 to 10. The series has been sold in four major markets.

J. Walter Thompson Co.: In an unusual move for an agency, particularly in recent years, this top agency, BROADCASTING learned exclusively, has developed two children's program series in its own radio-tv workshop. One will be for children 5 to 10 and the other for children of all ages. Several Thompson clients are reported to be interested in sponsoring the programs, but the agency hopes to "refine" the programs before submitting them to the networks.

Videocraft Productions: Videocraft is producing 130 five-minute children's programs based on the Bible and titled *The Great Book.* It will make use of specially created illustrations that will be photographed in a technique the

company calls "cinemotion" (similar to the NBC-TV project 20 technique of rapid-motion photography). The series has been sold to several major market stations, including WPIX (TV) New York, for start this fall.

Two Projects ▪ Sterling Television Co.: Two projects not yet announced are under way at Sterling. It has acquired the rights to the popular Golden Books, and will produce a half-hour filmed series for children 6-12 in association with Cullen Assoc., New York. Two pilots have been completed and the series is being offered for network sale. Sterling also has begun work on 100 five-minute filmed segments of *Science Explores,* intended for children of primary-junior high school age.

Taylor-Nodland Ltd.: This company has created a weekly series of 30-minute films, titled *Career,* which aims to guide teenagers and their parents in the selection of a vocation. It includes profiles of jobs; interviews with successful practitioners and information on the requirements and training for specific vocations. It is offered for network sale.

Ziv-United Artists: A comedy-educational series, produced by Ziv-UA in association with Jerry Hammer Productions, was announced last week. Titled *Quick on the Draw,* series features Paul Winchell and Jerry Mahoney as hosts. It is planned as a weekly half-hour series for a network, live or tape, during which two youngsters (11 to 16) will compete in a quiz in the fields of music, literature and general knowledge. Each week's high scorer will be eligible to try for a $2,500 college scholarship. Jerry Hammer will be executive producer; Herbert Moss, producer, and Gil Cates, director.

Color Series ▪ Walter Schwimmer Productions, Chicago: This company has been preparing a color film series for children 6-12 years old for the past several months and will offer plans shortly to networks and advertisers. Company declined to reveal the nature of the show at this time.

Fred Niles Communications Centers Inc., Chicago: Company is preparing two unannounced series for children of school age, both of an instructional type. The first will consist of 39 half hours featuring a prominent educational figure and will be available for commercial sponsorship on the network or station level. The second is a series of 39 five-minute programs, which are being prepared for a sponsor, who has not as yet signed a contract. If he approves, the series will be shown in 30 markets and offered elsewhere.

Eastman, Scott big '61 tv spot buyers

TVB REPORTS TWO HEADED THEIR CATEGORIES IN TV BUYING LAST YEAR

Eastman Kodak and Scott Paper led their respective advertising categories in tv billings last year. Television Bureau of Advertising's summary of measured consumer media expenditures gave Kodak total billings of $11,699,016, of which 44.5% or $5,204,151 were in tv. Scott, with an 88.8% share in tv, had three-media (newspapers, magazines and tv) billings of $8,958,310.

The growing use of tv by advertisers of household paper products and aluminum foil is shown in TvB's report for the first quarter this year, which points out a 28.9% increase. Network and national spot billings totalled $7,220,515, compared with billings of $5,600,142 in the like quarter a year ago.

In 1961, expenditures in measured media for paper products and foil were $32.5 million, with 70.8% in tv. Network gross time billings were $15,796,001, of which $7,217,330 was in spot tv. In 1960, network tv billings were $11,549,153, and spot billings were $6,163,000. Eight of the 10 advertisers in the classification last year spent more than one-half of the expenditures in tv.

Photographic equipment and film manufacturers also moved ahead in tv billings in 1961. TvB reports total time and space billings of $21,716,458, an increase of 8.5% from the $20,012,900 spent in 1960. Network and spot tv's combined share of the 1961 billings was 49.9% or $10,842,221 ($9,994,604 in 1960). Kodak's tv billings were the highest in the category last year, but the runners-up gave the medium greater percentages. Polaroid ranked second with 74.4% of its billings in tv. Bell & Howell was third with 96.3%.

1961—Household Paper Products and Foil, Time and Space Billings

	Network tv	Spot tv	Total tv	News-papers	Magazines	Total	% tv
Scott Paper Co.	$5,980,927	$1,971,020	$7,951,947	$255,969	$750,394	$8,958,310	88.8
Kimberly-Clark Corp.	3,810,755	512,200	4,322,955	7,205	197,123	4,527,283	95.5
American Can Co.	147,040	100,860	247,900	156,506	3,106,373	3,510,779	7.1
Dow Chemical Co.	2,127,762	64,680	2,192,442	64,620	1,028,671	3,285,733	66.7
Procter & Gamble Co.	.....	2,613,620	2,613,620	.....	.....	2,613,620	100.0
Reynolds Metals Co.	1,577,887	22,830	1,600,717	453,788	40,190	2,094,695	76.4
Aluminum Co. of America	888,112	96,070	984,182	740,682	97,725	1,822,589	54.0
Hudson Pulp & Paper Corp.	.....	1,106,540	1,106,540	135,678	57,906	1,300,124	85.1
Kaiser Industries Corp.	1,153,052	16,590	1,169,642	29,762	40,600	1,240,004	94.3
Crown Zellerbach Corp.	.....	55,310	55,310	228,456	183,598	467,364	11.8

Household Paper Products and Foil, First Quarter

	1961			1962		
	Network tv	Spot tv	Total tv	Network tv	Spot tv	Total tv
Scott Paper Co.	1,298,943	644,850	1,943,793	1,833,893	1,174,710	3,008,600
Kimberly-Clark Corp.	909,225	67,220	976,445	664,644	330,340	994,984
American Can Co.	.....	.....	.....	.....	34,980	34,980
Dow Chemical Co.	665,699	11,360	677,059	782,267	29,050	811,317
Procter & Gamble Co.	.....	465,460	465,460	.....	840,440	840,440
Reynolds Metals Co.	452,597	12,320	464,917	226,971	.....	226,971
Aluminum Co. of America	162,777	.....	162,777	288,899	.....	288,899
Hudson Pulp & Paper Corp.	.....	382,240	382,240	.....	479,810	479,810
Kaiser Industries Corp.	374,426	.....	374,426	327,841	.....	327,841
Crown Zellerbach Corp.	.....	27,410	27,410	.....	86,790	86,790
Category	3,926,142	1,674,000	5,600,142	4,124,515	3,096,000	7,220,515

Leading Advertisers—1961, Photographic Equipment and Film (Gross Time or Space Expenditures

	Network tv	Spot tv	Total tv	Magazines	Newspapers	Total	% tv
Eastman Kodak Co.	4,627,071	577,080	5,204,151	4,794,107	1,700,758	11,699,016	44.5
Polaroid Corp.	3,216,222	.....	3,216,222	713,569	395,388	4,325,179	74.4
Bell & Howell Co.	1,382,960	.....	1,382,960	.....	52,703	1,435,663	96.3
General Aniline & Film Corp.	.....	.....	.....	553,981	173,791	727,772	.....
General Telephone & Electronics Corp.	.....	.....	.....	631,143	.....	631,143	.....
Keystone Camera Co.	170,737	174,230	344,967	60,431	60,121	465,519	74.1
General Electric Co.	243,080	.....	243,080	113,595	99,219	455,894	53.3
Minnesota Mining & Mfg. Co.	.....	.....	.....	238,277	.....	238,277	.....
Leaders	9,640,070	751,310	10,391,380	7,105,103	2,481,980	19,978,463	52.0
Category	9,860,221	982,000	10,842,221	8,169,171	2,705,066	21,716,458	49.9

Sources: Television: TvB-Rorabaugh and LNA-BAR; Newspapers: Bureau of Advertising; Magazines: Leading National Advertisers.



"Really...it was embarrassing"

Ever sit in an audience hoping for one award . . . then get called from your seat for every presentation? We just did. Four times we walked forward for the *Casper** awards from the Community Service Council of Metropolitan Indianapolis (that's supported by over 400 community organizations).

National honors are nice, but *Casper* awards are number one on our list. They're local . . . from our neighbors, our community, our market. There were four broadcast awards this year. One each for community service programing and outstanding local interest news presentations, in both radio and television. "WFBM ...WFBM...WFBM...WFBM."

Represented by The KATZ Agency

*"Community Appreciation for Service in the field of Public Enlightenment and Relations"

TV NBC 6 INDIANAPOLIS
WFBM
Radio 1260
TIME-LIFE BROADCAST INC.

LULL IN 'PROTECTION' FUROR

Ad, tv trade groups reported in informal huddle; Storer Broadcasting clarifies its policies

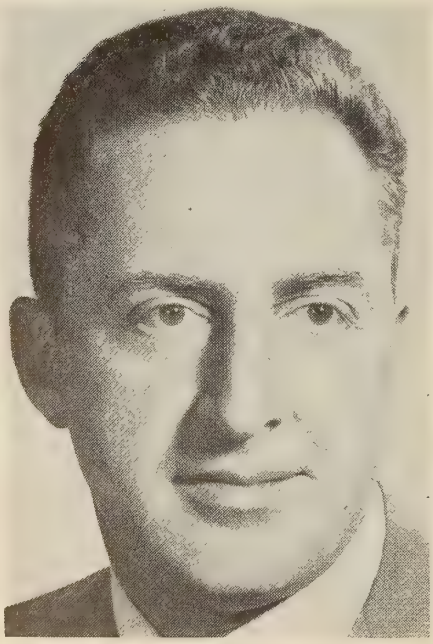
A period of relative quiet seemed to settle over television's product-protection controversy last week.

There was no way to tell whether the lull was temporary or would prove permanent, but there was little doubt that both sides hoped it would last.

The week brought a few developments:

▪ There was an informal, reportedly exploratory, apparently unresultful discussion among officials of the Assn. of National Advertisers, the American Assn. of Advertising Agencies and the Television Bureau of Advertising. Some participants said it was devoted mainly to the question of whether there are areas of the product-protection issue which representatives of the three organizations might properly and fruitfully discuss.

These talks reportedly originated at



Mr. Michaels

the request of Norman (Pete) Cash, TvB president. President Peter Allport and Vice President Bill Kistler joined him on behalf of ANA. AAAA President John Crichton could not participate but was represented by Vice President Kenneth Godfrey, who is secretary to the AAAA broadcast media committee.

▪ The AAAA's broadcast media committee, itself under the new chairmanship of Ruth Jones of J. Walter Thompson Co. (see story page 74), was reported planning to review the protection situation at a meeting on June 26. But Miss Jones noted that the committee can do little more than point out any advantages, disadvantages or dangers that it may see. It is not expected to take any "action."

While Miss Jones has not disclosed her own position on protection, it is known that the Thompson agency regards adequate protection as essential —as do most agencies, although often with varying degrees of vigor and with varying concepts of what is "adequate."

▪ Storer Broadcasting Co., one of the principal multiple-station operators, announced that its position is "basically . . . that we will consider any reasonable qualification in the area of product protection at the time the order is placed with and accepted by us." But the statement also emphasized that while Storer stations' operating practices usually give more protection than the clients request, the customary station contracts with agencies, advertisers and networks do not specify any principle of product protection.

Bill Michaels, Storer vice president, television division, said his company respects an agency's right to request whatever conditions it considers essential to the welfare of its clients, but that in turn it is only fair and reasonable that the agency reciprocate by respecting the right of stations to accept or reject such conditions without blanket condemnation.

No Pat Answer ▪ Storer, he said, feels that the problem does not lend itself to a simple chronological formula or a common policy that would be satisfactory to all or even most agencies or to all or most stations.

Storer's policy in general, the statement said, is to schedule no conflicting products on adjacency; to grant approximately 15 minutes' separation between competing products, and to schedule no conflicting products on successive inserts in participating programs (in a feature-length movie, for instance, no product advertised in commercial insert No. 3 would normally be competitive to any product advertised in commercial inserts 2 or 4).

Mr. Michaels' statement was in a letter replying to a query from Edwin A. Grey, senior vice president in charge of media for Ted Bates & Co. It was made public by the Storer organization, which in television operates WJBK-TV Detroit, WJW-TV Cleveland, WITI-TV Milwaukee, WAGA-TV Atlanta, and WSPD-TV Toledo.

Mr. Grey's query went to all commercial tv stations early in the current controversy, which started almost a month ago after Westinghouse Broadcasting had formally notified agencies that the customary 15-minute separation between competing products is no longer feasible; accordingly, Westinghouse said, it could guarantee no more than 10 minutes between competitive commercials in some cases, and could guarantee none at all adjacent to network spot-carrier programs.

Bates then asked all stations for statements of their protection policies, warning that it might cease to do business with those which failed to give assurance that they would maintain the 15-minute standard.

Mr. Grey reported last week that the returns thus far had been satisfactory —or had become satisfactory in subsequent discussions—except in about nine cases on which he is still seeking clarification or adjustment. He said he was sending second requests to about 100 stations which had not yet responded to his first.

1962 Gold Rush?

Advertising dollars are now being spent by domestic savings and loan associations to encourage foreign investors to deposit in their banks.

Financial Federation, parent company of 11 California banks has purchased a 13-week spot radio schedule over WRUL New York, international short-wave radio station. The spots will be used in WRUL's *American Business Bulletins,* which broadcasts daily closing prices on 250 listed stocks. Agency: Charles Bowes Advertising, Los Angeles.

CBS Radio Spot Sales reports sales up 8%

CBS Radio Spot Sales reports the over-all spot business of stations represented by the company is up 8% for the first four months of 1962, compared with the same period a year ago.

The top six business categories accounted for 15.8% more advertising revenue than last year, according to a survey conducted by the CBS division. The strongest rise in advertising expenditures was by consumer services, which showed a 39% increase from 1961.

Increases for the top six categories as reported by CBS Radio Spot Sales:

1962 Rank	Category	Increase over 1961
1	Food products	6%
2	Travel	4%
3	Consumer services	39%
4	Tobacco	15%
5	Autos & Accessories	31%
6	Drugs	17%

Charlotte's WSOC-TV takes 4 out of 5 first place awards Southern Newsfilm Competition



For third consecutive year a big sweep for WSOC-TV news staff:

1. *First in 4 out of 5 tv news categories.*
2. *Amassed 25 out of the possible 35 contest points.*
3. *Each WSOC-TV staff member placed in contest.*
4. *WSOC-TV's George Carras named "Southern TV Photographer of the Year."*

Some of the prettiest sales pictures in the Carolinas are being built within the framework of Channel 9's hard-hitting, imaginative news service. WSOC-TV's Carroll McGaughey and staffers bring local and regional events alive for a market of nearly 3 million people. You'll do well yourself with Charlotte's WSOC-TV. Let us tell you how this great area station of the nation can work with you.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

Schenley's radio formula: sell inoffensively

A hard liquor advertiser's entry into radio must be "cautious," a spokesman for Schenley Distillers Co. said last week. The company has renewed sponsorship for another 13 weeks in an all-night program on WVNJ Newark, N. J. (BROADCASTING, June 11). Schenley's approach to the unfamiliar medium is like that of "a new member of an old established club. He wants all the other club members to like him so he tries hard not to make any mistakes."

On WVNJ, Schenley's radio testing ground, 24 one-minute commercials for whiskeys, gin and vodka have been aired nightly, midnight to 6 a.m., Monday-through-Saturday, since last March. To make the "right impression" on listeners who are hearing whiskey commercials for the first time, Schenley is insisting on "tasteful entertainment" with a minimum number of commercials delivered in a "tasteful manner."

The firm's program, called *Schenley Through the Night,* is hosted by WVNJ announcer Bill Watson, whose on-air delivery is most similar to the quiet, pleasant sound associated with American Airlines' all-night music programs. Mr. Watson delivers all the commercials, on-the-hour, at the quarter-hours and preceding the five-minute newscasts on the half-hour. No two commercials are the same in any one hour. The program opens each night with the playing of a Broadway show album. During the remaining five hours, records of selected standard popular music are mixed with public-service messages, community "bulletin board" announcements, time and weather reports, traffic conditions and safety messages.

Ben B. Bliss & Co., New York, Schenley's agency for the radio campaign, does not feel that the use of radio is hard to handle for Schenley or other hard liquor advertisers. "Liquor industry people," a spokesman said, "are used to conforming to rules and restrictions." The standards invoked by radio "are nothing new to them." The agency reports that Schenley feels its program is "an opportunity to present entertainment that fills a gap in nighttime programming, and is something that will be appreciated." Listener comments confirm the sponsor's belief, according to persons connected with the show at both the agency and the station.

TOO AVERAGE?

Run-of-tv commercials need improving—Guild

"If we don't improve the average run of tv commercials, television can well become the Edsel of advertising," Walter Guild, president of Guild, Bascom and Bonfigli, said Tuesday.

Mr. Guild addressed a luncheon meeting of tv commercial creators and producers, west coast winners of awards at the third annual Tv Commercials Festival (BROADCASTING, May 7), and other advertising agency executives at the Beverly Hilton, Beverly Hills, Calif.

The San Francisco agency head commented that although the award winners are great commercials, they are not representative of what the American public watches on its home screen day in and day out.

Luncheon was preceded by a workshop panel at which the award-winning commercials were shown and the philosophy back of their presentation and the problems of their production discussed by their creators. Hildred Sanders, vice president, Honig, Cooper, & Harrington, Los Angeles, was the panel moderator.

Members were: Alan Alch, former broadcast copy chief of Johnson & Lewis, San Francisco (Bankamericard), who now heads his own Hollywood commercial production firm; Dominic Arbusto, art director of Carson/Roberts Los Angeles (Max Factor); Stan Freberg, Freberg Ltd., Hollywood (Cheerios, Chun King, Nytol); Steve Lehner, copywriter at Foote, Cone & Belding, Los Angeles (Southern California Cancer Center); Ken Sullet, copy chief of Carson/Roberts, Los Angeles (Mattel Toys); Douglas Easterberg, copywriter at Foote, Cone & Belding, Los Angeles (Purex); Ed Shaw, Young & Rubicam, Los Angeles (Hunt's tomato sauce); Dallas Williams, producer (Culligan water softener); and Mr. Guild (Skippy peanut butter).

Discussions were technical (the Bankamericard commercial was presented from paper, without a storyboard; the Max Factor cosmetics spot was worked out with a storyboard of still photos that showed details of hairdo, sun glasses, etc., so that most of the tv production problems were solved in advance); they were about unexpected results (the candle on a cross visual device for the Cancer Center commercial was so effective that it has been adopted as the Center's official symbol; the addition of handles to Chun King containers caused labor problems at the factory when the product was required to live up to the theme of the commercials); they were on old themes adopted for this new medium (the nursery rhyme, "What Are Little Girls Made Of?" inspired "What Are Little Cans of Hunt's Sauce Made Of?" Advertising peanut butter to adults, who buy it while the kids only help to eat it, is working in tv as it has in other media since 1938).

Mr. Sullet noted there is an ethical problem in advertising toys to children who believe everything they see and hear on tv. Mr. Williams told how the problem of getting dealers with small advertising budgets to advertise a water softener caused the Culligan commercials to be produced as IDs instead of minutes.

John Vrba, vice president of KTTV (TV) Los Angeles, showed a number of video tape commercials produced at various studios both in New York and Hollywood, to demonstrate the growing versatility of tape. William Gibbs, vice president of J. Walter Thompson Co., New York, demonstrated and discussed photographic techniques utilized to help tv commercials do a better sales job. Allen McGinnins, vice president of BBDO, Los Angeles, was working chairman.

Grey Adv. may get Tidewater account

Foote, Cone & Belding last week ended its five-year relationship with the Tidewater Oil account, the agency's second major account resignation in six months. Handled by FC&B's Los Angeles office, Tidewater's billings have dropped steadily from a high of $4 million, it was learned.

Tidewater's destination is not immediately known. Of the several major agencies said to be in the running for the account, the edge is given by some close observers to Grey Adv. The guesswork is based primarily on the recent move of Robert Humphries, FC&B's supervisor on Tidewater, to become head of Grey's office in Los Angeles. Other agencies reportedly showing interest: J. Walter Thompson and Doyle Dane Bernbach.

FC&B made no formal announcement of the resignation. However, Richard W. Tully, senior vice president of the agency, issued a short statement in which he said that Tidewater's "philosophies for advertising and for their relationship with the agency have be-



WANT TO BEAT COMPETITION?

Certainly you do! The most effective way is to out-program him—this calls for stronger weapons or the balance of program power won't swing your way. Seven Arts "Films of the 50's" have been deciding "power balances" in market after market by consistent top ratings and sponsors S.R.O.

WLAC-TV in Nashville began telecasting these Warner Bros. features on Friday and Saturday nights the weekend of February 16 and 17. The March A.R.B. clearly demonstrated how "Films of the 50's" beat their competition. Ratings up 50% over March '61. 28,000 more homes watching WLAC-TV on Friday nights, 21,000 more on Saturday nights. As a matter of fact, Sets-In-Use in Nashville on Saturday nights increased 40%!

Want to beat your competition? You can, with Seven Arts—"Films of the 50's—Money Makers of the 60's."

(For rating results around the country contact your nearest Seven Arts office.)

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

come too much at variance with our own to permit us to continue serving them." Unconfirmed reports indicated that the separation was forthcoming because the agency had been at odds over the client's insistence on running campaigns that the agency did not approve.

Tidewater's broadcast activity has been largely in tv spot, which in 1961 totalled $369,740, according to Television Bureau of Advertising. Network tv recently has been limited to sporadic participation in *CBS Reports*. The advertiser's product distribution mainly covers seven western states and the middle Atlantic states. Products include Flying-A-Gasolines and Tydol and Veedol motor oils and greases.

FC&B is definitely not closing the door to a petroleum account. The agency not only would like to handle another gasoline, but also wants to get back into beer advertising. Late last year it resigned the $8 million Rheingold beer account.

AM Radio Sales plan answers media queries

A radio research plan that provides answers to national advertisers about specific media questions has been introduced by AM Radio Sales Co., New York. The station rep firm released a brochure on a specialized study based on the new research approach.

Called "Impressed With Impressions?", it consists of an analysis by the A. C. Nielsen Co. It compares the tv spot news schedule of a national advertiser to a proposed spot radio schedule on three competitive radio stations in the same market. Compared are total impressions, unduplicated homes reached, audience composition, number of viewers against listeners per home and frequency of exposure to commercial messages.

"The need for such specialized research," according to Wilmot Losee, president of AM Radio Sales, "has become more and more apparent."

RAB sells six national advertisers

FOUR NEW TO THE MEDIUM, SWEENEY TELLS HIS BOARD

Six national advertisers will be on the air by mid-July in radio sales-effectiveness tests arranged through RAB's new Radio Test Plan and by December the number is expected to total at least 30, RAB President Kevin Sweeney told the semi-annual meeting of the bureau's board of directors last Friday.

He said those committed to start in July include four which currently spend no money in radio and two which are spending none in the markets they will be going into in the RTP tests. He did not identify the advertisers or the test markets, but said the advertisers include food processors, an airline, a toiletries firm and a household cleanser.

RTP, put into operation earlier this year, is a plan whereby major advertisers who are not heavy in radio agree to give the medium a substantial test in campaigns supervised by RAB. Stations getting RTP business agree to allocate 10% of the billing to RAB to help pay for the research to measure the campaign's effectiveness. By proving radio's selling power, RAB hopes to convert RTP advertisers into substantial users of radio on a regular basis.

Mr. Sweeney reported that RTP presentations have been made—with "extremely encouraging" results—to more than 60 advertisers representing a potential of at least $85 million in billings for radio. He said that "we have already turned down more tests than we have accepted because many of the proposed tests would do little to prove or disprove the case for radio."

Department Store Story ▪ Mr. Sweeney also disclosed that RAB's new department store radio advertising campaign (DSRAC) is now in operation in four markets and said RAB will shortly place proposals for the use of radio in amounts up to $400,000 before department stores in the DSRAC cities. Under DSRAC, RAB first sells and then guides major department stores through their first six months of radio advertising.

The RAB president told the board that 1962 will "clearly be RAB's record year for new membership: we expect more than 500 radio stations to join RAB in 1962—a figure that is 30% ahead of any single year in our 11-year history." Additions during the first five months of this year, he said, exceeded the total for the full year 1961.

The RAB board, headed by Frank P. Fogarty of Meredith Broadcasting, met in New York Friday. Its meeting was preceded by sessions of the executive and finance committees—and of the committee to choose a successor to Mr. Sweeney (see below).

Progress report on Sweeney successor

The committee to select a successor to Kevin B. Sweeney as president of RAB now hopes to find its man by this fall. That was the word last week as the committee, headed by RAB Board Chairman Frank P. Fogarty of Meredith Broadcasting, wound up a round of three meetings in New York. A statement issued through RAB said:

"The field of candidates and nominees has been reduced from approximately 40 to less than a dozen. Discussions with these nominees will proceed during the next few weeks in several cities.

"It is the intention of the committee to reach a decision by early fall. Kevin Sweeney's resignation becomes effective Feb. 28, 1963. This timing will permit the new chief executive to acclimate himself for several months while Mr. Sweeney is still available fulltime to assist him."

The selection committee consists of Mr. Fogarty, Harold Krelstein of the Plough Stations and Weston C. Pullen of Time-Life Broadcast.

WPIX says customers stampeding for 'Allen'

Summer selling for WPIX (TV) New York is paying off with results in connection with the new syndicated, 90-minute *The Steve Allen Show* (Mon.-Fri., 11 p.m.), which starts on the station June 25.

The program can accommodate a maximum 60 advertisers in a week. On the basis of what's spoken for, by last week WPIX was claiming the show to be three-fourths sold.

Latest big buyer (advertisers already include Procter & Gamble, Armstrong Rubber, Bristol-Myers, Colgate-Palmolive, General Foods and Johnson & Johnson among others) was Whitehall Labs' contract for participating 28 weeks placed through Ted Bates & Co.

Agency appointments...

▪ The Westminster Corp., New York, appoints Weiss & Geller, that city, as its agency for four new wine and liquor products. The wine, a French aperitif, will be advertised on radio and tv.

▪ Sarong Inc., New York, maker of women's foundations, appoints Young & Rubicam, that city. No specific media plans have been announced, but tv will be used.

▪ The World of Food Inc., all-food pavilion at 1964-65 New York World's Fair, appoints Kenyon & Eckhardt, New York, as its agency.

▪ Mitchell-Liptak Labs., Minneapolis drug maker, appoints John W. Shaw Adv., Chicago. Agency currently is buying radio-tv schedules in test markets for new products to be introduced this summer.

Me older brudder's pretty hot, too!



This is WDAY Radio's 40th year of being the biggest ladies' man (and biggest man's man, too!) in the Red River Valley's RADIO history.

But then, nine years ago, little WDAY-TV came along—and now little brudder is a bigger boudoir boy than *big* brudder!

Seriously—if you want a really interesting story, ask PGW about how WDAY started, 40 years ago this year, and all about what's happened during these four decades since. You'll be fascinated.

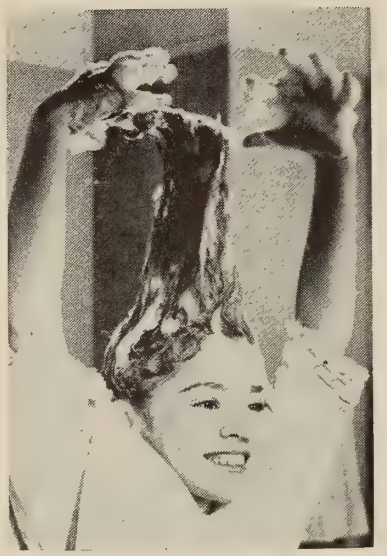
WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives



Kiddie shampoo fun

Selling small fry on a hairwashing ordinarily is pretty difficult, but one tv advertiser is trying to do that with a little bit of fun.

A "fun concept" for children's shampoo has been developed by J. Nelson Prewitt Inc., Rochester, N. Y., which will introduce new Matey shampoo in a nationwide tv campaign next Wednesday (June 20), and continuing through Jan. 10, 1963. Matey commercials, as pictured above, demonstrate the comical hairshapes children can create in the washing process, as well as "freedom from eye-sting and fast rinsing." The tv portion of the campaign will consist of up to five one-minute participations weekly in CBS-TV's *Captain Kangaroo* (Mon.-Sat., 8-9 a.m. NYT) and a spot schedule in leading children's shows (*Three Stooges, Mr. Magoo, Popeye* and others) in 31 markets. John W. Shaw Adv., Chicago, handles Prewitt's spot tv, and Hanford & Greenfield Div. of Hutchins Adv., Rochester, is the agency for network placements. The commercials are produced by Elliot, Unger & Elliot, New York.

▪ Regal Rugs Inc., North Vernon, Ind., appoints Ruben Adv. Agency, Indianapolis, as advertising and public relations counsel.

▪ Bravo Macaroni Co., Rochester, N. Y., appoints Hutchins Adv. Co., that city, to handle all advertising and public relations, effective July 1.

▪ Philippine Airlines appoints McCann-Erickson, San Francisco, as its agency in the U. S.

23 major firms back new marketing group

Charter companies in the formation this month of Marketing Science Institute, a non-profit marketing research group, have pledged nearly $500,000 to support its work over a five-year period. MSI's operations were disclosed publicly for the first time last Thursday (June 14) by Dr. Wendell Smith, MSI president, who addressed a luncheon meeting of the New York chapter of the American Marketing Assn.

Mr. Smith said 23 major corporations, in the role of "charter trustees," have pledged $20,000 each for research work in "developing and applying basic scientific techniques to solving marketing problems." The group's studies will be used by the companies for evaluation of their own operations, and the findings also will be freely disseminated "to get the widest possible distribution." MSI will not undertake contract work, he emphasized.

MSI's staff, initially four members, will be increased to 10 fulltime professional members by the end of the year, according to Mr. Smith. Offices have been opened at 3625 Walnut St., Philadelphia.

Charter sponsors are: Argus Corp., Armour & Co., Campbell Soup, Champion Paper, CBS Inc., Du Pont, Eastman Kodak, Ford Motors, General Electric, General Foods, Goodyear, IBM, Scott Paper, Sears, Roebuck & Co., Shell Oil, Smith, Kline & French Labs, J. Walter Thompson, Time Inc., S. C. Johnson & Son, Lever Bros., Monsanto Chemical, Reynolds Metals and United Air Lines.

Business briefly...

Muriel Cigars Div. of Consolidated Cigar Corp., New York, has bought a series of eight musical-variety specials on ABC-TV next season. The half-hour series, which begins on Oct. 21, stars Edie Adams. Agency: Lennen & Newell, New York.

Procter & Gamble, Cincinnati, will sponsor *Sir Francis Drake,* a new weekly series, which starts June 24 on NBC-TV (Sun. 8:30-9 p.m. EDT). Filmed in England, and starring Terence Morgan, the series is an International Telefilm Corp. production. It replaces *Car 54, Where Are You?* through Sept. 9. Agency: Leo Burnett Co., Chicago.

Dumas Milner Corp., Jackson, Miss., through Post, Morr & Gardner, Chicago, has bought 30-second and 60-second spots on four NBC-TV programs for Perma-Starch starting end of this month. Buy may be expanded later.

Plumbing Industry Progress & Education Fund (P.I.P.E.), trade association of Southern California plumbing firms, is making its first use of radio in a 52-week campaign to start June 1 with news shows on 13 stations in that area, through David Olen Adv., Los Angeles. Agency President David Olen attributed P.I.P.E.'s entry into radio, involving an expenditure of over $50,000, to the sales promotion efforts of the Southern California Broadcasters Assn., and the selection of news "because of its local interest and because it reaches the audience most likely to respond to the P.I.P.E. story."

Eastman Kodak, Procter & Gamble and **Texaco Inc.,** each has bought one-third sponsorship of *The 3rd Annual Tv Guide Award Show* on NBC-TV Sunday, June 24 (9-10 p.m. EDT). Agencies: J. Walter Thompson (Kodak), and Benton & Bowles (P&G and Texaco).

H. J. Heinz Co., Pittsburgh, is planning a prime time spot tv campaign for both its regular products and its new baby food in the firm's "principal U. S. markets." Agency: Maxon Inc., Detroit.

Newcomer Allerest buys heavily in tv

Pharamacraft Labs, New York, whose Allerest allergy tablets went into national distribution last April, has set up a saturation tv campaign—both network and spot—to promote its remedy for hay fever victims.

Along with an eight-week 85-market spot tv drive in August and September, Allerest will sponsor three ABC-TV one-hour specials in a four-day period. The specials, "Invitation to Paris," "The Bing Crosby Show" and a Shelley Berman one-man show, will be presented in August and September.

Including participations in 12 ABC-TV series for two of its other products, Fresh deodorant and Ting athlete's foot remedy, Pharmacraft's summer network investment exceeds $2 million. Agency: Papert, Koenig, Lois Inc., New York.

Berlitz unit to aid in international field

Berlitz, a name synonymous with the teaching of foreign languages, has entered the international advertising field.

Berlitz International Consultants has been organized to advise American firms doing business abroad in the preparation of their advertising materials. BIC, under the direction of Dr. Max Lekus, is located at 630 Fifth Ave., New York.

Designed to work with existing advertising and public relations firms, BIC will analyze and advise on copy, art and media in foreign markets, with regard to local, national, religious and other group customs and taboos.

New RCA Cartridge Tape System with "TRIP CUE"



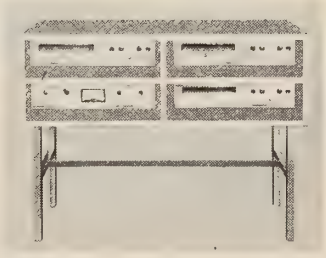
Here's the cartridge tape system with something new—*trip cue!* This unique feature allows you to record a special trip-cue tone that, during playback, can be used to start the next device in an automatic or semi-automatic system, with split-second timing. (In TV operations it may be used to advance slide projectors.)

Delayed broadcast, spot announcement campaigns, production aids, themes, station breaks can be handled by the RT-7A with a minimum of effort. Cartridge is selected, placed in a playback unit, forgotton until "Air" time, then instantly played at the flick of a button. Cueing and threading are eliminated.

Check this handsomely-styled equipment against any other for compactness and design... Provides transistor circuitry, low power consumption, simplicity of operation! It's one more in a growing line of value-packed new products for radio and television stations from the pioneer in broadcasting. See your RCA Broadcast Representative. Or write to RCA Broadcast and Television Equipment, Dept. JC-22, Building 15-5, Camden, N. J.

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA



Typical packaging is this attractive four-unit console with single BA-7 Cartridge Tape Record and Playback Amplifier and three Cartridge Tape Decks, as illustrated.

Separate units of this system available are the Record and Playback Amplifier, and the Cartridge Tape Deck. A Cartridge Storage Rack is also available.

On tv the 'lending' is easy for Xerox copying machine

Why advertise an office copying machine on network tv?

Xerox Corp., Rochester, N. Y., is spending about a half-million dollars a year on *CBS Reports* because it believes that once its No. 914 copier is seen, it will sell itself.

In an inter-office memo made available last week, Xerox's agency, Papert, Koenig, Lois, New York, explained its advertising strategy by noting documentary or public service tv is an "ideal vehicle" for the No. 914 "in terms of the selective audience reached, ability to demonstrate the machine and the corollary benefit of building a Xerox corporate image. An advertiser with a limited range of prospects . . . can take advantage of the dynamics of television and still fulfill its primary aims. We believe . . . that *CBS Reports* has very definitely fulfilled these objectives."

Bob Muir, Xerox account executive at the agency, said the program represents an attempt to buy tv on a selective, almost magazine type basis. No print ad, he said, could possibly come near tv. "It's impossible to demonstrate in print." He noted, however, that about 60% of Xerox's budget goes to print because it's the "coordination between media" that sells: A print ad makes the reader think and understand the product, and tv demonstrates it.

Xerox, which never advertised in television before it appointed PKL a year ago, has been buying monthly half-sponsorship of *CBS Reports* since last November. It originally bought the show on 32 stations and has increased its coverage to 76 cities.

Mr. Muir said Xerox is not "selling" its No. 914 copier on tv—it's "lending" it. The copier is "lent" to a business firm, and the company pays for the copies it makes—a minimum of $95 a month for the first 2,000 copies. An indicator at the bottom of the machine tells exactly how many copies were made during any given month, and the firm "borrowing" the machine pays only for them.



The still above, from one of Xerox's "CBS Reports" commercials, points out the versatility of the No. 914—it will even copy a three-dimensional rag doll, and is simple enough for even the little girl to operate.

Although Xerox would not divulge its exact sales or "lending" increase since the beginning of the *CBS Reports* schedule, the PKL inter-office memo noted, "Combined with the sales results . . . achieved, there is little doubt that public service programming in television can deliver the right audience with the same dynamic impact it has on a broad national scale."

CBS Reports is moving from its present Thursday, 10-11 p.m. slot to Wednesday, 7:30-8:30 p.m. next fall, and this move has caused PKL and Xerox to evaluate the new time period before renewing the show. Mr. Muir felt, however, the change in day and time could not lessen the program's effectiveness because it has a "devoted, hard core audience." A definite decision on renewal will be made "soon."

Xerox is one of three photocopy companies that have used tv recently. The others are American Photocopy, which reportedly spent almost $11,000 (about 10% of its ad budget) in the Dave Garroway *Today* show in 1961 and has not advertised in tv so far in 1962; and Minnesota Mining & Manufacturing, which, it is estimated, spent almost $18,000 in spot tv in 1961 (against its total estimated budget of $561,000). MMM is not using the medium this year.

Also in advertising...

Rates up ▪ WABC New York will increase advertising rates on July 1, it was announced last week. In a letter to the advertisers, John J. McSweeney, sales manager, explained that boost in rate card No. 24 is based on "an average increase in audience of over 250%" in the last 18 months. Orders received on or before July 1 will be accepted under the old rates if the schedule begins on or before Aug. 1. Advertisers on the station before July 1 will be protected for six months from the date of the rate increase. Sample card rate change: a weekly schedule of 24 one-minute announcements in prime time (6-10 a.m.) will go up from $51 per spot to $70 per spot.

Station brochure ▪ The completion of a comprehensive station brochure designed to provide advertisers with pertinent and detailed Los Angeles market and station information has been published by KABC, that city. In addition to detailing aspects of the station's programming, the 63-page brochure also presents a profile of the metropolitan area, studies in population growth, racial and age characteristics, buying power and many other areas of interest to the potential advertiser. Copies of the book are available upon request.

Article on Fredericks ▪ The commercial successes and regulatory headaches of Carlton Fredericks, who voices the syndicated *Living Should Be Fun* radio series, are described in the June 16 issue of *Saturday Evening Post*. The article, written by John Kobler, describes some of the steps taken by Food & Drug Administration and the FCC in connection with the broadcasts of "America's Foremost Nutritionist," as he describes himself.

KDAL
Duluth-Superior
Plus* NOW 63rd IN AVERAGE HOMES DELIVERED!

*KDAL-TV now delivers Duluth-Superior plus coverage in three states and Canada—through a recently completed chain of fifteen new, licensed "translator" stations!

With this unique operation, KDAL's picture is clearly received by such distant communities as Fort William and ort Arthur, Ont. (211 miles), Walker, Minn. (136 miles), International Falls, Minn. and Fort Frances, Ont. (168 miles), Bemidji, Minn. (155 miles) and White Pine, Mich. (110 miles).

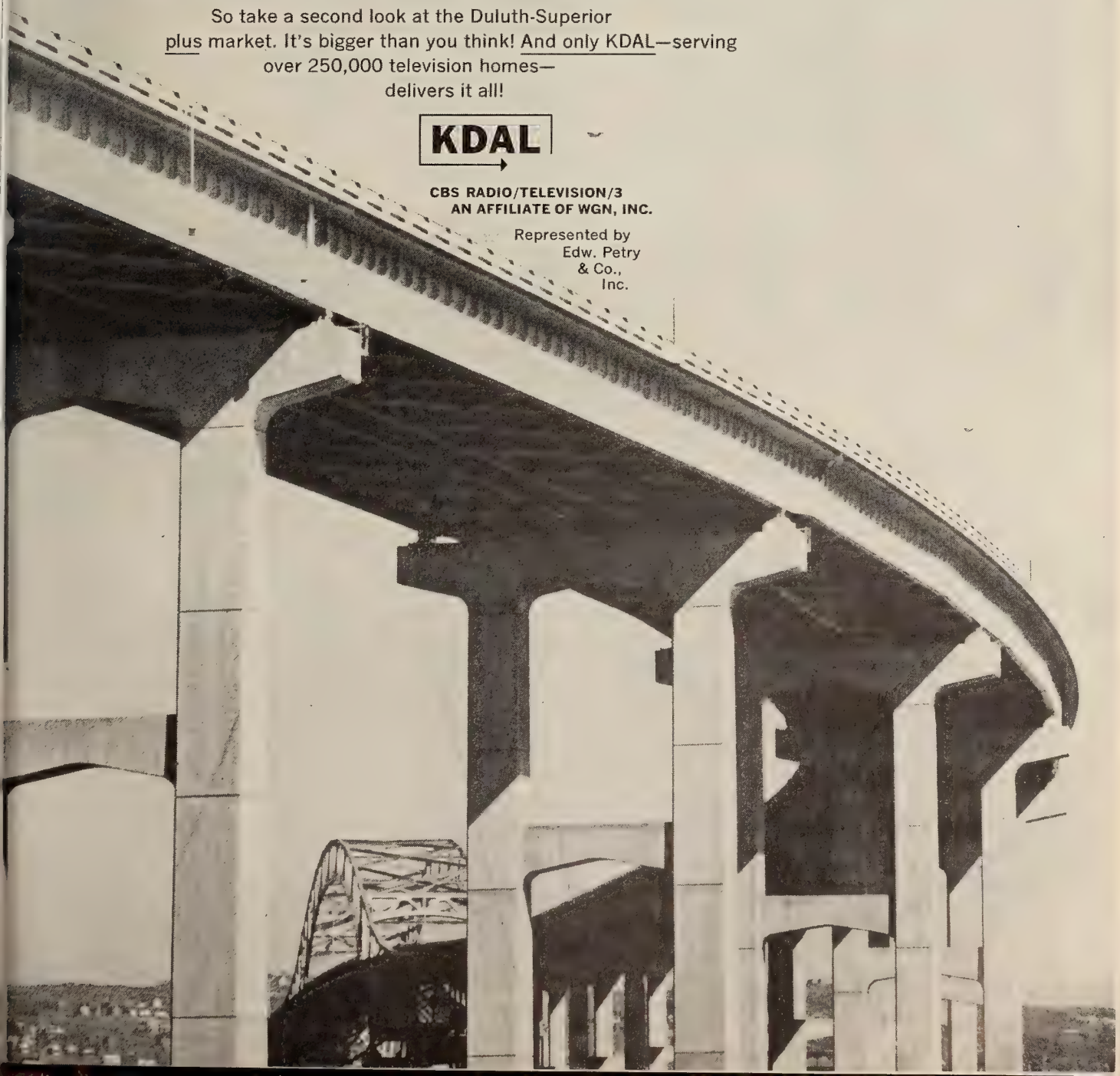
This very important plus ranks KDAL 63rd among CBS affiliates in average homes delivered! (ARB—Nov. 1961)

So take a second look at the Duluth-Superior plus market. It's bigger than you think! And only KDAL—serving over 250,000 television homes—delivers it all!

KDAL

CBS RADIO/TELEVISION/3
AN AFFILIATE OF WGN, INC.

Represented by
Edw. Petry
& Co.,
Inc.



Uhf-vhf set bill whizzes by Senate

HOUSE AGREEMENT NEEDED ON MINOR CHANGE BEFORE PRESIDENT SIGNS

The FCC-backed all-channel tv receiver bill, by which it's hoped to break the long-standing uhf-vhf impasse and which may have a profound effect on the future growth of television, passed the Senate easily last week, well on its way to becoming law. House agreement is needed to a minor Senate amendment.

The bill (HR 8031), which would authorize the FCC to require that all sets shipped in interstate commerce or imported into this country be equipped to receive both uhf and vhf signals, is intended to popularize the upper-band channels long shunned by broadcasters.

Proponents of the measure say such a development will lead to a truly nationwide television system, using all 82 channels and providing a far more diversified service than that available from the tightly packed 12-channel vhf system now dominant through most of the country.

The FCC has labeled the bill its "No. 1" legislative proposal for this session of congress. But the commission got help from a host of other interests which, for different reasons, generated considerable support for the bill.

Anticlimax ▪ As a result, the Senate action was anticlimactic. Sen. Norris Cotton (R-N. H.), denounced the bill as one that "sets a dangerous and far-reaching precedent." He said the bill would take from consumers their freedom of choice. Sen. Roman L. Hruska (R-Neb.) said the bill amounts to an attempt to "legislate a market" for uhf television sets.

But both conceded theirs was a losing cause. Only a handful of senators was on the floor during the debate and participated in the voice vote that followed.

The measure, which passed the House by a vote of 279-90 (BROADCASTING, May 7), goes back there for concurrence in a Senate-approved amendment specifying that the receivers be capable of "adequately" receiving both uhf and vhf signals. The word was inserted to make sure the commission has authority to insist that the sets give satisfactory service.

Sen. Cotton said the bill would add $25 to the cost of each television set, a total cost of $150 million a year at the current sales level. Many consumers, he added, will neither want nor need the uhf tuner.

Small Price ▪ But Sen. John O. Pastore, chairman of the Communications Subcommittee, said the additional cost is a small price for unlocking 70 new channels of television. He also said the additional cost is expected to be reduced once the sets are in full mass production.

The bill was also supported by New Jersey's two Senators, Harrison A. Williams Jr. (D) and Clifford Case (R). Both said it would have a special benefit for their state, which is without a television station of its own. The state has 13 unused uhf allocations.

The full effect of the bill on uhf television is not expected to be felt for several years, perhaps as many as six. The commission presumably will meet with set makers before beginning to implement the legislation; it will then take time for the manufacturers to retool. After that it will be largely a matter of how fast existing sets wear out and are replaced.

James D. Secrest, executive vice president of the Electronic Industries Assn. which opposed the all-channel tv set bill, said that the industry is "naturally disappointed" but will now cooperate with the FCC to "provide a smooth transition from the present production and marketing of vhf receivers to all-channel sets."

In a related development, Admiral Sales Corp. announced that its 1963 line of tv receivers will be easily adaptable to uhf reception. Carl E. Lantz, president, said the sets will have a turret tuner in which four uhf strips can be installed without special tools.

Action Needed ▪ Sen. Pastore, told the Senate the history of uhf television dictates the urgency of the bill. Of 1,544 uhf allocations, he said, only 103 are being used. More than 100 other uhf stations were on the air but were forced to go dark because of an inability to attract advertising revenue, he added.

Sen. Pastore said "the heart" of the dilemma is the scarcity of sets capable of receiving uhf. Some 55 million receivers are in use, but only about 9 million can receive uhf, he said. The practical effect of this, he said, is that uhf stations simply can't compete with vhf stations in their market.

He said the bill would be of considerable benefit also to educational television. Congress earlier in the session enacted a $25 million program of aid to etv. But 187 of the 279 channels reserved for etv are in the uhf band. In addition, educators have said they will need another 900 channels, more than 800 of them in uhf.

"Therefore," he said, "it becomes obvious that this legislation . . . ties in significantly" with the etv program. "For even in areas where there is extensive commercial vhf service, the all-channel television receiver legislation would help create the type of circulation which will permit the development of the educational television broadcasting stations that use uhf channels."

The FCC has been urging all-channel legislation as a way out of the vhf-uhf impasse for the past several years. But it never found much enthusiasm for the bill on Capitol Hill. When the proposal was introduced last year, it wasn't given much chance of passing.

Tide Turns ▪ Then last summer the commission proposed deintermixing eight markets as a means of attacking one segment of the uhf problem. Suddenly the atmosphere surrounding the all-channel bill changed.

The deintermixture proposal had frightened the vhf broadcasters involved and infuriated their congress-

WMCA's success

A New York radio station, carrying its editorializing policies into action, won a victory last week when the U. S. Supreme Court ordered a lower federal court to consider a suit filed by WMCA Inc. (WMCA New York) and five of its staff to force New York State to revise its apportionment policies for the state legislature (BROADCASTING, April 9). The WMCA suit was dismissed in the New York District Court earlier this year on the ground that the federal courts have no jurisdiction over state apportionment policies. Last week's Supreme Court one-page, unsigned order, told the New York federal court to consider the complaint in the light of the Supreme Court's March 26 decision in the Tennessee apportionment case. Only one justice dissented in the WMCA case; this was Justice John Marshall Harlan who criticized the court for not setting guidelines for lower courts on how to measure the constitutionality of state districts.



The interesting migration habits of the red-blooded* vacationing consumer

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**A story with a moral for all whose avocation is moving people . . . but whose vocation is moving products.*

men. In the next few weeks, a dozen bills were introduced aimed at blocking implementation of the deintermixture plan. But many of these, as an alternative solution to the uhf-vhf problem, incorporated the FCC's all-channel legislation.

During the Senate and House hearings on these measures, a long line of witnesses representing the networks. NAB, The Assn. of Maximum Service Telecasters, individual broadcasters and state and local officials urged enactment of the all-channel bill. Not all of the witnesses were opposed to deintermixture. The ABC network, for instance, favored it. But most opposed it.

Dilemma ▪ This confronted Congress with a dilemma of its own. Such key figures as Sen. Pastore, Sen. Warren Magnuson (D-Wash.), chairman of the Commerce Committee, and Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, didn't like the all-channel bill. But deintermixture was even less acceptable. Their committees had long urged the FCC "to do something" about the uhf-vhf problem; so the all-channel bill was on its way to enactment.

To the vhf broadcasters, the immediate and most important consideration is that the all-channel bill means protection, for at least five years from any more FCC deintermixture proposals.

The Senate and House commerce committees, heeding the plea of the FCC, didn't include an anti-deintermixture provision in the legislation they approved. The commission said such a provision would deny it the "flexibility" it feels it needs. But both committees were given the commission's word, in writing, that it would not attempt any new deintermixture moves until the effectiveness of the all-channel bill in assisting uhf television could be determined. Both committees interpreted this to mean from five to seven years.

Senate Minority Leader Everett Dirksen (R-Ill.) briefly revived the issue during the Senate debate, urging an amendment that would explicitly prohibit the commission from proceeding with any deintermixture action without authorization from Congress. But he withdrew his proposal after Sen. Pastore informed him of the Commission's promise.

Sponsorship is not

FCC Chairman Newton N. Minow indicated last week the commission may be preparing to drop its long-held concept that a sustaining program is, by its nature, more likely to be in the public interest than one that is sponsored.

Mr. Minow, interviewed by Sen. Harrison Williams Jr. (D-N.J.) for a program taped for broadcast Saturday (June 16) over WCAU-TV Philadelphia and WJRZ Newark, was asked whether sponsors are interested "in the better arts rather than the baser arts."

Mr. Minow said there are signs this is so. Then he added:

"One thing we're trying to do at the commission is to abandon the idea that a non-sponsored program is necessarily a better program than a sponsored one. We're trying to encourage the mixing, if you will, of sponsorship with quality and not regarding it as anything inconsistent."

Mr. Minow's comments appeared to offer encouragement to broadcasters who feel the commission need not inquire into whether their programs are sponsored or not. Industry and NAB officials want a question relating to this subject eliminated

FCC AGREES BROWN WASN'T IMPROPER

Tentative decision clears WSPA-TV owner of allegations

By staff instructions the FCC indicated last week it agrees with the Broadcast Bureau and Chief Hearing Examiner James D. Cunningham that Walter J. Brown, owner of WSPA-TV Spartanburg, S. C., is not disqualified to be a licensee and that he did not make improper off-the-record contacts with commissioners (AT DEADLINE, June 11; BROADCASTING, Dec. 25, 1961).

If the FCC acts on this tentative decision, it will be another step toward unsnarling a case that has been before the commission and the courts since 1954.

The commission reportedly was unanimous in its tentative conclusion.

The original 1953 construction permit for WSPA-TV specified a transmitter site on Hogback Mountain. In 1954 the station applied for a modification of permit to operate from Paris Mountain (from which it has operated since) and the application was granted without a hearing.

The grant was protested by WAIM-TV (ch. 40) Anderson, S. C. The FCC held a hearing and affirmed the grant; the Court of Appeals reversed that decision and remanded the case to the FCC. Again the FCC approved the site change; again the court supported WAIM-TV's protests and remanded the case. One of the issues ordered for a 1958 hearing was whether Mr. Brown possessed the character qualifications to be a licensee.

A hearing examiner in the 1958 hearing ruled out as irrelevant WAIM-TV's questions about Mr. Brown's alleged off-the-record contacts with commissioners. The examiner ruled that since the contacts took place when the case was in the court and not before the FCC, Mr. Brown's actions were not inconsistent with the FCC's adjudicatory processes. The initial decision set aside the modification of construction permit which authorized moving the transmitter site from Hogback Mountain to Paris Mountain, but found nothing to warrant Mr. Brown's disqualification as a licensee.

In 1961 the FCC decided WAIM-TV's allegations that Mr. Brown made improper contacts should be resolved in a hearing.

The apparent result of the supplemental hearing is to affirm the original hearing examiner's judgment—that Mr. Brown's conversations with commissioners were not improper because the case was then under a court's jurisdiction and because Mr. Brown did not attempt to discuss the merits of the case or to improperly influence the commission. The commission's tentative decision also upholds the examiner's recommendation setting aside the grant of transmitter site change.

WSPA-TV has an application pending before the FCC to move its transmitter and antenna to Caesar's Head Mountain and to increase antenna height and power. Although the application was filed over two years ago, the FCC has declined to process it while the character issue was in question.

FCC will probe pact for South Miami ch. 6

The FCC intends to investigate circumstances of an agreement under which the favored applicant for ch. 6 South Miami-Perrine, Fla., withdrew in exchange for partial reimbursement of expenses and an option to buy 7% of the other applicant's stock if the FCC approves (BROADCASTING, May 7, 14, June 11).

The commission stayed the effectiveness of an order by Chief Hearing Examiner James D. Cunningham which approved an agreement between South Florida Amusement Co. and Coral Tv Corp., providing for South Florida to drop from the contest and Coral to reimburse $65,000 of its expenses. The order granted ch. 6 to Coral.

Subject to Review ▪ The chief hearing examiner has power delegated to

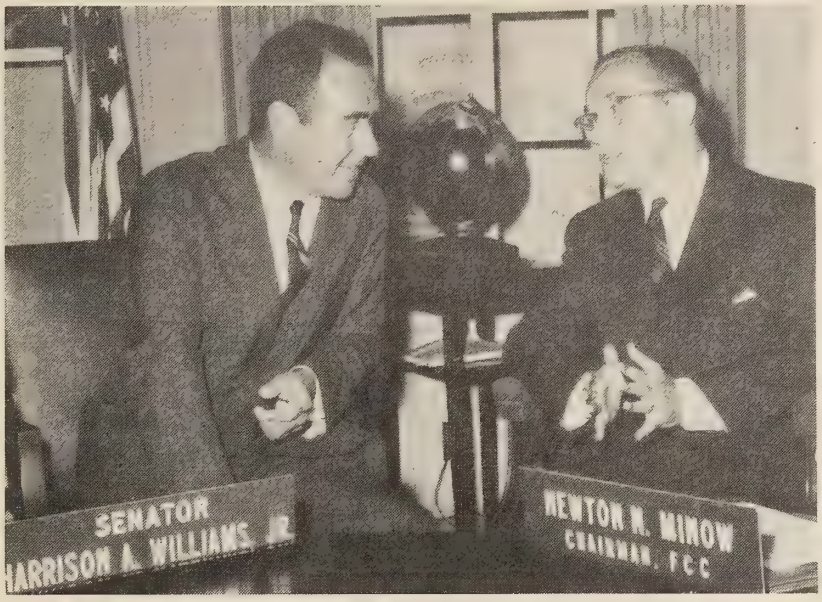
necessarily sinful, FCC's Minow tells Sen. Williams

from the commission's proposed program renewal form. But some commission officials were thought to feel the query is needed to encourage local programming (CLOSED CIRCUIT, June 11).

In another taped congressional interview, Chairman Minow stated that "we would like to see" a minimum of five tv stations in metropolitan areas. He said this would permit representation of all three networks, an independent station and an educational station. The chairman said he thought enactment of the pending all-channel set legislation would be helpful in making more five-station markets a reality. He was interviewed by Rep. Harold C. Ostertag (R-N.Y.) for a program shown on WROC-TV Rochester and WBEN-TV Buffalo.

In other comments to Sen. Williams, Mr. Minow said he sees evidence of a coming boom in educational television and of an improvement in commercial television's public affairs and entertainment programming.

Mr. Minow said the commission has been "besieged" with requests for assistance from stations anxious to take advantage of the new $25 million federal aid to etv program. He said he hopes this interest will lead to a nationwide etv network.



The senator and the chairman at the taping

Since his "vast wasteland" speech, Mr. Minow said, broadcasters have reappraised their "responsibility to the public" in the field of public affairs programming. "I think this whole stirring-up process has been a healthy thing," he said.

In this connection, he restated his view that broadcasters should editorialize. This is particularly important in view of the decreasing number of cities with competing newspapers, he said.

him by the commission to make grants when only one applicant remains. But such grants are subject to commission review and in this case the members decided they wanted to take a closer look.

The FCC on March 15, 1961, ordered a document drafted which would make final the grant of ch. 6 to South Florida. Coral asked the commission to reopen the record and take testimony on allegations that Sherwin Grossman, principal owner of South Florida, had sent forged letters to the FCC in connection with a campaign asking the FCC to modify Mr. Grossman's uhf station WBUF-TV Buffalo (now-defunct) to vhf.

The FCC refused Coral's request to set aside a grant and reopen the case (BROADCASTING, Sept. 11, 1961) but a month later granted a similar request by the Broadcast Bureau. The case was remanded to a hearing examiner for the purpose of taking evidence on Mr. Grossman's character qualifications to be a licensee in view of the forgery allegations.

Joint Plea ▪ In May Coral and South Florida filed a joint petition asking the FCC to approve an agreement whereby Coral would reimburse South Florida $65,000 and South Florida would withdraw. Mr. Grossman was to receive an option to buy 7% of Coral at an unspecified future date.

The Broadcast Bureau recommended approval of this agreement, provided that it was conditioned to forbid Mr. Grossman from buying stock in Coral without clearing himself first with the FCC. Examiner Cunningham, after ascertaining that South Florida's $65,000 expense was "prudent and legitimate," approved the deal, and included the requested condition.

NEW LOOK AT WAVY-TV

Management, program policies being investigated by FCC

It seems as if a renewed license doesn't guarantee freedom from FCC queries, especially about programming.

That appears to be the most significant development in the FCC's investigation of WAVY-TV Norfolk-Portsmouth, Va., ordered last month (BROADCASTING, June 4).

The FCC inquiry is primarily directed at allegations that WAVY-TV made misrepresentations concerning management personnel. Involved are the positions and terms of Carl J. Burkland, first general manager of the station; J. Glen Taylor, present president and general manager, and Hunter C. Phelan, first president of the licensee.

Riding on the outcome of the inquiry is the sale of WAVY-AM-TV to Gannett Co. (WHEC-AM-TV Rochester, N. Y., and other stations) for $4.5 million. Also involved is the payment of $98,750 to Beachview Broadcasting Co. for out-of-pocket expenses incurred in prosecuting its original application for ch. 10 in 1956 and in protesting the WAVY-TV license renewal in 1960. The commission renewed WAVY-TV's license Sept. 28, 1960.

In its May 31 letter of inquiry to Tidewater Teleradio Inc., the licensee of WAVY-AM-TV, the FCC asked the station to resubmit the program logs originally filed with its 1960 renewal application. The agency also asked that additional program logs be filed—for the week of Aug. 24-30, 1961; for the composite week of 1960-61, and for the week of March 11-17, 1962.

The commission's interest in WAVY-TV's programming arises from charges, some made by Beachview, that the Virginia station failed to broadcast "at any time during the 1957-1960 license period a huge majority of the local live programs you proposed."

The commission said that it noted in reply pleadings at license renewal time that WAVY-TV did not deny this allegation. "In view thereof," the commis-

sion said, " a question is raised whether the general manager and other principal stockholders situation resulted in or contributed to this deviation between program proposals and actual operation."

Management Question ▪ The FCC's principal interest is in who was managing the station during the first three years of its existence. Mr. Burkland was the original general manager; Mr. Taylor originally came in as a consultant, and Mr. Phelan was the first president. The commission claims that the changes in management personnel and of the presidency were not reported at the proper time.

The commission indicated that it relied significantly on the presence of Messrs. Burkland and Phelan and the positions they were to occupy in choosing Tidewater over Beachview in 1956. Compounding the problem, according to the FCC, is the fact that the commission stressed this very element in briefs and arguments before the federal courts in opposition to the Beachview appeals which sought to overturn the 1956 grant.

Good Faith ▪ All of these raise questions regarding the character qualifications and good faith of Tidewater, the FCC said. The commission asked: Do these actions in some instances constitute misrepresentation or deception?

Tidewater was given 30 days to answer the bill of particulars in the May 31 letter.

Biscayne goes to court to keep ch. 7 grant

Biscayne Television Corp., licensee of WCKT (TV) Miami on ch. 7, has gone to court to fight FCC's action to force that company to surrender the vhf grant.

In a petition June 7 to the U. S. Court of Appeals in Washington, Biscayne charged that the FCC erred in an order last year which vacated the 1956 grant to Biscayne and awarded ch. 7 to Sunbeam Television Corp. (BROADCASTING, July 31, 1961).

The reversal came after a hearing before a special FCC examiner on charges that Biscayne, East Coast Television Corp. and South Florida Television Corp. (all applicants in the original comparative hearings) engaged in *ex parte* communications with former FCC Commissioner Richard A. Mack before the final grant. The examiner held, and the commission agreed, that all the original applicants except Sunbeam made off-the-record contacts.

The WCKT owners charged in their appeal that the FCC's grant to Sunbeam is not supported by substantial evidence, that the commission cannot revoke a license without a specific hearing on that issue, that the FCC's 1961 vote was invalid since it was not adopted by a majority of a legal quorum of the commission, and that the commission ignored charges of concealment and misrepresentation against Sunbeam principals.

The 1961 vote was 5-1, Commissioner Robert E. Lee dissenting. Commissioner T. A. M. Craven abstained.

Biscayne is owned by principals of the *Miami News* (Cox) and *Herald* (Knight); Niles Trammell, former NBC president, holds the balance of the stock (15%). Biscayne also owns WCKR-AM-FM Miami, not affected by the decision in the tv case.

WFGA-TV INITIAL DECISION DISPUTED

FCC General Counsel's office wants to summon Mack

Furious with an initial decision finding WFGA-TV Jacksonville, Fla., innocent of improper *ex parte* activities, the FCC General Counsel's office last week asked the commission to reopen the record so it may call in person several witnesses, including former Commissioner Richard A. Mack, whose written documents the counsel claims the examiner ignored.

The initial decision by Chief Hearing Examiner James D. Cunningham recommended that WFGA-TV be held blameless of improper conduct in the Jacksonville ch. 12 proceeding but that the grant be made void in light of *ex parte* representations made to Commissioner Mack by two losing applicants, Jacksonville Broadcasting Co. and the city of Jacksonville. He further recommended that those two applicants be disqualified (BROADCASTING, April 16).

The FCC counsel's office said the examiner had been unfair and legally wrong to accept certain documents as evidence and then to ignore them in reaching his conclusions. If the examiner had not accepted the documents as evidence, counsel would have had the right to present argument as to their validity; by admitting them and then ignoring them, the examiner deprived counsel unfairly of its right, the FCC counsel maintained.

The primary exception taken to Mr. Cuningham's decision was that he had given no weight to entries in Mr. Mack's office diary. This diary was established as acceptable evidence in the trial of Thurman A. Whiteside for allegedly conspiring with Commissioner Mack to throw the ch. 10 Miami grant, the counsel's office said. It said that if counsel had known the Mack diary would be ignored it would have called the former commissioner and his secretaries to the stand to verify that alleged agents of WFGA-TV had made *ex parte* representations. Thinking the diaries were acceptable, the counsel felt that direct testimony would only be cumulative and repetitive, the FCC branch said.

Since the diary and other documents were ignored, the counsel's office said, it wants the record reopened to take direct testimony from the authors.

The Jacksonville ch. 12 proceeding "goes beyond a question of the rights of private parties and concerns a possible wrong or fraud against a public agency going to the integrity of its adjudicatory processes," the general counsel stated. For this reason, he said, FCC consideration of the validity or invalidity of the examiner's exclusionary rulings after the hearing have paramount importance and the FCC has a duty to reopen the record.

The counsel's office also criticized Mr. Cunningham's decision for accepting testimony of witnesses which was allegedly in conflict with other statements they had made or with general credibility. The witnesses cited were those the counsel claimed had contacted Commissioner Mack on behalf of WFGA-TV to influence his vote.

Wilson ch. 10 replies to rivals' petitions

WLBW-TV Miami has replied to two of its rivals for ch. 10 who have asked the commission to waive its rules regarding specification of transmitter sites.

The applicants, South Florida Tv Corp. and Civic Tv Corp., became targets of WLBW-TV's ire after each asked permission to negotiate with L. B. Wilson Inc., licensee of WLBW-TV, for its facilities in lieu of his own proposed site, if he should win ch. 10 Such permission is without precedent, WLBW-TV claimed.

In specific opposition to Civic Tv's petition, which not only mentions the possibility of negotiating for WLBW-TV's facilities, but also for others, the station said the "infinite number of hypothetical possibilities would have to be weighed with regard to each possible site. If the commission should grant the Civic application, it would not know what it was granting."

South Florida came under a slightly different kind of fire because, according to WLBW-TV, its petition questioned Wilson's rights as licensee of ch. 10. L. B. Wilson emphasized it is the licensee of WLBW-TV and is entitled to "every right, benefit, and privilege which any other licensee of any other facility in the country may enjoy at

250	500	1,000	5,000	10,000	20,000	50,000	100,000
BC-250T	BC-500T	BC-1T	BC-5P-2	BC-10P	BC-20C	BC-50C	BC-100C

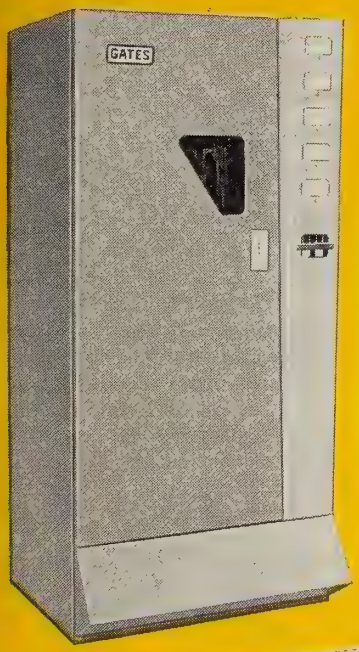
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When you buy Gates equipment – from 250 to 100,000 watts – you know that each transmitter represents an accumulation of *40 years of specialized broadcast engineering experience.* This is why Gates is the world's largest manufacturer of AM broadcast equipment, as shown by the examples below.



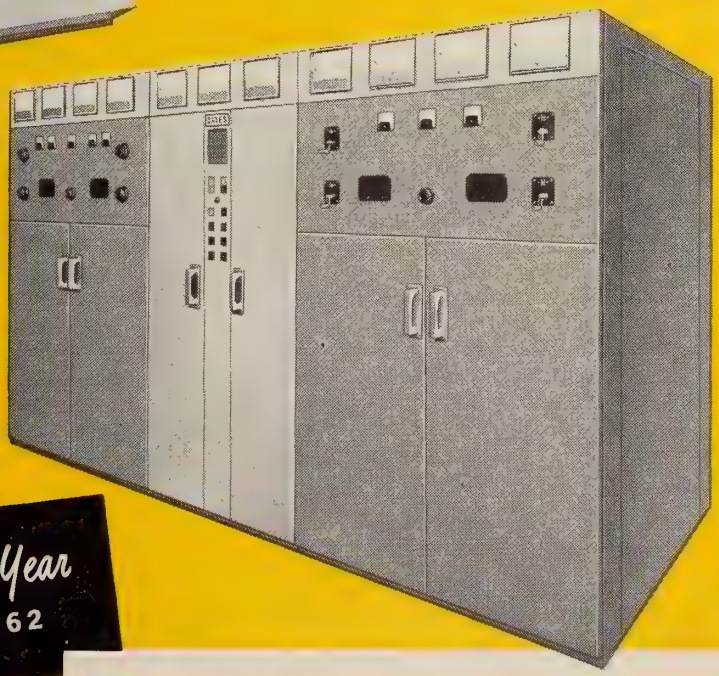
BC-1T 1 KW AM Transmitter

Used by more 1000 watt AM stations than any model in the history of broadcasting.



BC-5P-2 5 KW AM Transmitter

The largest selling 5000 watt AM broadcast transmitter manufactured in the world today.



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renewal time." Wilson objected to what it termed an "implication" by South Florida "that it would be a breach of 'good faith' to treat the Wilson renewal application as what it is, namely, a renewal application." WLBW-TV also objected to South Florida's "emphasis upon the 'default' award" to L. B. Wilson Inc., stating that there was no more default than in any other commission grant to an uncontested applicant.

WLBW-TV claimed that granting South Florida's petition would only add confusion to the case because South Florida would be negotiating for facilities which "may or may not be available."

The other applicants for the ch. 10 allocation are Public Service Tv Inc., former licensee, which seeks the old WPST-TV facilities, and Miami Tv Corp.

Rochester decision stands

The U. S. Court of Appeals in Washington last week upheld the FCC's decision in 1961 to add ch. 13 to Rochester, N. Y., as a commercial facility rather than to reserve it for educational use only. A three-judge court held that the FCC was within its rights in deciding that there was greater need for a third competitive vhf commercial channel in Rochester than for a vhf educational channel. It pointed out that there was already a uhf reserved channel for education assigned to the city but unused. The court also noted that the Rochester Educational Television Assn. had applied for ch. 13 and would be considered for that facility with the 10 other applications already filed. The appeal was made by the Rochester group and the Joint Council on Educational Broadcasting. The decision was written by Chief Judge Wilbur K. Miller, for himself and Circuit Judge Warren E. Burger. Circuit Judge George T. Washington filed a concurring opinion.

FTC: more, please

During a five month period last year, the Federal Trade Commission's reviewers scanned 163,910 radio and tv scripts and 127,052 pages of newspaper and magazine pages looking for deceptive advertising. Out of this bulk, 17,330 advertisements were segregated for further examination.

But, FTC officials told the House Appropriations Independent Offices subcommittee last January (and released last week), the volume of broadcast script is increasing and the need is for additional personnel to keep up with this monitoring work.

The FTC is asking for $11,845,000 for fiscal 1963 which starts July 1 of this year. This is $1.6 million over the FTC's budget last year.

Movie group opposes Denver pay tv

Denver theatre owners last week asked the FCC to deny the application of KTVR (TV) Denver to run a three-year pay tv test in that city, or at least to hold a hearing on it before granting the request.

Among the questions raised by the Denver Committee Opposed to Pay TV, representing 12 theatre firms owning 32 movie houses in Denver, is a new facet of the subscription tv service:

Can the FCC approve this application without holding a rate-making hearing on the charges the telephone company is making to the franchise holder for the use of telephone lines to carry the audio portion of the pay tv program?

KTVR plans to use the Teleglobe system of subscription tv. This proposes to broadcast in the clear the video portion of the program, but to transmit the sound element over telephone lines to subscribers' homes. The application for FCC permission to operate the Teleglobe system in Denver was filed March 30 (BROADCASTING, April 2).

In discussing the telephone company-franchise holder agreement, the Denver theatre owners raise the propriety of the rates to be charged by the telephone company to the franchise holder which, in turn, sets the rates to be passed on to the subscriber. In the application, this figure is estimated to be $3.25 monthly. No basis is given as to how this fee is arrived at, the theatre owners say, and the FCC must hold a regular rate-making proceeding to determine this.

Other objections raised by the Denver theatre owners requiring a denial of the application or a hearing, according to their petition:

- More than 800,000 Denverites will be deprived of a tv service without any showing that equivalent service is available from other stations in the area.
- The application fails to detail program specifics for the pay tv service.
- The proposed test is too limited since it plans to serve only 2,000 customers and cover only one-quarter of Denver metropolitan area.
- No licensee responsibility is apparent from the application. The franchise holder, Teleglobe-Denver Corp., will own and operate all the equipment for transmitting the pay tv programs and will procure all program material. The telephone company, Mountain States Telephone & Telegraph Co., will own and control the lines over which the aural portion of the signal will be transmitted. This turns the licensee into "a mere *rentier* who has bartered its franchise to others and turned over to them virtual control of its operation," the petition reads.

Teleglobe-Denver Corp. is a combination of Teleglobe Pay-TV System Inc., originators of this system of subscription tv, and Macfadden-Bartell Corp., owners of the Bartell group of broadcast stations. KTVR is owned by J. Elroy McCaw, who is selling the Denver station to Bill Daniels for $2 million. This transfer is still awaiting FCC approval.

The Denver application is the second request to operate a pay tv service. The first, in Hartford, Conn., has been challenged by Connecticut theatre owners who have asked the U. S. Supreme Court to review the FCC's grant. The Hartford Phonevision operation is due to start June 29.

Oklahoma station fined $1,000 for early sign-on

KOLS Pryor, Okla., got a bill for $1,000 from the government last week. The station was ordered by the FCC to forfeit that amount for operating before local sunrise. The commission informed the station of apparent liability March 28, citing early sign-ons in violation of NARBA, the U. S.-Mexican Agreement and FCC rules (BROADCASTING, April 2).

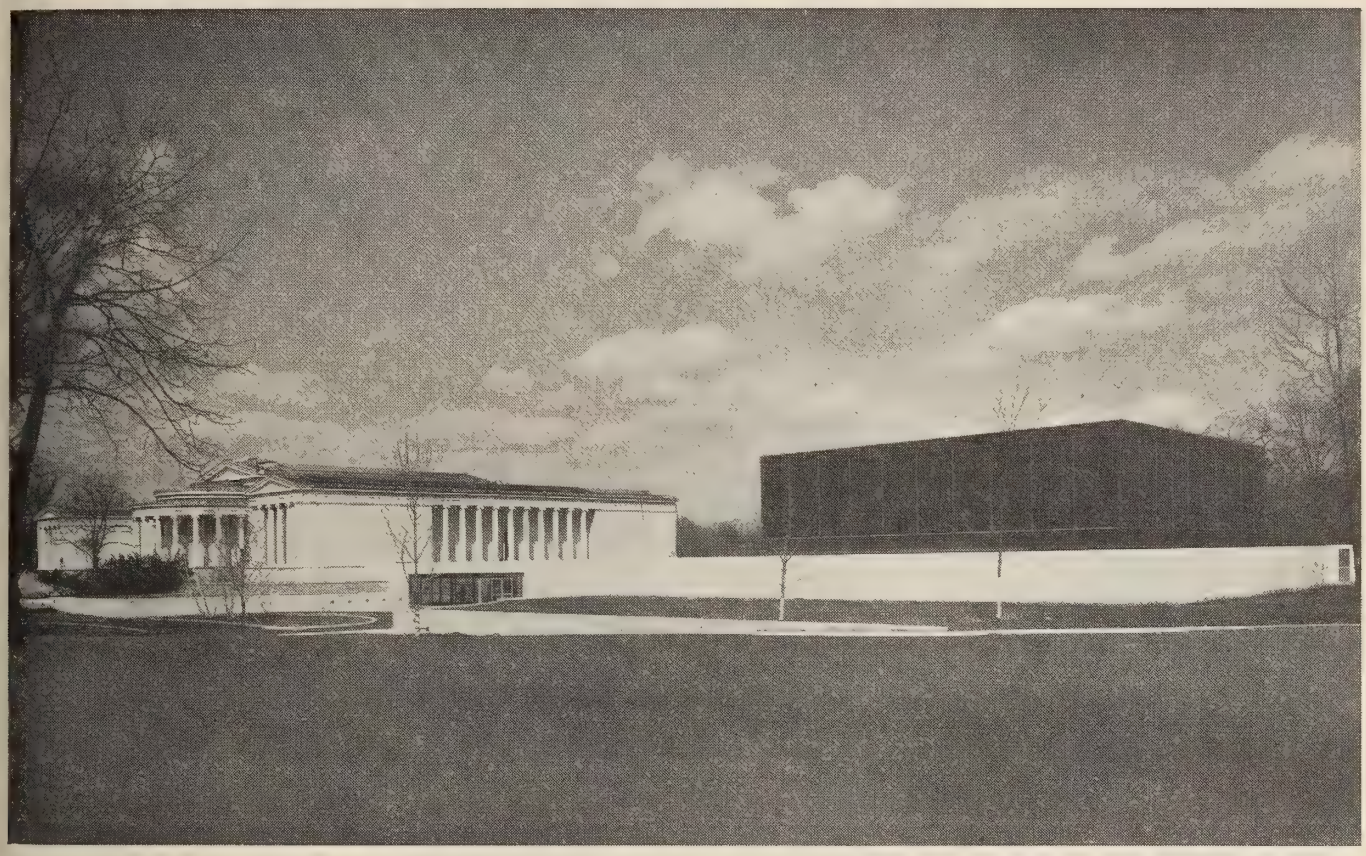
L. L. Gaffaney, owner of KOLS, did not deny liability but argued that because the violation was not committed to obtain additional income, and because the illegal operation was curtailed immediately after the commission told him of his violation, the fine should be reduced. He said his station only wanted to render a public service with its early morning broadcasts.

The commission told Mr. Gaffaney this response "did not present new evidence which would warrant the amount of the forfeiture being reduced."

The deepfreeze stays shut

A federal court last week turned down a request that the FCC be required to accept an application for an am radio station filed after the May 10 freeze imposed on radio applications. A three-judge panel acting for the full U. S. Court of Appeals in Washington denied a request that the court order of the FCC to accept an application from Fleet Enterprises for 50 kw daytime on 1070 kc at Greenville, S. C., filed May 14. Fleet hasn't exhausted its administrative remedies, the court said. The commisison has neither accepted nor rejected the Fleet application.

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National Representatives: Harrington, Righter and Parsons, Inc.

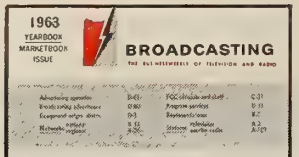
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The Buffalo Evening News Stations

CH. 4

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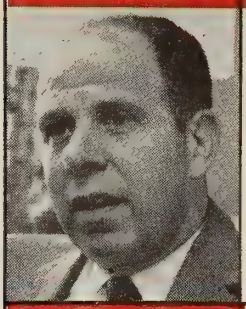
THE JURY'S VERDICT

THESE TWELVE men and women, selected at random from the thousands of agency executives who make the wheels go 'round in broadcast advertising, all concur on one decision:

BROADCASTING Yearbook—whose 28th annual edition will be out December 1—is the most essential single reference volume of its kind published anywhere. As you may read in their individual opinions, rendered below, certain key words are significantly repeated over and over—**"invaluable" . . . "most useful" . . . "great help" . . . "handy" . . .**

(Matter of fact, in a recent survey of decision-makers at the Top 50

JUROR #1



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"No other single volume, in my opinion, provides so many useful facts about the television and radio business as BROADCASTING Yearbook."

Lee Rich
Senior V.P.
in Charge of Media
& Programming
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Lennen & Newell,
New York

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V.P. in Charge of
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JUROR #6



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JUROR #10



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Batten, Barton,
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JUROR #3

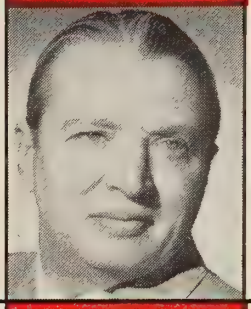


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Manager,
Broadcast Media
J. Walter Thompson
Chicago

JUROR #4



"EFFECTIVE COMBINATION"

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JUROR #7



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JUROR #8



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St. Louis

JUROR #12



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CROSLEY-WIBC CH. 13 PLAN

WIBC would drop Indianapolis authorization, pay Crosley $3.3 million for latter's WLWA (TV)

A solution to the eight-year-old Indianapolis ch. 13 problem was proposed to the FCC last week by Crosley Broadcasting Corp., which holds a 1957 grant there, and WIBC Inc., which holds a 1961 grant there—both for the same facility.

Crosley's WLWI (TV) Indianapolis is under orders to surrender its grant after a re-evaluation of the 1957 decision by the FCC because of a commissioner's participation in that opinion when he had not heard oral argument. Last year, the commission, with three new members, reversed the 1957 decision and voted to grant ch. 13 to WIBC of that city.

Under the terms of the agreement between Crosley and WIBC:

- Crosley would pay WIBC $100,007.20 for out-of-pocket expenses incurred by the latter in prosecuting its application for the Indianapolis vhf channel.
- WIBC would withdraw its application for the ch. 13 facility.
- Crosley would sell its WLWA (TV) Atlanta, Ga., station to WIBC for $3.3 million.
- The FCC would reaffirm its 1957 grant of ch. 13 to Crosley.

Each of the four elements of the agreement is contingent on acceptance by the FCC of all four. If the FCC fails to approve the entire package—and the parties hope to have this approval by August 1—the case will be litigated to its "ultimate conclusion," states the petition filed last week.

Long Litigation ▪ The Indianapolis ch. 13 case has been in litigation since 1954 when hearings were designated for four applicants for the channel. The final grant to Crosley was made in 1957 in a 4-3 decision. WIBC appealed and the appeals court remanded the case to the FCC because Commissioner T. A. M. Craven, without hearing oral argument, voted in the final decision.

Mr. Craven planned to abstain because the engineering firm of which he was a member before his appointment as a commissioner had done some work for one of the other applicants. He was advised by the FCC general counsel that he was obligated to vote to break a 3-3 tie among the commissioners. Voting for Crosley in addition to Mr. Craven were then Commissioners George C. McConnaughey, John C. Doerfer and Richard A. Mack.

After the U. S. Supreme Court in 1958 refused to review the decision of the appeals court, as requested by Crosley, the FCC heard two more oral arguments and in October 1961 issued a final grant to WIBC. The vote last year was 4-2, with Commisioners Newton N. Minow, Robert T. Bartley, Robert E. Lee and Frederick W. Ford in the majority ,and Commissioners Rosel H. Hyde and John S. Cross dissenting. Commissioner Craven did not participate in the second decision.

In November last year the commission granted a Crosley petition for a stay of the decision the previous month, pending action on a Crosley request for reconsideration. No action has been taken on this petition.

Much Palaver ▪ Negotiations between WIBC and Crosley began shortly after last October's decision when Harry T. Ice, Indianapolis counsel for WIBC, called M. A. McLaughlin, general counsel of the Avco Corp. (parent of Crosley), to discuss the possible purchase of the WLWI equipment and facilities. Crosley refused to discuss this. Conversations continued. At one point WIBC offered to buy Crosley's WLWD (TV) Dayton, Ohio, but Crosley refused. Discussions then centered on WLWA and the final agreement ensued.

Under the terms of the Atlanta purchase agreement, WIBC will pay Crosley $651,000 plus book value of working capital on closing, and $200,000 each year plus interest on the remaining balance for eight years beginning Sept. 1, 1963. This is for the assets of the Atlanta station. The real estate transaction is separate.

If the FCC approves the assignment, Richard M. Fairbanks, president of WIBC Inc., will establish "partial residence" in Atlanta and will, it was said, spend at least 50% of his time on the Atlanta operation. Mr. Fairbanks at one time worked for the *Atlanta Journal* and *Constitution*. Mr. Fairbanks and his family control WIBC Inc. They also own WRMF Titusville, Fla.

Higgins Would Manage ▪ Joseph M. Higgins, formerly general manager of WTHI-AM-TV Terra Haute, Ind., and since early this year with WIBC Inc., will be vice president and general manager of what would be WIBC-TV Atlanta. No changes in personnel or format are contemplated, Mr. Higgins said last week.

Crosley bought the ch. 11 Atlanta station in 1953 for $1.5 million. WLWA is affiliated with ABC.

The station's profit and loss statement, filed with the assignment application, shows that the Atlanta station had net sales of $1.5 million in 1959, $1.7 million in 1960 and $1.6 million in 1961. Net profits after taxes for the same three years amounted to $51,897, $119,626 and $66,671 respectively.

Former broadcaster

John B. Connally Jr., who won the runoff election to be Democratic candidate for governor of Texas, is a former broadcaster.

Following duty in World War 11 as a Navy lieutenant commander, Mr. Connally helped to found KVET Austin, Tex., and served as president and general manager. He later sold his interest.

As an executor for the estate of the late Sid W. Richardson, Texas oilman, Mr. Connally helps administer KFJZ-AM-FM Fort Worth, KFDA-AM-TV Amarillo and KRIO McAllen, all Texas.

Avid aspirants seek 3 imperiled licenses

The frequencies of three radio stations, all faced with possible existing license revocation, are being avidly sought by new applicants. The seekers have petitioned the FCC to expedite or waive parts of its procedural rules so service to the communities will not be interrupted.

The most advanced case is that of KLFT Golden Meadow, La., where the FCC has issued a final decision to strip licensee Leo Joseph Theriot of his authorization (BROADCASTING, March 19, April 23). Two patries have filed for the 1600 kc frequency—John A. Egle, mayor of the town; and Clerville Keif and Edward T. Diaz, a partnership.

Mr. Theriot had requested temporary FCC authority to operate the station until the comparative hearing between those applicants is decided. But last week the FCC refused this permission to Mr. Theriot and ruled that KLFT must cease operation at sunset June 15, the extended effective date of revocation. The commission refused the request because the agency has moved the two Golden Meadow applications to the top of its processing line and because other primary service is available in the area.

In the second revocation case, KBOM Bismarck-Mandan, N. D., said it would not file exceptions to an initial decision recommending revocation and would consent to final FCC decision to take the license from Mandan Radio Assn., provided the FCC lifts its May 10 "partial am freeze" to accept an application for the 1270 kc frequency from former employes of the station. KBOM also

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Best Musical
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written by
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JAMES HATCH
and
JEROME ESKOW

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IVOR NOVELLO AWARDS
For Outstanding Contributions to British Popular and Light Music
Most Performed Work of the Year
"My Kind of Girl"
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LESLIE BRICUSSE

✲

Year's Outstanding Light Orchestral Composition
"The Secrets of the Seine"
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"African Waltz"
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MOE (Music Operators of America)
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"Big Bad John"
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asked the FCC to establish a 30-day cutoff period for competing applications.

The applicant for the KBOM frequency and facilities is Capital Broadcasting Inc., equally owned by F. E. Fitzsimonds, current executive vice president and general manager of KBOM, and Carrol Culver, station manager. The application states that the principals were "in no way connected with the violations" leading to the revocation proceeding. The initial decision by Hearing Examiner Charles Frederick recommended revocation for unauthorized transfer of control and misrepresentations to the FCC (BROADCASTING, April 9). The new applicants said the public would benefit from continuing service in Bismarck-Mandan.

Capital has a contract with Mandan Radio Assn., the present licensee, under which it would lease the station facilities for $650 per month with an option to buy contingent on an FCC grant.

In a third case, that of Gila Broadcasting Corp. which owns several Arizona radio stations and in which Hearing Examiner Forest McClenning has recommended non-renewal of license, an applicant for Gila's KVNC Winslow (1010 kc) has asked the FCC to move his application to the top of the processing list so he can provide service to the community. KVNC has been off the air since July 1961.

The applicant, Willard Shoecraft, is a former employe of Gila who has operated stations in competition with Gila outlets.

Threatened permittee asks permit for tests

A radio permittee facing revocation of his construction permit has asked the FCC for more time to build his station and for permission to go on the air.

Martin R. Karig, permittee of WIZR Johnstown, N. Y., told the commission he has spent over $34,000 to construct the station and even though the FCC has set a hearing, it should allow him to begin program tests.

Noting the scheduled inquiry into his character qualifications, Mr. Karig said, the commission need not act on granting his license until the revocation proceeding is over. But to deny his present request for relief, he said, would put him in a position "similar to a man being condemned to death before a trial has been held on the charges against him."

The hearing was ordered by the commission last month (BROADCASTING, May 7) to examine Mr. Karig's alleged hidden interest in two Saratoga Springs, N. Y., stations; his alleged lies under oath at an FCC hearing, and other charges.

EQUAL TIME HEARING SET

Pastore schedules sessions to start July 10; Scott has change of heart, would amend law

Legislation that would amend the equal-time section of the Communications Act will be aired at a hearing of the Senate Communications Subcommittee starting July 10.

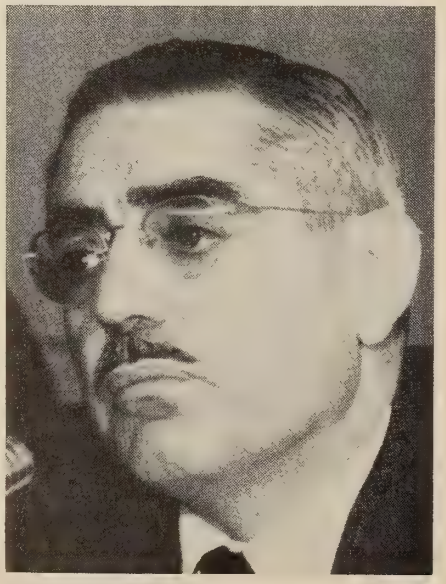
Sen. John O. Pastore (D-R.I.), subcommittee chairman, announced this on the Senate floor last week, adding that it's his "fervent hope" that Congress takes some action on the measure this year.

The question was raised by Sen. Joseph S. Clark (D-Pa.), who will be a candidate for re-election next fall and is, he said, "deeply interested" in pending proposals to amend the equal-time law.

"So far as I am concerned," Sen. Pastore said, "I should like to see that kind of legislation enacted before the elections take place this year. I hope there will be a majority in the Senate and in the House who will be of the same mind."

Sen. Pastore's position received some unexpected support from Sen. Hugh Scott (R-Pa.). As a member of the Senate Watchdog Subcommittee which conducted an investigation of broadcaster coverage of the 1960 campaign, Sen. Scott signed a report recommending that Congress wait until next year before deciding on any changes in the equal-time law (BROADCASTING, April 23).

Second Thought ▪ After "reflection," he said, he has concluded that he might have erred in signing the report. "I am inclined to believe we should amend the law this year for members of the House and Senate, and maybe gubernatorial candidates," he said.



Sen. Pastore

Two Senate proposals are pending that could affect the fall campaigns. One (S 2035), introduced by Sen. Pastore, would exempt candidates for president, vice president, senator, congressman and governor from the equal-time provisions of the law. The other (SJ Res 196) introduced by Sen. Jacob K. Javits (R-N. Y.), would suspend the requirement for candidates for the Senate and House in 1962.

Another bill is expected to be introduced this week. Sen. Vance Hartke (D-Ill.) said he will sponsor a measure to eliminate the equal-time requirement as it applies to all candidates (see story page 58).

Presidential Race ▪ Two other bills in Sen. Pastore's subcommittee would affect presidential candidates. One (S 204) would make permanent the temporary suspension that permitted the radio-tv debates between President Kennedy and former Vice President Nixon. The other (SJ Res 193) would merely suspend the law for the 1964 presidential campaign. Several equal-time measures are also pending in the House.

Sen. Clark said it's as important to amend the law for the 1962 congressional races as it was for the 1960 presidential campaign.

Sen. Pastore agreed, declaring he believes "the law should be relaxed" and that "we must begin to consider the problem in the public interest." He indicated he would trust broadcasters with the freedom to decide how much time should be made available to candidates.

"Most of the people in the industry," he said, "are persons of integrity and maturity. They are interested in providing a public service."

FCC under pressure to renew WDKD license

Intense public and congressional interest has been built up by the license renewal hearing of WDKD Kingstree, S. C. Congressmen as far from South Carolina as Texas and Indiana have written commissioners, recommending that they renew the license of E. G. Robinson Jr. A check of other pending license-renewal cases reveals no other example of as many and as strong opinions as in the Kingstree case.

The mail has poured into the WDKD file since Hearing Examiner Thomas H. Donahue recommended that the FCC withhold renewal of Mr. Robin-

son's license because of indecent programming by a disc jockey, Charlie Walker; because of abdication of licensee control; and for making misrepresentations to the commission (BROADCASTING, Dec. 17, 1961).

Sen. Olin Johnston (D-S. C.), wrote Chairman Newton N. Minow last month: "In my opinion, Mr. E. G. Robinson . . . did everything within his power to rectify any mistake made and he took this action immediately. I personally think that the failure to renew the license would be a grave injustice . . ."

Other letters were filed by many state and federal officials.

Rep. W. R. Poage (D-Tex.) wrote Commissioner Robert Bartley and Rep. Richard L. Roudebush (R-Ind.) wrote the chairman on Mr. Robinson's behalf.

Under FCC rules such communications will not be considered in the commissioners' deliberations because they have not been offered as evidence and all parties have not agreed to accept them. In some cases, the letters bear notations that the commissioners to whom they are addressed have not seen the letters because of standing orders.

Four Broadcast Bureau witnesses at the hearing have written asking that Mr. Robinson's license not be revoked. The owner of WJOT Lake City, S.C., the station which taped the Charlie Walker programs, made a similar request.

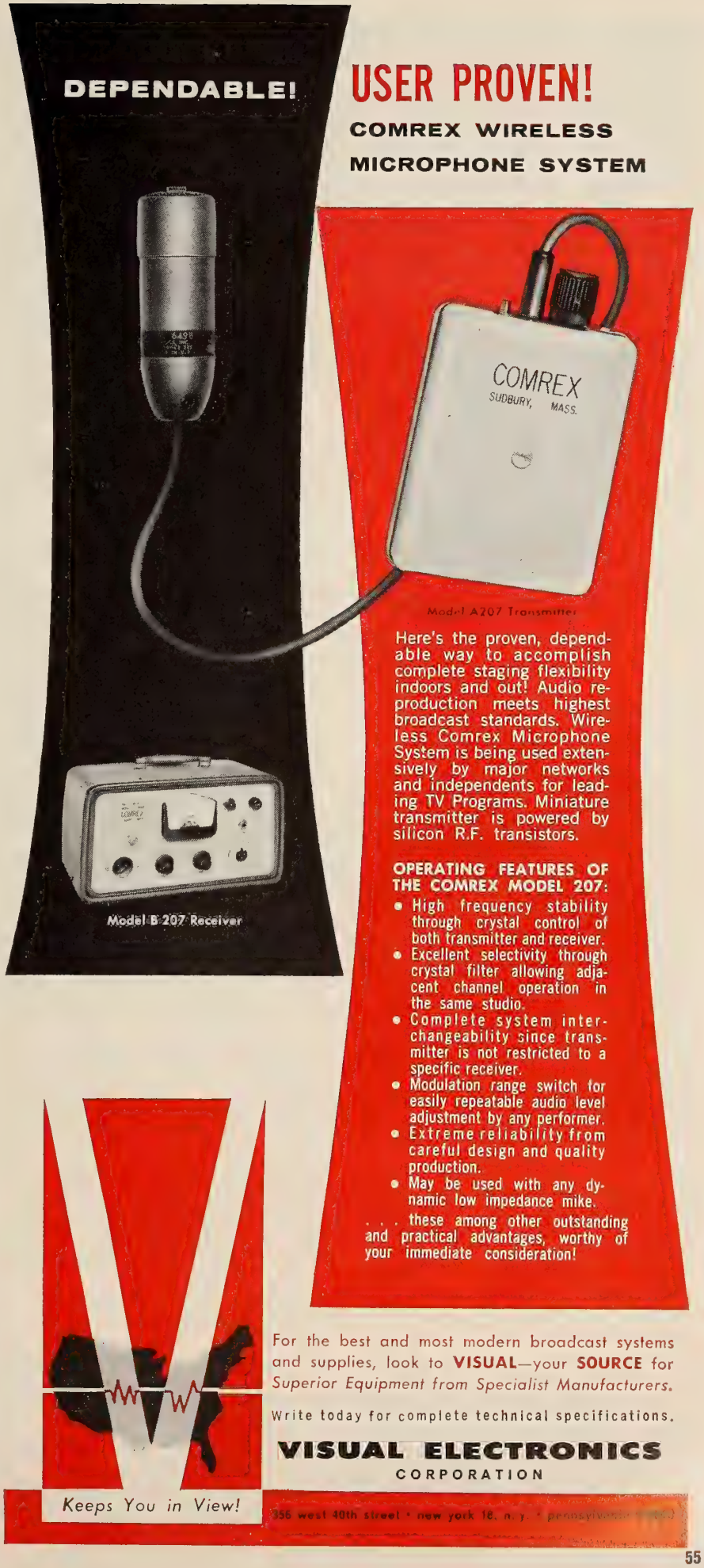
Mr. Walker filed an affidavit (which has not been offered in evidence) claiming that the tapes may have been made at a stage party and not taken from WDKD. He claimed that James O. Roper, the WJOT engineer who taped the programs and appeared as a Broadcast Bureau witness, offered him a job at WYMB Manning, S. C., where Mr. Roper now works. Mr. Walker alleged that Mr. Roper had offered to put an advertisement in the paper "clearing up" Mr. Walker's WDKD performances if the disc jockey would accept the job.

Sale protest improper, says station buyer

A protest by a printers labor union about the sale of KENS-AM-TV San Antonio (BROADCASTING, June 11) is wholly improper and should be rejected or denied, Harte-Hanks newspapers, prospective purchaser, told the FCC last week.

International Typographical Union, which said the sale would lead to a concentration of media control, is not "a party in interest," the company said; ITU has no broadcast members. If the union has grievances, the National Labor Relations Board—not the FCC—is the proper forum, Harte-Hanks said.

The newspaper company said it al-



ready owns 37% of KENS-AM-TV. It said conversion to full control would neither create new dangers of "monopoly" nor enhance "newspaper ownership of broadcast outlets." The *San Antonio Express* owns 63% of the stations. Harte-Hanks said the sale would put no stations under control of newspapers which were not formerly newspaper-owned. Instead of seeking to perpetuate newspaper control of broadcast properties as ITU charged, Harte-Hanks said, it is seeking to sell KENS radio.

The company said ITU's claim that Harte-Hanks owns seven Texas radio stations is erroneous; that it sold its interests in those stations several years ago. Its only current interest is 50% of KCTV (TV) San Angelo, Tex., the company said.

What's in a name? falsity, says examiner

Six month floor wax won't last six months, Federal Trade Commission Examiner John B. Poindexter said last week. Continental Wax Co., Mount Vernon, N. Y., will have to change the name of its product, and eliminate certain false claims, he said in an initial decision. The initial decision is subject to review by the commission membership.

Continental, whose radio, tv and newspaper ads guarantee wax "won't wear away for half a year or your money back," argued its claims were true because instructions on the can recommend damp-mopping and rebuffing to insure an effective coating. The company also said FTC evidence was based on formulas no longer used.

The examiner rejected Continental's claims because the company's ads didn't say the wax would need maintenance. Changing formulas from time to time will not insulate an advertiser from successful prosecution under the Federal Trade Commission Act, he said.

Two tv applicants withdraw

Two applicants in contests for new tv channels have withdrawn. Rochester Broadcasting Corp., one of 10 applicants for ch. 13 at Rochester, N. Y., dropped out. New England Industries Inc., which has sought ch. 13 at Yuma, Ariz., withdrew, leaving Desert Telecasting Co. the only applicant.

Anthony R. Tyrone, vice president of a mutual fund firm, held 54% of the Rochester applicant.

Desert Telecasting Corp. is owned equally by Robert H. Langill and Robert W. Crites. Mr. Crites is the owner of KBLU Yuma and holds 50% of KAPP (FM) Redondo Beach, Calif.; Mr. Langill is assistant manager of KBLU.

Senate group stresses urgency of space bill

SAYS EARLY SYSTEM WILL AID SPECTRUM NEGOTIATION

The Senate Commerce Committee sent the communications satellite bill to the Senate last week with a report stressing the importance of the U. S. being the first nation to establish a space communications system. The majority said the private corporation contemplated by the bill is essential to maintaining U. S. leadership in that field.

But two committee members who favor government instead of private ownership submitted minority views contending that nothing would be lost by delaying a decision on the proposed corporation for a year.

The bill (HR 11040), already approved by the House, follows recommendations by President Kennedy for a closely regulated private corporation that would own the U. S. portion of the space system that will relay telephone, telegraph and television communications around the world.

The stock in the corporation would be divided 50-50 between public purchasers and communications common carriers approved by the FCC, and would sell for $100 a share.

Geneva Conference ▪ In its report, the committee noted that an international conference will be held in Geneva next year to allocate the frequencies to be used by the proposed communications satellite system.

"Needless to say," the report added, "the country that is successful in first placing a communications satellite into operation will be in a strong position to exercise leadership" in the development of the technical requirements and other arrangements that will emerge from the conference.

The report said experimental satellites will be launched this year, but added that if "existing and potential" U. S. competence in this area is to be effectively harnessed, "it is necessary now to enact legislation. . . . It is important that the roles of private enterprise and the government be defined at this time and that an appropriate instrumentality [the private corporation] be created by which such national policies are effected."

Opposing Views ▪ The two committee dissenters, Sens. Ralph W. Yarborough (D-Tex.) and E. L. Bartlett (D-Alaska), said the U. S. is already proceeding "with all possible speed" toward the establishment of a space communications system and that there is no urgency in establishing an organization to operate the system.

They said it will be at least a year before experiments yield the technical information needed to make a decision on the kind of satellite system that should be established.

Moreover, they said, the corporation proposed by the committee majority carries "a built-in conflict of interest" that would delay instead of foster maximum utilization of the best possible space system. They argued that common-carrier owners of the corporation would be reluctant to hasten the obsolescence of their existing facilities.

Their primary concern, however, is that the bill would constitute a "giveaway" to a government-created private monopoly of the $471 million invested by the government in communications satellite research and development.

Since taxpayers have financed this work, the senators said, they should receive the benefits when the system becomes operational. "There can be no justification for giving this vast resource that has been financed by the taxpayers away to a small group of stockholders for private gain."

Carter Mountain asks court to reverse FCC

A microwave relay operator, serving community antenna systems in three Wyoming areas, has asked the U. S. Court of Appeals in Washington to force the FCC to allow expansion through the addition of facilities.

Carter Mountain Transmission Corp. last week told the federal court that the FCC erred by applying principles of broadcast law to common carrier licensing and by extending the agency's authority beyond its statutory jurisdiction to reach the carrier's proposed customer (a catv system). Carter Mountain said the commission's denial last February of its application for additional facilities violated the First Amendment. Carter Mountain also charged that the FCC failed to make an adequate finding in concluding the proposed microwave relay units would result in the demise of a tv station.

The FCC, in denying Carter Mountain's request for reconsideration of the February order (BROADCASTING, May 28), emphasized last month that the denial was based on the effect of the catv competition on the local tv station and therefore on the public interest. The denial of the Carter Mountain request—the first such move by the FCC involving microwave relay systems serving catv customers—resulted from a protest by KWRB-TV Riverton, Wyo. The catv systems, already served by Carter Mountain's initial installation, are in Riverton, Thermopolis and Lander, Wyo.



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Hoosiers hear plan to modify Sec. 315

SEN. HARTKE, ATTORNEY PIERSON TALK TO INDIANA BROADCASTERS

Sen. Vance Hartke (D-Ind.) has proposed going a "giant step" beyond previous proposals to amend the equal-time section of the Communications Act. But he stops short of advocating outright repeal.

In a speech scheduled to be given before the Indiana Broadcasters Assn. in Indianapolis Saturday (June 16), Sen. Hartke said he will introduce legislation this week to eliminate the requirement that broadcasters give equal time to all political candidates.

"Radio and television no longer need to be led by the hand in matters of news judgment," Sen. Hartke said. "I think it's time to let . . . broadcasters decide through [their] tried and proven news departments which candidates are newsworthy enough to deserve equal time and which espouse frivolous or minute causes that can be reported more briefly."

Restriction ▪ Sen. Hartke, a member of the Senate Commerce Committee and its Communications Subcommittee, has long advocated loosening the shackles of the Communications Act's Sec. 315. But although his latest proposal would repeal the section's equal-time requirement, it would specify this doesn't free broadcasters "from the obligation to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance." The bill would also leave intact Sec. 315's prohibition against charging political candidates premium rates.

Nevertheless, the proposal, as Sen. Hartke said, goes a "giant step" beyond six bills already introduced to amend Sec. 315. Four of the measures would only suspend the equal-time requirement for the 1962 congressional or 1964 presidential campaigns. The others would limit the candidates exempted from the equal-time requirement.

Sen. Hartke feels all of this proposed tinkering only serves to indicate the equal-time section is in need of major overhaul. "Radio and television newsrooms, whether they are network or local," he said, "can't function in the historic journalistic tradition if the final decision on news value isn't theirs to make."

He said his bill would benefit the public by permitting radio and television to treat important issues and candidates more fully than they do now. Broadcasters, he said, "wouldn't be oppressed by the possibility that network or station time must be cluttered later with equal-time minutes and hours that would be inconsequential to most of the people most of the time."

Pierson Answers Critics ▪ Headline-hunting critics of television and its people are "spewing a torrent of solidly based ignorances and half-truths dealing with sex and violence," according to W. Theodore Pierson, of the Washington law firm of Pierson, Ball & Dowd.

In a scheduled address to the Indiana Broadcasters Assn. Mr. Pierson said that politicians and other critics who ascribe tv's purported mediocrity to the broadcasters are wrong because they ignore "the primal source of such mediocrity—all of us who make up the public."

"Once a politician feels it politically oportune to characterize television programs as mediocre," Mr. Pierson said, "he will quickly discern the political suicide in blaming it on the mediocrity of his electorate. He therefore must find a scapegoat: the broadcasters, the advertisers, the talent agencies, the networks, rating systems, etc.—never, never, never his constituents. And he must always flatter the public by saying that these evil operators underestimate the public."

He said violence abounds in the life of man, adding, "The one thing that can make it worse is for man to ignore its existence and try to live in a dream world of non-violence and non-sex before the television screen. But the strange thing is that politicians must not really believe that all violence on television is bad, because they only attack its appearance in one sector—the entertainment program."

No single commission can match the rewards of a good name

Ours is a business vitally dependent upon confidence, an asset too important to risk on any sale. In selling or buying a broadcast property, your greatest protection is Blackburn's often demonstrated willingness to reject a sale rather than risk our reputation.

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASH., D. C.	MIDWEST	ATLANTA	BEVERLY HILLS
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Bennett Larson
Joseph M. Sitrick	Hub Jackson	Robert M. Baird	Calif. Bank Bldg.
Gerard F. Hurley	333 N. Michigan Ave.	John G. Williams	9441 Wilshire Blvd.
RCA Building	Chicago, Illinois	1102 Healey Bldg.	Beverly Hills, Calif.
FEderal 3-9270	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WLWA (TV) Atlanta, Ga.: Sold by Crosley Broadcasting Corp. to WIBC Indianapolis, Ind., for $3.3 million, contingent on FCC acceptance of solu-

tion to Indianapolis ch. 13 case (see page 52).

▪ WCNT Centralia, Ill.: Sold by Carson W. Rodgers to Edward N. Palen for $155,000. Mr. Palen owns WOKZ Alton, Ill. WCNT is a 1 kw daytimer on 1210 kc. Broker was Hamilton-Landis & Assoc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 79).

▪ WGES Chicago, Ill.: Sold by John E. Dyer and associates to McLendon Corp. for $2 million including agreement not to compete. McLendon stations are KLIF-AM-FM Dallas, KILT and KOST (FM) Houston and KTSA San Antonio, all Texas; WYSL Buffalo and WIFE (FM) Amherst, both New York, and KABL Oakland, Calif. FCC Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented.

▪ KCKT (TV) Great Bend, KGLD (TV) Garden City, both Kansas, and KOMC (TV) McCook, Neb.: Sold by Elmer C. Wedell and others to Wichita Television Corp. for $1,037,500. Wichita Television owns KARD-TV Wichita, Kan., and will operate the three newly-acquired stations as satellites of KARD-TV.

▪ WALT Tampa, Fla.: Sold by Consolidated Sun Ray to Eastern Broadcasting Corp. for $328,900, including broker's fee and agreement not to compete. Eastern owns WHAP Hopewell, WCHV-AM-FM Charlottesville and WILA Danville, all Virginia. Roger Neuhoff is president of Eastern. Consolidated Sun Ray continues to own WPEN-AM-FM Philadelphia.

▪ WDOD - AM - FM Chattanooga, Tenn.: Sold by Interstate Life Insurance Co. to Cy N. Bahakel for $225,000. Bahakel stations are WABG-AM-TV Greenwood, Miss.; WKIN Kingsport, Tenn.; WLBJ Bowling Green, Ky.; WRIS Roanoke and WWOD-AM-FM Lynchburg, both Virginia, and KXEL-AM-FM Waterloo, Iowa. Commissioner Robert T. Bartley dissented.

WHAM Rochester joins ABC Radio

WHAM Rochester, N. Y., previously an independent, today (June 18) joins ABC Radio. The clear-channel outlet operates with 50 kw fulltime on 1180 kc.

The signing of the 40-year-old station is termed "particularly important" to the network, says Robert R. Pauley, ABC Radio president. "It will give us fulltime coverage of 22 counties in western New York and northern Pennsylvania, representing substantial improvement in that area—particularly in nighttime coverage." He also pointed to the significance of metropolitan Rochester's ranking as the 41st market based on retail sales.

William F. Rust Jr., president of Rust Broadcasting Co., which owns and operates WHAM, said that the station is switching from an independent status because of ABC's efforts to "revitalize" network radio. He said the network affiliation will provide "more balanced and varied programming." ABC Radio has had no recent affiliate in the area.

Petry names Page, others in expansion

Expansion of the television division of Edward Petry & Co. was announced last week along with the election of E. C. (Ted) Page as a vice president of the company (see WEEK'S HEADLINERS, page 10). Mr. Page has been eastern sales manager of the tv division four years.

The expansion also includes appointment of two group sales managers, three salesmen and one marketing executive for the rep firm's New York office.

The two new sales managers are Mike James and Al Masini, who are expected to strengthen the television sales function of Petry's New York office. Mr. James joined Petry in 1955 after several years on the media side of agency business with Ted Bates, Anderson & Cairns and Ruthrauff & Ryan. Mr. Masini has been a member of the Petry tv sales staff in New York since early 1957. Previously, he was with CBS for three years as a sales executive.

Karl H. Mayers, the newly added assistant director of marketing and sales development who joined the Petry organization June 1, was formerly with *Ladies' Home Journal.*

Thomas J. O'Dea, James D. Curran and Len Tronick are the new tv salesmen added to the New York staff. Mr. O'Dea joined Petry June 1 from ABC-TV National Time Sales, where he was an account executive. Previously, he was with WXYZ-TV Detroit.

Messrs. Curran and Tronick will join the sales staff in New York on July 1. Mr. Curran comes to Petry from The Bolling Co. Earlier, he spent seven years with Ted Bates as timebuyer. Mr. Tronick moves to Petry from Venard, Rintoul & McConnel where he has been a salesman for two years.

The expansion was described by Edward Voynow, president of Edward Petry & Co., "as one of the many in the firm's continuing move to improve our services to stations, agencies and advertisers."

$25,000.00 (or less) DOWN!

NORTHWEST —Daytime-only radio station in beautiful, growing area grossing $45,000.00-plus annually. Equipment plentiful and in excellent condition. Includes approximately $5,000.00 in cash and accounts receivable. Bargain-priced for a quick sale at $57,500.00 —29% down and balance out over eight years. ***Another H & L exclusive.***

EAST —Absentee-owned station grossing approximately $50,000.00 with good land and building included in sale. Single station market operating in black after manager's salary. Requires $25,000.00 down on total price of $85,000.00. ***Another H & L exclusive.***

MIDWEST —Well-equipped long daytimer owning transmitter land and building. One of two stations servicing trading area of over 70,000. Grossed over $45,000.00 in '61. Priced at $70,000.00 with $20,000.00 down. ***Another H & L exclusive.***

Hamilton-Landis

AND ASSOCIATES, INC.

John F. Hardesty, President

America's Most Experienced Media Brokers

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton 1737 DeSales St., N.W. EXecutive 3-3456	Richard A. Shaheen John D. Stebbins Tribune Tower DElaware 7-2754	Dewitt Landis 1511 Bryan St. RIverside 8-1175	John F. Hardesty Don Searle 111 Sutter St. EXbrook 2-5671
Warren J. Boorom New York		Joe A. Oswald New Orleans	

Florida outlets lead in editorials—Ruwitch

BROADCASTER GROUP TOLD 60% CARRY EDITORIALS

Florida leads the nation in percentage of stations which editorialize, Lee Ruwitch, WTVJ (TV) Miami, told the Florida Assn. of Broadcasters June 14 in his presidential address opening the group's spring meeting in Tampa.

He said 60% of the state broadcast stations editorialize, compared to 30% for the nation as a whole. He emphasized the hazards involved in endorsing political candidates despite an FCC go-ahead, pointing to the difficulty of applying the doctrine of fairness in such cases.

Mr. Ruwitch said station endorsement of a candidate carries a high believability element and he said making time available to his opponent for a reply should not include a personal appearance by a candidate but should permit an appearance by an authorized spokesman.

Four of the five tv stations in the state belong to FAB, he said, and 132 of the 169 am-fm stations are members. He said radio and tv face a finer opportunity for growth each day and also new threats. "If the challenge is accepted," he said, "you can bring new vitality to the economy of the nation."

J. Kenneth Ballinger, Tallahassee, was presented a gold mike on his resignation as FAB executive secretary after serving a decade. Kenneth F. Small, WRUF Gainesville, was named his successor. He will continue his WRUF post as station director.

Elmo I. Ellis, executive consultant to the Cox radio-tv stations and manager of programs—production, WSB Atlanta, called for more creative selling based on a fast-changing world and on the special needs of advertisers.

News offers radio greatest potential, he said. He suggested specialized newscasts about business, finance, religion, education, food and fashions—for example, features ranging from one to five minutes or longer. He emphasized the growing interest of people in self-improvement and personal charm. Public interests are becoming more specialized, he added.

Charles Sweeny, who heads the Federal Trade Commission's radio-tv advertising activities, told the FAB that honesty is especially crucial in tv advertising because of "the powerful sales punch" it delivers. "When a commercial is viewed and heard by millions, that minority who are deceived may represent a great many taxpayers, otherwise helpless, who look to us for protection," he said. He said if any broadcaster has dealings with an advertiser who claims "approval" by the FTC, the broadcaster should demand to see all correspondence between the advertiser and the federal agency. In some cases, Mr. Sweeny said, the FTC does not necessarily approve of advertising copy but simply determines that the public interest does not justify a long proceeding at the time.

Mr. Sweeny gave an example of possibly misleading advertising connected with the cough-and-cold remedy field, which the FTC is now investigating (see below).

John F. Meagher, NAB radio vice president, said Florida had 164 am stations in 1960 compared to 63 in 1948. Discussing proposals for birth control of radio, he said the number of stations in the Tampa-St. Petersburg area had increased from six in 1948 to 15 currently. Revenue in the area is up 2½ times and expenses 3½ times, he said, but average income has dropped by two-thirds.

How tv can cause viewer to delude himself

The Federal Trade Commission's "broad investigation" of cold and cough preparations advertising was called to the attention of the Florida Assn. of Broadcasters.

Charles Sweeny, head of the FTC's radio-tv commercial practices section, cited an example of deceptive tv advertising (and emphasized he didn't speak for FTC membership).

"The uniqueness and the power of television as an advertising medium is its capacity to reach out to sufferers throughout the country and demonstrate vividly how a [drug] product will work for each viewer. Each viewer sees and feels his own symptoms being experienced by the actor on the screen. He sees each of these symptoms relieved to the point where the victim is seemingly restored to normal health in amazingly short order.

"While the announcer intones something about partial symptomatic relief, nevertheless the words are understood and interpreted by the viewer in terms of what he sees dramatically happening even as he watches. These, then, are the very self-same specific and dramatic results the purchaser expects. It is no satisfaction to him, when the product fails, to be told that careful analysis of the cleverly phrased announcement discloses no false statement.

"Weasel words of qualification further infuriate . . . him. He knows he has been deceived. And if he and his fellow men are being deceived, the law has been violated, and we should do something about it."

Collins warns against 'irresponsible' few

Self-improvement and self-discipline can secure freedom for broadcasters, NAB President LeRoy Collins said in an address to the North Carolina Assn. of Broadcasters, meeting June 11 at Charlotte.

"The freedom of broadcasters is not being jeopardized by an external force nearly as much as by a very real internal one," Gov. Collins said. He described that internal force as "the irresponsible action of a minority of broadcasters within our own ranks."

Gov. Collins added, "For the responsible to join with the irresponsible and scream in anguish about censorship, where it does not exist, and government control, where it is legitimate, offers a convenient and emotionally gratifying —but equally ineffective—ritual for relief."

He contended that broadcasters troubles will mount rather than diminish if they worship and contribute to the false idea that their main troubles come from the outside. "The truth is that the times do require more discipline," he said.

Calling for adherence to NAB's radio and tv codes, Gov. Collins reminded that the code authority offers advice and counsel and couldn't act as a censor "even if it wanted to" since that would be against the law.

Among NAB's current projects, Gov. Collins said, is participation with the Dept. of Health, Education & Welfare in the planning of a research project that will examine the relationship of tv programming and children.

RAB Evaluation ▪ Patrick E. Rheaume, Radio Advertising Bureau's director of member development, discussing the "space race" between radio time salesmen and newspaper space salesmen, said that while "the space boys in print have been rolling up spectacular gains, radio has quietly but surely been building its own launch mechanism."

Radio, he predicted, will close the gap with newspapers in this decade, and much of the needed lift "will come from retailers who realize the great opportunity radio represents for them in the sixties."



"Whoa!...spell it Mobil"

Every newsman likes to be right. That's why we want to make it easy for you to spell and pronounce our company's name correctly—Socony Mobil Oil Company, Inc.

Not like that town down in Alabama . . . not like those modernistic decorations . . . not like what they make in Detroit—but like *Mobil* (rhymes with global.)

Who cares if Mobil is spelled right or wrong? Well, those fellows on the copy desk with a passion for accuracy*, plus:

The . . . . . 30,000 U. S. Mobil dealers
Our . . . . . 2,800 U. S. distributors
Our . . . . . 74,000 employees
Our . . . . . 227,000 shareholders
Our . . . 5,500,000 credit card holders
Our . . . . . 53,000 royalty-interest owners

plus dealers, distributors, and customers in more than 100 other countries of the world where Mobil products are sold.

*To be accurate, please remember there's no hyphen between Socony and Mobil.

Mobil

SOCONY MOBIL OIL COMPANY, INC.
150 E. 42nd St., New York 17, N.Y.

and its operating divisions
Mobil Oil Company
Mobil International Oil Company
Mobil Chemical Company

Adam Young companies to install automated billing system

An automated billing system has come to the Adam Young companies. The station representative firm says its new Remington Rand solid state unit system, once operating regularly, will ease the billing and collecting job it now performs for certain of its station clients.

The company indicates that in time it will be in an "advantageous position" to provide the services for all client stations.

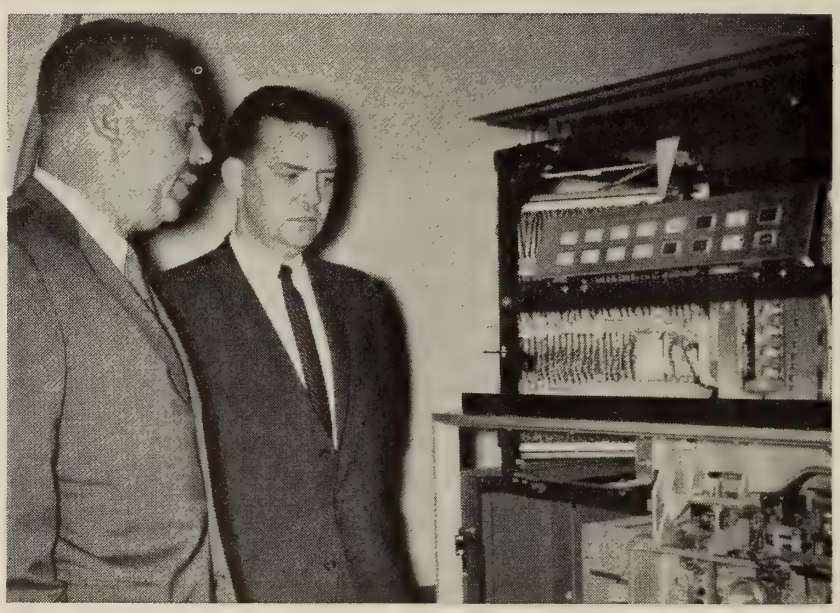
An incidental feature will be a data yield useful in sales administration and management planning.

Young Canadian Ltd. was first to put the new plan into trial operation this month. The radio arm, Adam Young Inc., is next on the timetable and Young-Tv will be taking the step around July 1, or earlier.

In the initial stages, the system will compute the monthly billing by station, product and agency and will prepare billing statements. The firms will receive six billing reports monthly.

The system will be leased and not actually installed at the firm's offices. It is uncommon for a station rep to automate billing, though Peters, Griffin, Woodward, which at one time had a fully-automated equipment center, now maintains some automation for internal statistical forecasting and research work.

Special Processing ▪ Data is processed by Scientific Tabulating Corp., Huntington, N. Y., a firm that uses Remington Rand solid state units capable of 18,000 calculations per minute and prints 600 lines each minute. The "bureau" will receive a confirmation broadcast order on each sale, and will code in such information as station, product, agency, branch office and salesman, as



Adam Young (l), president, and James O'Grady, executive vice president, Adam Young companies, discuss the mechanics of the new Remington Rand system the rep is installing for billing purposes. This is the insides of the Read Punch unit, solid state 90 of the system.

D. C. agenda set for NAB boards

Plans for the autumn series of fall conferences and progress reports on a series of major projects will be given the NAB Board of Directors at a four-day meeting to be held June 26-29 at the Statler Hilton Hotel, Washington.

The summer meeting will go into such matters as Washington legislative developments and FCC regulatory measures. Completion of congressional action on the all-channel tv set bill (see story, page 42) will be among topics reviewed. A preliminary report will be given on the study of radio station overpopulation (BROADCASTING, June 11).

Twelve new members will join the Radio and Tv Boards. Radio directors will elect a chairman and vice chairman. George C. Hatch, KALL Salt Lake City, and Joseph M. Higgins, WIBC Indianapolis, retire from these posts, having completed their terms.

Joining the Radio Board will be John R. Henzel, WHDL Olean, N. Y.; Harold Essex, WSJS Winston-Salem, N. C.; Julian F. Haas, KAGH Crossett, Ark.; Lester G. Spencer, WKBV Richmond, Ind.; Rex G. Howell, KREX Grand Junction, Colo.; Loyd C. Sigmon, KMPC Hollywood, Calif.; John F. Box Jr., WIL St. Louis; Fred Rabell, KITT (FM) San Diego, Calif.; Robert R. Pauley, ABC Radio.

New to the Tv Board this year are Gordon Gray, WKTV (TV) Utica, N. Y.; Payson Hall, Meredith Stations; Mike Shapiro, WFAA-TV Dallas.

New members who have served previously as directors are Mr. Essex, Mr. Howell and Mr. Hall. Mortimer Weinbach, ABC-TV, moves from the Radio to the Tv Board where he replaces Alfred R. Beckman for that network.

Reports of the NAB Code Authority, headed by Robert D. Swezey, will be given. No plans for significant amendments to either the radio or the tv code are anticipated.

The fall conference schedule, based on eight one-and-a-half day meetings, will open Oct. 15 in Atlanta (complete list on page 14).

Reports will be given the directors on plans for research and training programs, labor relations, the successful National Radio Month campaign in May, editorializing, long-range reorganization of the radio board and other association activities.

A briefing session for new directors will be held June 26. The tv board meets the 27th, radio board the 28th and combined boards the 29th.

William B. Quarton, WMT-TV Cedar Rapids, Iowa, and James D. Russell, KKTV (TV) Colorado Springs, Colo., are respective chairman and vice chairman of the Tv Board.

New monitoring plan approved by code unit

A broadened program of tv station monitoring was endorsed June 14 by the NAB Tv Code Review Board, meeting in Seattle, Wash. The program applies to subscriber stations. The new plan will replace a monitoring program that had included the service of Broadcast Advertisers Reports (BROADCASTING, April 2).

Stations subscribing to the tv code will submit copies of their master logs to the NAB Code Authority, headed by Robert D. Swezey. The logs will supplement the authority's taped off-air monitoring. Mr. Swezey submitted the proposal to the board.

A board statement said, "Monitoring is a most important factor in self-regulation as provided in the code. To date, monitoring has not been entirely satistory because it has not been sufficiently

well as the number of spots and the rate per spot. The raw data will be fed into processors and become the basis for computing monthly billing.

The six billing reports monthly cover gross billing as well as commission figures current and projected for five months and similar information for each salesman on each station and by agency and product. Expiration notices will be prepared for each salesman on each account. There is a summary run of the rep's commissions current and projected for five months and a final report by station projecting rep commissions monthly for the next 12 months.

A daily listing will be received by the Young companies on all spots that were on each station (by agency and product) and will cover a 24-hour period, approximately three days back.

The listing will be compared to station logs. Discrepancies, such as spots missed or spots run at a wrong time, would be noted and immediate action (make-goods or adjusted billing) enhanced. Billing invoices tc agencies also can be automatically prepared. Still other uses—for example, automating the entire general ledger—are seen for the automated system.

complete." Outside monitoring is too expensive, the board noted. In place of outside monitoring the board will have the combination of log analyses and taped spot checks for the coming year.

The new tv code board, based for the first time on nine members and including representatives from the three networks, conceded the log routine may prove a burden on some stations but it feels the principle of self-regulation through voluntary submission of information must transcend considerations of personal inconvenience. Copies of program logs will be held in strict confidence by the code authority and returned promptly after examination and analysis.

At its one-day meeting the board endorsed the creative code of American Assn. of Advertising Agencies; received a report on the code authority-network liaison; was briefed on the stepped-up communication with subscribers; and voted appreciation to Mrs. A. Scott Bullitt, a code board member, and Seattle area tv stations for their hospitality. The group was entertained at breakfast at the world's fair "Needle."

Mr. Swezey took part in a panel held June 15 by the U. of Washington in

"Now here's how your spot will sound..."

New lightweight
SOUND SALESMAN
takes the spot
to the sponsor

Talk about handy! Your production staff can create a program or commercial and record it on a tape cartridge. Your salesman can then take this portable playback unit right to the sponsor and let him hear the finished product. No more cumbersome reel-to-reel machines. No time-consuming setting up, threading and rewinding. The SOUND SALESMAN weighs only 13 pounds . . . about the size of a portable typewriter. Just set it on the client's desk and plug it in. Insert the cartridge . . . hit the start lever . . . and the audition is on. The SOUND SALESMAN is a continuous play unit which is controlled manually for immediate replay. Ideal for selling a new prospect or getting quick approval on new commercial copy. Strictly high fidelity equipment designed and manufactured by Automatic Tape Control. Playback unit $185. Record and playback unit $225. Write, wire or phone your order collect.



made by broadcasters for broadcasters

ATC **AUTOMATIC TAPE CONTROL**

209 E. Washington St. • Dept. 12 • Bloomington, Illinois

marketed in Canada by Canadian General Electric, Toronto 4, Ontario

CBS Radio's Hayes talks to KMOX listeners

CBS Radio President Arthur Hull Hayes got to talk with the man and woman on the street during an unusual one-hour radio broadcast May 29 in which he participated in answering questions posed by radio listeners. The conversations were with members of the CBS-owned KMOX St. Louis listening audience. Mr. Hayes spoke from New York in a special three-way radio and phone hook-up (two cities and the St. Louis listener).

A few of the listeners took advantage of having CBS Radio's president on the line. For example, one woman wanted to be assured that CBS's overseas news correspondents are well trained in foreign languages; another disagreed about the propriety of stations' editorializing on behalf of specific candidates; a third wanted the mechanics of a radio broadcast explained.

The special broadcast was in observance of National Radio Month on the *At Your Service* program on KMOX (2-3 p.m.). The host was Jack Buck of KMOX. Portions of the broadcast were released by CBS Radio last week.

A listener took exception to beer advertising on the airwaves (Mr. Hayes' answer: "I always heard that St. Louis was the home of breweries.").

The listeners also touched on radio daytime serials. (One said, "Let's forget about the serials, they've had it." Another spoke against the old-time soap operas but suggested more radio "drama programs.")

Said Mr. Hayes after the broadcast: "Their comments showed they listen regularly and discuss what they hear with their friends." More of this type show? A definite yes from Mr. Hayes, who said he hopes he'd be able to repeat it on other CBS-owned stations from time to time.

connection with communications week at the fair. Board members and staffers took part in another panel the same day.

Attending the meeting, besides Mrs. Bullitt, were Chairman William D. Pabst, KTVU (TV) Oakland, Calif.; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; George B. Storer Sr., Storer Broadcasting Co.; Lawrence H. Rogers II, Taft Broadcasting Co.; Ernest Lee Jahncke Jr., NBC; Joseph H. Ream, CBS; Alfred R. Schneider, ABC. Roger W. Clipp, Triangle Stations, was excused. Representing the NAB staff besides Mr. Swezey were John M. Couric, public relations manager; Douglas A. Anello, general counsel; Stockton Helffrich, New York code office, and Frank Morris, Hollywood office.

NTA PRESENTS

TIN TIN

A NEW FULL COLOR* CARTOON SERIES MADE SPECIALLY FOR TV

FULLY ANIMATED—The Adventures Of TIN TIN—DAILY STRIP or as part of ALL Your Present Children's Programs

*ALSO AVAILABLE IN BLACK AND WHITE

NTA

BEVERLY HILLS, CALIFORNIA
8530 Wilshire Boulevard
OLeander 5-7701

NEW YORK
444 Madison Avenue PLaza 3-6106

Taft Broadcasting earnings up 20%

A 20% increase in earnings per share, $1.20 for 1962 fiscal year compared to $1 in the previous year, was announced last week by Taft Broadcasting Co. in its annual report for the year ended March 31.

Net revenues decreased slightly, from $11,076,717 in 1961 to $10,936,237 in 1962. Taft sold its Knoxville radio and tv stations in January 1961. The operating profit before depreciation and amortization increased from $4,491,990 in 1961 to $4,875,602 in 1962.

Net earnings after special credit amounted to $1,887,929 for 1962 compared to $2,066,255 in 1961. The 1961 earnings included $486,252 gain on the sale of WBIR-AM-FM-TV Knoxville, less related income taxes. Cash flow reached $2,586,871 for 1962 compared to $2,454,381 in 1961.

At the end of the 1962 fiscal year, Taft retained earnings of $6,454,864 compared to $6,116,745 for the year before. During the year, Taft paid 50 cents per share in dividends plus a 2½% stock dividend.

Taft Broadcasting owns WKRC-AM-TV Cincinnati, WTVN-AM-TV Columbus, both Ohio; WBRC-AM-TV Birmingham, Ala., and WKYT-TV Lexington, Ky. It also owns two bowling centers in the Cincinnati area.

All officers and directors of Taft Broadcasting were re-elected at the annual meeting of the company June 12 in Cincinnati.

Hulbert Taft Jr., president, reported that May revenues totaled $1,097,513 against $902,713 for the same month last year. Net profit for May, the second month of the 1963 fiscal year, was $228,619 (14 cents per share) bringing earnings for the first two months of the fiscal year to $441,613 (28 cents per share). This compares to $160,853 (10 cents per share) for May last year, and $321,018 (20 cents per share) for April and May last year.

Columbus tv stations using 1,749-ft tower

WTVM (TV) and WRBL-TV, both Columbus, Ga., are now transmitting from the stations' new 1,749 feet tower, said to be the tallest man-made structure in the world. Both stations switched to the new tower May 25. Previously, KFVS-TV Cape Girardeau, Mo., transmitted from the tallest U. S. tower at 1,676 feet.

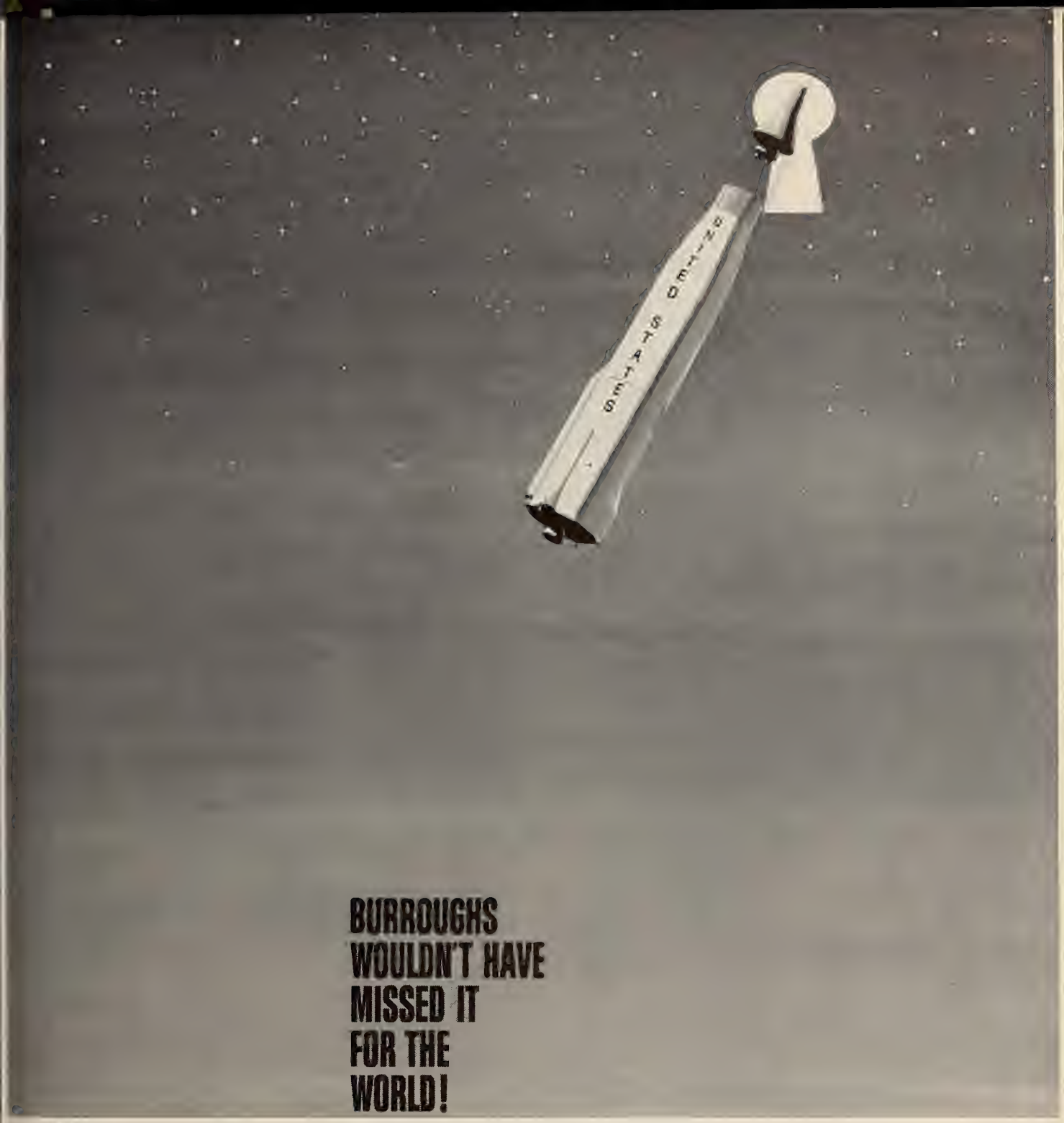
The new tower was designed by Stainless Inc., North Wales, Pa., and erected by Furr & Edwards, Rome, Ga.

The transmitter weighs nearly 215 tons, utilizes over six miles of guy strand cable and can withstand winds up to 125 miles per hour. The tower supports an RCA ch. 3 6-bay section super turnstile antenna and an RCA ch. 9, Mark II super gain antenna.

Radio orbit coverage reached 6.3 million

Radio coverage of the orbital flight by Scott Carpenter was heard by 6,394,000 adults who did 56% of their listening away from home, according to a projection by The Pulse Inc., based on 200 personal interviews. The median average listening time was 56 minutes.

The Pulse study indicated tv coverage was seen by 6,100,000 adult New York area residents who devoted median average time of 51 minutes to flight coverage. Radio and tv together reached 87% of adults. Pulse noted the mushrooming growth of out-of-home radio listening.



BURROUGHS WOULDN'T HAVE MISSED IT FOR THE WORLD!

Once again, the Burroughs guidance computer at Cape Canaveral scored a perfect hit. It guided Astronaut Scott Carpenter—as it guided John Glenn—precisely to the "keyhole in the sky" at precisely the right speed and moment for a successful orbital flight. This makes the 149th time that the Burroughs system at the Cape has been used in our nation's orbital missions, space probes and ICBM shots. Performing flawlessly every single time, it continues to demonstrate the reliability that is inherent in every computer system Burroughs makes for defense and business.

Burroughs Corporation

so many data processing problems end with

HOW HIGH IS RADIO'S FIDELITY?

FTC seeks to define term for two manufacturing groups

Fm stereo broadcasters who are going to great lengths to give the public high fidelity stereophonic programs may have an ally in the near future. Both industry and government are working to set out a clear definition of "high fidelity" so the public won't be bilked by spurious claims from unscrupulous dealers.

"We're pretty sure that when a dealer advertises a high fidelity radio set for $49.95 that isn't high fidelity in any sense of the word," says William B. Snow Jr., the Federal Trade Commission's assistant director of the division of industry guidance. He acknowledged that over the past six months or so there has been an increase in the number of complaints from dissatisfied customers.

It's no simple problem, says L. M. Sandwick, consumer division chief at Electronic Industries Assn. High fidelity components manufacturers want a highly technical definition of high fidelity; the mass manufacturers ask for a more practical description.

"The cleavage is easy to understand," Mr. Sandwick explained. "The custom parts people sell their equipment to a limited portion of the public at a very high price; the manufacturers who make radios and phonographs for the general market [90% of all sales] can meet any high standard technically, but they would be pricing themselves out of the mass market."

The EIA executive reports his organization has been compiling replies to a questionnaire, sent out by William H. Bingham, Hawley Products Co., St. Charles, Ill., to both quality and mass radio and phonograph manufacturers and to engineers in the field. The replies, totaling 154, have been studied and collated by Mr. Sandwick. The replies will be submitted to chairmen of two EIA committees: Armin E. Allen, Philco Corp., and James A. Stark, General Electric Co. Their recommendations, in turn, will be submitted to their respective EIA sections: phonographs and radios. Recommendations by the sections will be relayed to EIA's consumer products division.

Mr. Sandwick has been in touch with the Institute of High Fidelity Manufacturers, he says.

High Standards ▪ Custom audio makers seek to specify high standards for "high fidelity" apparatus—20-20,000 cps frequency response with variations not to exceed plus or minus 2 db, and with distortion limited to no more than 1%. Mass production manufacturers look for a little more leeway in definition— 50-10,000 cps, with variation not to go above plus or minus 6 db and with distortion permitted up to 5%. Component makers also would like to label performance specifications on each element of an installation (tuner, amplifier, turntable, pickup head, loudspeaker). Mass producers oppose the idea.

The FTC became seriously interested several months ago when its staff began working up a background on the subject. The thinking at the trade commission leans toward the issuance of an industry guide. The agency is seeking some definitive terminology to protect the public, the FTC explains. One of the major difficulties the FTC found almost immediately is that there are no standards for the term.

The whole subject is scheduled to be discussed at length at the June 19 meeting of EIA's loudspeaker committee in Chicago at the Pick-Congress Hotel. Mr. Bingham is chairman of this meeting.

Just about everything

In the competitive home entertainment market where tv set makers often have to go out of the way to be a little different, Sylvania Electronic Products, New York, apparently has gone "way out."

A home entertainment unit containing seven electronic devices in one cabinet will be unveiled by Sylvania in Chicago at the International Home Furnishings Show today (Monday). It includes: a 23-inch tv set; am-fm radio; fm stereo tuner; stereophonic four-track tape recorder; stereophonic phonograph; public address system; remote control automatic 35mm slide projector with a 23-inch screen, and even has provided enough space in the unit for a "closed circuit tv camera." Suggested retail price: $5,000.

MVR-10 DISPLAYED

Showing follows Ampex suit against maker of portable

The new closed-circuit portable video tape recorder produced by Mach-Tronics Inc. (BROADCASTING, June 4), was publicly demonstrated for the first time Tuesday (May 12).

The MVR-10 is priced at $10,300 with its integral eight-inch tv monitor, or $9,800 without the monitor, f.o.b. Mountain View, Calif., Mach-Tronics executives say that price is significantly lower than the prices of other closed circuit vtr machines. They also noted that the MVR-10 uses one-inch tape instead of two-inch and runs at 7½ inches per second, effecting operating economies. The ability to store 96 minutes of information on a tape was called an appreciable advantage in many of the recorder's applications.

The demonstration came after a $2 million damage suit was filed June 8 against Mach-Tronics and a number of its executives in the San Mateo Superior Court by Ampex Corp., which also asks the court to enjoin Mach-Tronics from manufacturing and selling any of its vtr machines. In its complaint, Ampex alleges that Kurt R. Machein, Mach-Tronics president, was engineering manager of Ampex's international operations before his resignation last October and that he persuaded other defendants

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to leave Ampex and join Mach-Tronics, formed Nov. 1, 1961.

Individual defendants, in addition to Mr. Machein, are: Alan Bygdnes, electrical engineer, described as "working on the Ampex portable video recorder" before he resigned from Ampex Nov. 22, 1961; Michael Bradley Maryatt, "working on recorder heads," and Arie C. Van Doorn, "senior engineering aide on various research projects," before their resignations from Ampex Nov. 10, 1961; Walter E. Lock, "senior engineering aide," who left Ampex Feb. 23, 1962; Uwe Reese, "assistant to defendant Machein," before his resignation Oct. 30, 1961; Davis C. Thompson, "engaged in marketing Ampex's video recorders" up to the time of his departure Feb. 9, 1962; Hans F. Hoyer, "engaged in planning and marketing functions" at Ampex before his employment was terminated by Ampex Dec. 30, 1960, as part of a reduction in staff.

Ampex charges the defendants with conspiring to use confidential information obtained as Ampex employes to go into competition with Ampex by producing a portable video recorder "substantially similar to the models of such recorders constructed or designed by Ampex." Mach-Tronics, the complaint also alleges, "caused its representatives to show a sample of such portable receiver to various Ampex customers in an attempt to solicit orders from Ampex customers."

Ampex asks the court to enjoin Mach-Tronics "from engaging in the manufacture and sale of portable video recorders embodying any of the characteristics or specifications of the portable video recorders constructed or designed by Ampex" and "from soliciting customers of Ampex for the sale by defendants of portable video recorders." The plaintiff also asks that the defendants be required to turn over or destroy any "dies, samples, plans, specifications and other confidential trade information" relating to Ampex and its portable video recorders. Finally, Ampex asks for damages of $2 million plus the costs of its suit.

Maeh-Tronics' co-founders, President Machein and Henry W. Howard, San Francisco attorney who is vice president, categorically denied the charges, calling them "absolutely false." In a prepared statement, Messrs. Machein and Howard said that the Ampex suit "illustrates the repressive effects of monopoly in the field of science and engineering."

Describing Ampex as "a 100 million corporation" which through cross-licensing with RCA "absolutely dominates the world market for video tape recording equipment," the statement continues: "Ampex Corp. does not now, nor has it ever, successfully produced low cost, light weight, simple truly portable video recorder comparable in any sense to the MVR-10 even though the tremendous need for such equipment in the space program, in education, in science and national defense has been apparent for many years."

Telstar launch date within a month

"We hope it will go up before July 15." This was the hope for the launching of AT&T's Telstar communications satellite expressed by A. C. Kickieson, executive director of transmission, Bell Telephone Labs., in answer to a question during the Telstar seminar at the annual convention last week of the Armed Forces Communications & Electronics Assn. in Washington.

Officially, Telstar's date for its 500-3,000-mile-high ride is between the end of this month and July 15.

In addition to the AT&T earth station at Andover, Me., it was announced that ground stations to receive and transmit to Telstar are going up in the United Kingdom, France, Germany, Italy and Brazil.

Other satellite communications developments:

▪ The U. S. Army lost control of project Advent—a proposal to put up an active relay satellite 22,300 miles above earth so that it remains fixed above the same point on earth—to the Air Force. The Army plan was to use three 1,300-lb. satellites for global coverage. Because the U. S. does not have rockets powerful enough to lift this weight that distance, the Dept. of Defense revised the project. The Air Force will use 3 to 10, 500-lb. satellites in the same synchronous orbit. It is hoped to get the system operating by 1964. The Air Force will also commence a low-altitude communications satellite project, using 40-50 repeaters, at a 6,000 mile altitude.

▪ FCC Commissioner T. A. M. Craven, in charge of communications satellite policy at the FCC, doesn't think there's much use in considering global tv direct to home receivers; too many problems.

In a talk to the U. of Washington's school of communications in Seattle June 15, Mr. Craven listed some of the problems that must be overcome:

Power requirements would be 15 kw or more, but there are no rockets capable of putting up this kind of station 22,300 miles high. Spectrum space is limited for such a purpose; there have been suggestions that Channels 7-13 be used, or that uhf be utilized. One suggestion is that 12,000 mc be used. Global use of these frequencies would cause interference to other services at or near these bands. Standards for tv



are different all over the world; there is the U. S. system, and six other, different systems in use today. There are language barriers. The time differential makes it difficult to conceive of many events for which people over the world would upset their work or sleep schedules to view.

Technically direct coverage could be obtained, the FCC commissioner said, but the cost would be prohibitive. He recommended that the communications satellite be used primarily for relay purposes and that direct-to-home global satellite tv be left for future development.

Station uses long-distance relay

KTLA (TV) Los Angeles reports it picked up a picture with its Telecopter near the Mexican border and relayed it back to the station's transmitter on Mt. Wilson, a distance of some 150 miles. Long relay with good quality was made possible by a "Micromeg" uhf parametric amplifier installed at the receiving point with the effect of strengthening the signal tenfold, according to KTLA engineers, who said the device would increase the range of the flying mobile unit up to at least 200 miles. The unit measures 12 by 12 by 14 inches, weighs 47 pounds and is priced at $3,200 by its manufacturer, Micromega Corp., 4134 Del Rey Ave., Venice, Calif. Micromega's own description: "It is a low-noise, low level parametric amplifier, inserted between the receiving antenna and mixer. A semiconductor 'varactor' diode causes amplification by 'pumping' power to a local r-f source to the signal." A "Micromeg" is also in use in an intercity microwave link between KLAS-TV Las Vegas, Nev., and KOOL-TV Phoenix, Ariz.

LOW-COST ETV

New Adler C-C system said to offer solutions

The potential answer to an educator's television dream was demonstrated before some 150 educators, government officials and businessmen last week.

An on-air, closed circuit educational tv system, which solves the two big problems of etv—high costs (of cable systems) and scarcity of channels (for on-air systems)—was unveiled in the gymnasium of an elementary school of the Plainedge School District, Bethpage, N. Y. The new system, developed by Adler Electronics Inc., is operating on an FCC experimental license and uses a channel in the 2,000 mc band. This band is currently reserved for auxiliary tv use by commercial stations for studio-to-transmitter links and intercity relays.

According to FCC Commissioner Robert E. Lee, who attended the demonstration, the frequencies between 1990-2110 mc are "currently only lightly used." He said the band is "virtually virgin territory" and "its suitability for in-school television transmission is apparent." He said he expects that a proposed rulemaking opening the band for etv will be introduced at the FCC in July.

Stan Lapin, director of Adler's Industrial Products Div. said etv systems using the 2000 mc band would not interfere with present tv station use.

An Adler study of Nassau County, N. Y., which has 31 independent school districts, showed that each school district could use six channels in the 2000 mc band (which would have 20 tv channels available) without one district interfering with any of its neighbors.

The 2000 mc system uses a standard tv picture and sound. These are generated in an exciter unit at standard vhf frequencies. Through use of the heterodyning process, the vhf tv signal is raised to the 2000 mc band and transmitted to the other schools in the system where it is received and a converter, similar to uhf converters used on vhf sets, converts the signal which is then distributed to the school's classroom tv sets by cable.

Set production, sales up in first four months

Tv and radio set production and distributor sales for the first four months of 1962 topped the same period in 1961, although April 1962 production and sales sagged compared with the month before.

Figures announced by the Electronic Industries Assn. last week:

Period	Tv	Radio
PRODUCTION		
Jan.-April 1962	2,200,201*	6,098,498**
Jan.-April 1961	1,715,619	4,714,078
DISTRIBUTOR SALES		
Jan.-April 1962	1,932,729	2,987,497†
Jan.-April 1961	1,680,672	2,637,850

* Includes 185,754 tvs with uhf tuners compared to 90,409 in 1961 period.
** Includes 2,137,627 auto radios and 304,929 fm radios compared to 1,454,906 auto radios and 218,082 fm radios in 1961 period.
† Does not include auto radio sales.

PROGRAMMING

ASCAP, RYAN DISCUSS ISSUES

Judge hopes to clear all pending major litigation involving not only rate-making, but BMI ownership

What appears to be an effort to clear up all major pending litigation involving broadcasters, ASCAP and ASCAP members was broached in an informal session with Chief Judge Sylvester Ryan in U. S. Southern District Court in New York last week.

The conference reportedly involved not only television stations' current rate-making suit against ASCAP, but also separate suit in which one of the issues is the question on which an earlier settlement of the rate case foundered—divestiture of broadcast ownership of BMI, ASCAP's only major competitor.

This is the so-called "Schwartz Case," a massive suit filed almost 10 years ago by 33 ASCAP songwriters seeking $150 million and the divorcement of BMI from its ownership by broadcasters. There have been recurrent rumors over several months that this long-drawn case—in which more than 26,000 pages of testimony and 11,000 exhibits have been taken in its pre-trial phases alone—might be settled without trial, possibly for less than the cost of litigation involved.

Attorneys for the Schwartz-case songwriters and for BMI reportedly attended last week's conference at the request of Judge Ryan. Thus the session appeared to be concerned with a considerably broader range of matters than counsel for the All-Industry Committee and for ASCAP had in mind. These two sides had asked to meet informally with Judge Ryan and others involved directly in the rate case to "explore," as All-Industry Committee Chairman Hamilton Shea explained it in advance, "any remaining possibilities of arriving at a satisfactory solution" of the rate case, as an "alternative to extended litigation" (BROADCASTING, June 11).

'Mums' the Word ▪ Nobody was willing to give details of what went on at the conference. It was held in Judge Ryan's chambers and no transcript was taken. There were indications, however, that the issues of the rate case and those of the Schwartz case were kept separate, with All-Industry Committee representatives not participating when the discussion ranged to non-rate matters.

Regarding the rate question itself, the

session appeared to have left station authorities optimistic for an eventual solution of the complicated issues. Mr. Shea, of WSVA-TV Harrisonburg, Va., called it "a good working session" which looked for "possible paths of additional discussion that might lead to new music-license agreements."

He said no agreements were made, but that the various groups would explore the "possible paths" individually and that then another meeting would be held at a date not yet set. He pointed out that many difficult questions must be resolved at the outset—most of them legal questions—and that probably several meetings over several weeks will be required to get a common understanding on these so that an approach to the basic question of new tv licenses can be made.

Participants in last week's session with Judge Ryan, held Monday: Mr. Shea; R. R. Irvine of the law firm of Donovan, Leisure, Newton & Irvine, New York counsel to the committee, and co-counsel Joseph A. McDonald, of the Washington firm of Smith, Hennessey & McDonald; Herman Finkelstein, general counsel of ASCAP; Samuel I. Rosenman, counsel to BMI; John Schulman, counsel to plaintiffs in the Schwartz case, and attorneys for the television networks, whose own ASCAP music licenses expired last Dec. 31 along with those of tv stations generally. The old licenses and rates remain in effect pending decision or agreement on new ones.

The Issue ▪ The All-Industry Committee is seeking a new form of license under which it would not pay ASCAP directly for the use of music in future syndicated programs and feature films. These rights would then be cleared with ASCAP by the producers of these programs. Since the networks take out separate licenses covering the use of ASCAP music in network programs, stations thus would pay ASCAP directly for little more than the ASCAP music in their locally originated shows.

ASCAP opposes the move, and Judge Ryan has indicated that he doesn't think he has a right to grant this sort of license.

A proposed settlement in which tv stations would have received a 17% reduction in ASCAP rates but would have had to agree to divorcement of BMI from its broadcasting ownership was voted down by the All-Industry Committee last March. The committee held that, among other things, much BMI stock is held by radio stations and others not connected with the committee, and that "in all fairness" if there was to be a change in BMI's status it should be worked out independently of the committee and with BMI given "its own day in court with its own defense."

Too much 'canned' music charged at AFM meet

The use of "canned music" on radio and television stations and other outlets was decried by speakers at the annual meeting of the American Federation of Musicians in Pittsburgh last week.

Rep. Robert N. Giaimo (D-Conn.) told the delegates that 80% of radio broadcast time is devoted to "canned music" for which, he said, musicians "get no compensation." He said he favors a revision of "antiquated" copyright laws to protect the rights of performers.

AFM President Herman Kenin advised members that the union's legislative effort is directed toward compelling the labelling by origin of "cut-rate" foreign music recordings. He claimed these recordings are used as background music in perhaps one-half of otherwise wholly U. S.-produced tv films and tapes.

Incumbent officers were re-elected. They are Mr. Kenin, president; William J. Harris, vice president; Stanley Ballard, secretary, and George V. Clancy, treasurer.

Missionary appeal aired

An eight-hour "Radio Missionary Convention" for the "World Literature Crusade" of Rev. Wesley Paul Steelberg was broadcast June 8 on WJRZ Newark, N. J. Purpose of the campaign was to convey to area listeners the scope of the crusade and to appeal for gospel



COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

June 18-22, 25-27 (10:30-11 a.m.) **Play Your Hunch,** part.

June 18-22, 25-27 (11-11:30 a.m.) **The Price Is Right,** part.

June 18-22, 25-27 (12-12:30 p.m.) **Your First Impression,** part.

June 18-22, 25-27 (2-2:25 p.m.) **Jan Murray Show,** part.

June 18-22, 25-27 (11:15 p.m.-1 a.m.) **Tonight,** part.

June 18, 25 (8:30-9 p.m.) **The Price Is Right,** P. Lorrilard through Lennen & Newell; American Home Products through Ted Bates.

June 19, 26 (7:30-8:30 p.m.) **Laramie,** part.

June 20 (8:30-9 p.m.) **Joey Bishop Show,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

June 20, 27 (10-10:30 p.m.) **Bob Newhart Show,** Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

June 20, 27 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

June 21 (10-11 p.m.) **Sing Along With Mitch,** Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

June 23 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

June 28 (10-10:30 a.m.) **Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

June 23 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

June 23 (7:30-8:30 p.m.) **Tales of Wells Fargo,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

June 23 (9-11:15 p.m.) **Saturday Night At the Movies,** part.

June 24 (5:30-6 p.m.) **Patterns In Music,** sust.

June 24 (6-6:30 p.m.) **Meet the Press,** co-op.

June 24 (7-7:30 p.m.) **Bullwinkle,** part.

June 24 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** Kodak and RCA through J. Walter Thompson.

June 24 (9-10 p.m.) **TV Guide Awards Show,** Kodak through J. Walter Thompson; Texaco through Benton & Bowles.

June 24 (10-11 p.m.) **Du Pont Show of the Week,** Du Pont through BBDO.

literature for overseas missionaries.

The convention featured remarks by leading evangelists and gospel singing. Listeners participated by calling in their opinions on the crusade.

UA's Krim reports good profits in tv

United Artists Corp. President Arthur B. Krim told stockholders in New York last week that the firm's tv operations are showing a good profit.

Mr. Krim said the picture is better than a year ago and that UA (through subsidiary Ziv-UA) will have a number of shows on the networks in 1963 and 1964. UA this year also concluded a motion picture sale (post-'50s) with ABC-TV for presentations in prime time (effective this spring and continuing through the 1962-63 season).

The good news for stockholders: UA's first quarter revenues were at a record $32 million in the first quarter, with a profit (net earnings) of $916,000 (53 cents a share) compared with $879,000 (51 cents a share) for the first quarter last year. Earnings for the January-March period in 1961 were nearly $27 million.

Cartoon series renewals up

A record year for renewals of its cartoon series for tv stations is anticipated by United Artists Assoc., which reported last week that re-sales are running 25% ahead of last year. Renewals of UAA's *Popeye* and Warners Bros. cartoons, consisting of *Bugs Buny* and *Merrie Melody* subjects, were made in ten markets in the past two weeks, according to a company spokesman.

The large number of color programs in the series was said to be a factor in sales activity. There are 234 films in the *Popeye* group, 111 of them in color, and 337 subjects in the Warner Bros. package, 311 in color. *Popeye* has been sold in 172 markets and the Warner Bros. cartoons in 169 markets.

Film sales...

The Lone Ranger 90-minute feature film (Telesynd): Sold to WCBS-TV New York; WCAU-TV Philadelphia; KMOX-TV St. Louis; WBBM-TV Chicago, and KNXT (TV) Los Angeles. Now in five markets.

Checkmate (MCA TV): Sold to WFBG-TV Altoona, Pa.: KTVE (TV) El Dorado, Ark.; WLUK-TV Green Bay, Wis.; WHP-TV Harrisburg, Pa.; KONA (TV) Honolulu; KSHO-TV Las Vegas; WFIL-TV Philadelphia; WCSH-TV Portland, Me.; WCNY-TV Watertown, N. Y.; WTVP (TV) Decatur, Ill.; XETV (TV) Tijuana-San Diego, Calif.; WTVH (TV) Peoria, Ill., and KTVU (TV) San Francisco. Now in 24 markets.

Frontier Circus (MCA TV): Sold to WTTV (TV) Bloomington, Ind.; WHP-TV Harrisburg, Pa.; KMSP-TV Minneapolis; WCSH-TV Portland, Me.; KTRG (TV) Honolulu; WCNY-TV Watertown, N. Y., and KTVR (TV) Denver. Now in 18 markets.

Thriller (MCA TV): Sold to WFBG-TV Altoona, Pa.; KBTV (TV) Denver; WLUK-TV Green Bay, Wis.; WHP-TV Harrisburg, Pa.; KONA (TV) Honolulu; KMSP-TV Minneapolis; WFIL-TV Philadelphia; KTBS-TV Shreveport, La.; WCNY-TV Watertown, N. Y.; KSYD-TV Wichita Falls, Tex.; WSBA-TV York, Pa., and KXTV (TV) Sacramento, Calif. Now in 38 markets.

Jayark Blockbuster Features (Jayark Films Corp.): Sold to WAST (TV) Albany, N. Y.; KFDA-TV Amarillo, Tex.; WINR-TV Binghamton, N. Y.; WRBL-TV Columbus, Ga.; WBIR-TV Knoxville, Tenn.; KNTV (TV) San Jose, Calif., and WCTV (TV) Thomasville, Ga.-Tallahassee, Fla. Now in 193 markets.

Bozo the Clown (Jayark Films Corp.): Sold to WCSC-TV Charleston, S. C.; KTVR (TV) Denver; WICU-TV Erie, Pa.; KXGN-TV Glendive, Mont., and KTVW (TV) Tacoma-Seattle, Wash. Now in 208 markets.

Debbie Drake (Banner Films Inc.): Sold to KATU (TV) Portland, Ore.; WECT (TV) Wilmington, N. C.; WLWA (TV) Atlanta, and WKBT (TV) La Crosse, Wis. Now in 99 markets.

Columbia Lectures in International Studies (Banner Films Inc.): Sold to KPIX (TV) San Francisco, WSM-TV Nashville, WJZ-TV Baltimore, WBZ-TV Boston, KDKA-TV Pittsburgh and KYW-TV Cleveland. Now in 11 markets.

Tarzan Features (Banner Films): WCSC-TV Charleston, S. C.; KTSM-TV El Paso, Tex.; KLFY-TV Lafayette, La.; WOI-TV Ames, Iowa; WIS-TV Columbia, S. C., and KRDO-TV Colorado Springs, Colo. Now in 136 markets.

Great Music from Chicago (WGN Syndication Sales): Sold to WIIC (TV) Pittsburgh and WBNB-TV Charlotte Amalie, Virgin Islands. Now in 32 markets.

Sugarfoot (Warner Bros. TV): Sold to WNBQ (TV) Chicago and WTTG (TV) Washington. Now in 4 markets.

Bourbon St. Beat (Warner Bros. TV): Sold to WTTG (TV) Washington and KPHO-TV Phoenix. Now in 4 markets.

Bronco (Warner Bros. TV): Sold to WNBQ (TV) Chicago and WTTG (TV) Washington. Now in 4 markets.

Maverick (Warner Bros. TV): Sold to WFIL-TV Philadelphia; WMAL-TV Washington; KTVT (TV) Dallas; KXTV (TV) Sacramento, Calif.; WFBG-TV Altoona, Pa., and KPHO-TV Phoenix. Now in 9 markets.

Roaring 20's (Warner Bros. TV): Sold to WTTG (TV) Washington,

KPHO-TV Phoenix and KBTV (TV) Denver. Now in 6 markets.

Surfside 6 (Warner Bros. TV): Sold to WMAL-TV Washington, KTVT (TV) Dallas, KPHO-TV Phoenix, and KBTV (TV) Denver. Now in 7 markets.

King forms package firm

King Features Syndicate is forming a music publishing and recording company to package records and albums based on its tv cartoon series, newspaper strips and other properties.

KFS has concluded an agreement with Si Rady of Bing Crosby Project Records to organize the new operation. The first project will be the development of music for the new KFS-TV animated series, *Barney Google & Snuffy Smith,* which is currently in production for a fall start. The company's other tv property, *Popeye,* is in more than 125 markets, and records and music created for this series have been licensed in the past to various recording and music publishing companies.

Program notes...

Bible series ▪ KGBS Los Angeles began a new series featuring Myron J. Bennett reading the New Testament. The program is the first of a 62-week series which will cover the complete New Testament. The program, as yet unnamed, took eight months to tape.

World's Fair films ▪ Mariner Films Inc., Seattle, has been commissioned by the Seattle World's Fair to produce color motion pictures of the fair and its various exhibits for release during July. The company will shoot 8mm and 16mm color and black and white film and will also handle all distribution to television stations.

'Debbie Drake' expansion ▪ Banner Films Inc., New York, reports that a second series of 130 episodes of the *Debbie Drake Show* will be placed into syndication on July 1. Sales on the first group of 130 quarter-hour programs, which have been on the market since the fall of 1960, have been made in 99 markets, according to Charles McGregor, Banner Films president.

NTA contracts ▪ National Telefilm Assoc., Hollywood, has signed a contract to handle production and distribution of Dr. Albert E. Burke's tv series, now called *Probe.* In making the announcement, Bernard Tabakin, NTA president, said that Dr. Burke already has his new series in production in Hartford, Conn., for September starting dates on tv, through NTA. Series will be the first of NTA's newly formed "Award Programs" division, limited to quality, adult programs. Dr. Burke's *Way of Thinking,* as his programs have been labelled, is currently on the air in 40 markets.

Westinghouse outlets buy cartoon tv series

Three Westinghouse Broadcasting Co. stations have purchased *The Mighty Hercules,* children's cartoon series distributed by Trans-Lux Television Corp., New York. The program, scheduled to be telecast next year, was bought by WBZ-TV Boston, KDKA-TV Pittsburgh and KPIX (TV) San Francisco, which will show the series in color. Sale of the series to WPIX (TV) was reported last month.

Adventure Cartoons for Television, a new animation studio, has been formed to produce the series for Trans-Lux. The new animation studio is located at 136 West 32nd St. Telephone number is Chickering 4-2882. The firm plans to continue production of other cartoon series as well as tv commercials. It is headed by Joe Oriolo, who will serve as producer-director of the new series; Roger Carlin, radio, tv and recording producer; and Arthur Brooks, financial consultant.

The *Hercules* series consists of 130 cartoons, each running 5½ minutes. Plans are to produce a total of 195 cartoons by 1963.

Exported shows not harmful—Sarnoff

TELLS CRITICS THAT U. S. COMMERCIAL SHOWS ARE HELPING IMAGE

Robert W. Sarnoff, NBC's board chairman, last week answered the critics who contend the U. S.-exported brand of tv might tend to injure this country's image abroad.

Mr. Sarnoff said such fears—"that America's national tv output may injure our country's image in the eyes of the world"—are "false" and he declared that no criticism whatever can justify "the exertion of official influence, no matter how indirect, upon the television program process at home or the distribution of programs abroad."

It could not be more justified than would be the curbing of foreign distribution of the *New York Times* or *Time* magazine which circulate through the free world, and any restriction or "shaping" of content of either tv or of these print media would be equally "unthinkable."

No Ill Will ▪ Because U. S. programs seen abroad achieve wide popularity, Mr. Sarnoff said, "hardly supports the notion they are creating ill will toward the U. S. among the millions of foreigners who enjoy viewing them."

Mr. Sarnoff recalled a survey last year by the U. S. Information Agency which covered 34 of its field posts around the world asking about the effects of American tv abroad.



Mr. Sarnoff

The NBC chairman noted that so far as he could determine this was the latest survey of its kind. Its verdict, as cited by Mr. Sarnoff:

American commercial tv showings are more helpful than harmful in creating favorable attitudes toward this country, and he added "the only significant change in the export of American television programs in the year since the survey was made has been a relative increase in news and information programs."

Mr. Sarnoff found it ironic that what's injuring the "reputation" of American tv abroad (and "hence our national image") is not the programs sent overseas but the "harsh, highly publicized estimate of television by those Americans who find it fails to conform to their own tastes."

He said that impending satellite tv transmission does not warrant the concern that's been expressed over the American image as projected by tv.

Mr. Sarnoff's speech was delivered on June 14 at a Liberty Bell award luncheon in Philadelphia. The award was presented to WRCV-AM-TV Philadelphia, for support of the USO.

TWO BBG MEMBERS RESIGN

Forsey, Hudon quit in protest of board decision against CBC ownership of new tv station in Quebec

Due to differences about granting a license for a second French-language television station for Quebec City to private interests rather than to the government-owned Canadian Broadcasting Corp., two members of the Board of Broadcast Governors have sent their resignations to National Revenue Minister George Nowlan at Ottawa. They are Dr. Eugene Forsey, director of research for the Canadian Labor Congress, and Professor Guy Hudon, dean of the law faculty at Laval U., Quebec City.

In a written statement released June 8 at Hamilton, Ont., where he was attending the annual Conference of the Learned Societies at McMaster U., Dr. Forsey stated:

"You can see from the resignation itself that the BBG has decided not to recommend a license for the CBC in Quebec now, and that the grounds it will give for this are such as Dr. Hudon and I cannot accept. I know of no reason to think that the decision or the reasons to be given for it in any way represent or reflect government policy. My difference is with my late colleagues, not with the government. I do not for a moment call in question the integrity, good faith or good intentions of any of the remaining members of the BBG."

When Dr. Forsey made the announcement the BBG had not yet officially reported the full results of its public hearings held the week of Feb. 6 at Quebec City, when CBC and CJLR Quebec City, had both applied for a ch. 11 station. Present English and French tv stations at Quebec City under majority ownership of Famous Players Canadian Corp. Ltd., Toronto, a subsidiary of Paramount Pictures Inc., New York.

BBG on June 12 announced denial of Mr. Laroche's application for a television station at Quebec City and deferral of CBC's application for a Quebec station until fall. In its decision BBG stated that it "cannot in fairness to all parties involved, deal with applications by the CBC, which are contested by private applicants, on a special basis and without reference to a consistent policy for expansion of television in Canada."

The resignations of Dr. Forsey and Prof. Hudon may have some political repercussions in the forthcoming Canadian general election today (June 18). Many organizations backed the CBC's presentation for a Quebec City tv station, while Jacques Laroche, owner of CJLR, is a prominent Quebec City Conservative party member. (The Conservative government of John Diefenbaker at Ottawa has called the general election.)

Dr. Andrew Stewart, chairman of the BBG and one of its three full-time members, had no comment on the resignations. There are 12 part-time members on the BBG.

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Kraft buys heavily on CBC television

Kraft Foods Ltd., Montreal, has announced signing for the largest tv network program package in the history of the Canadian Broadcasting Corp. The contract includes the weekly one hour *Garry Moore Show;* co-sponsorship of the half-hour CBC-produced variety show, *Parade*; co-sponsorship of half-hour western music show, *Red River Jamboree,* produced by CBC at Winnipeg, and partial sponsorship of *Walt Disney Presents.* The contract covers the 1962-63 season.

Tom Quinn, advertising manager of Kraft Foods Ltd., stated that "Kraft has always been a consistent television advertiser in Canada, but this is the biggest investment we have ever made in one medium. All of these shows are good family entertainment. There is enough diversification in the audience to give us the reach we need as well."

Agencies involved are Foote, Cone & Belding Canada Ltd., Toronto, for products on *Walt Disney Presents,* and Needham, Louis & Brorby of Canada Ltd., Toronto, for the other products advertised in the contract.

Pilkington Report to be out this month

The report of the Pilkington Committee on the future of broadcasting in Britain is expected to be released late this month.

The committee was set up in July 1960 to advise on future services to be provided by the British Broadcasting Corp. (government owned and operated) and the Independent Television Authority (commercial counterpart which was set up by the government and which delegates programming to private contractors). The report will also consider the question of additional services and make recommendations for the financing of broadcasting in Britain.

BBC last week expressed hope that the report and a subsequent government decision will be an endorsement of its 40-year-old concept of public service. Among other things BBC seeks as a result of the report: a second nationwide BBC-TV network; development of BBC color tv on a regularly scheduled basis; a change in tv line standards from the present 405 to 625 (with development of uhf); extension of BBC's three-network radio system; and development of local community radio stations.

Webb leaves ATV post

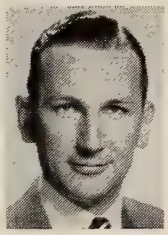
Robert Webb, head of the Education Dept. of Associated Television Ltd., British program contractor, is leaving. His assistant, Astrid Chalmers Watson, is also going. Their department has produced highly praised programs for elementary and high schools.

A company spokesman said ATV had decided to reorganize the department and this "inevitably means staff changes." He denied that less importance is being given to its educational programs. No new appointments have been announced.

BROADCAST ADVERTISING

Robert J. Preis, assistant treasurer of Ted Bates & Co., New York, and **Richard R. Strome,** creative supervisor, elected vps. Mr. Strome, former tv art director and copy group head at Doherty, Clifford, Steers & Shenfield, joined Bates in March 1959 as copywriter. Mr. Preis joined agency in July


Mr. Strome


Mr. Preis

1956 as assistant controller. He was elected assistant vp and assistant treasurer in December 1959.

Lawrence S. Parker, associate manager of commercial production and tv art of Kenyon & Eckhardt, New York, elected vp.


Mr. Thompson

Sam D. Thompson, vp of Borden Co., elected chairman of board of Premium Advertising Assn. of America. **William Dunham** continues as president and chief executive officer. **Joseph P. DiRienzo,** Colgate-Palmolive Co., and **J. Milton Rush,** Brown & Williamson Tobacco Co., were elected vps. Elected as new members of board of directors were: **H. G. Blakeslee,** Cory Corp.; **William Lawson,** Nestle Co.; **W. Parlin Lillard,** General Foods Corp.; **John W. Sudgen,** B. T. Babbitt Co., and **James F. Williams,** Coca-Cola Co.

Robert J. Buck, account executive, and **Joseph T. Shaw Jr.,** assistant director of commercial production at Dancer-Fitzgerald-Sample, New York, elected vps.


Mr. Kennedy

Kevin Kennedy, vp and management supervisor of Kenyon & Eckhardt, joins Lennen & Newell, New York, as senior vp and management account supervisor on P. Lorillard Co. account.

Walter Bonvie, director of advertising of Minute Maid Co., division of the Coca-Cola Co., Orlando, Fla., elected vp in charge of advertising.

Milo F. Hejkal, art director of Allen & Reynolds, Omaha advertising and marketing agency, becomes member of firm and elected vp and executive director of art.

Agency veteran retires

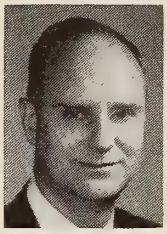

Mr. Coulter

Frank Coulter Jr., associate director in media at Young & Rubicam and veteran broadcast media executive, retired this month. He was associated with National Biscuit Co. and Chemical National Bank in New York before he joined agency business as timebuyer with N. W. Ayer. In 1940, Mr. Coulter was made timebuyer at Y&R, remaining with that agency for 22 years, subsequently serving in stations relations, and finally in media (manager in 1949 and associate director in 1952).

Sterling E. Peacock, vp of N. W. Ayer & Son, Chicago, since 1929, retires this month after 42 years with agency. Mr. Peacock joined Ayer in New York in 1920. He managed Chicago office from 1928 to 1955 and has served in advisory capacity since that time.

Brown Bolte, vice-chairman of board of Sullivan, Stauffer, Colwell & Bayles, New York, elected member of board of Child Welfare League of America.

Tom E. Harder, supervisor of Betty Crocker Mixes account at BBDO, joins Kenyon & Eckhardt, New York, as account supervisor.


Mr. Walton

Donald W. Walton, vp and creative coordinator on Oldsmobile account at D. P. Brother & Co., Detroit, promoted to newly created position of vp and director of creative services for entire agency. **Leonard Kotowski,** copy chief on Oldsmobile account, elevated to creative supervisor on that account.

Halsey Davidson, vp and creative coordinator on Chevrolet account at Campbell-Ewald, Detroit, resigns. Mr. Davidson, who joined agency in 1930, was elected vp in 1942 and has served in his present capacity since 1955.

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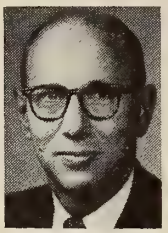
4A's broadcast media heads chosen


Miss Jones

Ruth Jones, J. Walter Thompson media executive, named chairman of broadcast media committee for 1962-63 by the American Assn. of Advertising Agencies. Miss Jones is the first woman in history of the organization to serve as chairman of 4A national committee. **Louis J. Nelson,** Wade Adv., is co-chairman. Also announced: **David Miller** of Young & Rubicam was reappointed tv-radio administration committee chairman with **Hildred Sanders** of Honig-Cooper & Harrington re-elected vice chairman. Media relations committee (board committee) will be chaired by **Thomas B. Adams** of Campbell-Ewald, and **S. M. Ballard** of Geyer, Morey, Ballard will be vice chairman.

Warren J. Rohn, formerly with Olian & Bronner Adv., Chicago, joins Lilienfeld & Co., that city, as account supervisor.


Mr. Beaton


Mr. Hendrickson

Ian W. Beaton, executive on AC Spark Plug account, and **Jack R. Hendrickson,** merchandising manager on Oldsmobile account, D. P. Brother & Co., Detroit-based advertising agency, elected vps. Both men will continue to serve in their present capacities.

Marge Crawford, pr director of Enyart & Rose Adv., Los Angeles, forms her own pr organization, Crawford & Assoc., 3012 Passmore Drive, Los Angeles 28. Telephone: Hollywood 6-5169.

James W. Andrews, advertising and merchandising manager of Maxwell House Div. of General Foods Corp., White Plains, N. Y., named marketing manager of Jell-O Div. **Victor A. Bonomo,** product manager of Instant Maxwell House, named Maxwell House advertising and merchandising manager.

Norman T. Mingo, senior account executive with J. Walter Thompson, joins Donahue & Coe, New York, as account executive.

Stanley Koenig, management supervisor with BBDO, New York, joins Leo Burnett Co., Chicago, as marketing supervisor.

Richard J. Cusack, copywriter with Fuller & Smith & Ross, New York, appointed copy group supervisor.


Mr. Foristel

Joseph J. Foristel, assistant advertising manager of Liggett & Myers Tobacco Co., New York, named manager of special markets.

Martin D. Convissar, former statistical market analyst for *American Druggist* magazine, joins marketing-research department of Kudner Agency, New York.

Eugene V. Hassold named art director for all tv activities of Charles W. Hoyt Co., New York advertising agency.

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THE MEDIA


Mr. Dulaney


Mr. Jackson

Ralph Jackson, commercial manager of WAVE-TV, and **Woodford H. Dulaney Jr.,** commercial manager of WAVE radio, both Louisville, Ky., named managers of respective stations. Mr. Jackson, in addition, will be in charge of operations of both Louisville outlets. **Houston D. Jones,** assistant commercial manager of WAVE-TV, promoted to commercial manager, succeeding Mr. Jackson. **George W. Norton IV,** secretary-treasurer of WAVE Inc. (WAVE - AM - TV Louisville; WFIE-TV Evansville, Ind., and WFRV [TV] Green Bay, Wis.), assumes added duties as director of corporation's research and development.

Earl J. Glade, consultant and pr representative for Radio Service Corp. of Utah, parent company of KSL-AM-FM-TV Salt Lake City, elected vp in charge of community relations. **Saul Haas,** president of Queen City Broadcasting Co. (KIRO-AM-FM-TV Seattle, Wash.), elected to board of directors of Radio Service Corp.

Jerry Lipman, former account executive and market supervisor of WJR-AM-FM Detroit, named manager of WTSN Dover, N. H.


Mr. Downey

John O. Downey, program director of WCAU-TV Philadelphia, elected vp and general manager of WCAU radio. He replaces **Thomas J. Swafford,** who resigned to purchase radio station in Albuquerque, N. M. Mr. Downey, before joining WCAU-TV, was assistant director of program services of CBS-TV Stations Div., New York, and executive producer at KMOX-TV St. Louis.

William O. Wiseman, station and sales manager of WOW-AM-FM Omaha, Neb., resumes part-time managerial duties following four-month absence resulting from accident suffered January 27. **Ken Quaife** named assistant sales manager in charge of WOW's midwest sales.

G. Ted Hepburn, general sales manager of WHLO Akron, Ohio, transfers to WARM Scranton, Pa., as station manager. **Gordon Barnhart,** WHLO account executive, promoted to sales

manager. **Charles (Chuck) Frederick,** formerly with WORK York, Pa., joins news department of WSBA-AM-FM, that city. **Mike McKay,** formerly with WMPT South Williamsport, Pa., to WSBA as air personality. Susquehanna Broadcasting Stations are: WARM Scranton and WSBA-AM-FM-TV York, both Pennsylvania; WHLO Akron, Ohio, and WICE-AM-FM Providence, R. I.

Ann Owen, sales development manager of Robert E. Eastman & Co., New York, named to newly created post of special projects director. She is succeeded by **William Unger,** Eastman's promotion manager. Mrs. Owen joined Eastman in 1958.


Mr. Pauley


Mr. Weinbach

Robert R. Pauley, president of ABC Radio Network, named to NAB radio board, succeeding **Mortimer Weinbach,** ABC vp and assistant general counsel of American Broadcasting-Paramount Theatres, who has been named to NAB's television board. Mr. Weinbach replaces **Alfred R. Beckman,** ABC vp in charge of Washington office, on tv board.

Gerald J. Morey appointed sales manager of WNLC New London, Conn.

Ralph Quortin, account executive with WNJR Newark, N. J., promoted to sales manager.

Art Dawson, former merchandise manager of WOR-AM-FM-TV New York, appointed local sales manager of WGSM Huntington and WGBB Freeport, both New York.


Mr. Eaton

Seymour (Hap) Eaton, national sales manager of Storer Broadcasting Co.'s WJBK-TV Detroit, promoted to general sales manager. Prior to joining Storer in his present capacity in April 1961, Mr. Eaton was account executive with Peters, Griffin, Woodward, national station rep firm.

Joseph E. (Bud) Mertens, account executive with WJW-TV Cleveland, joins Chicago office of Storer Program Sales, effective July 2, in similar capacity.

Robert M. Carano, sales executive with WFMJ-TV Youngstown, Ohio, joins WJW-TV Cleveland as account executive.

Al Perry, general manager of KLAK Lakewood, Colo., joins sales staff of KOA-TV Denver.

Eugene McCurdy, former sales manager of WBAL-TV Baltimore, named commercial manager of WFIL-AM-FM Philadelphia.

Robert E. Ryan, former midwest director of client relations for CBS Radio Spot Sales, appointed manager of sales development, with headquarters in New York.


Mr. Brent

Randolph S. Brent, former operations manager of CBS Sports, New York, named station manager of WVEC-TV Norfolk - Hampton, Va.

John Rich, Paris bureau chief of NBC News, named Tokyo bureau chief and will serve as chief, Far East, replacing **Cecil Brown,** who returns to U. S. to serve as correspondent on NBC News programs. **Bernard Frizell** succeeds Mr. Rich as Paris bureau chief.

Edward A. McCusker, formerly with advertising department of *Philadelphia Daily News,* joins sales staff of WPEN-AM-FM, that city.

Robert E. Leach, former chief engineer of WSPA-TV Spartanburg, S. C., and KLAS-TV Las Vegas, Nev., appointed technical director of WTSP (TV) Tampa-St. Petersburg, Fla. **Pat McLaughlin,** engineering studio supervisor of WSFA-TV Montgomery, Ala., joins WTSP as engineering supervisor.

Bob Dell, air personality with WOLF Syracuse, N. Y., promoted to program director.

NAB's editorializing unit

Daniel W. Kops, president of WAVZ Broadcasting Corp., New Haven, Conn., has been reappointed chairman of National Assn. of Broadcasters' committee on editorializing. Newly appointed committee members are: **Rex G. Howell,** KREX-AM-FM-TV Grand Junction, Colo.; **A. Louis Read,** WDSU-AM-FM-TV New Orleans; and **George Whitney,** KFMB-TV San Diego. Committee members reappointed were: **Frank J. Abbott Jr.,** WWGP Sanford, N. C.; **Frederick S. Houwink,** WMAL-AM-FM-TV Washington; and **John F. Dille Jr.,** Truth Publishing Co. (WTRC and WSJV-TV Elkhart, and WKJG-AM-TV Ft. Wayne, Ind.).

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S.E. Rep: JAMES S. AYERS



NBC executives visit a well-known point of interest

Stopping to look at the other side, during a 10-day tour of Europe, Robert E. Kintner, president of NBC (center), Julian Goodman, vice president of NBC News (left), and Piers Anderton, NBC news correspondent in Berlin, are shown at Potsdamer Platz in West Berlin. The two executives met with NBC newsmen and European broadcasters.

Robert T. Mason, president and general manager of WMRN-AM-FM Marion, Ohio, appointed National Assn. of Broadcasters' representative on American Council on Education for Journalism. **Howard M. Bell,** NAB vp for industry affairs, replaces Mr. Marion as member of council's accrediting committee, with **James H. Hulbert,** NAB manager of broadcast personnel and economics, as alternate.

Lee Polk, producer-director for Regents Educational Television Project of New York State Education Dept. for past four years, named manager of children's programs for WNDT (TV) New York. **Frank Leicht,** associate director of *The Ed Sullivan Show* on CBS-TV, appointed production manager. **Robert D. B. Carlisle,** production supervisor and senior producer at MGM Telestudios, named producer of adult telecourse programs.

Douglas G. Leonard, production manager of WBZ-TV Boston, appointed program manager of Connecticut Educational Television Corp., licensee of WEDH (TV), ch. 24, Hartford, which is expected to be in operation later this summer. **Samuel C. Edsall,** chief engineer of Trinity College station, WRTC-FM Hartford, joins Connecticut Etv Corp., in similar capacity. He will continue, however, with WRTC.

Frank Pipes, production manager of KSON San Diego, appointed program director.

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Bill West, broadcast supervisor of KPHO-TV Phoenix, appointed program director of KEPI (FM), that city.

Johnnie Rowe, former music director and air personality with KTLN Denver, joins KIMM Rapid City, S. D., as program director.


Mr. Victor

Herbert Victor, production manager of WMAL-TV Washington, promoted to program - production manager, replacing **Theodore N. (Ted) McDowell,** who was named manager of stations' radio-tv news and public affairs department (PROGRAMMING, June 11). Mr. Victor, who joined WMAL in 1955 as floor director, has served in his present capacity since 1959.

Harold Bennett, former Buffalo, N. Y., branch manager of National Screen Service Corp. until his retirement in 1959, joins Alfred E. Anscombe Stations (WBJA-TV Binghamton, N. Y., and WEPA-TV Erie, Pa.) as film buyer.


Mr. Johnson

Fred W. Johnson, local sales manager of KPLR-TV St. Louis, named general sales manager of WFRV (TV) Green Bay, Wis.

David D. Matson, former music director of WOL - AM - FM Washington, joins production staff of WFIL-TV Philadelphia.

Jack Griswold named news and sports director of WEJL Scranton, Pa.

Donald L. Anti, music librarian of KYA-AM-FM San Francisco, joins KFWB Los Angeles, in similar capacity.


Mr. Okon

Arthur Okon, account executive with Mutual Broadcasting System, New York, promoted to eastern sales manager. Mr. Okon joined MBS in 1958 after five years with CBS Radio.

Don Doolittle joins announcing staff of KBIG Santa Catalina, Calif., replacing **Ken Marvin,** who resigned.

Alan Newcomb named director of public affairs for Jefferson Standard Broadcasting Co. (WBT-AM-FM and WBTV [TV] Charlotte, N. C., and WBTW [TV] Florence, S. C.).

Chuck Blair, member of announcing staff of WYND Sarasota, Fla., joins WEAW-AM-FM Evanston, Ill.

Cy Nelson named news and public affairs director of WOKY Milwaukee.

Lionel Hampton, Negro orchestra leader, has signed contract with United Broadcasting Co. as musical director of WOOK-TV Washington, which is expected to begin operating Sept. 1. John Panagos, executive vp of United, said Mr. Hampton would serve primarily in advisory capacity and would do weekly half-hour variety show, emphasizing Negro talent.

Harold E. Davis, supervisor in NBC accounting department in Los Angeles, awarded $2,500 David Sarnoff Fellowship Scholarship by RCA Education Committee for academic aptitude, promise of professional achievements and character.

GOVERNMENT

Jerome B. Wiesner, science adviser to President John F. Kennedy, named director of new Office of Science & Technology. At same time, President Kennedy continued **Alan T. Waterman** as director of National Science Foundation.

PROGRAMMING

George Weltner, vp in charge of world sales and member of board of directors of Paramount Pictures Corp., New York, elected executive vp. **Paul Raibourn,** vp and member of board of directors, elected senior vp.

John Davidson, southeastern division manager of Ziv-United Artists, joins Warner Bros. Television as southeastern district sales manager with headquarters in Atlanta. **William P. Andrews,** vp in charge of domestic syndication, Independent Television Corp., named Warner Bros. Tv district sales manager with headquarters in New York.

Robert L. Fierman, former sales manager of KTTV Tape Productions, Los Angeles, joins MGM Telestudios, New York, as sales manager.

Jacqueline Babbin, producer with Talent Assoc., New York, for past eight years, joins Directors Co., that city, as producer of seven one-hour specials being prepared for *DuPont Show of the Week* (NBC-TV, Sun., 10-11 p.m. NYT).

Aaron Spelling and **Everett Chambers** signed by Four Star Television as executive producer and producer, respectively, of company's new half-hour series, *The Lloyd Bridges Show,* to be seen this fall on CBS-TV, Tuesdays, 8 p.m.

Elliot A. Benner joins Chicago office of Allied Artists Television Corp. as first appointee in Allied's new formal sales training program.

Sam Gallu, head of his own production company which has produced *Behind Closed Doors, The Blue Angel* and *Navy Log,* has been signed by Warner Bros. as writer-producer-director to work on new tv projects for 1963-64 season.

ATA&S's Chicago line-up

Jack Brickhouse, sports manager of WGN-AM-TV Chicago, was elected president last week of Chicago chapter of Academy of Television Arts & Sciences. Other officers elected: **James W. Beach,** broadcast supervisor of Foote, Cone & Belding, first vp; **Walter Schwimmer,** president of Walter Schwimmer Inc., second vp; **Raymond A. Jones,** American Federation of Radio & Tv Artists, secretary, and **Jack Russell,** talent agent (re-elected), treasurer.

Dr. Phyllis M. Wright, member of Marion Davies Clinic at UCLA, appointed technical advisor on MGM-TV's *Dr. Kildare* series.

Donald McDougall, Thomas Carr and **Ted Post** signed as directors for CBS-TV's *Rawhide* series.

Richard Rust, young actor who recently won acclaim in "Walk On the Wild Side," signed by MGM-TV for regular leading role on *Sam Benedict,* new hour-long dramatic series which will debut on NBC this fall.

Patrick A. Harden named bureau manager of United Press International, Jacksonville, Fla., succeeding **Ronald Martin,** who resigned to join staff of *Jacksonville Journal.*

EQUIPMENT & ENGINEERING



Mr. Brogna

S. R. Brogna, head of manufacturing operations of Surrounding Sound Inc., Los Angeles manufacturer and distributor of electronic delay and reverberation equipment, elected vp and general manager. **James Cox,** SSI's vp in charge of sales, resigns. Mr. Brogna, who joined Surrounding Sound in Sept. 1961, now assumes responsibility of all sales and research.

David G. Harris, William J. Knife and **Robert C. Salisbury** elected vps of Cleveland Electronics Inc., manufacturer of radio-type Cletron loudspeakers. Mr. Harris will be in charge of



marketing; Mr. Knife of engineering and production, and Mr. Salisbury as treasurer. **Earl Sala** has assumed direction of national merchandising of Cletron replacement line of speakers in Columbus, Ohio, as Electronics Marketing Corp.

Paul R. Abbey elected vp and director of marketing of American Concertone Inc., manufacturer of magnetic tape recorders, Culver City, Calif.

E. F. Walsh, pr supervisor for Mincom Div. of Minnesota Mining & Manufacturing Co., Los Angeles, appointed to newly created position of commercial products sales manager. Mr. Walsh will supervise national sales for company's new line of radio-tv products.


Mr. Ponte

N. S. Ponte, former project engineer on ballistic missile early warning system equipment for Continental Electronics Mfg. Co., subsidiary of Ling-Temco-Vought Inc., Dallas, and for past year manager of American Committee for Liberation station in Southern Europe, returns to Continental as head of communications section of firm's engineering department. Mr. Ponte, who joined Continental originally in 1958, will be responsible for commercial broadcast equipment.

Richard F. Wittenmyet appointed manager of engineering and research for The Austin Co., international engineering and construction firm, with headquarters in Cleveland.

Thomas J. Kelly appointed director of international sales and services for Raytheon Co., Lexington, Mass. **Harold M. Asquith** named director of technical support, newly created position to promote proper exchange of Raytheon's technical knowledge between company and its subsidiaries and licensees. **H. E. J. Finke,** attorney for Raytheon's international affairs, named director of international planning, newly created position.

ALLIED FIELDS


Mr. Bowden

James D. Bowden, former head of his own Minneapolis rep firm, The James D. Bowden Co., joins Broadcast Clearing House as midwest manager with offices in Chicago. Prior to forming his own firm in 1959, Mr. Bowden served as Chicago office manager for John E. Pearson Co. from 1955 and earlier as rep firm's Minneapolis office manager.

INTERNATIONAL

Allan Waters, CHUM Toronto, elected chairman of Radio Sales Bureau, that city. Other officers elected: **R. T. Snelgrove,** CKBB Barrie; **J. C. Lavigne,** CFCL Timmins, and **F. Murray,** CJBQ Belleville, all Ontario, vice chairmen, and **R. S. Thompson,** All-Canada Radio & Television Ltd., treasurer. **C. C. Hoffman,** Toronto, elected fulltime president.

J. Ross MacRae, assistant manager of radio-tv department of Cockfield, Brown & Co., Toronto, appointed department manager, replacing late J. Alan Savage (FATES & FORTUNES, May 28). Mr. MacRae, who joined Canadian advertising agency in 1945 as radio department writer, has served in his present capacity for past three years. Barry Nicholls, public service director of CJAY-TV Winnipeg, Man., joins Cockfield, Brown as account executive.

John L. O'Brien, former general manager of MGM de Chile, transfers to MGM Television in newly created post of Latin American sales manager, with headquarters in Mexico City.

Dave Rawcliffe, national sales manager of CHFI-FM Toronto, and **Robert Baum,** sales manager, resign to join Toronto office of Air-Time Sales Ltd. and CHCH-TV Hamilton, Ont., respectively. **George Harper,** formerly with CHIQ Hamilton, joins CHFI-FM as local and regional sales manager.

Robert Tompkins, formerly with international division of J. Walter Thompson, New York, joins Foote, Cone & Belding as account executive on Trans World Airlines account in agency's Paris office.

Michael Mezo, member of Toronto staff of Air-Time Sales Ltd., named manager of rep firm's Montreal office.

Martin Silburt and **Bob Laine** join sales and announcing staffs, respectively, of CHUM Toronto.

DEATHS


Mr. Foster

James H. Foster, 42, veteran broadcast executive, died June 2 in Dallas following extended illness. Mr. Foster joined Gordon B. McLendon organization in 1948, and was elected executive vp of Liberty Broadcasting System shortly thereafter. Following disbandment of Liberty in 1952, he was elected vp in charge of financial affairs for McLendon Corp. In addition, Mr. Foster served as chief executive officer for McLendon Radio Pictures, Dallas-based independent production firm.

Dwight E. Rorer, 69, retired attorney who from 1945 to 1950 was associated with Washington communications law firm of Dow, Lohnes & Albertson, died June 11 of heart attack while visiting relatives in Ramsey, N. J. Since his retirement in 1959, Mr. Rorer had made his home in St. Thomas, Virgin Islands.

Robert A. Bischoff, 33, NBC-TV executive and unit manager on *Sing Along With Mitch,* died June 9 at Holy Name Hospital in Teaneck, N. J., of injuries suffered in an assault. Mr. Bischoff would have been 34 on June 10. He joined NBC in August 1950, as page and was named unit manager in February 1961.

James T. Sellers, 54, advertising executive with N. W. Ayer & Son, Philadelphia, died of heart attack on Fri., June 8. Mr. Sellers had been with Ayer since 1929. He was copy writer and copy group director for many years and had recently been in client service.

James Avant, religious program director of KNOK Fort Worth, Tex., died June 2 at Baylor Hospital in Dallas.



STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 6 through June 13 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant.—antenna, aur.—aural, vis—visual, kw—kilowatts, w—watts, mc—megacycles, D—day, N—night, LS—local sunset, mod.—modification, trans.—transmitter, ul.—unlimited hous, kc—kilocycles, SCA—subsidiary communications aution, STA—special temporary authorization, SH—specified hours, CH—critical hours, *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Rochester, N.Y.—Channel 13 of Rochester Inc. Interim operation of vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 500 ft., above ground 360.5 ft. Estimated construction cost $831,000; first year operating cost $1,000,000; revenue $1,300,000. P.O. address 100 Times Square Bldg., Rochester. Studio location Rochester; trans. location Brighton, N.Y. Geographic coordinates 43° 08′ 07″ N. Lat., 77° 35′ 03″ W. Long. Trans. RCA TT35CH; ant. RCA TT12A-13P. Legal counsel Pierson, Ball & Dowd, Washington, D. C.; consulting engineer George C. Davis, Washington, D. C. Principals: **Flower City Tv Corp., Genesee Valley Tv Inc., Star Tv Inc., Community Bcstg. Inc., Heritage Radio & Tv Bcstg. Co., Main Bcst. Inc., Federal Bcstg. System Inc.,** and **Citizens Tv Corp.** All are applicants for permanent allocation of ch. 13 Rochester. Ann. June 13.

***Fargo, N.D.—North Central Educational Tv Assn. Inc.** Vhf ch. 13 (210-216 mc); ERP 104 kw vis., 63 kw aur. Ant. height above average terrain 395 ft., above ground 423 ft. Estimated construction cost $203,000; first year operating cost $90,000. P.O. address box 6, Fargo. Studio and trans. location Fargo. Geographic coordinates 46° 49′ 03″ N. Lat., 96° 48′ 06″ W. Long. Trans. RCA TT-10AH; ant. RCA TF-12AH. Legal counsel Marmet and Schneider, Washington, D. C.; consulting engineer Lohnes & Culver, Washington, D. C. Ann. June 13.

New am stations

ACTION BY FCC

Oakland Park, Fla.—Broward County Bcstg. Granted 1520 kw, 1 kw D; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P.O. address 5335 Irving Ave. S., Minneapolis, Minn. Estimated construction cost $29,995; first year operating cost $60,000; revenue $68,000. **Albert S. Tedesco,** sole owner, is former stockholder in KAGE Winona, Minn. Action June 13.

APPLICATIONS

Clover Creek, Pa.—Beacon Bcstg. Concern. 1400 kw, 250 w, 1 kw LS. P.O. address R. D. #2, Martinsburg, Pa. Estimated construction cost $16,024, first year operating cost $19,888; revenue $86,040. **Kenneth W. Ferry,** sole owner, is applicant for new fm station in Martinsburg. Ann. June 13.

Fayetteville, W. Va.—Richard E. Herman. 1410 kc, 1 kw D. P.O. address 4209 Virginia Ave. S.E., Charleston, W. Va. Estimated construction cost $12,620; first year operating cost $43,200; revenue $54,000. Mr. Herman is CPA. Ann. June 13.

Existing am stations

ACTIONS BY FCC

KLIC Monroe, La.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action June 13.

KSLO Opelousas, La.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. By letter, denied opposing petition by KANE New Iberia, La. Action June 13.

KANE New Iberia, La.—By memorandum opinion & order, commission (1) granted application to increase daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions; and (2) denied opposing petition by KVIM New Iberia. Action June 13.

WYSI Ypsilanti, Mich.—Waived Sec. 3.37 of rules and granted application for mod. of cp to correct geographic coordinates which permits 2 and 25 mv/m overlap with WJBK Detroit, Mich.; condition. By letter, denied petitions by Storer Bcstg. Co. (WJBK) to revoke or stay WYSI's permit. Action June 13.

WGCM Gulfport, Miss.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions and without prejudice to whatever action commission may deem necessary as result of final determination with respect to pending applications for renewal of licenses of WGCM Gulfport, WTUP Tupelo, WBIP Booneville, all Mississippi, WBOP Pensacola, Fla., and WTUG Tuscaloosa, Ala. Action June 13.

WCMN Arecibo, P. R.—Waived Sec. 3.24 (g) of rules and granted increased daytime power on 1280 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw; remote control permitted; and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action June 13.

APPLICATIONS

WKTX Atlantic Beach, Fla.—Cp to increase power from 1 kw to 5 kw and change ant.-trans. and studio location and install new trans. (Petition for waiver of Sec. 1.354 of rules and/or reconsideration of order amending said action, and for other relief.) Ann. June 13.

WSWN Belle Glade, Fla.—Cp to increase power from 1 kw to 5 kw, install new trans. DA-D. (Petition for waiver of Sec. 1.354 of rules and acceptance of application for filing.) Ann. June 13.

WRKT Cocoa Beach, Fla.—Cp to change hours of operation from D to unl., using 1 kw, 5 kw LS and install new trans. and DA-D-N (DA-2). Ann. June 13.

WLOD Pompano Beach, Fla.—Cp to increase power from 1 kw to 5 kw, install new trans. and make changes in ant. system (two additional towers). (Petition for waiver of Sec. 1.354 of rules and acceptance of application.) Ann. June 13.

WEBQ Harrisburg, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 12.

KTRF Thief River Falls, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 11.

KTSL Burnet, Tex.—Cp to replace expired cp (which authorized new am station); waiver of Sec. 1.323(b) of rules. Ann. June 8.

New fm stations

APPLICATIONS

Manchester, Ga.—Radio Manchester Inc. 101.1 mc, 20 kw. Ant. height above average terrain 498 ft. P.O. address Manchester. Estimated construction cost $32,900; first year operating cost $12,000; revenue $15,000. Principals: **Elmer Loftin** and **Jack Whitehorn** (each 50%). Applicant is licensee of WFDR Manchester, Ga. Ann. June 7.

Erlanger, Ky.—John C. Reynolds. 107.1 mc, 415 w. Ant. height above average terrain 188 ft. P.O. address 927 Piedmont Circle, Erlanger. Estimated construction cost $6,700; first year operating cost $2,500; revenue $4,000. Mr. Reynolds is engineer for WCKY Cincinnati. Ann. June 13.

***Baltimore, Md.—The Convention of the Protestant Episcopal Church of the Diocese of Md.** 90.5 mc, 0.15 kw. Ant. height above average terrain 376 ft. P.O. address, c/o The Rev. George F. Packard, 105 W. Monument St., Baltimore 1. Estimated construction cost $7,405; first year operating cost $14,368. Ann. June 12.

Laconia, N. H.—WLNH Inc. 99.9 mc, 4.9 kw. Ant. height above average terrain 192 ft. P.O. address Masonic Temple Bldg., Laconia. Estimated construction cost $20,000; operating cost for first three months $1,500 above am operation. Principals: **Marion Park Lewis** (77.7%), **Philip B. Whitney** (7.04%), **John Carl Morgan** (5.04%). Applicant is licensee of WLNH Laconia. Ann. June 11.

Manchester, N. H.—Knight Radio Inc. 101.3 mc, 5 kw. Ant. height above average terrain 917 ft. P.O. address 490 Commonwealth Ave., Boston 15. Estimated construction cost $21,000; first year operating cost and revenue included in operating of WGIR Manchester. **Norman Knight,** sole owner, owns WGIR. Ann. June 12.

Bayamon, P. R.—Antilles Bcstg. Corp. 100.7 mc, 20 kw. Ant. height above average terrain 95 ft. P.O. address Box 5627, San Juan, P. R. Estimated construction cost $17,609; first year operating cost $3,000; revenue $6,000. Principals: **Julio Morales Ortiz** and **Clement L. Littauer** (each 50%). Applicant is licensee of WRSJ Bayamon. Ann. June 12.

Nashville, Tenn.—WLAC Inc. 101.3 mc, 20 kw. Ant. height above average terrain 407 ft. P.O. address 161 4th Ave. N., Nashville 3. Estimated construction cost $46,532; first year operating cost $25,000; revenue $10,000. WLAC Inc., wholly owned by **Life & Casualty Insurance Co. of Tennessee,** is licensee of WLAC Nashville. Ann. June 8.

Wichita Falls, Tex.—Nortex Bcstg. Co. 99.9 mc, 5 kw. Ant. height above average terrain 829 ft. Estimated construction cost $20,200; first year operating cost $31,600; revenue $34,000. Principals: **James William Ferrell, William H. Hall** (each 42.5%) and **Don A. Wade** (15%). Dr. Ferrell is M.D.; Dr. Hall is D.D.S.; Mr. Wade is insurance agent. Ann. June 13

Existing fm stations

APPLICATIONS

WHFI (FM) Birmingham, Mich.—Cp to change ant.-trans. and studio location, delete remote control operation and change station location to Pontiac, Mich. Ann. June 8.

WOSJ-FM Atlantic City, N. J.—Mod. of license to change station location from At-

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

lantic City, to Pleasantville, N. J. Ann. June 11.

*KCWS-FM Ellensburg, Wash.—Cp to change frequency from 88.1 to 91.5 mc. Ann. June 12.

Stations deleted

■ Fm cp forfeited and call letters deleted: **WVST (FM), WVST Inc., St. Petersburg, Fla.**—105.9 mc, 106.25 kw. Ant. height above average terrain 352 ft. Ann. June 11.

Ownership changes

ACTIONS BY FCC

KHIP (FM), Franklin Mieuli, San Francisco, Calif.—Granted assignment of license and SCA to **Leon A. Crosby**, general partner, and Mr. Mieuli and three other limited partners; consideration $146,000, conditioned that assignment not be consummated until Mr. Crosby disposes of all interest in KHYD (FM) Fremont.

WSOR, The Tobacco Valley Bcstg. Co., Windsor, Conn.—Granted transfer of control from **Stanley B. Loucks, Paul E. Monahan** and **Marcus D. Goodale** to **Sydney E. Byrnes** (has interest in WADS Ansonia); consideration $48,400 for 60% interest. Action June 13.

WALT, Tampa Bcstg. Inc., Tampa, Fla.—Granted assignment of license to **Eastern Bcstg. Corp.** (WCHV-AM-FM Charlottesville, WHAP Hopewell, and WILA Danville, all Virginia); consideration $237,500, brokers fee $16,400, and $75,000 for agreement not to compete in radio broadcasting in Tampa-St. Petersburg-Clearwater markets for three years. Action June 13.

WGES, Radio Station WGES Inc., Chicago, Ill.—Granted (1) renewal of license and (2) assignment of license to **The McLendon Corp.; consideration $1,000,000 and additional** $1,000,000 to **John A. Dyer** and **Elizabeth M. Hinzman** not to compete with WGES for 10 years within 100 miles of Chicago; engineering condition. The McLendon Corp. (**Gordon B. McLendon**, president) owns KLIF-AM-FM Dallas, KILT and KOST (FM) Houston, and KTSA San Antonio, Tex.; WYSL Buffalo and WIFE (FM) Amherst, N. Y., and KABL Oakland, Calif. Chmn. Minow abstained from voting; Comr. Bartley dissented. Action June 13.

KCKT (TV) (ch. 2) Great Bend, Kan.; KGLD (TV) (ch. 11) Garden City, Kan.; KOMC (TV) (ch. 8) McCook, Neb.; Central Kansas Tv Corp. Inc.—Granted (1) renewal of license of KCKT and (2) assignment of license of KCKT and permits for its satellite stations KGLD and KOMC to **Wichita Tv Corp. Inc.** (KARD-TV Wichita, Kan.); consideration $1,037,500; conditioned that assignments be consummated within 25 days. Assignee proposes to operate three newly-acquired stations as satellites of KARD-TV. Action June 13.

KOKA, McLendon Shreveport Bcstg. Inc., Shreveport, La.; KREB, KREB Inc., Shreveport, La.—Granted an exchange of licenses (1) KOKA from **McLendon Shreveport Bcstg.** to **KREB Inc.** and (2) KREB, with license renewal, from KREB Inc., to McLendon Shreveport Bcstg.; involves considerations of $94,261 by McLendon Shreveport Bcstg. and $36,394 by KREB Inc., and retention by each of present call letters; condition. **John M. McLendon**, president of McLendon Shreveport Bcstg. (no connection with The McLendon Corp. mentioned in another transfer grant) controls WOKJ Jackson, Miss.; KOKY Little Rock, Ark.; WENN Birmingham, Ala., and WZST Tampa, Fla. Action June 13.

WJMY (TV) (ch. 20), Triangle Bcstg. Co., Allen Park, Mich.—Granted assignment of cp from **Robert M. Parr** to company of same name (**Henry Faber**, president); consideration $45,000. Action June 13.

WDPW (FM), De-Lan Inc., Depew, N. Y.—Granted assignment of cp to **WBLK Bcstg. Corp. (Stewart M. Levy, Martin H. Sher** and **Rita Lorenz**); consideration $1,000 and $3,000 to **Bessie M. Kritzer**, 60% stockholder of assignor, for serving as vice-president of assignee for two years; in light of commission's policy relating to consideration which may be received for sale of cps, this grant is subject to condition that option held by Bessie Kritzer for 25% stock interest in assignee at purchase price of $50 shall neither be transferred to another party, nor if exercised by her, stock interest obtained thereby in assignee shall not be disposed of to another party without securing prior approval of commission. Chmn. Minow and Comr. Bartley dissented. Action June 13.

WOOD-AM-FM, WOOD Bcstg. Corp., Chattanooga, Tenn.—Granted (1) renewal of licenses and (2) assignment of licenses to **Bowling Green Bcstrs. Inc.**; consideration $225,000. Assignee is owned by **Greenwood Bcstg. Inc.**, which, in turn, is owned by **Cy N. Bahakel**, who owns, directly or indirectly WABG-AM-TV Greenwood, Miss., WKIN Kingsport, Tenn., WLBJ Bowling Green, Ky., WRIS Roanoke, WWOD-AM-FM Lynchburg, both Virginia, and KXEL-AM-FM Waterloo, Iowa. Comr. Bartley dissented. Action June 13.

KYCN, KOWBoy Radio Inc., Wheatland, Wyo.—Granted assignment of licenses to **Pioneer Bcstg. Inc. (Larry C. Cobb** and **William R. Jones)**; consideration $32,385. Action June 13.

APPLICATIONS

WYDE Birmingham, Ala.; WWVA-AM-FM Wheeling, W. Va.—Seek: (1) Assignment of license from **WYDE Inc.** and license and cp from **WWVA Inc.**, to **Emil Mogul** (16.25%), **Fred K. Siegel** (12.83%), **Louis Fried, Mac M. Siegel, Irving T. Siegel** (each 12.79%), **Helene Mogul** (11.57%), **Ira M. Herbert, Bernice J. Herbert** (each 7.02%) and **Herbert Soldheim** (6.94%), d/b as **WAKE Inc.** Principals are present stockholders in assignee corporations, and stockholders in **WAKE Atlanta, Ga.**; no financial consideration involved; (2) consent to change name of licensee of WYDE, WWVA-AM-FM, and WAKE, to **Basic Communications Inc.** Ann. June 11.

WAPX Montgomery, Ala.—Seeks assignment of license from **The Southland Bcstg. Co.**, to **Leon S. Walton** (51%), **R. L. Vanderpool** (25%) and **James R. Plaisance** (24%), d/b as **Walton of Montgomery Inc.**; consideration $105,000. Mr. Walton owns KJET Beaumont, Tex., WNOO Chattanooga, Tenn., 50.96% of KMLB Monroe, La., and 56.67% of KANB Shreveport La.; Mr. Vanderpool is bank president; Mr. Plaisance is general manager and 17% owner of KMLB. Ann. June 12.

KHYD-FM Fremont, Calif.—Seeks assignment of license from **Russell J. Hyde** (40%), **Lawrence B. Loughran** and **Leon A. Crosby** (each 30%), d/b as **Triumph Bcstrs.**, to Mr. Hyde (70%) and Mr. Crosby, d/b under same name; consideration $4,300. Ann. June 7.

WZZZ Boynton Beach, Fla.—Seeks transfer of 30% of all stock in **Boynton Beach Bcstg. Co.** from **Wade R. Sperry** to **Joseph J. DeMarco**; consideration $3,000. Mr. DeMarco is local businessman. Ann. June 13.

WIYN Rome, Ga.—Seeks assignment of cp from **John** and **Floyd Frew** and **Leslie Gradick Jr.** (each one-third), d/b as **Radio Rome**, to **Leslie Gradick Jr.** (75%) and **Walter L. Baldwin** (25%), d/b as **WIYN Radio Inc.**; consideration $300. Mr. Baldwin is announcer, salesman for WPLK Rockmart, Ga. Ann. June 13.

WAIV (FM) Indianapolis, Ind.—Seeks acquisition of positive control of **Calojay Enterprises Inc.** by **Carl W. Godzeski** (present 25%) and **Mrs. Loretta K. Godzeski** (7.5%) through issuance of new stock. Dr. Godzeski will own 41%; Mrs. Godzeski, 10%, and **Dr. Robert E. Shipley** (present 25%) will own 20.6%; no financial consideration involved. Ann. June 7.

WSAC Fort Knox, Ky.—Seeks transfer of 26.32% of all outstanding stock in **Fort Knox Bcstg. Corp.**, from **Seymour B. Goodman**, back to corporation, to be retired as treasury stock; consideration $16,432. Transfer will give **B. E. Cowan** and family (present owners of 43.86%) 59.5%. Ann. June 13.

WTOA-FM Trenton, N. J.—Seeks assignment of license from **Mercer Bcstg. Co.**, wholly owned subsidiary of **Trenton Times Corp.**, to **Trenton Times Corp.**; no financial consideration involved. Ann. June 8.

KEX Portland, Ore.—Seeks assignment of license from **Westinghouse Bcstg. Inc.**, to **Golden West Bcstrs. Inc.**; consideration $900,000. Assignee is owned by **Ina Mae** and **Gene Autry** (51%), **Robert O.** and **Enna Lee Reynolds** (26.5%) and others. Golden West owns KMPC Los Angeles, KSFO San Francisco, and KVI Seattle. Ann. June 13.

WJWS South Hill, Va.—Seeks transfer of 16.9% of all outstanding stock in **Old Belt Bcstg. Corp.** from **W. Brown Hofler** (present owner of 51.2%), to **John T. Riel** (present 34.3%); consideration $9,300. Ann. June 11.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Community Service Bcstrs. Inc., for new daytime am station to operate on 1520 kc, 250 w, in Ypsilanti, Mich.; condition and pre-sunrise operation with daytime facilities precluded pending

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 13

	ON AIR		CPS	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,663	73	148	677
FM	933	67	199	167
TV	484[1]	78	85	116

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, June 13

	VHF	UHF	TOTAL TV
Commercial	471	91	562
Non-Commercial	42	17	59

COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31

	AM	FM	TV
Licensed (all on air)	3,737	997	484[1]
Cps on air (new stations)	63	47	76
Cps not on air (new stations)	142	196	83
Total authorized stations	3,879	1,193	654[2]
Applications for new stations (not in hearing)	437	99	37
Applications for new stations (in hearing)	164	21	60
Total applications for new stations	601	120	97
Applications for major changes (not in hearing)	462	99	35
Applications for major changes (in hearing)	53	5	12
Total applications for major changes	515	104	47
Licenses deleted	0	0	0
Cps deleted	0	7	0

[1]There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. [2]Includes one STA.

final decision in Doc. 14419. Action June 12.

■ Hearing Examiner Chester F. Naumowicz Jr., issued initial decision looking toward dismissing with prejudice for failure to prosecute application of Charles and Marie Niles, d/b as South Minneapolis Bcstrs., for new am station to operate on 740 kc, 250 w, D, DA, in Bloomington, Minn. Action June 11.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward (1) granting application of Radio Associates Inc., to change operation of WEER Warrenton, Va., from 1570 kc, 500 w, D, to 1250 kc, 1 kw, D, conditioned pre-sunrise operation with daytime facilities precluded, and (2) denying application of WNOW Inc., to increase power of WNOW York, Pa., on 1250 kc, D, from 1 kw to 5 kw, with DA. Action June 7.

STAFF INSTRUCTIONS

■ Commission on June 13 directed preparation of document looking toward granting application of The Bible Institute of Los Angeles Inc., to increase ERP of KBBI-FM Los Angeles, Calif., on 107.5 mc from 19.5 kw to 33.95 kw, ant. height from 175 ft. to 2,783.6 ft., and change trans. location, and denying application of Benjamin C. Brown for new class B fm station to operate on 107.7 mc, ERP 5.4 kw, ant. height 47 ft., in Oceanside, Calif. May 3, 1961 initial decision looked toward denying both applications.

■ Commission directed preparation of document looking toward affirming June 13, 1961 initial decision which would deny application of WDUL Tv Corp. for mod. of cp of WHYZ-TV (ch. 10), Duluth, Minn., to change trans. and main studio locations, ant. system and increase ant. height from 800 ft. to 980 ft. Action June 8.

■ Commission directed preparation of document looking toward affirming Dec. 20, 1961 supplemental initial decision which would grant protest by Wilton E. Hall (WAIM-TV, ch. 40), Anderson, S. C., to extent of setting aside commission's April 30, 1954 grant of application of The Spartan Radiocasting Co. for mod. of cp of WSPA-TV (ch. 7), Spartanburg, S. C., to change trans. site from Hogback Mountain to Paris Mountain, make equipment changes, etc. Action June 8.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

OTHER ACTIONS

■ By memorandum opinion & order, commission denied petition by The First Presbyterian Church of Seattle, Wash. (KTW), Seattle, for reconsideration of Jan. 10 decision which granted applications of (1) Washington State University for renewal of license of KWSC and auxiliary, Pullman, Wash., and for mod. of license to provide for operation on 1250 kc, unl. conditioned that it be permitted to operate unlimited time except from 11:15 p.m. to 6:30 a.m., and (2) renewal of license of KTW, limited, however, to daytime-only operation on 1250 kc except that it be permitted to operate during nighttime hours after 11:15 p.m. and before 6:30 a.m. Action June 13.

■ By memorandum opinion & order, commission granted petitions by WJMJ Bcstg. Corp. and Broadcast Bureau to extent of (1) reopening record in proceeding on applications of WJMJ Bcstg. Corp. and The Young People's Church of the Air Inc., for new class B fm stations in Philadelphia, Pa., (2) remanding proceeding to examiner for further hearing to determine whether Robert E. Anderson will continue to be director of Young People's and whether he will serve as station manager of proposed station, also whether Young People's made any misrepresentations to commission concerning Mr. Anderson's employment at fm station WMUZ Detroit, Mich., or concerning his future employment, and, if so, whether Young People's possesses requisite character qualifications to be licensee with commission; and (3) ordering issuance of supplemental initial decision in light of evidence adduced. Action June 13.

■ By memorandum opinion & order in Rochester, N. Y., tv ch. 13 comparative proceeding in Docs. 14394 *et al.*, commission granted petitions by applicants Star Tv Inc., Heritage Radio & Tv Bcstg. Inc., and Rochester Bcstg. Corp., and enlarged issues to add financial qualification determination with respect to applicant Rochester Area Educational Tv Assn. Inc. Chmn. Minow dissented. Action June 13.

■ By memorandum opinion & order in proceeding on renewal of licenses of share-time stations of WPOW Inc. (WPOW), Debs Memorial Radio Fund Inc. (WEVD), both New York, N. Y., and Rensselaer Polytechnic Institute (WHAZ), Troy, N. Y., commission denied petition by WPOW to enlarge issues to determine whether WHAZ can operate during daytime hours concurrently with WPOW or WEVD and whether WHAZ ant. system complies with FCC technical requirements. (WHAZ is not seeking daytime operation.) Action June 13.

■ By order, commission stayed effectiveness of chief hearing examiner's June 5 memorandum opinion & order which (1) approved agreement by South Florida Amusement Inc., and Coral Tv Corp. providing for dismissal of South Florida's application for new tv station on ch. 6 in Perrine, Fla., and (2) granted Coral's application for new tv station to operate on ch. 6 in South Miami, Fla., subject to condition, pending further study by commission. Action June 13.

KPBM Carlsbad, N. M.—Designated for hearing application for assignment of license to Taylor Bcstg. Co., on Sec. 3.35 multiple ownership issue. Comr. Hyde dissented. Action June 13.

KDIA Oakland, Calif.—Designated for hearing application to increase power on 1310 kc, unl., from 1 kw to 5 kw with DA-1; made Secretary of Army party to proceeding. Involves radiation to Army depot cranes. Action June 13.

Alexander Bcstg. Inc., Taylorsville, N. C.; Farmers Bcstg. Service Inc., Lenoir, N. C.—Designated for consolidated hearing applications for new daytime am stations to operate on 860 kc, 250 w; made Federal Aviation Agency party to proceeding. Action June 13.

Routine roundup

■ By memorandum opinion & order, commission ordered L. L. Gaffanev, tr/as Lakes Area Bcstg. Co., to forfeit $1,000 to government for repeated pre-sunrise operation of KOLS Pryor, Okla., contrary to North American Regional Broadcasting Agreement, U. S.-Mexican Agreement, and commission rules, and for engaging in other technical violations. It is payable to Treasurer of the United States. Licensee's response to March 28 notice of apparent liability did not present new evidence which would warrant amount of forfeiture being reduced. Action June 13.

KLFT Golden Meadow, La.—Denied request for temporary authority to continue operation beyond June 15 effective date of revocation of station license, pending commission action on applications presently on file to re-establish operation in Golden Meadow. Commission stated that in view of expedited consideration being afforded said applications and other primary service available in Golden Meadow area, favorable action on KLFT's request is not warranted, and its operation must be discontinued at LS June 15. Action June 13.

■ Commission granted SCA's to WGBH Educational Foundation's WFCR (FM) Amherst, and WGBH-FM Boston, Mass., to transmit educational programs over multiplexed sub-channels for specialized audiences and to relay educational programs in connection with proposed educational fm network in that area; and waived rules to permit remote control operation.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended time to June 8 to file exceptions to initial decision in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of KCKY Coolidge, Ariz., *et al.*; granted petition by Gila Bcstg. Co. and Lawrence Ollason, receiver in bankruptcy, and extended time to June 26 to file exceptions to initial decision in proceeding. Action June 7, 8.

■ Granted petition by Mt. Holly-Burlington Bcstg. Co., and extended time to July 2 to file exceptions to initial decision in proceeding on its application, Burlington Bcstg. Co and Burlington County Bcstg. Co. for new am stations in Mt. Holly and Burlington, N. J. Action June 7.

■ Granted request by Hocking Valley Bcstg. Co. (WHOK), Lancaster, Ohio, party respondent, for acceptance of late filed statement in support of initial decision in proceeding on applications of Massillon Bcstg. Inc., Covington Bcstg. Co., and Kenton County Bcstrs. for new am stations in Norwood and Covington, Ky. Action June 8.

■ Granted petition by Stafford Bcstg. Corp. (WWNH), Rochester, N. H., and extended time to June 11 to file reply to exceptions of Broadcast Bureau in proceeding on its am application. Action June 6.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: *July 24 and Sept. 6:* Cherryville Bcstg. Inc., Cherryville, N. C.; *July 24 and Sept. 5:* Atlass Bcstg. Inc. (KKHI), San Francisco, Calif. Action June 10.

■ By memorandum opinion & order in consolidated am proceeding in Docs. 14425 *et al.*, granted joint petition by Bi-States Bcstrs. and Cornwall Bcstg. Co., applicants for new daytime am stations to operate on 1510 kc—Bi-States with 5 kw, DA, and Cornwall with 1 kw, in Annville-Cleona and Lebanon, Pa., respectively, approved agreement whereby Cornwall application would be dismissed, Bi-States would amend to include agreement contemplating merger of interests of these parties; accepted Bi-States amendment and retained application in hearing status for continued prosecution; dismissed with prejudice Cornwall application provided such dismissal shall not operate as bar to ultimate effectuation of merger contemplated by agreement. Action June 11.

■ Granted petition by Fairfield Publishing Co. for dismissal of its application for

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new am station in Fairfield, Calif., but dismissed application with prejudice, and retained in hearing status remaining application in consolidation—Bay Shore Bcstg. Co. for new am station in Hayward, Calif. Action June 11.

■ Granted joint petition by Patapsco Bcstg. Corp., and Bel Air Bcstg. Co., applicants for new am stations to operate on 1520 kc, 250 w, D, in Sykesville and Bel Air, Md., respectively, approved agreement whereby Bel Air would pay Patapsco $1,000 in partial reimbursement of expenses incurred in connection with its application in return for its withdrawal; dismissed Patapsco Bcstg. Corp. application with prejudice and retained in hearing status Bel Air application which is consolidated for hearing in Docs. 14425 *et al.* Action June 8.

■ Scheduled prehearing conference for July 10 and hearing for July 27, in Dover, Del., in matter of revocation of licenses of Dover Bcstg. Co. (WDOV-AM-FM), Dover. Action June 7.

■ Held in abeyance, pending submission by June 15 appropriate pleading, ruling on joint petition by Radio One Five Hundred Inc., and Geneco Bcstg. Inc., applicants for new am stations on 1500 kc—Radio One Five Hundred Inc. with 10 kw, DA-D and Geneco with 500 w-N, 5 kw-LS, DA-2, in Indianapolis and Marion-Jonesboro, Ind., respectively, seeking (1) approval of agreement contemplating dismissal of Geneco application upon payment by Radio One Five Hundred of $15,856.43 for expenses incurred by Geneco in the prosecution of its application, and (2) dismissal of Geneco application. Action June 5.

By Hearing Examiner Charles J. Frederick

■ Dismissed petition by Gabriel Bcstg. Co. for leave to amend its application for new am station in Chisholm, Minn., to reduce tower height of ant. from presently specified over-all height above ground with obstruction lighting of 256 ft. to 199 ft., without prejudice to Gabriel, if it so elects, to file new petition for same relief. Action June 8.

■ Granted motion by Broadcast Bureau and struck reply by applicant Gabriel Bcstg. Co. to opposition by people's Bcstg. Co. (WPBC), Minneapolis, Minn., to Gabriel's petition for leave to amend its application for new am station in Chisholm, Minn., and dismissed as moot Gabriel's petition for waiver of Sec. 1.44 of rules and for acceptance of tendered reply. Hearing examiner does not have jurisdiction to act upon matter. Action June 5.

By Hearing Examiner Millard F. French

■ Granted petition by Bi-States Co. (KHOL-TV), Kearney, Neb., for leave to amend its application to change proposed height of ant. from 1,156 ft. to 1,115 ft., substitute different trans. and ant., certain changes in its financing plans, and submit affidavits of its president concerning his efforts to obtain site meeting requirements of rules and for waiver of rules as to proposed new site; granted "consent to grant of leave to amend and joinder in request for removal from hearing docket" filed by Topeka Bcstg. Assn. Inc. (WIBW-TV), Topeka, Kan.; removed from hearing and returned to processing line their applications for cps for new trans. sites and terminated proceeding. Action June 5.

■ On own motion, continued June 13 prehearing conference to date to be set by subsequent order in proceeding on application of Goodland Chamber of Commerce for new vhf tv translator station in Goodland, Kan. Action June 5.

■ Granted joint petition by VIP Bcstg. Corp. (WFYI), Mineola, N. Y., and Bi-States Bcstrs., Ocean City-Somers Point, N. J., and severed applicants from consolidated am proceeding in Docs. 14425 *et al.*; scheduled June 18 for filing of proposed findings and June 28 for replies. Action June 4.

By Hearing Examiner Isadore A. Honig

■ Received in evidence Exhibit 9 of R. L. McAlister, Exhibit 2 of Broadcast Bureau, confirmed submission of original of Broadcast Bureau's Exhibit 1 and copies thereof for inclusion in record, and ordered that proposed findings of fact and conclusions shall be filed within 30 days from date of release of instant order and replies, if any, shall be filed within 10 days after expiration of 30-day period, and closed record in proceeding on Mr. McAlister's application and Western Bcstg. Co. for new am stations in Odessa, Tex. Action June 13.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Rossford Bcstg. Inc., for leave to amend its application for new am station in Rossford-Toledo, Ohio, to change trans. site, and removed amended application from hearing doc. and returned it to processing line. Application was in consolidated am proceeding in Docs. 14288 *et al.* Action June 6.

■ Formalized by order agreement of parties participating at June 5 prehearing conference in proceeding on applications of Newton Bcstg. Co. and Transcript Press Inc., for new am stations in Newton and Dedham, Mass., and scheduled hearing for Oct. 29. Action June 5.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Vidor Bcstg. Inc. for leave to amend its application for new am station in Vidor, Tex., to show new trans. site; application is consolidated for hearing with KWEN Bcstg. Co. for new am station in Port Arthur, Tex. Action June 12.

■ Granted motion by Rensselaer Polytechnic Institute (WHAZ) Troy, N. Y., and scheduled further prehearing conference for July 9 in lieu of hearing on date in proceeding on its application, *et al.*, for renewal of license and for additional hours of operation. Action June 5.

By Hearing Examiner David I. Kraushaar

■ Granted petitions by all applicants except WAGE Inc., in Syracuse, N. Y., tv ch. 9 comparative proceeding for leave to amend their applications to specify technical facilities and trans. location proposed by WAGE Inc., and are same as those to be utilized by Channel 9 Syracuse Inc., permittee under conditionally granted cp for construction and operation of new tv station on ch. 9 Syracuse, on interim basis; in addition, amendments filed by Veterans Bcstg. Inc., W. R. G. Baker Radio & Tv Corp., and Ivy Bcstg. Inc., specify main studio facilities to be used by Channel 9 Syracuse Inc.; Veterans' amendment includes additionally revised sec. III, form 301 (financial) while other amendments incorporate by reference pertinent financial data in application for conditional grant. Action June 8.

■ In accordance with agreements reached at June 7 prehearing conference in proceeding on am applications of Salem Bcstg. Co. (WJBD), Salem, and Leader Bcstg. Co., Edwardsville, both Illinois, continued July 19 hearing to Sept. 19, scheduled Aug. 6 time by which direct case exhibits are to be exchanged and Aug. 27 for rebuttal exhibits. Action June 7.

By Hearing Examiner Jay A. Kyle

■ Pursuant to June 1 prehearing conference, continued June 29 hearing to July 5 in proceeding on am application of Progress Bcstg. Corp. (WHOM), New York, N. Y. Action June 6.

■ Upon request of applicant and with consent of Broadcast Bureau, continued June 18 hearing to July 18 in proceeding on am application of WIVY Inc. (WIVY), Jacksonville, Fla. Action June 6.

By Hearing Examiner Forest L. McClenning

■ Granted request by Nueces Telecasting Co. and extended time from June 12 to June 15 for filing proposed conclusions of law and from June 29 to July 6 for filing replies in Corpus Christi, Tex., tv ch. 3 proceeding. Action June 13.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted motion by WWIZ Inc. (WWIZ), Lorain, Ohio, and quashed subpoena *duces tecum* issued Sanford A. Schafitz, principal of moveant, directing him to appear and produce certain material in proceeding on applications for renewal of license of WWIZ, *et al.* Action June 12.

By Hearing Examiner Herbert Sharfman

■ Extended time to June 20 for Hayward F. Spinks to submit Hartford Exhibit 6 in proceeding on his application for new am station in Hartford, Ky., and Greenville Bcstg. Co. for new am station in Greenville, Ky. Action June 7.

■ On petition of City of Camden (WCAM), Camden, N. J., and without objection by other parties in consolidated am proceeding on its application *et al.*, extended time from June 11 to July 3 for exchange of direct engineering testimony by Delaware Valley Bcstg. Co. (WAAT), Trenton, Ashbury Park Press Inc. (WJLK), Ashbury Park, and City of Camden, all New Jersey. Date for engineering hearing on applications of WAAT; WJLK and WCAM will be set by later order. June 25 engineering hearing for other applicants is not affected. Action June 7.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of June 12

WMNE, Menomonie Bcstg. Co., Menomonie, Wis.—Granted assignment of license to **Chris Hansen, Evelyn Whitford** and **Wendell Hansen** d/b as company of same name.

WAOK Atlanta, Ga.—Granted license covering installation of new alternate main trans.; remote control permitted while using non-DA.

KUTY Palmdale, Calif.—Granted license covering increase in daytime power and installation of new trans.

KIMA, KIMA-TV, KERP, KERP-TV, KLEW-TV, KBAS-TV, Haltom Corp., Yakima, Kennewick, Richland, Pasco and **Ephrata, Wash.**, and **Lewiston, Idaho**—Granted mod. of licenses to change name to **Cascade Bcstg. Co.**

WRGM, WEZI Inc., Richmond, Va.—Granted mod. of license to change name to **Southern States Radio Corp.**

WDAE Tampa, Fla.—Granted mod. of cp. to change type trans.

KBLE (FM) Bellingham, Wash.—Granted extension of completion date to Nov. 2.

***WSUI Iowa City, Iowa**—Granted authority to reduce hours of operation to minimum of 6½ hours daily for period beginning Aug. 6 and ending Sept. 22.

WRIM Pahokee, Fla.—Granted extension of authority to remain silent for period ending Sept. 29.

KVOY Yuma, Ariz.—Granted extension of authority to remain silent for period ending Sept. 29.

WOXR (FM) Oxford, Ohio—Granted extension of authority to remain silent for period ending Aug. 31.

■ Granted licenses for following am stations: KIQS Willows, Calif.; KHAI Honolulu, Hawaii; WNVL Nicholasville, Ky.

Actions of June 11

WGAA Cedartown, Ga.—Granted license covering increase in daytime power and installation of new trans.

WJAC-TV Johnstown, Pa.—Granted mod. of license to change main studio location.

WJAC Johnstown, Pa.—Waived Sec. 3.30(a) of rules and granted mod. of license to change studio and remote control point to extent of permitting establishment of main studio outside corporate limits of Johnstown.

KBIF Fresno, Calif.—Granted change in remote control authority.

K08AU, K09BQ, K11BV, K10AZ, K12AZ, K13BZ, Carbon County, Price and Helper, Utah—Waived Sec. 1.323(b) of rules and granted cps to replace expired permits for new vhf tv translator stations.

WTIC-TV Hartford Conn.—Granted cp to install auxiliary ant. system on same tower authorized WTIC-FM and *WEDH (TV).

WDUZ Green Bay, Wis.—Granted cp to install old main trans. as auxiliary trans. at main trans. location.

KLIQ Portland, Ore.—Granted cp to install old main trans. as auxiliary trans. at main trans. location.

WNBT Wellsboro, Pa.—Granted cp to install old main trans. as auxiliary trans. at main trans. location; remote control permitted.

KHOM (FM) Turlock, Calif.—Granted cp to install new trans.

WKTB Greenville, N. C.—Granted mod. of cp to change type trans.

K07DB, K10DG, K13DE, Avon, Eagle, Edwards, Gypsum and Wolcott, Colo.—Granted mod. of cps to make changes in ant. system for vhf tv translator stations.

■ Granted licenses for following vhf tv translator stations: K03BB, Glenwood Tv Assn., Glenwood, Wash., and change to ch. 3; K07BU, Pleasant Valley Tv Club, Howard, Colo.; K06AU, Paonia Community Tv Assn., Paonia, Colo.; K06AW, Mimbres Tv Assn., San Lorenzo and Mimbres Valley, N. M., and specify type trans.; K07AR, Bowdle Tv Assn., Bowdle, S. D.; K10AD, Lake Tv Assn., Vallecito Reservoir Area, Colo.; K06AH, York Sheldon Tv Assn., York-Sheldon, Ariz.; K11CP, K13CO, Lava Tv Assn., Lava Hot Springs, Idaho, and specify type trans.; K13BT, Gillette Tv Assn., Gillette, Wyo.; K09BS, Chipita Park Tv Club, Chipita Park, Colo.; K12AF, Riggins Tv Assn., Riggins, Idaho; K08AN, New Castle Booster Club, New Castle, Colo.; K12AQ, Milford Area Tv Assn., Milford, Utah; K08AS, K10AY, K12AY, Henefer Town Inc., Henefer, Utah; K06AN, West Daniels Tv, Peerless, Mont., and specify principal community as Peerless and Richland, Mont.; K07BK, K11BC, K13AY, Caribou County Tv

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RADIO-TV SET COUNTS

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NEW YORK

Area	Population	Occupied Dwelling Units	with radio: Total Radio Homes	with radio: Percent Saturation	with radio: 2 or more sets	with television: Total Tv Homes	with television: Percent Saturation	with television: 2 or more sets
State totals	16,782,304	5,248,710	4,984,299	95.0	2,155,181	4,762,922	90.7	744,269
COUNTY TOTALS								
Albany	272,926	85,473	81,449	95.3	35,204	78,679	92.1	8,389
Allegany	43,978	12,497	11,818	94.6	5,096	10,840	86.7	923
Bronx	1,424,815	463,401	443,033	95.6	169,353	428,716	92.5	53,538
Broome	212,661	63,383	60,452	95.4	29,952	59,044	93.2	7,837
Cattaraugus	80,187	23,628	22,423	94.9	9,354	21,292	96.1	1,464
Cayuga	73,942	21,377	20,125	94.1	8,438	19,139	89.5	2,012
Chautauqua	145,377	45,751	43,402	94.9	19,387	41,988	91.8	3,843
Chemung	98,706	29,335	28,039	95.6	14,348	26,321	89.7	2,029
Chenango	43,243	12,444	11,771	94.6	5,205	11,182	89.9	993
Clinton	72,722	17,807	16,588	93.2	6,288	16,741	94.0	1,967
Columbia	47,322	14,447	13,570	93.9	5,510	13,047	90.3	920
Cortland	41,113	11,888	11,428	96.1	5,021	10,867	91.4	1,267
Delaware	43,540	12,817	12,064	94.1	5,026	10,724	83.7	557
Dutchess	176,008	46,962	44,754	95.3	19,242	42,484	90.5	3,868
Erie	1,054,688	316,459	302,702	95.7	143,275	299,313	94.6	44,736
Essex	35,300	10,072	9,186	91.2	3,570	9,175	91.1	829
Franklin	44,742	12,561	11,449	91.1	3,956	11,032	87.8	644
Fulton	51,304	16,696	15,692	94.0	6,502	15,306	91.7	1,579
Genesee	53,994	15,598	14,809	94.9	6,867	14,662	94.0	1,857
Greene	31,372	9,777	9,319	95.3	3,692	8,972	91.8	470
Hamilton	4,267	1,374	1,141	83.0	475	1,184	86.2	94
Herkimer	66,370	20,121	19,250	95.7	8,906	18,424	91.6	1,642
Jefferson	87,835	26,155	24,693	94.4	9,837	24,211	92.6	2,452
Kings	2,627,319	850,866	808,278	95.0	280,436	777,608	91.4	110,871
Lewis	23,249	6,243	5,932	95.0	2,298	5,619	90.0	422
Livingston	44,053	11,967	11,515	96.2	5,564	10,984	91.8	802
Madison	54,635	15,236	14,415	94.6	6,518	14,098	92.5	1,265
Monroe	583,387	177,639	170,302	95.9	89,323	166,221	93.6	28,466
Montgomery	57,240	18,404	17,857	97.0	7,542	16,601	90.2	1,303
Nassau	1,300,171	348,729	339,613	97.4	214,633	340,411	97.6	117,524
New York	1,698,281	695,763	638,362	91.7	190,907	519,680	74.7	49,014
Niagara	242,269	70,113	66,020	94.2	32,193	66,306	94.6	8,049
Oneida	264,401	75,983	72,348	95.2	32,329	70,663	93.0	9,030
Onondaga	423,028	124,090	119,284	96.1	61,611	116,680	94.0	21,106
Ontario	68,070	19,344	18,610	96.2	8,953	18,043	93.3	1,888
Orange	183,734	53,919	50,717	94.1	20,665	49,124	91.1	5,331
Orleans	34,159	10,106	9,375	92.8	3,766	9,203	91.1	914
Oswego	86,118	24,323	22,801	93.7	9,496	22,710	93.4	2,905
Otsego	51,942	15,487	14,398	93.0	6,531	13,466	87.0	857

Continues on opposite page

Radio-tv set counts previously published:

Arkansas	April 16, 1962	Montana	Jan. 1, 1962
Alabama	Mar. 5, 1962	Nebraska	Feb. 19, 1962
Arizona	Mar. 5, 1962	Nevada	Jan. 1, 1962
Colorado	Jan. 1, 1962	New Hampshire	Jan. 22, 1962
Connecticut	Mar. 5, 1962	New Mexico	Jan. 22, 1962
Delaware	Mar. 19, 1962	North Carolina	Jan. 1, 1962
District of Columbia	Mar. 5, 1962	North Dakota	Feb. 19, 1962
Florida	Mar. 19, 1962	Ohio	April 9, 1962
Georgia	Feb. 12, 1962	Oklahoma	Feb. 5, 1962
Hawaii[1]	Jan. 22. 1962	Oregon	Feb. 12, 1962
Indiana	June 4, 1962	Pennsylvania	June 4, 1962
Iowa	June 4, 1962	Rhode Island	Mar. 5, 1962
Kansas	April 9, 1962	South Carolina[2]	Feb. 5, 1962
Kentucky	April 2, 1962	South Dakota[2]	Feb. 5, 1962
Louisiana	Dec. 25, 1961	Tennessee	Jan. 8, 1962
Maine	Dec. 18, 1961	Texas	May 21, 1962
Maryland	Mar. 19, 1962	Utah	Jan. 22, 1962
Massachusetts	Feb. 19, 1962	Vermont	Jan. 22, 1962
Minnesota	Jan. 29, 1962	Virginia	April 9, 1962
Mississippi	Jan. 22, 1962	Washington	Mar. 5, 1962
Missouri	June 4, 1962	West Virginia	Mar. 19, 1962
Michigan	April 16, 1962	Wisconsin	Jan. 22, 1962

[1]Also see Feb. 5, 1962, issue for corrections in Hawaii figures.
[2]Also see Feb. 19, 1962, issue for corrections in South Carolina and South Dakota figures.

Assn., Grace, Bancroft and Soda Springs, Idaho; K08BV, K10CD, K12BX, Woodruff City Tv, Woodruff, Utah; K11DH, Alvarado Tv Inc., Casas Adobes and Catalina Foothills Additions, Tucson, Ariz.; K09CW, All-Alaska Bcstrs. Inc., Usibelli and Suntranna, Alaska; K07AS, Cliff-Gila Tv Club, Cliff and Gila, N. M.; K12AB, Baker Tv Booster Inc., Baker, Mont.; K11AC, Bert B. Williamson, Belt, Mont.; K03AJ, Frying Pan Tv Assn., Upper Frying Pan River Area, Colo.; K11AA, Prairie Tv Club, Terry, Mont.; K02AO, Channel 4 Tv Inc., Rexford-Gateway Area, Mont.

■ Granted licenses for following uhf tv translator stations: K79AQ, KDAL Inc., Grand Portage, Minn.; W75AA, Binghamton Press Inc., Johnson City, N. Y.

■ Granted cps to replace expired permits for new vhf tv translator stations: K07CC, Warland Tv Club, Warland, Mont.; K02AV, K13CA, K08BN, Washington County Tv Dept., St. George, Utah.

■ Following stations were granted extensions of completion dates as shown: WKVT Brattleboro, Vt., to Dec. 11; WPTN Cookeville, Tenn., to July 31; KTIX Seattle, Wash., to Dec. 15; KLZ Denver, Colo., to July 16; WAAA Winston-Salem, N. C., to Sept. 15; WEAS Savannah, Ga., to July 10.

Actions of June 8

WGBI-FM Scranton, Pa.—Granted SCA on multiplex basis.

■ Granted renewal of licenses for following : KBBA Benton, Ark.; KCHR Charleston, Mo.; KCIM Carroll, Iowa; KCMT (TV) Alexandria, Minn.; KDLM Detroit Lakes, Minn.; KELO Sioux Falls, S. D.; KFJM Grand Forks, N. D.; KISD Sioux Falls, S. D.; KLMO Longmont, Colo., KRAD East Grand Forks, Minn.; KRDO-AM-TV Colorado Springs, Colo.; KSLV Monte Vista, Colo.; KSTR Grand Junction, Colo.; KVGB Great Bend, Kan.; KWBG Boone, Iowa; KXGN Glendive, Mont.; WBKH Hattiesburg, Miss.; WCIN Cincinnati, Ohio; WFTG London, Ky.; WMNE Menomonie, Wis.; WSIP Paintsville, Ky.; WTIK Durham, N. C.

KGMB, KGMB-TV, KHBC, KHBC-TV, KMAU-TV, Hawaiian Bcstg. System Ltd., Honolulu, Hilo, Wailuku, Lihue, Kauai, and Waimea, Hawaii—Granted assignment of cps and licenses to **Honolulu Star-Bulletin Ltd.**

KGMB, KGMB-TV, KHBC, KHBC-TV, KMAU-TV, Honolulu Star-Bulletin Ltd., Honolulu, Hilo, Wailuku, Lihue, Kauai, and Waimea, Hawaii—Granted assignment of cps and licenses to **Hawaii Publishing Holding Corp.**

WLAM, The Lewiston-Auburn Bcstg. Corp., Lewiston, Me.—Granted transfer of control from **Frank S.** and **F. Parker Hoy**, as family group, to **F. Parker Hoy.**

WIOS Tawas City-E. Tawas, Mich.—Granted license for am station.

First Baptist Church, Pontiac, Mich.—Granted extension of authority to transmit programs from First Baptist Church at Pontiac, Mich. to CKLW, Windsor, Ontario, Canada, for period beginning June 10, 1962 and ending June 10, 1963.

KALV Alva, Okla.—Granted extension of authority to sign-off at 7 p.m. for period ending Sept. 3.

KASO Minden, La.—Granted authority to sign-on at 5 a.m. and to sign-off at 7 p.m., Monday through Saturday, for period ending Sept. 1.

KWIX (FM) St. Louis, Mo.—Granted extension of authority to remain silent for period ending Sept. 10.

***WSAJ Grove City, Pa.**—Granted authority to remain silent for period beginning June 9 and ending Sept. 22.

***KBPS Portland, Ore.**—Granted authority to remain silent for period beginning June 4 and ending Sept. 24.

KARO (FM) Houston, Tex.—Granted extension of authority to remain silent for period ending Aug. 31.

■ Granted licenses for vhf tv translator stations: K04AG, K07BB, Malta Tv Club, Zortman and Malta, Mont.; K10DF, K12CS, K08CU, Coulee City Tv Assn. Inc., Coulee City, Wash.; K10BE, Quinn River Tv Maintenance District, McDermitt, Nev.; K06AV, Wolf Point Tv Club, Wolf Point, Mont.; K09BX, Saco Tv Club, Saco and Hinsdale, Mont.; K09BE, Ekalaka Community Tv Club, Belltower, Mont., and specify type trans.; K10AW, Central Idaho Rod and Gun Club Tv Inc., Challis, Idaho; K07AY, Emmetsburg Chamber of Commerce, Emmetsburg, Iowa and vicinity; K09AF, Scranton Lions Club, Scranton, N. D.; K13CB, Parker Hill Tv Assn., Del Norte, Colo.; K10AR, Coaldale Tv Club, Coaldale, Colo.; K11BJ, White Bird Tv Assn., White Bird, Idaho;

K13AL, Star Valley Tv System Inc., Afton, Wyo.; K07AZ, Better Tv Club, Hoven, S. D.; K08AH, Walsh Community Tv, Walsh Colo.; K06AK, K12AJ, Edgemont Tv Booster Club, Edgmont, S. D.; K04AE, K06AB, K09AE, K11AH, F. L. C. R. Community Tv Inc., Long Creek, Ore.; K09AW, K11AW, K02AJ, Roy Tv Club, Roy N. M.; K02AG, K09AK, K11AM, Eagle Nest Tv Assn., Eagle Nest and rural area, N. M.; K10BH, R. V. T. V. Repeater Assn., Round Valley, Ariz; K06AP, Greer Community Tv, Greer, Ariz., and specify type trans.; K09BD, Creede Tv Assn., Masonic Park rural area, Colo.; K06BO, K11CY, St. Johns Tv Committee, St. Johns, Ariz.; K11AS, K07BC, Chief Joseph Community Services Inc., Bridgeport, Wash.; K09AM, K11AK, K13AK, Wasatch County Commissioners, Heber, Utah, and specify type trans.; K02AH, K06AI, K07AX, K09AO, Bagdad Copper Corp., Bagdad, Ariz.; K09AG, Basalt Community Tv Assn., Basalt, Colo., change primary station to KREX-TV (ch. 13) Grand Junction, via K13AO; K03AI, Oroville Tv Assn. Inc., Oroville, Wash.; K04AH, Antenna Booster Assn., Story, Wyo.; K13AF, Boyes Tv Club, Boyes, Mont., specify trans.; K11CZ, Mammoth Community Tv Service, Mammoth Lakes, Calif.; K05AL, Clayton Community Tv, Clayton, Idaho; K08BH, Sierra Grande Tv Inc., Des Moines, N. M.; K08BY, K12BZ, Grand Coulee Tv Inc., Grand Coulee and Electric City, Wash.; K04AX, K07CF, Rifle Community Services Inc., Rifle and South Rifle area, Colo.; K13AI, Hulett Tv Club, Hulett, Wyo.; K09AC, K12AD, Sundance Community Tv Assn., Sundance, Wyo.; K04BP, Collbran Tv Assn., Collbran, Colo.; K02AP, K04AW, K05AN, Siuslaw Translator Inc., Swisshome, Ore.; K10BO, Trident Community Club, Trident, Mont.; K09DH, Ark Valley Tv Inc., Lamar, Colo.; K03AK, Town of Yuma, Yuma, Colo.; K13AB, Kadoka Commercial Club, Kadoka, S. D.; K11BD, Leadore Community Tv Assn., Leadore, Idaho; K05BM, Long Valley Tv Assn., Whitmore Hot Springs (Long Valley), Calif.; K11AO, Dodson Tv Assn., Dodson, Mont.; K08AF, Crow Peak Community Tv Club, Crow Peak, S. D., and specify type trans.; K10BT, Plateau Valley Tv Assn. Inc., Mesa, Colo.; K07CB, K09BM, K11BT, Oroville Tv Assn. Inc., Molson, Wash., specify trans., and change primary stations for K07CB, and K09BM to KXLY-TV (ch. 4) and KREM-TV (ch. 2) respectively, both Spokane, Wash.; K05AM, Oroville Tv Assn. Inc., Oroville. Wash., and change primary station to KREM-TV (ch. 2) Spokane, Wash., via intermediate translator.

■ Following stations were granted extensions of completion dates as shown: WFTL-FM Fort Lauderdale, Fla., to Aug. 15; KCLO-FM Leavenworth, Kan., to Oct. 1; WFLS-FM Fredericksburg, Va., to July 10; KOTO (FM) Seattle, Wash., to Dec. 3; KAMA (FM) Dallas, Tex., to Nov. 30; KBCA (FM) Los Angeles, Calif., to July 10; WFMB (FM) Nashville, Tenn., to Dec. 1; WSBC-FM Chicago. Ill., to July 20; WLYN-FM Lynn, Mass., to Oct. 22; KRCS (FM) San Bernadino, Calif., to Oct. 23; WEGO-FM Concord, N. C., to July 2; KSFV (FM) San Fernando, Calif., to Nov. 6.

Actions of June 7

K09ER, K11EY, K13EP, Ephrata, Soap Lake, Moses Lake, Larson Air Force Base, Wash.—Set aside inadvertently premature action of May 29 granting mod. of cps for vhf tv translator stations to change ERP, frequency, trans. location, type trans., and make changes in ant. system, and reverted applications to pending status.

WHIH Portsmouth, Va.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w, install new trans.; remote control permitted; conditions.

WCNF Weldon, N. C.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w, install new trans.; conditions.

KCHO (FM) Amarillo, Tex.—Granted mod. of cp to change frequency to 94.1 mc, increase ERP to 5.3 kw, decrease ant. height to 240 ft., and change type ant.

■ Following stations were granted SCA on multiplex basis: WVNO-FM Mansfield, Ohio; WRKT-FM Cocoa Beach, Fla., condition; WBEU-FM Beaufort, S. C.

WPRP Ponce, P. R.—Granted cp to move auxiliary trans. to main trans. location; re-

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Continued from opposite page

Area	Population	Occupied Dwelling Units	Radio Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Television Total Tv Homes	Television Percent Saturation	Television 2 or more sets
Putnam	31,722	9,287	8,664	93.3	4,723	8,606	92.7	1,300
Queens	1,809,578	583,141	561,298	96.3	268,173	554,951	95.2	109,498
Rensselaer	142,585	43,087	40,734	94.5	16,713	39,293	91.2	4,013
Richmond	221,991	61,731	58,706	95.1	27,468	59,132	95.8	10,316
Rockland	136,803	34,699	33,093	95.4	16,868	32,369	93.3	6,133
St. Lawrence	111,239	28,958	26,879	92.8	10,065	26,411	91.2	1,723
Saratoga	89,096	25,863	24,751	95.7	10,577	24,348	94.1	2,887
Schenectady	152,896	49,189	46,656	94.9	22,430	46,092	93.7	6,755
Schoharie	22,616	6,576	6,276	95.4	2,717	5,800	88.2	413
Schuyler	15,044	4,408	4,087	92.7	1,412	3,825	86.8	341
Seneca	31,984	8,544	7,986	93.5	3,883	8,127	95.1	1,234
Steuben	97,691	28,598	26,865	93.9	10,784	25,432	88.9	1,727
Suffolk	666,784	173,412	164,586	94.9	76,204	165,543	95.5	28,032
Sullivan	45,272	14,112	12,908	91.5	3,944	11,999	85.0	1,170
Tioga	37,802	10,697	10,094	94.4	4,256	9,806	91.7	767
Tompkins	66,164	18,771	17,801	94.8	8,711	14,416	76.8	742
Ulster	118,804	36,067	33,744	93.6	13,376	31,219	86.6	2,307
Warren	44,002	13,466	12,352	91.7	4,873	12,030	89.3	963
Washington	48,476	13,823	12,612	91.2	4,858	12,666	91.6	831
Wayne	67,989	19,553	18,177	93.0	8,668	17,960	91.9	1,919
Westchester	808,891	241,281	232,481	96.4	130,855	228,045	94.5	56,434
Wyoming	34,793	9,583	9,231	96.3	4,258	9,103	95.0	745
Yates	18,614	5,629	5,334	94.8	2,096	4,989	88.6	362
Consolidated Areas								
New York-Northeastern New Jersey		4,679,200	4,444,015	95.0	1,922,948	4,272,661	91.3	778,913
Metropolitan Areas								
Albany-Schenectady-Troy	657,503	203,612	193,590	95.1	84,924	188,412	92.5	22,044
Binghamton	212,661	63,383	60,452	95.4	29,952	59,044	93.2	7.837
Buffalo	1,306,957	386,572	368,722	94.4	175,468	365,619	94.6	52,785
New York	10,694,633	3,453,023	3,279,450	95.0	1,374,897	3,106,455	90.0	541,360
Rochester	586,387	177,639	170,302	95.9	89,323	166,221	93.6	28,466
Syracuse	563,781	163,649	156,500	95.6	77,625	153,488	93.8	25,276
Utica-Rome	330,771	96,104	91,598	95.3	41,235	89,087	92.7	10,672

ILLINOIS

State totals	10,081,158	3,084,971	2,870,271	93.0	1,144,379	2,779,704	90.1	350,744
COUNTY TOTALS								
Adams	68,467	21,673	20,570	94.9	7,656	19,721	91.0	1,694
Alexander	16,061	5,337	4,294	80.5	927	3,999	74.9	262
Bond	14,060	4,488	4,114	91.7	915	3,564	79.4	139
Boone	20,326	6,068	5,752	94.8	2,215	5,432	89.5	371
Brown	6,210	2,090	1,930	92.3	371	1,734	83.0	62
Bureau	37,594	11,986	11,080	92.4	3,809	10,587	88.3	525
Calhoun	5,933	1,854	1,762	95.0	257	1,567	84.5	46
Carroll	19,507	6,138	5,664	92.3	2,277	5,551	90.4	262
Cass	14,539	4,756	4,313	90.7	1,132	4,044	85.0	157
Champaign	132,436	36,234	32,925	90.9	13,297	31,779	87.7	3,290
Christian	37,207	11,928	10,906	91.4	3,008	10,479	87.9	486
Clark	16,546	5,541	4,869	87.9	1,325	4,652	84.0	116
Clay	15,815	5,210	4,982	95.6	977	3,887	74.6	—
Clinton	24,029	6,787	6,250	92.1	1,423	6,061	89.3	119
Coles	42,860	13,576	12,370	91.1	3,610	11,903	87.7	743
Cook	5,129,725	1,600,499	1,493,793	93.3	635,788	1,453,839	90.8	241,500
Crawford	20,751	7,012	6,337	90.4	1,968	6,197	88.4	415
Cumberland	9,936	3,186	2,723	85.5	580	2,603	81.7	38
De Kalb	51,714	14,661	14,065	95.9	6,818	13,320	90.9	767
De Witt	17,253	5,682	5,317	93.6	1,776	5,041	88.7	245
Douglas	16,243	6,027	5,350	88.8	1,907	5,365	89.0	417
Du Page	313,459	84,147	81,032	96.3	48,263	80,689	95.5	15,529
Edgar	22,550	7,577	7,089	93.6	2,419	6,660	87.9	273
Edwards	7,940	2,676	2,439	91.1	590	2,005	74.9	79
Effingham	23,107	6,791	6,451	95.0	1,573	5,239	77.1	221
Fayette	21,946	6,808	6,513	95.7	1,596	5,562	81.7	186
Ford	16,606	5,176	4,913	94.9	1,960	4,628	89.4	366
Franklin	39,281	14,005	12,598	90.0	2,898	11,621	83.0	260
Fulton	41,954	13,886	12,770	92.0	3,725	12,147	87.5	533
Gallatin	7,638	2,478	2,109	85.1	276	1,806	72.9	23
Greene	17,460	5,668	5,312	93.7	1,377	5,042	89.0	146
Grundy	22,350	6,804	6,349	93.3	2,756	6,329	93.0	308
Hamilton	10,010	3,377	3,201	94.8	424	2,308	68.3	—
Hancock	24,574	7,938	7,554	95.2	2,231	7,151	90.1	282
Hardin	5,879	1,869	1,631	87.3	355	1,573	84.2	63
Henderson	8,237	2,573	2,305	89.6	534	2,186	85.0	76
Henry	49,317	15,662	14,857	94.9	5,924	14,434	92.2	1,123
Iroquois	33,562	10,482	9,764	93.2	3,529	9,106	86.9	414
Jackson	42,151	12,640	11,492	90.9	2,863	10,253	81.1	300

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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales Manager, Midwest, half million market, specialized programmed station. Salary plus percentage. Resume, references and picture please. Box 298M, BROADCASTING.

$20,000 and more earnings. Sales Director, local and national. Large Eastern metropolitan station, excellent ratings. Replies confidential. Box 406M, BROADCASTING.

Manager for KPGE at Page, Arizona. Must be willing to assume complete operation. No guaranteed salary, I furnish the station, you furnish the brains and we will split the profits. Wendell Motter, 181 S. 600 E., St. George, Utah.

Executive Salesmen, management experience, proven sales background. Full-time travel, protected localized territory. Residence in territory required; preference given residents of available territories: "Kansas - Nebraska - Iowa - Missouri"; "Intermountain States"; and other areas. Openings immediately, personal interviews required. Extensive field training provided. Salary commission—incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, pix; Community Club Awards, Westport, Conn.

Sales

Baltimore—Good salary plus . . . For good salesman (Management ability) with growing multiple chain . . . complete resume to Box 805K, BROADCASTING.

Florida. $100 week plus 15% and gas allowance. Great opportunity for aggressive, energetic, salesman who loves to sell and make money. Box 146M, BROADCASTING.

Salesman with some announcing ability for medium market daytime station in Virginia. Liberal guarantee plus commission. Send resume, experience, billing, picture and tape to Box 355, Lynchburg, Va.

California, KCHJ, Delano. 5000 watts. Sales opening. Guarantee, commission.

Choice positions, radio or TV sales and management, midwest and national. Better yourself—write Walker Employment 83 So. 7th St., Minneapolis 2, Minnesota. Free registration, professional service.

Announcers

1st phone announcer. No maintenance. New Jersey daytimer. Box 5M, BROADCASTING.

Experienced, energetic newsman-announcer for Texas station. Box 207M, BROADCASTING.

Announcer with well-rounded experience for Southwest network station. Box 267M, BROADCASTING.

Top tune morning personality with basics in program supervision capability. Midwest medium market. Box 299M, BROADCASTING.

Announcer, 1st phone, no maintenance, mature. Fast moving contemporary station. Salary above average. Immediate opening, security and permanent. Box 364M, BROADCASTING.

Wanted—Top rated New England station **needs disc jockeys.** Must be oriented to modern, fast moving radio. Salary commensurate with ability. Box 368M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer, First Phone required, for New England Daytimer. Salary excellent, commensurate with your ability in both fields. Announcing must be first rate. Please send audition tape including news delivery, commercials, informal ad-lib and resume. Real opportunity. If you have sales ability this would also be a valuable asset. Rush reply including all details to Box 403M, BROADCASTING.

Up to $15,000 to start. Morning man, proven ratings, mature delivery. Top 40, major eastern city. Tape, resume. Box 405M, BROADCASTING.

Wanted: Dependable experienced announcer. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Wanted, first phone combo man, accent on announcing. Good working conditions. 5kw CBS. If interested send tape and resume to KOLT, Scottsbluff, Nebraska.

Immediate opening: Announcer with 1st class ticket. Evening shift. Send tape, resume, photo, salary requirements. WEEL, Fairfax, Virginia. Phone CRescent 3-4000. Metropolitan Washington, D. C. area.

Newsman-Announcer with 1st ticket, good delivery. Permanent, no maintenance. Adult music station. All replies answered. Send tape-resume, WEEE, Smultz Road, Albany, New York.

Indiana daytimer and FM needs combination program-news director. 1st phone helpful. Interesting challenging position. Salary open. Contact Frank Hass, General Manager, WMRI AM-FM Marion, Indiana.

Experienced announcer that can program both good music and rock. Prefer married, settled person who would like job with congenial staff. Pay commensurate with ability. No drifters please. If you want a good job with chance for advancement in five station group send complete information and tape to Lewis Bagwell, Mgr., WPCC Radio, Clinton, S. C.

Immediate opening, newsman for 50kw Northeast fast-paced independent. Must be capable to handle music shift if necessary. Send tape, resume, and photo to James Casey, WPTR, Box 1540, Albany 5, New York.

Good announcer with first phone, capable maintaining am and fm. Ideal working conditions with adult station in Southeast Florida. Resort area. $450 monthly plus free waterfront cottage. WSTU, Stuart, Florida.

Excellent opportunity for experienced man, modern format and news. Should be able to do good, rousing wake-up show. News and copy writing background helpful. Will have position of responsibility. Send half-hour air-check and information to Peter Barnard, WSPT, Stevens Point, Wisconsin. This opening late summer, but let's talk now.

DJ, oriented in modern sound operation to swing for Maryland 1kw fulltimer. Finest equipment, production aids. Salary commensurate with ability. Send air check resume to: Tom Melanson, PD., WTBO, Cumberland, Maryland.

Announcer—morning man with personality for good music station. NBC affiliate must be experienced. Some tv work possible. Immediate opening. Send tape, photo and resume to Ed Huot, WTRC, Elkhart, Indiana.

Announcers and combo-men, get a better radio or TV job. 650 stations in midwest and nation. Free registration. Write today for application. Walker Employment, 83 So. 7th St. Minneapolis 2, Minnesota.

Help Wanted—(Cont'd)

Technical

5000 watter, East Coast, wants competent engineer. No announcing, but must have Tech-knowhow. Liberal fringe benefits. Box 183M, BROADCASTING.

Engineer, first ticket for 1000 watter southwest. Salary good for right man. Maintenance a must. Box 235M, BROADCASTING.

Florida—50 kw direction antenna station requires responsible and able Chief Engineer with high power directional background and good background with audio. Excellent working conditions. Please enclose resume and reply to Box 275M, BROADCASTING.

Wanted 1st class engineer-announcer for 1 kw in Southeastern Michigan. Excellent working conditions and equipment. Personal interview required. Salary to start $450 per month. Send resume and tape to Box 336M, BROADCASTING.

First phone-announcer, or salesman. Immediate opening. Large Eastern city. Box 448M, BROADCASTING.

Wanted—1st class engineer with directional experience who wants to be chief. Box 454M, BROADCASTING.

"Help wanted"—Transmitter engineer with 1st class license. Call Manager, Escanaba, Michigan, State 6-6144.

Experienced Chief Engineer-combo man for top-rated, top-forty, 5,000 watt. Contact Wes Ninemire, KFDA Radio, Amarillo, Texas. Immediate opening.

Need you now—Take over top spot as chief engineer at 1000 watt, non-directional daytimer. Maintenance a must, announce if you can. Write or phone WHOF, Canton, Ohio, 455-9475.

Good engineers and combo-men needed now in radio and TV. Write for Free application. Over 650 stations contacted. Walker Employment, 83 So. 7th St. Minneapolis, 2, Minnesota.

Production—Programming, Others

Farm Director: Radio and TV in Carolinas. Interested only in first class applicants for first class job. Salary and incentive open. Full particulars and photo first letter to: Box 976K, BROADCASTING.

News writer for large Midwest station. Prefer young journalism graduate from Missouri-Kansas area. Salary commensurate with ability and experience. Box 291M, BROADCASTING.

Wonderful opportunity for Program Manager who is ambitious and aggressive. Must know good music and have ability to assume responsibility. He should have a good voice. This is a fine reliable station in upper New England tourist area with ideal living conditions. Send letter, resume, references and picture to Box 308M, BROADCASTING.

Copywriter—Experienced. 5kw—Beautiful Northern New England. Excellent working conditions. Immediate opening. Send resume: Box 451M, BROADCASTING.

Immediate opening for experienced top-forty program director. Wes Ninemire, KFDA Radio, Amarillo, Texas.

Experienced copywriter immediately for solidly established NBC outlet. Permanent. Top rated station. Many company benefits. Send resume to Station WMAY, Springfield, Illinois.

RADIO

Situations Wanted—Management

Illinois career broadcaster with 17 years managerial experience seeks change to post that might include part ownership. Illinois or surrounding area. Creative, versatile, able to produce more sales while improving station's community image. Box 79M, BROADCASTING.

Ex-manager. 9 years all phases. Top sales. Desires mid-Atlantic market. Major league background. Box 193M, BROADCASTING.

Extremely capable manager desires relocate. Request only three things: (1) free hand with reasonable budget; (2) adequate draw to sustain wife and two children, and; (3) 2 year contract to receive 50% of increase based on past 12 month receipts. My employ can cost you nothing, but should make a "going" operation out of a marginal operation. No sales manager's jobs. I want to run it! Reply Box 257M, BROADCASTING.

Need Expert Management? I have experience, maturity, energy, know-how, to manage your sales, your staff, your problems. Thirteen years in this business. Not a jumper, but I need a change. Don't you? Box 319M, BROADCASTING.

General Manager, new station in black, seeks management upper midwest radio station. Sales, program, public relations background. Mature responsible family man. Will consider investment. Available now, later. Box 343M, BROADCASTING.

Ready for management situation. Experience includes sales, programming, news, announcing. Box 387M, BROADCASTING.

Experience and capability, 15 years of it, for opportunity, preferably with multi-station radio-tv operation. At 35, background radio-tv broadcasting sales management, station management. Now station manager small market radio chain. Desire radio management, sales management, tv sales, with opportunity and financial incentive great enough to move. Box 397M. BROADCASTING.

Successful manager, solid sales, 13 years experience. Employed. Wants complete station responsibility, medium market, $10,000 plus. Top references. Box 399M, BROADCASTING.

Image . . . The watchword in modern broadcasting! Image is my business . . . and, as a station manager, it should be yours. Does your station have the right image for your market and competitive situation? Why don't we get together and talk about it? I'm a young, commercially-minded idea man, currently employed in an executive position, who desires to relocate after three years in a huge west coast market. I am an exciting, versatile, professional air personality, who is well known for creative production and motivating copy. I have experience in jingle lyric writing and musical commercial production, plus all phases of contract negotiation and talent supervision. Top men in the broadcasting and commercial production industries will be happy to recommend me on the basis of first-hand knowledge. Please contact me at your earliest convenience . . . you will not be wasting your time. Box 408M, BROADCASTING.

Available, executive for radio, television and motion pictures, Experienced in every phase of sales—production—advertising—merchandising—public relations—stations relations—national contacts. $15,000. Box 445M, BROADCASTING.

Manager—seasoned broadcaster with successful record. Loaded with profit-making ideas, energy and imagination. Over 12 years actual management in small and large markets. Vacationing now; available short notice. Reply in confidence to Broadcaster, Longboat Key, Florida.

Attention Managers. Stanley Mack, top-rated personality with Storz stations, 5½ years, Mpls., Kansas City, now at liberty. Ready to locate with swinging station. Top twenty markets. Box 412M, BROADCASTING.

Need a man to take over full operation, or department? Manager of number 1 in state's second market, with successful experience in every phase wants to settle in larger market. Young, aggressive and imaginative. Box 416M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General Manager. Sales background. Medium market. 13 years broadcasting. Box 162M, BROADCASTING.

"Presently general manager of highly successful am-fm station. Excellent sales, news and announcing background! 10-years experience at two stations. Leadership has improved station's community image. Family man seeking better opportunity. Also have some money to invest. Box 425M, BROADCASTING.

Kentucky, Carolinas, Virginia . . . for manager, experienced, (10 years radio) young, (28) saleswise (since 1957). Box 434M, BROADCASTING.

Sales

National Sales Director—major market group. Available soon. Young, aggressive. One of best administrative, sales and programming records in industry. Box 143M, BROADCASTING.

Salesman-announcer desires position in small or medium market. Married. Reference. Six years experience. Box 393M, BROADCASTING.

Announcer-Sales—radio/tv 9 years experience medium-major markets. Sales, production, news, combo dj, steady reliable all around family man, seeking permanent relocation. Reply indicating opportunity. Box 300M, BROADCASTING.

Kalifornya attenshon—Kurantly mployed sails mgr in medeum midwest mkt dezirs so. kalif. lokashon. kolege grad, merryed, too childrun. Will mak personal presantashon at yur stashon end of July. Raydeo or TV. Box 422M, BROADCASTING.

Announcers

Announcer-Account Executive (combo). Experienced: Air, sales, production-voices, college. Box 8M, BROADCASTING.

First phone personality with showmanship, college, 5 years experience, draft exempt. $150.00 minimum. Box 276M, BROADCASTING.

Announcer; NYAS graduate, tight board; resonant voice; dependable; not floater. Box 277M, BROADCASTING.

Looking for a capable sports man with all around ability? Box 297M, BROADCASTING.

Old pro. Imaginative, educated, experienced. Wants TV or major market non-format radio. Box 317M, BROADCASTING.

"D-J, salesman. Experienced, employed, draft exempted, college grad, moving up." Box 350M, BROADCASTING.

Classical music announcer available. Technically good, not exact. Own boardwork. $120 minimum. Box 380M, BROADCASTING.

Seeking expansion. Experienced, single, 5 years radio, will relocate anywhere in the fancy 50. Minimum wage to start, $100.00 week. Box 381M, BROADCASTING.

Newsman . . . seeks large metropolitan market. Eight solid years commercial radio news. Smooth, professional delivery. Strong on mobile reports. Interview, editorialize, write, handle beat. College graduate. Age 30. Reply, Box 382M, BROADCASTING.

Personality dj—Give your medium market operation new life. Married, 3 years experience. Box 383M, BROADCASTING.

Bright, humorous morning, afternoon personality seeks progressive, promotion-minded station or tv combination. Experienced all phases radio including play-by-play. Some tv. Outstanding production man. Box 384M, BROADCASTING.

New or used. Top c/w dj-musician seeking minor investment opportunity. Pd, sales, announcing, 42, married, well seasoned. Prefer NE, all considered. Box 385M, BROADCASTING.

Young dj announcer, tight board, slight Spanish accent. Not a prima donna. Completed military service—will relocate. Box 390M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Veteran broadcaster, eighteen years experience, desires relocation. Experienced all phases: management, programming promotion, sales, traffic, copy, production. Have done years of D.J. air work—good commercial man. Married four children, college grad., now thirty-eight years of age. Require substantial return commensurate with ability and experience. Excellent references. Want position to be permanent one. Box 386M, BROADCASTING.

Unusual opportunity for empl©yer needing announcer-salesman—assistant manager. Experienced. Box 391M, BROADCASTING.

Young announcer—disc jockey—tight board—experienced—will travel anywhere. Box 395M, BROADCASTING.

Experienced—Happy personality DJ, announcer. Tight board. N.Y.C. ULster 4-3585. Box 398M, BROADCASTING.

Very enthusiastic, mature college graduate. Strong on news, on-the-spot, re-write. Production conscious. Sang professionally. Available immediately! Midwest. Box 402M, BROADCASTING.

California, here I come! Leaving USAF, desire annc-dj, learn sales. AFRS-commercial-Announcing School. Some college, 29, married. Box 411M, BROADCASTING.

Sincere announcer wishes first position. Speech trained, college, third phone. Box 418M, BROADCASTING.

DJ—News—Production voices—pitch spots—interview—MC. Wit, warmth, originality. Veteran. 3 years handling all types of music. Box 419M, BROADCASTING.

Socially sharp swinger. College vet, young, experienced. Desire Memphis, Little Rock, or Shreveport areas, but consider all, including Florida. Available August. Box 426M, BROADCASTING.

Announcer, dj, 1st phone—versatile. Three years experience. Tight board. Radio-tv. BA graduate. Like Northern California but will go where the money is. Box 432M, BROADCASTING.

Play-by-play: Preferably college-plenty experience both sports and sales—BA degree Radio-Arts-young, married—seek permanent position with future management possibility. Box 433M, BROADCASTING.

New York, New Jersey, Conn., L. I., 22 year old New Yorker wishing to return home. Currently employed. Tape, resume immediately. 4 years experience. Box 452M, BROADCASTING.

"Ready to move up. Big smile, happy sounding jock. Lotsa teen appeal. Currently in medium S. E. market. Four years format experience. Draft exempt. Strong on production. Only major and medium markets need reply." Box 456M, BROADCASTING.

Sports-Programming-News. Veteran, 24, married. Seeks radio or television position with future. Box 457M, BROADCASTING.

"Swinging Gentleman" wants advancement with format or swinger. Ability, twelve years experience provide professional touch. Box 458M, BROADCASTING.

Formula? Northeast? Let's talk! I offer: modern ideas! Tight production! Box 435M, BROADCASTING.

Astro announcer—production voices—salesman (combination), experienced, executive quality, seeking "novel" experience—college. Box 436M, BROADCASTING.

In Atlanta, position with future sought by young first phone melody man. Experience includes sales, copy, public relations, news. No noise stations please! Box 437M, BROADCASTING.

DJ, announcer, fast production. Married, not a prima donna nor floater. Authoritative news. Box 438M, BROADCASTING.

Experienced tight-format dj, top news, good air salesman. Want to settle in friendly community. Prompt reply. Box 439M, BROADCASTING.

Announcer-dj—good air salesman. Authoritative newscaster. Versatile air personality offers tight-production shows. Box 440M,

Situations Wanted—(Cont'd)

Announcers

Announcer—2 years experience—first phone—sales experience seeks challenging opportunity. Box 441M, BROADCASTING.

Announcer-newscaster, smooth pleasant delivery, authoritative news, tight middle of the road format. Married, veteran, prefer good music station. Box 442M, BROADCASTING.

Top 40-personality dj—College graduate, 2 years exp., tight board, fast paced, rock and sock format. My voice sells. Box 443M, BROADCASTING.

Swinging dj—good personality, tight board and production. Crisp news, not a floater. Available immediately. Box 444M, BROADCASTING.

Beginner, disc jockey, some experience, knows music. Writes jingles, news, editing, music library work. Mild cerebral palsy. Tape, resume. Box 446M, BROADCASTING.

Announcer—Bright sound, married, tight board, strong on news. Wants steady employment. Box 447M, BROADCASTING.

Announcer-Engineer. 1st phone, 7 years experience. All considered. Hawaii preferred. Box 449M, BROADCASTING.

Florida, Kentucky, elsewhere. First phone, college, announcing graduate, 21, ambitious. Interested sales. Type. Transportation. Box 450M, BROADCASTING.

D.J., news, continuity—Need first job—Broadcasting school grad. Go anywhere. P. O. Box 278, Wilton, New Hampshire.

Spanish-English announcer, strong on Spanish. Graduate of Broadcasting School, third phone, eager to work. Arturo Gutierrez, 2603 Inwood Rd., Dallas, Texas.

Good music dj—news-sports director—now employed—seek advancement, college—tv considered. 2 years radio—married—$95. P.O. Box 176, Louisville, Ky.

Family man with #1 rated jockey show past four years . . . good news too. PD experience, want RPO station. Call me in Springfield, Illinois, 217-529-2271, George Walton.

Announcer experienced—prefer California, Oregon or Nevada. Quentin Woodward, General Delivery, Jamestown, California.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

Technical

Expanding, rebuilding, moving? Chief, 20 years will accept challenges and become permanent staff. Box 198M, BROADCASTING.

Engineer; first class license, ambitious, beginner, radio or tv, career type, stable, married, sober, not afraid of work, compatible, prefer Kansas City vicinity. Inquiries answered. Box 320M, BROADCASTING.

Maintenance engineer — no production — 2 years. 5kw-AM construction, 2 years TV-VHF, minimum $115, midwest. Box 388M, BROADCASTING.

FM Stations—Now is the time to show a profit. I can help. Have first phone license, technical knowledge, ideas for FM: production, sales, promotion and program guide. Write Grady Dixon, 503 Snow Hill St., Ayden, N. C. with offer or for details.

Production—Programming, Others

Radio or television continuity writer. 5 years experience. Facts, samples on request. Box 285M, BROADCASTING.

Production Assistant—Copywriter trainee college trained speech major, English minor. Need added experience. Will relocate. Box 394M, BROADCASTING.

Fast, creative copy writer, flair for production, a girl who loves a challenge. 2 years broadcast experience. Some traffic. 1-1½ years top local agencies. Prefer local southern New England. Box 459M, BROADCASTING.

TELEVISION

Help Wanted—Sales

Northeast—fine opportunity for aggressive salesman in growing chain. Expanding local sales force. Minimum requirements one year successful tv sales. Send photo, resume, salary requirements, etc. to: Box 120M, BROADCASTING.

Announcers

Alert newsman to write and voice news. Box 209M, BROADCASTING.

Newsman-announcer for Texas station. Must gather, write and deliver news. Box 268M, BROADCASTING.

TV weather girl—Midwest network affiliate—top 15 market. Must have tv experience. Send pix, resume, VTR or SOF. Box 371M, BROADCASTING.

TV on-camera announcer, mature, authoritative, personable; tv experience not required. Top station in Iowa market. Send picture, tape, complete details—Manager, Box 424M, BROADCASTING.

On-camera announcer. WBTW, Florence, South Carolina. Top power VHF. Multiple ownership fringe benefits. Good staff, voice and news delivery, able to take over "Bozo the Clown" show. TV experience preferred, but will consider qualified radio man ready to move to tv. Mail pic, resume and voice tape to Program Manager, WBTW, Florence, S. C.

Technical

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 959K, BROADCASTING.

Videotape maintenance engineer. Experienced Ampex Intersync. Leading New York producer. Good salary and advancement. State full background. Box 372M, BROADCASTING.

Wanted: maintenance engineer for closed circuit educational television system. Responsible for all studio equipment and occasionally assist with production. Salary about $6500. Write: Office of ETV, 291 E. 1st St., Corning, N. Y.

Chief Engineer for vhf full-power tv station qualified in transmitters and video. Box 420M, BROADCASTING.

Maintainence Engineer, Experienced in vhf television transmitters & video equipment. Good opportunity for qualified engineers. Box 421M, BROADCASTING.

Wanted: Switcher—1st phone required. Experience not necessary. $2.00 per hour. Contact Chief Engineer, KTVC-TV, Ensign, Kansas.

Need experienced tv engineer, preferable with microwave background, for maintenance and operation. Contact Bill Elks or Ed Herring, WECT-TV, Wilmington, N. C.

July opening for man experienced in studio maintenance. Must know vtr. Oldest Florida etv has excellent offer for you. Air mail to Herb Evans, WTHS-FM-TV, WSEC-TV, 1410 N.E. 2nd Ave. Miami.

Production-Programming, Others

Pacific Northwest University entering ETV seeks Writer-Producer with strong background in film. Master's degree required. Duties include some teaching; shooting and editing film; scripting radio and tv programs. Position open on twelve months basis with 30 days paid vacation, health and retirement benefits. Send details, including transcripts, script samples, picture and complete personal background to Box 280M, BROADCASTING. All qualified applicants will receive consideration without regard to race, creed, color or national origin.

News reporter-photographer—WBTW, Florence, South Carolina. Top power VHF, multiple ownership, fringe benefits. No air work. Prefer radio or newspaper reporter experience. Still and/or motion picture photography background desireable but will train otherwise qualified applicant. Well equipped 3-man department. Mail pic and resume to Program Manager, WBTW, Florence, S. C.

TELEVISION

Situations Wanted—Management

General Salesmanager—Proven ability—10 years experience able administrator employed as sales manager—37 years—married—family. Box 998K, BROADCASTING.

Experienced Radio-TV executive. More than 20 years in station operation. Ownership, management, sales, programing, promotion, air-work. Proven record of performance. Interested in management or top level opportunity with growth organization. Real capacity for work. Box 410M, BROADCASTING.

Salesmanager—Nine years experience local, regional, top-producer desires change. Box 417M, BROADCASTING.

Sales

Presently employed national sales manager, also manager large radio station, years of experience with finest rep, wishes move to television national sales. Hard working, strong promotional ideas, excellent references and contacts. Age 43. Box 404M, BROADCASTING.

Announcers

Thoroughly experienced TV and Radio announcer. Wants job with emphasis on TV and radio news and commercials. Also interested in production and direction. Box 315M, BROADCASTING.

Radio announcer-salesman seeking personal interviews-auditions, at my expense. Box 392M, BROADCASTING.

Technical

First phone engineer. Experienced tv and radio maintenance and installation. Box 130M, BROADCASTING.

Need position with more future. 20 hours short of E.E. degree. Presently chief engineer in AM station. First phone and ten years following experience: TV, AM, FM broadcasting, radar, mobile equipment and instrumentation. Supervisory experience. Best offer. Write or phone Charles H. Pultz, KMAN, 114 N. Fourth, Manhattan, Kansas.

Television or radio transmitter operator, communication system engineer, or industrial technician. Licensed. Experienced. Relocate July 1. Congeniality, requisite. Prefer Southwest. Any other location, considered. Resume. Vernon Slater, Box 3493, Wilmington, North Carolina.

Production—Programming, Others

Image Maker: Out to build ratings. Born photogenic, raised in radio, trained in television. Experienced tv newscaster (M.S. Journalism), Weatherman, seeks tv news show, staff work at quality station. Box 453M, BROADCASTING.

TV news director of 5 man single market operation ready for more responsibility. 29, active civic affairs, RTNDA. Seeking permanency with stable corporation. Box 455M, BROADCASTING.

First phone, B.A., 4 years radio experience. Desire work in tv as floor director leading to directorship. West Coast. Presently employed as radio announcer. Box 324M, BROADCASTING.

Director-Writer-Announcer, looking for a position with potential. Box 337M, BROADCASTING.

TV news director—good rating on camera. Experienced in all phases of 16mm movie & still news work. 15 years experience in journalism. Would like to run department in medium to large competitive market with the support of the station's front office. Box 389M, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Studio manager with ETV station experience in program planning and staging, announcing and black & white and color camera operations. College grad. 24. Will relocate. Box 400M, BROADCASTING.

Newsman. 11 years. Directed legislative election, special events. Editorial writing background. Family; age 34. Call 304-925-5488 collect. Box 407M, BROADCASTING.

FOR SALE

Equipment

500 foot Blaw-Knox H-21 self supporting tower, dismantled, ready to ship. $15,000. Box 415M, BROADCASTING.

For Sale: RCA 250 watt fm transmitter. Contact, Richard Tuck Enterprises, KBEC, Waxahache, Tex. WE 7-1390.

1 kw Dumont transmitter, including side band filters, spare tubes, misc. assortment of co-axial elbows. Complete and in operating condition. Best offer or will consider some trade. KCHU, Box 18, San Bernardino, California.

Pair Gray 602C Equalizers like new condition $35 each. KCHS, Truth or Consequences, New Mexico.

2—Bell & Howell 614 CBVM television vidcon projectors. Both used less than 2200 hours and are in excellent condition. Contact Al Hillstrom, Chief Engineer, KOOL-TV, 511 West Adams, Phoenix, Arizona.

For Sale: One Gates 101 Spot Tape complete with remote—$550. A. H. Kovlan, WATH, Athens, Ohio—LY 3-1588.

Lost lease. Have for sale Translux Travelling News Sign in perfect condition. Cost $14,000 new, will sell for $3,000 if you come and get it. 42½ ft long 48 in. high. Write WBLY, Springfield, Ohio.

For immediate sale—GE BT-4A, 10kw transmitter, modified for economical use of Eimac 3X2500A3 tubes in final. This transmitter complete with tubes is in excellent operating condition and includes General Electronics Model FMC multiplex system. Priced for quick sale. Contact Carl Spavento, Radio Station WBUF, 1227 Main Street, Buffalo 9, New York. TT 2-4300.

Tape athon playback units. Model 375-7-RP using 7" reels. Has preamp. Continuous play, double track, ideal for use on location for background music. Cost new $404.50. We are changing to FM feed. Units used one year, bargain at $150.00 each. FOB, In Store Broadcasting, 2022 South Division, Grand Rapids, Michigan.

Gates FM1B 1kw FM transmitter, 1½ years old. Immediately available. Write WKLS, Box 13242, Atlanta 24, Georgia.

Used AM transmitters—several 5kw, 1kw, 250 watt—Priced to sell—Write for list. Bauer Electronics Corporation, 1663 Industrial Road, San Carlos, California.

GE 3kw FM transmitter, type BT-3-A; GE FM station monitor, type BM-1-A, GE 4-Bay FM antenna, type BY-4-C. In good condition. Sold only as a package. Box 221, Lebanon, Tennessee.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, $40.00 for 20' length; ⅞" ditto, 90¢ foot; 6 feet. Dishes with hardware, $150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

"Cartridge tape. Fastest delivery, competitive pricing for standard Fidelipac Tape Cartridges, reloading service, accessories and equipment. Write Sparta Electronic Corporation, 6430 Freeport Boulevard, Sacramento, Calif."

For Sale—(Cont'd)

Equipment

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

WANTED TO BUY

Equipment

Urgently need good used 10 kw highband transmitter, RCA type TT-10AH or equivalent for educational station. Box 201M, BROADCASTING.

Wanted: 4-bay antenna turntable to 98.5 mc. Make and lowest price to Box 396M, BROADCASTING.

Field strength meter and Gates 5kw transmitter. State model and year of purchase. Box 413M, BROADCASTING.

Used studio equipment: console, cartridge, disc, and standard tape recorders, turntables, and mikes. Box 430M, BROADCASTING.

Schafer automation equipment. Contact R. M. McKay, Jr., P. O. Box 71, Columbia, Tennessee.

WANTED TO BUY

Stations

"Will take over active management and buy either part of or entire radio station. Long on experience, short on down-payment. Contact Box 327M, BROADCASTING.

Want to buy: AM construction permit, or/and radio station. No brokers. Wire or write. Box 431M, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics. 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts July 16—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood. Calif. Summer classes start July 31, and Sept. 18.

Instructions—(Cont'd)

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

MISCELLANEOUS

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange; 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Tomaco Tower Paint," a time tested and approved tower finish used by discriminate stations, coast to coast. #300 Primer, #301 White, #302 International Orange—$7.95 per gallon prepaid. Tower Maintenance Co. Inc., Post Office Box 246, Glen Burnie, Md. Phone 301-766-0766.

"Days-Dates-Data". New monthly Deejay gag service. Sample copy $3.00. Show-Biz Comedy Service—(Dept. BM) 65 Parkway Court, Brooklyn 35, New York.

PROGRAMS AVAILABLE

"Cat Chat" thirty minute education/information program, three cutins for sponsors. $5.00 weekly no tape return, KNDI Radio, Honolulu, Hawaii.

RADIO

Help Wanted—Sales

EXPANDING PERSONNEL

Salesman—With experience in AM radio sales, stable personal background, apply in detail.

Announcer—1st phone, good voice for this competitive market. No rockers. Contact John R. Livingston, WJRL, 125 N. Church, Rockford, Illinois. 968-5821.

LAND ON MARS

MARS BROADCASTING, INC.

America's most successful products company is adding exceptional men to its sales organization. Mars sells its products to nearly 300 radio stations and needs first class knowledgable people willing to travel.

Mars needs an Eastern Sales Manager, and a Western Sales Manager who will receive salary, commission and traveling expenses. Only first class, thoroughly broadcast experienced men will be considered. Contact Stan Kaplan, Executive Vice President, MARS BROADCASTING, INC., 575 Hope Street, Stamford, Connecticut.

Announcers

WANTED

Experienced announcers with deep, mellow, warm and mature voices. 50,000 watt station needs voices to match beautiful sound of music. Send tape, resume, picture and salary expected. Confidential.

Box 401M, BROADCASTING

Help Wanted—(Cont'd)

Technical

OVERSEAS OPPORTUNITIES
EUROPEAN AREA

RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given.
Submit experience and earnings to

Box 841K, BROADCASTING

RADIO

Situations Wanted—Technical

ENGINEER ADMINISTRATOR

I have been a well known Washington Consulting Engineer for many years. Now I want to return to practical broadcasting as Director of Engineering, Manager, and/or owner. Former broad network experience and as owner/operator. Have unusual combination of engineering ability, and operations and sales ability.

Box 4094, Washington 15, D. C.

600.00 PER MONTH BUYS 7 YEARS EXPERIENCE! 23 single, sober, stable and draft exempt. Honest and loyal. Seeking greater opportunity as AM engineer, and morning air man. In quest of secure, lasting position, with a financially sound organization. Salary secondary to type and quality of people with whom I must work. Presently Chief of 5-KW, 1-KW-LS-DA-N and top rated morning man. Prime interest is in installing a new AM from scratch, but will not install second hand junk. Prefer Colorado, Utah, Washington, or Oregon. All offers will receive careful consideration. Available pending your C.P. or 2 weeks notice. 1st phone, 3rd Telegraph, General Class Ham. R. A. "DAN" Dillon, 2134 Ogden St., Klamath Falls, Oregon. 503 TU 2-3956 Home.

MISCELLANEOUS

ATTENTION SYNDICATE RADIO SALESMAN

Guaranteed extra earnings. Producer has proven hot package of vignettes. High acceptance with track record selling 1 in 5. Earn an extra $150 to $300 a week. Commission only, but sure fire! For details, write

Box 363M, BROADCASTING

AUDIO TAPE DUPLICATOR
Ampex High Speed Duplicators
Guaranteed—Highest Quality
Lowest Prices
Complete Packaging & Mailing Service
OMAHA RECORDING STUDIO
2963 Farnam, Omaha, Nebr.

EMPLOYMENT SERVICE

• JOBS IN •
RADIO & TV

A new concept in obtaining jobs throughout East Coast & Midwest. Find out how you can list and have your resume mailed to over 1000 stations. A sure fire way of obtaining jobs, for all broadcast personnel, experienced or professionally trained. Write immediately

JOB XCHANGE
458 Peachtree Arcade
Atlanta, Ga.

FOR SALE

Equipment

Why tie up your money in frozen assets? We lease new or used broadcasting equipment, office machinery, cars and trucks.—Select your own equipment supplier—we buy for cash and lease to you over period of years. Conserve your cash and take advantage of possible tax benefits.

GENE O'FALLON & SONS LEASING
639 Grant Street Denver 3, Colo.
AM 6-2397

FOR SALE

Stations

Florida 5000 watt non-directional daytimer major market. Nothing down. $200,000.00 over 8 years.

Box 301M, BROADCASTING

For Sale—California

Exceptional opportunity in exploding California market. Full time. Outstanding community acceptance with unusual earning record. Hard to equal on today's market. Priced right. Other interests force this sale.

Box 409M, BROADCASTING

1000 watt daytimer, net work, single market station. On the air many years under the same owner who wants to retire. Station in a fast growing N.W. market. $10,000 will handle.

Box 414M, BROADCASTING

"Remarkable new FM operation, making money, seeks new capital. Working interest preferred, but not necessary. Rich, single station market, in midwest."

Box 423M, BROADCASTING

For Sale. Small station located in Southwest. Ideal for family operation. $18,000. ⅓ down. Now absentee owned.

Box 429M, BROADCASTING

For Sale—(Cont'd)

Stations

Ala	single	daytimer	$ 85M	terms
Ky	single	daytimer	75M	$29M
Fla	medium	fulltime	275M	$110M
Ga	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHMENT 1946

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Tex. metro regional, absentee owned, 1961 cash flow $60,000. $250,000 with $50,000 down—Tex. major FM. $75,000 with 10% down—Tex. regional single $70,000—Tex. f.t. single $70,000—Tex. medium f.t. $160,000—Ark. medium regional $150,000—Ark. regional single $78,750—Ark. major f.t. regional $180,000—La. regional single $45,000—Colo. regional single $50,000—Okla. single, making money $95,000—Tenn. major power, billed over ¼ million yrly past several yrs. $350,000 23% down—Ga. regional single $50,000—Ga. regional single f.t. $75,000 with $15,000 down—Fla. f.t. single $45,000 with $10,000 down—Fla. medium regional $95,000—Fla. medium f.t. power $175,000—Fla. medium regional $145,000—Miss. single $45,000—Tex. major regional $200,000, just $25,000, bal. 10 yrs. no interest! Contact:
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NORTHWEST. Exclusive. Full time. Gross $70,000. Exceptional potential. Asking $125,000. Terms.
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For Best Results You Can't Top A CLASSIFIED AD in
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 85

mote control permitted.

WMNI Columbus, Ohio—Granted cp to install new trans. as alternate main trans. at main trans. site.

WLOL-FM Minneapolis, Minn.—Granted mod. of cps to extend completion date to July 10 and make changes in transmitting equipment.

■ Granted licenses for following vhf tv translator stations: K02BI, K05AX, Kanab Lions Tv, Fredonia, Ariz. and Kanab, Utah; K09BJ, K11BI, K13BI, K08BA, K10BA, K12BE, K08AX, K10BB, K12BF, E. A. O. Tv, farming community of Entiat, Orondo and Entiat, and Ardenvoir, Wash.; K03AH, K06BF, K08AV, K12AW, K04AS, San Miguel Power Assn. Inc., Paradox, Norwood and rural area, Nucla, Uraven and Naturita, Colo.; K02AC, K07AG, K09AH, Aguilar Tv Club, Aguilar, Colo.; K02AM, K06AQ, K07BT, Verde Valley Tv Club Committee, Camp Verde, Verde Valley, Cornville and Rimrock, Ariz., and specify principal community as Camp Verde, and Oak Creek and Verde Valleys, Ariz.; K08BP, K10BX, K13AZ, Wellsville Tv Translator Co., Logan and Wellsville, Utah, and vicinity; K07BL, K09BA, K11BF, Norris Community Tv Inc., Randolph, Utah; K08BS, K03AM, Community Tv Club, Canon City, Colo.; K08AG, Buffalo Tv Assn., Buffalo, Wyo.; K13AM, Gateway Tv Assn., Gateway, Colo.; K11BB, Hot Sulphur Springs Tv Users Assn., Hot Sulphur Springs, Colo.

■ Granted cps to install new trans. for following am stations: KPBA Pine Bluff, Ark.; KWLC Decorah, Iowa; KDEC Decorah, Iowa.

■ Granted mod. of cps to change type trans. for following am stations: WMDD Fajardo, P. R.; WAOV Vincennes, Ind.

Actions of June 6

WARM Scranton, Pa.—Granted cp to install auxiliary trans. at main trans. location.

KIDO Boise, Idaho—Granted cp to install new trans. at main trans. location for auxiliary purposes only; remote control permitted.

WSBT South Bend, Ind.—Granted cp to install new auxiliary trans.

WHEB Portsmouth, N. H.—Granted cp to install new trans and change studio location.

WPEN Philadelphia, Pa.—Granted cp to install new trans.

WTCN Minneapolis, Minn.—Granted cp to change auxiliary trans. power and auxiliary trans. location.

WEW St. Louis, Mo.—Granted cp to change ant.-trans. location (same site).

National Bcstg. Co. Inc., New York, N. Y.—Granted mod. of cp to add two trans. for low power stations; conditions.

WKYE Bristol, Tenn.—Granted mod. of cp to change ant.-trans. location, studio location and remote control point, type trans., and make changes in ground system.

■ Granted cps and licenses for following new low power stations: **Mount Hood Radio & Tv Bcstg. Corp.**, Portland, Ore.; **Storer Bcstg. Co.**, Atlanta, Ga.

■ Granted mod. of cps to change type trans. for following am stations: WJLB Detroit, Mich.; KANA Anaconda, Mont.; KFBC Cheyenne, Wyo.; WCHI Chillicothe, Ohio; WACE Chicopee, Mass.; WTLK Taylorsville, N. C.; WAZS Summerville, S. C., condition.

Rulemakings

■ Commission invites comments to notice of proposed rulemaking looking toward deleting commercial ch. 7 from Jamestown, N. D., and assigning it to Bismarck to be reserved for noncommercial educational use. This change was petitioned for by North Dakota Bcstg. Inc. (KXMB-TV [ch. 12] Bismarck), State Department of Public Instruction, Bismarck Public and Parochial School Systems, and Bismarck Junior College. Action June 13.

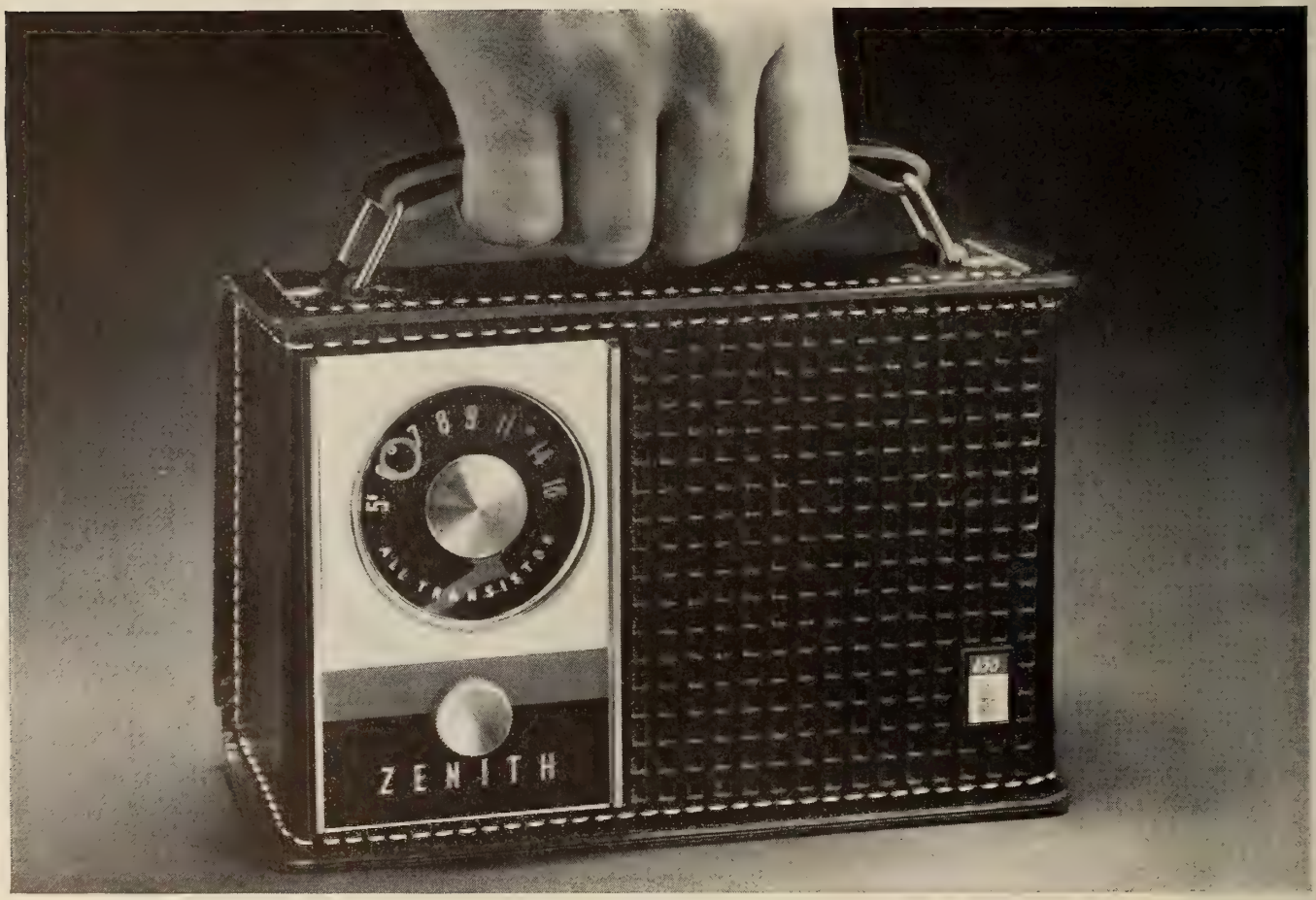
■ Commission invites comments to notice of proposed rulemaking looking toward reallocating ch. 15 from Lebanon to Lancaster-Lebanon, Pa., as petitioned for by Triangle Publications Inc., licensee of WLYH-TV on that channel in Lebanon. It deferred action on WLYH-TV's request for issuance of show cause order to modify its license accordingly. Action June 13.

■ By order, commission amended Secs. 3.50(b)(3)(i) and 3.332(b)(3)(i) of its broadcast rules concerning approval of modulation monitors to delete requirement that time for one complete oscillation of pointer of indicating instrument shall be 290 to 350 milliseconds. This characteristic is no longer considered necessary. Action June 13.

RADIO-TV SET COUNTS continued from page 85

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	Radio 2 or more sets	Total Tv Homes	Television Percent Saturation	Television 2 or more sets
Jasper	11,346	3,588	3,472	96.8	845	2,883	80.4	42
Jefferson	32,315	10,620	9,995	94.1	2,791	8,523	80.3	224
Jersey	17,023	4,927	4,642	94.2	1,120	4,249	86.2	80
Jo Daviess	21,821	6,535	6,274	96.0	2,119	5,352	81.9	149
Johnson	6,928	2,268	2,157	95.1	239	1,794	79.1	74
Kane	208,246	58,998	54,783	92.9	24,875	54,331	92.1	6,323
Kankakee	92,063	23,751	21,622	91.0	7,272	21,461	90.4	1,428
Kendall	17,540	4,987	4,728	94.8	2,377	4,713	94.5	476
Knox	61,280	18,867	17,839	94.6	6,784	17,506	92.8	1,047
Lake	293,656	76,547	72,474	94.7	35,914	73,173	95.6	12,494
LaSalle	110,800	33,988	32,281	95.0	13,432	29,893	88.0	888
Lawrence	18,540	6,052	5,391	89.1	1,268	5,145	85.0	218
Lee	38,749	10,512	9,757	92.8	4,172	9,504	90.4	444
Livingston	40,341	11,755	11,036	93.9	4,118	9,929	84.5	386
Logan	33,656	9,096	8,699	95.6	3,764	7,977	87.7	416
McDonough	28,928	9,119	8,435	92.5	2,880	8,103	88.9	507
McHenry	84,210	24,218	23,125	95.5	10,561	23,258	96.0	2,475
McLean	83,877	25,924	24,077	92.9	9,168	22,495	86.8	1,034
Macon	118,257	37,110	33,597	90.5	12,301	33,414	90.0	2,598
Macoupin	43,524	14,182	13,175	92.9	3,940	12,533	88.4	558
Madison	224,689	67,063	61,922	92.3	19,451	61,695	92.0	5,007
Marion	39,349	12,978	11,852	91.3	3,224	11,144	85.9	450
Marshall	13,334	4,198	4,040	96.2	1,527	3,618	86.2	127
Mason	15,193	5,044	4,599	91.2	1,412	4,521	89.6	123
Massac	14,341	4,679	4,005	85.6	767	3,787	80.9	141
Menard	9,248	2,978	2,721	91.4	1,031	2,507	84.2	87
Mercer	17,149	5,376	5,046	93.9	1,987	4,986	92.7	348
Monroe	15,507	4,629	4,312	93.2	1,071	4,076	88.1	135
Montgomery	31,244	10,398	9,834	94.6	2,830	8,909	85.7	341
Morgan	36,571	10,481	9,404	89.7	3,159	8,696	83.0	268
Moultrie	13,635	4,230	3,543	83.8	1,187	3,472	82.1	317
Ogle	38,106	11,757	11,009	93.6	4,753	10,528	89.5	739
Peoria	189,044	58,155	53,869	92.6	21,128	53,305	89.9	5,682
Perry	19,184	6,411	5,834	91.0	1,608	5,311	82.8	168
Piatt	14,960	4,677	4,234	90.5	1,377	4,366	93.4	403
Pike	20,552	6,893	6,318	91.7	1,574	5,872	85.2	219
Pope	4,061	1,377	1,222	88.7	114	958	69.6	—
Pulaski	10,490	3,399	2,940	86.5	588	2,493	73.3	63
Putnam	4,570	1,473	1,378	93.6	545	1,170	79.4	—
Randolph	29,988	8,588	7,938	92.4	1,976	7,507	87.4	348
Richland	16,299	5,245	4,788	91.3	1,264	4,229	80.6	59
Rock Island	150,991	46,119	43,988	95.4	19,076	43,505	94.3	4,690
St. Clair	262,509	77,530	70,120	90.4	18,384	69,361	89.5	5,834
Saline	26,227	9,405	8,602	91.5	1,771	7,743	82.3	227
Sangamon	146,539	47,514	44,227	93.1	15,875	40,999	86.3	2,730
Schuyler	8,746	2,928	2,721	92.9	846	2,577	88.0	104
Scott	6,377	2,087	1,957	93.8	536	1,915	91.8	—
Shelby	23,404	7,545	6,885	91.3	1,679	6,088	80.7	264
Stark	8,152	2,523	2,369	93.9	977	2,280	90.4	83
Stephenson	46,207	14,436	13,564	94.0	5,134	12,804	88.7	648
Tazewell	99,789	29,688	27,656	93.2	9,298	27,138	91.4	2,339
Union	17,645	5,260	4,871	92.6	831	4,500	85.6	177
Vermilion	96,176	30,176	26,952	89.3	8,807	26,758	88.7	1,190
Wabash	14,047	4,525	4,037	89.2	1,219	3,720	82.2	251
Warren	21,587	6,811	6,502	95.5	2,582	6,210	91.2	344
Washington	13,569	4,492	4,236	94.3	828	3,608	80.3	108
Wayne	19,008	6,237	5,819	93.3	1,184	4,475	71.7	24
White	19,373	6,427	5,843	90.9	1,428	4,593	71.5	178
Whiteside	59,887	17,808	16,729	93.9	6,306	16,066	90.2	1,025
Will	191,617	53,508	49,439	92.4	19,016	49,934	93.3	4,702
Williamson	46,117	15,677	14,078	89.8	3,866	13,210	84.3	440
Winnebago	209,765	62,719	56,969	90.8	24,157	57,629	91.9	6,421
Woodford	24,579	7,193	6,695	93.1	2,737	6,141	85.4	243
Consolidated Area								
Chicago-Northwestern Indiana	6,794,461	2,058,312	1,919,751	93.3	826,307	1,883,337	91.5	297,645
Metropolitan Areas								
Champaign-Urbana	132,436	36,234	32,925	90.9	13,297	31,779	87.7	3,290
Chicago	6,220,913	1,897,917	1,774,646	93.5	774,417	1,735,224	91.4	283,023
Davenport-Rock Island-Moline	270,058	81,767	77,292	94.5	32,790	76,378	93.4	7,410
Decatur	118,257	37,110	33,597	90.5	12,301	33,414	90.0	2,598
Peoria	288,833	87,843	81,525	92.8	30,426	79,443	90.4	8,021
Rockford	209,765	62,719	56,969	90.8	24,157	57,629	91.9	6,421
St. Louis	2,060,103	624,886	563,465	90.2	164,352	559,734	89.6	54,385
Springfield	146,539	47,514	44,227	93.1	15,875	40,999	86.3	2,730

New from Zenith! Strikingly compact, luggage styled, all-transistor radio at an incomparable $34.95*!



Rugged beauty, quality, dependability — and a sound as big as all outdoors!

Introducing—Zenith's Royal 650! Here's Zenith Quality in a uniquely compact, all-transistor portable—at a remarkably low price! Six transistors—including three all-new "Powersonic" transistors—give you greater sensitivity with less background noise. New advanced design Zenith speaker lets you hear bass and treble tones you'd expect to hear only from a larger radio. Elegant scuff and weather-resistant Permawear covered cabinet comes in your choice of Ivory color, Ebony color or Tan. Operates up to 80 hours on 4 inexpensive penlite batteries—up to 200 hours with 4 Mercury batteries. Above, Royal 650-Y, $34.95*. *Zenith Quality all-transistor radios start as low as $19.95**

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA LTD., TORONTO, ONT. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 44 years of leadership in radionics exclusively.

**Manufacturer's suggested retail price without batteries. Prices and specifications subject to change without notice.*

ZENITH

The quality goes in before the name goes on

OUR RESPECTS to Robert William Daniels Jr., president, Daniels & Assoc.

Man and a new medium: love at first sight

When Commander Bill Daniels wandered into the lounge of a Denver hotel, it was a turning point in his life. Just returned from the Korean conflict and preparing to return to a very successful insurance business, he paused for his first look at television.

Today, Mr. Daniels recounts how he sat there that evening and breathlessly watched the Pabst Blue Ribbon fights. "I was completely fascinated," he says. "I still don't believe it when I can sit in my living room and watch an event taking place thousands of miles away."

Quick to decision, the enterprising Bill Daniels lost little time in following his new-found love. This also gave the community television business one of its pioneers.

As sudden as his decision to enter tv was, it was by no means entirely emotional, for Bill Daniels' career to that point had been based on hard work and astute thinking.

Insurance Man ▪ Typical of Mr. Daniels' momentum is the fact that twice he reached success in the business world. The first time was from 1947 to 1950 when he was president of Bob Daniels & Sons Inc. and it became the largest insurance agency in New Mexico. The second time was again as chief executive of the same insurance agency in 1952-57 when it became the largest agency in Wyoming (collecting $650,000 a year in premiums).

In the four years that his present venture has been in existence, Bill Daniels & Assoc. has handled 51 catv sales involving over $27 million.

The brokerage business, however, is only one facet of Bill Daniels' enterprises. There's also Systems Management Co., which has full management responsibilities for 28 catv systems doing $2.5 million annually in 16 states. There is Televents Inc., through which Mr. Daniels has become a broadcaster. Last year he bought KFML-AM-FM Denver for $118,720. This year he has a contract to buy J. Elroy McCaw's KTVR (TV) Denver for $2 million. And part of this deal is an arrangement already made by Mr. McCaw to use the ch. 2 independent to test the Teleglobe pay tv system (BROADCASTING, May 14). This proposal is pending FCC approval. Early in 1961, Mr. Daniels received a construction permit for KLMC-TV Lamar, Colo., which he is planning to build as a satellite of KTVR.

Robert William Daniels Jr. was born July 1, 1920, in Greeley, Colo. The family lived in Omaha, Neb., for a while, and later moved to Hobbs, N. M., when the senior Mr. Daniels bought an insurance agency there.

Extra Curricular ▪ While the family lived in Omaha, young Bill lived with his grandmother in Council Bluffs, Iowa.

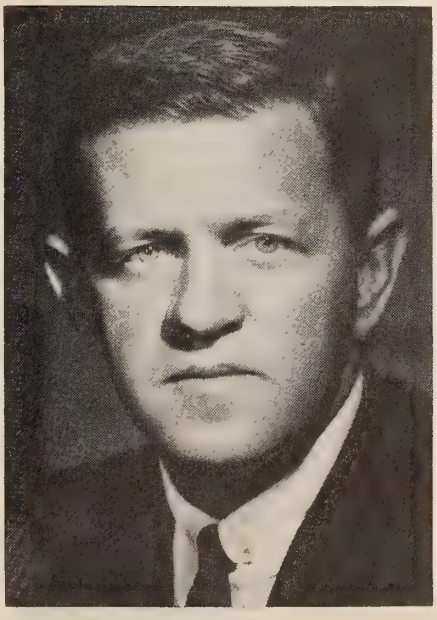
As a boy, Bill Daniels worked after school at a variety of jobs—newsboy, shoeshine boy, bellhop, short-order cook in an all-night hamburger stand.

In 1937, when the family moved to Hobbs, young Daniels enrolled at the New Mexico Military Institute. For four years he was president of his class; he was captain of the football, boxing, basketball and baseball teams; he was cadet captain on graduation. Twice he was the winner of the welterweight class in the New Mexico Golden Gloves tourney. And for three years running he was awarded the outstanding athlete trophy at NMMI.

Navy Flier ▪ Young Mr. Daniels participated in the first American landing in North Africa in World War II, after which he was reassigned to the Pacific Theatre for the counter-offensive up the island chains toward Japan. For this he earned the Navy Cross, the Air Medal with clusters, the Distinguished Flying Cross with clusters, and the Bronze Star. He is credited with destroying 11 Japanese planes.

During the Korean war he was recalled to active duty and spent a year flying Panthers off the carrier *U.S.S. Boxer,* giving close air support to ground troops; and a second year as advanced carrier training officer at the Naval station at Corpus Christi, Tex.

He came out of the Navy the first time as a lieutenant commander; the second time as a commander.



Bill Daniels
Broadcaster, broker and cable man

It was then that Bill Daniels happened into the Denver hotel lounge for that first look at tv.

Excited by the wonder of it all, Mr. Daniels got together a group of Casper oilmen with "imagination and guts" and $240,000, and began studying how to bring tv to the Wyoming city. Casper was too small a market for regular tv, it was concluded, but then they heard of the catv idea.

There was only one hitch; Denver was 300 miles away and it was impossible to bring in the city's single station without a relay. So, with fingers crossed and with a $125,000 bond, Daniels ordered the telephone company to bring in the Denver station.

The Bell system put in a seven-hop, single-channel relay, and the Casper catv system, the first to use microwave, was in business with 500 subscribers. Later, a privately owned, multi-channel microwave was constructed to serve 4,500 subscribers. Mr. Daniels and his group sold the catv to its management in 1959 for about $300,000.

In 1958 Mr. Daniels sold his insurance business and formed Daniels & Assoc. to devote full time to the catv business. Patterned after the brokerage firms active in radio and tv, Daniels & Assoc. and its offshoots are run by four men—Mr. Daniels, Carl Williams, a partner, who had been in private law practice in Casper; Larry Boggs and Alan Harmon, both experienced in catv management. A fifth associate is Fred T. Metcalf, a Canadian broadcaster and catv operator, who acts as the firm's Canadian representative.

Accent on Youth ▪ The Daniels organization is staffed with young people; at 42 Mr. Daniels himself is the oldest of the group. He has a long list of business and fraternal associations, including the presidencies of a number of them. He was the second president of the National Community Television Assn. and led the fight against the imposition of the 10% communications tax on catv subscribers. It was also during his administration that the industry adopted the now-common symbol of "Able Cable." Mr. Daniels is still a member of the NCTA board and executive committee.

When Bill Daniels isn't working, he's out on the water in his 240 hp, 18-foot Century Sabre boat, or on water skis. He also enjoys handball.

Mr. Daniels was married and is now divorced. He is a Barry Goldwater Republican and it wouldn't be surprising to his friends to see him involved in the 1964 presidential campaign.

Distinguished journalism

RESPONSIBLE editorializing at its best is exemplified in the efforts of WMCA New York to force a legislative reapportionment in the state of New York. As reported elsewhere in this issue, the U. S. Supreme Court last week ordered a federal court hearing on a complaint filed by the station and six New York residents against the present distribution of legislative representation.

It is rare that any medium of journalism goes to the trouble and expense of implementing an editorial conviction with action in the courts. In taking so unusual a course, WMCA has brought distinction to the general field of broadcast editorializing.

Whatever the outcome of the reapportionment case, WMCA will have set a desirable precedent for other broadcasters. It is important to note, of course, that the cause in which WMCA is engaged is significant, the station's position is well-reasoned and its presentation has been professionally displayed. Lacking any of those ingredients, this would have been a disservice instead of service to broadcasting and to the station's community.

Fiddling and tinkering

WHILE the NAB and the FCC fiddle with the radio "overpopulation" problem, Congress is tinkering with legislation that would cause far greater economic and technical imbalance for radio than that which has been wrought by indiscriminate licensing of stations.

Nobody seemed to be looking when the House Commerce Committee gave its unanimous approval to the Moulder Bill (HR-4797) to authorize about 40% of the 1700 daytimers to operate before sunrise and also to open the way for all of the others to get similar treatment. The dominant stations, mainly on regional channels which have been the backbone of radio, would be forced to defend themselves against these incursions because the legislation would place the burden of proof, meaning the costly engineering surveys and the litigation, upon them and not the interlopers.

This is allocation by legislation or, stated another way, an effort to provide a political solution to a purely engineering problem. The NAB, which through its president, LeRoy Collins, seized upon the glamorous overpopulation issue as a *cause celebre,* has taken no position on the daytimers' extended hours legislation, presumably because it involves a purported conflict of interest among classes of its membership.

There is but one plausible answer to the birth control problem, and that is in the adherence to sound engineering principles. The problem is not new; it has been with radio since the population explosion began in the wake of World War II. Violations of sound allocations engineering generated the economic problems with which the FCC, if it adheres to the law, is powerless to cope. But the FCC can alleviate conditions by correcting its allocations standards.

The Moulder Bill was quietly lobbied through the House Committee. The FCC repeatedly had rejected the proposal as contrary to sound allocations because it would deprive more people of service than would be gained through increased hours for the daytimers—most of them post-war babies.

Under the Moulder Bill, nearly 700 stations in single station markets (i.e., no other full-time service) would immediately benefit by being permitted to operate as early as 4 a.m., under certain conditions, and by 6 a.m. otherwise. Because of the lack of opposition, other than the FCC, and the persuasiveness of the daytimers' lobbying, the bill now seems to have enough momentum to carry through the House.

If there is one area in which the FCC has unquestioned authority, it is in allocations. The original intent of Congress as expressed in the Radio Act of 1927 was to create an expert commission to control electrical interference for all classes of stations.

It seems to us that the solution for the daytimers is to be found in fm where there are no limitations on hours. The Moulder Bill would penalize long-established stations. More than that, it would deprive hundreds of thousands of listeners of essential service they have been accustomed to receiving over the years. We wonder, moreover, why the regionals who will be mainly affected, have not offered resistance or urged their trade association to act.

The year-round medium

TIME was, in the broadcast advertising business, when summer was a slack season and a man could count on getting home in time for dinner without first stuffing his briefcase and perhaps even with enough time to walk leisurely to catch his train.

But no more. For several years this languid pace has been yielding more and more to the frenetic push-push that characterizes the rest of the year. This trend was pointed up in these pages a week ago. A sampling of leading agencies found them so busy with planning and buying that some were officially discouraging vacations in the traditional vacation months.

Much as we yearn for a leisurely day now and then, we would like to encourage this swiftening pace, for it's a good sign. It not only anticipates higher spot billings—as was shown in a companion survey published here last week—but it also indicates that advertisers and agencies are becoming more aware of the tv-radio bargains (in the finest sense of the word) available to them in the summer months.

There ought to be more and longer summer campaigns, and as some advertisers have learned from happy experience, fall campaigns ought to start earlier. There is, and will be again this year, too much fall buying done in August that could and should have been done earlier.

Television is or ought to be a year-round medium for most national advertisers. When they learn this fact, and plan accordingly, their advertising will develop a continuity of impact and sales are bound to benefit.



Drawn for BROADCASTING by Sid Hix

"Business won't stink this year, boss—we've landed that deodorant saturation campaign!"



• From 9:00 am to Midnight, seven days a week, KSTP-TV is FIRST in share of sets-in-use and homes reached per average quarter hour.*

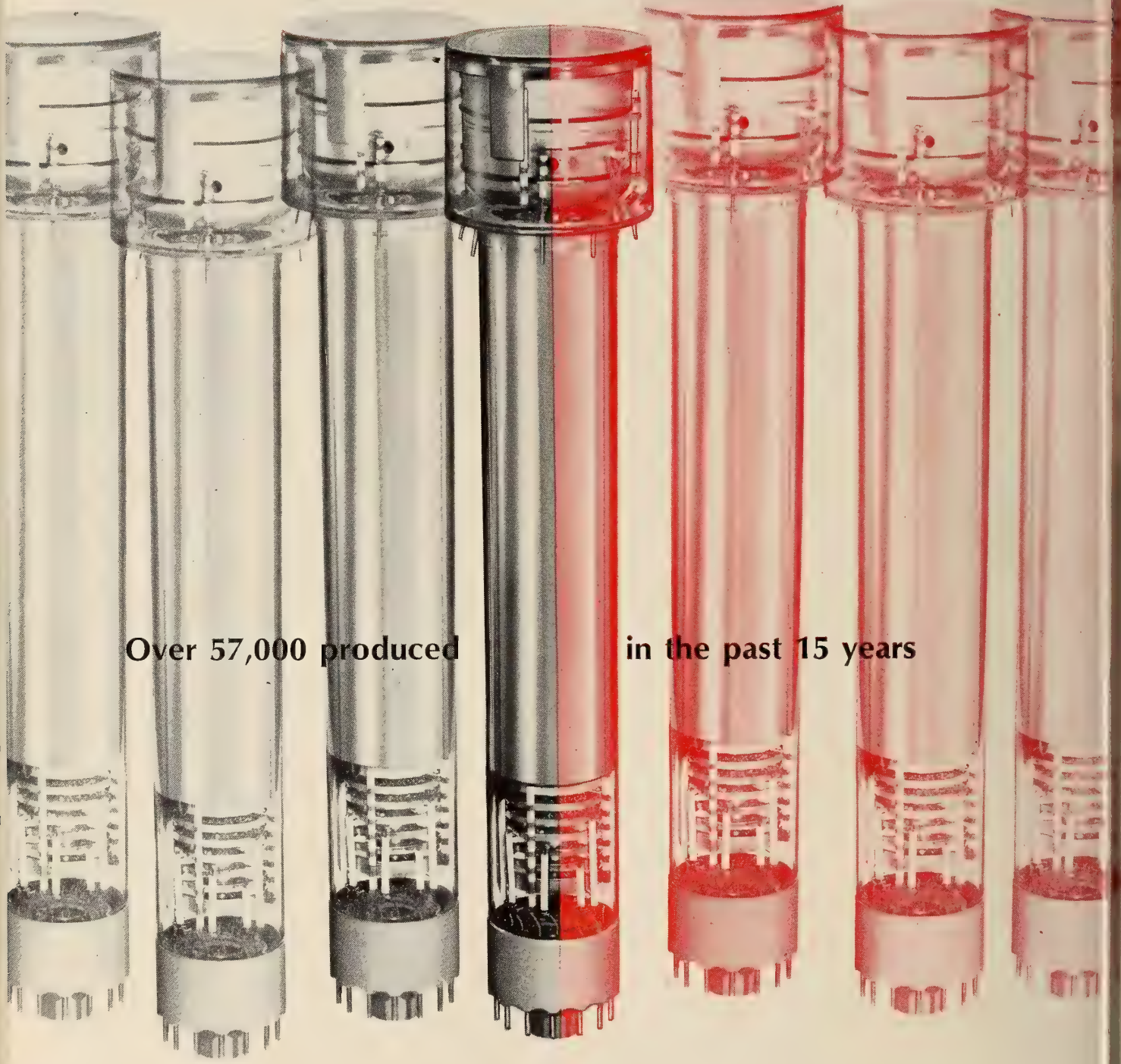
*ARB Television Audience Report, April, 1962

KSTP-5

MINNEAPOLIS, ST. PAUL • 100,000 WATTS–NBC

Represented by Edward Petry & Co., Inc. The Original Station Representative

RCA Image Orthicons



For 15 years, broadcast stations have chosen RCA Image Orthicons such as the RCA-5820A for TV pictures of outstanding quality. The reason is apparent. Electronic leadership enables RCA to build into its Image Orthicons an experience and technology unmatched in the industry.

Wide acceptance proves it. The RCA-5820A, for instance, has won favor as today's most popular Image Orthicon. It offers unequalled versatility when performing in general purpose black and white television—studio and outdoor.

In addition, RCA now makes available two new types for your immediate replacement needs: the RCA-8093A, featuring close-spaced target-to-mesh and anti-ghost design for black and white television, and the RCA-7513/V1, in sets of three with matched characteristics for peak color performance.

Your RCA Industrial Distributor of broadcast tubes is always ready to provide inventory support to meet your RCA Image Orthicon replacement needs. RCA ELECTRON TUBE DIVISION, HARRISON, N.J.

RCA®

The Most Trusted Name in Television

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 25, 1962

New products, like maids in beauty contest, seek fortune with tv's magic 27

Big soup mix firms now choosing weapons; the choice, of course, is tv 28

More television broadcasters plan to enter the catv field 66

Piggyback rulings: NAB's new service will classify announcements 40

COMPLETE INDEX PAGE 7

WFAA

DALLAS • FORT WORTH

Congratulations to one of the nation's leading stations for 40 years of outstanding service to the public

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

things are looking-up

IN THE JOHNSTOWN-ALTOONA MARKET

HIGHWAY CONSTRUCTION





WJAC-TV is first where it counts!...

OVER 14½ MILLION DOLLARS IN HIGHWAY AND BRIDGE CONSTRUCTION AND MODERNIZATION slated for 1962 in the Johnstown-Altoona Market alone! And this is part of a pattern of industry growth, more jobs, increased business potential in this area where WJAC-TV is the dominant advertising force--the station more people watch most!

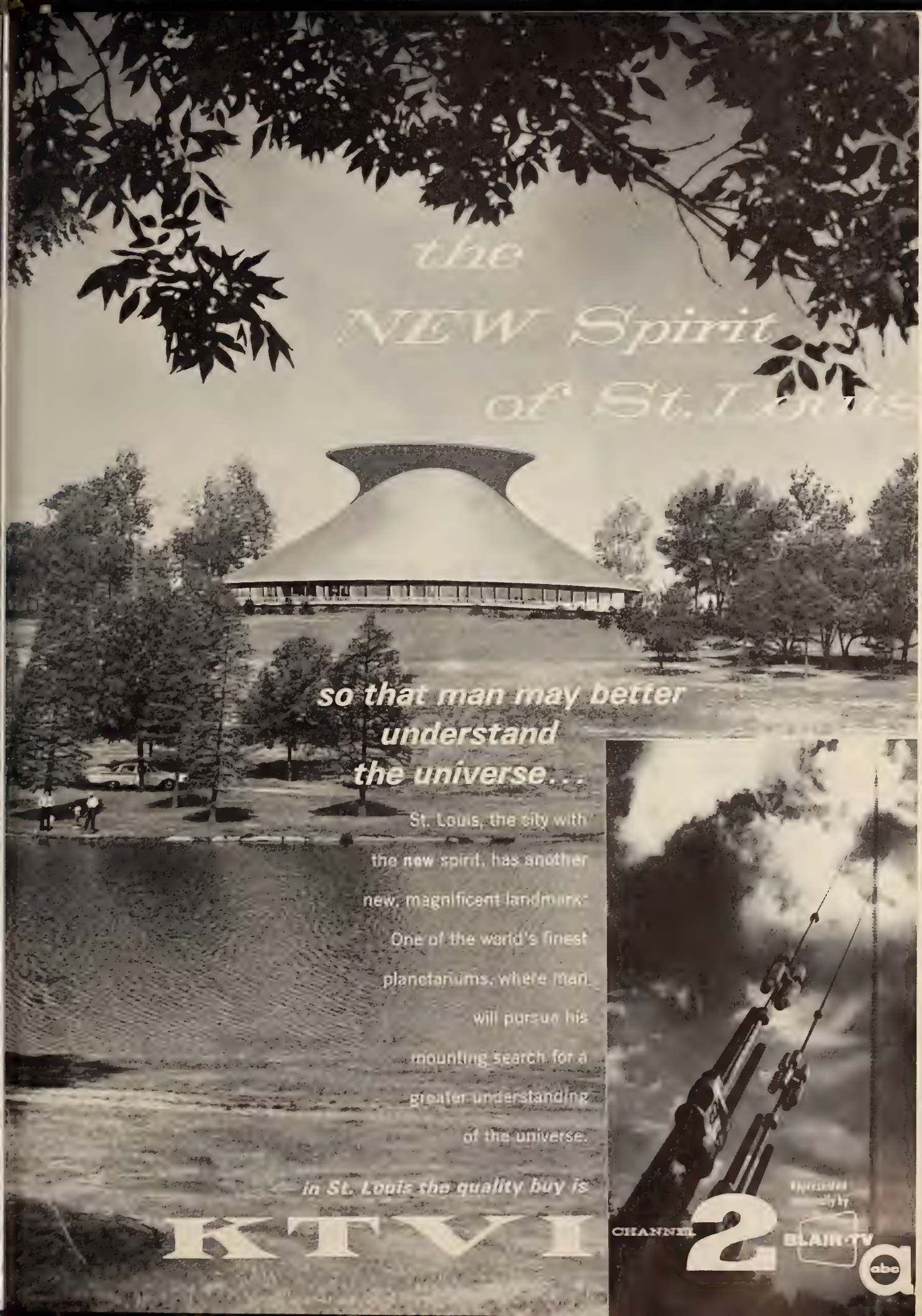
Get all the facts and figures before you set your schedule. There's overwhelming evidence WJAC-TV is first where it counts --in top shows, top audience, total coverage.

SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN · CHANNEL 6

Get all the details from . . .
HARRINGTON, RIGHTER and PARSONS, INC.

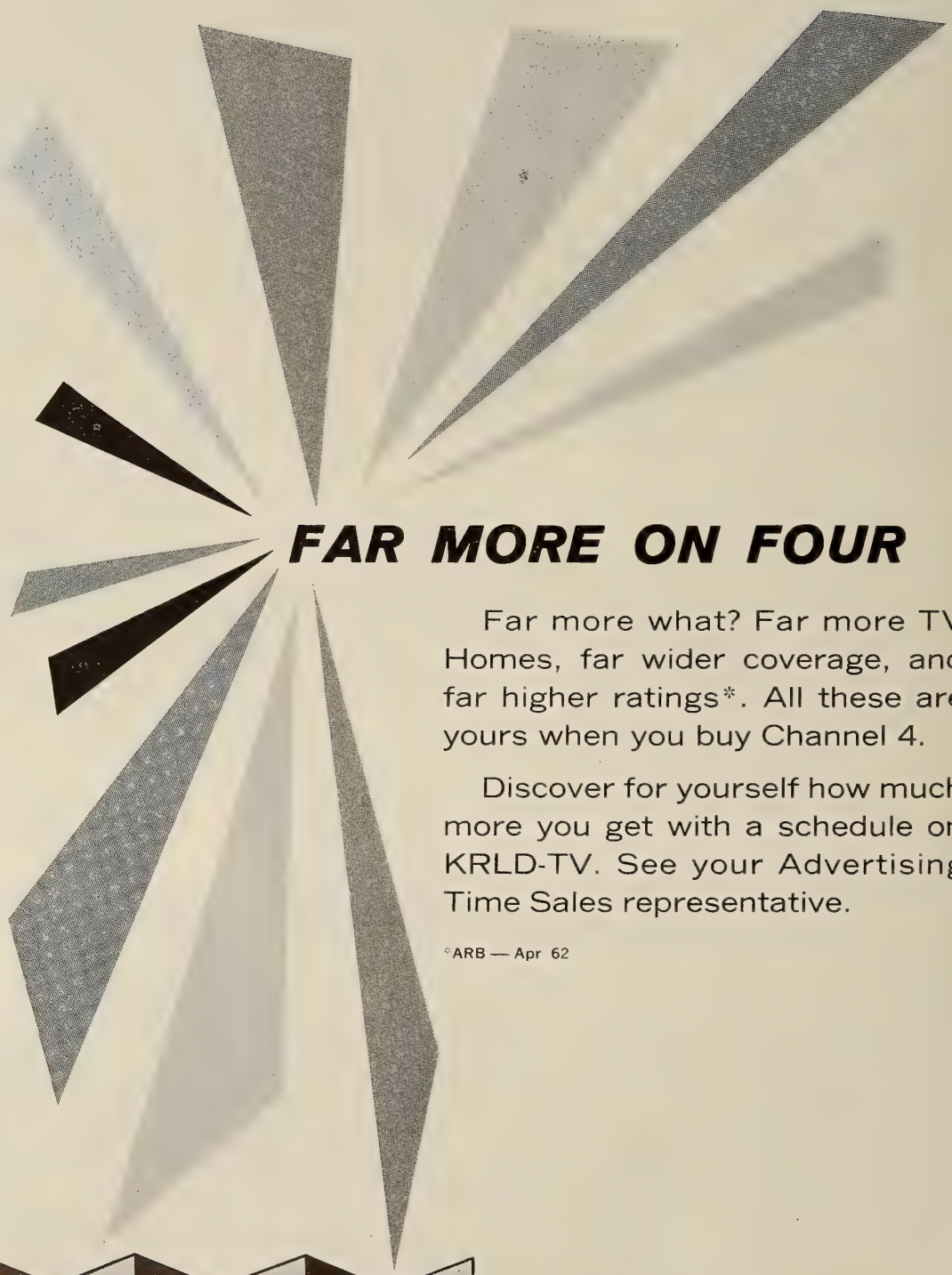


so that man may better understand the universe...

St. Louis, the city with the new spirit, has another new, magnificent landmark: One of the world's finest planetariums, where man will pursue his mounting search for a greater understanding of the universe.

in St. Louis the quality buy is

KTVI



FAR MORE ON FOUR

Far more what? Far more TV Homes, far wider coverage, and far higher ratings*. All these are yours when you buy Channel 4.

Discover for yourself how much more you get with a schedule on KRLD-TV. See your Advertising Time Sales representative.

*ARB — Apr 62

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT®

Four Star syndication

Four Star Television, major tv film production firm, will go into tv syndication as soon as it finds executive to head new operation. Company hopes to have syndication going, as division or subsidiary, within three months. Four Star has some 1,100 films that have had one network exposure, has retained syndication rights to all of them. *Dick Powell Show,* which was success in NBC-TV 1961-62 lineup, is among Four Star properties.

Expansion plans of Four Star don't end with television syndication. Company has bought story for feature motion picture, is putting it into script, will begin shooting as soon as cast is hired. It's story of race horse modeled after celebrated Carryback.

$10 million catv sale

Largest sale of catv properties, with consideration over $10 million, now under negotiation. Buying syndicate will take over 20-odd systems, serving over 50,000 customers in eight states. Included in purchasing group are nationally known financial units with interests in broadcasting. In addition to Cox negotiations (see page 66) other multiple broadcast station owners are in various stages of investigation or negotiation looking toward entry into catv ownership.

Crossed up

This week will tell story on Commissioner John S. Cross of FCC. Will he be reappointed for new seven-year term beginning June 30, or will he continue serving by sufferance until his successor is qualified? Third alternative is to wind up his tenure effective July 1 and perhaps enter private enterprise as engineering communications consultant. Commissioner Cross himself declines comment.

White House has maintained silence on vacancy despite all-out support of Arkansas Democrat, not only by his congressional delegation but by many important people in communications. FCC Chairman Newton N. Minow reportedly has been lukewarm on reappointment. Mr. Cross, 57, has served since May 1958, having been appointed to succeed former Commissioner Richard A. Mack, who became embroiled in "ex-parte" scandals.

Fallout fiasco

Broadcasters are calling Defense Dept.'s fallout shelter program (BROADCASTING, May 28) "another fiasco." Corps of Engineers, surveying 200-odd radio stations, have offered only pittance of federal money to assist in construction and demand broadcasters sign contracts before June 30 when fiscal year runs out. Supposedly government was to allow up to $3,500 for each radio station, but broadcaster finds he's obligated for $1,500-$5,000 additional. This is because engineers' plans cover technical personnel only, make no provision for equipment. Only four stations have signed contracts.

Another monkey wrench in shelter program is seeming differences between FCC and DOD on who gets protection. Commission sent list of 221 radio stations to DOD's Civil Defense Dept., of which 49 were am stations in Brecom (Broadcast Emergency Communications) project and 172 fms in state emergency networks. DOD, however, told engineers to survey am stations solely, failed to note fm designations. This has been cleared up now after engineers made their inspections. Future of shelter program somewhat dim, anyway, since congressional committee cut $4 million item for this purpose from Defense budget.

Discrimination against catv?

Catv operators, boiling at AT&T policies on pole line rights (cable people string their wires on telephone polls and have been chivvied with restrictions), think they have strong ally coming to rescue—Dept. of Justice. Cable men are gathering evidence of discriminatory treatment at hands of Bell companies, plan to submit it to government lawyers. Hope is Justice Dept. may sue AT&T, charging violations of antitrust laws.

Sweeney successor

As search for successor to Kevin Sweeney as president of RAB goes on, there's feeling among some broadcasters that selection should be household-name type of public figure—whether from entertainment, government, sports or wherever—who would be automatic door-opener at highest buying levels. There's no indication of extent to which this view exists; nor does it appear to be shared by RAB's selection committee, which reportedly feels new top man should have had station experience giving familiarity with problems at all levels —and that there are number of these who are good "door-openers" too. Committee has narrowed nominees down to dozen, hopes to make selection by autumn to allow for break-in time before Mr. Sweeney's resignation becomes effective next Feb. 28.

Syracuse reps

Two new rep appointments which soon will be announced in Syracuse market: Syracuse Tv Inc., interim operator of ch. 9 in Syracuse, has named Peters, Griffin, Woodward, as its rep effective immediately (station goes on air Sept. 15, 1962). At same time, WOLF in that city has signed H-R Representatives Inc.

Minow's multiple musings

Is FCC Chairman Newton Minow serious about liberalizing multiple ownership limitations so that each network might own 10 radio and tv stations (five of which would be uhf)? He has posed question to callers, including network heads, in recent weeks. His notions run contrary to views of some, if not most, of his colleagues and to recommendation of Network Study Group which advocated reduction in tv multiple ownership holdings from five to three vhfs.

Child conference plans

Dept. of Health, Education and Welfare expected to announce this week plans for conference on television's effect on children. Department had hoped to announce details for conference (originally proposed by Senate Juvenile Delinquency Subcommittee) earlier. But representatives of HEW, NAB and industry, who cooperated on project, have had difficult time reaching agreement. Major sticking point was what research projects involving children and television should be proposed for consideration. Meeting last week reportedly cleared away difficulties, and statement is being prepared for presentation this week.

No new filings

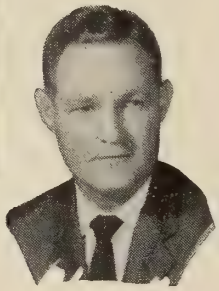
Stock market nosedive has cut new stock offerings at Securities & Exchange Commission to trickle. Volume of filings was at all-time high in January. There have been no broadcast-related filings in over two months. Speculation on Madison Avenue that advertising agencies would follow lead of Papert, Koenig, Lois in going public has failed to prove out; agencies have unquestionably been deterred by "uncertain" market.

Published every Monday, 53rd issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

IMPACT
IMAGE
IMPETUS



Joe Eckstein and the
Scouting Exposition



"The Buffalo Bill Council wishes to express its appreciation to the executive and program staff of WOC for their wonderful support of the Scouting Program in this area.

The sincere interest of WOC has contributed much to the goal of 'more boys in Scouting, and more scouting in boys'."

Joe Eckstein
Scout Executive
Buffalo Bill Council

WOC is more than a member of the community . . . it's a member of the family. With responsible local programming, WOC-TV has created a loyal audience that responds with enthusiasm.

Such attention carries a tremendous **impact** on the 2 billion dollar market covered by the WOC-TV signal. The average household spends $4,246 on retail sales and part of that expenditure has come about because they heard and saw it on WOC-TV.

The image and impact created by WOC-TV is given **impetus** by an effective sales co-ordinating staff that establishes constant liaison between the advertiser and his retail outlet.

For full information about WOC-TV, see your PGW Colonel . . . today!

WOC NBC TV 6

Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

DAVENPORT, IOWA

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

WEEK IN BRIEF

Big accounts from little accounts grow, and that's what is happening as new products try out tv in a small way. Many develop into major users of medium, roundup of test campaigns shows. See lead story . . .

NEW PRODUCTS TRY TV . . . 27

Nothing like a good bowl of soup to start off a meal, or to start a sales battle. Three major soup makers are competing for public's patronage by extensive use of television, their major medium. See . . .

SOUP MIXES USING TV . . . 28

Signs of broadcaster interest in community antenna systems as an investment appeared last week at the national convention of catv operators. Question: Do broadcasters plan a mass invasion of catv? See . . .

FCC GETS CATV WARNING . . . 66

Meanwhile NAB is deeply worried about the spread of catv, particularly where local stations suffer. Dan W. Shields, NAB tv specialist, tells Georgia telecasters association will protect stations. See . . .

GROWING CATV PROBLEM . . . 70

The impersonal traits of modern computers may prove a boon to radio, according to John Crichton of AAAA. In Colorado speech he lists what agencies want and offers some ideas to station operators. See . . .

RADIO PUT ON COUCH . . . 34

Back to cash. That seems to be answer to CBS Radio's system of paying radio affiliates in programs instead of money. New compensation plan is likely to be offered stations before end of year. See . . .

CBS RADIO PAY SHIFT . . . 74

The booming 60s should be good years for radio and tv, Virginia broadcasters were told by two industry executives. Tv, especially, will outstrip rest of economy, according to M. L. Nierman, Petry executive. See . . .

TV TO OUTSTRIP ECONOMY . . . 72

The first direct tv transmissions between Europe and the U. S. via the Telstar satellite, scheduled during July, will be based on live news. The three tv networks have agreed on a program format. See . . .

TV ACROSS THE ATLANTIC . . . 80

The FCC was sternly lectured last week by the House Commerce Committee for its lack of a solution to the problem centered around the desire of daytime stations to operate before sunrise. See . . .

HOUSE HOMILY FOR FCC . . . 48

Television is a prime medium for the toy industry. Already spending in the millions, manufacturers are exceeding last year's tv budgets. Makers and distributors expect to improve the quality of commercials. See . . .

STILL MORE TV FOR TOYS . . . 46

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $12.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.

"I'm Dickens...He's Fenster."

"Actually, I'm Fenster, he's Dickens.
But the show is 'I'm Dickens...He's Fenster.'
Actually, I'm Marty Ingels. I forget his name."
(Actually, he's John Astin.)



Actually, "I'm Dickens...He's Fenster," ABC-TV's new comedy series, has to be one of the biggest crowd-pleasers in many a time period. These two guys, fulltime carpenters and sometime friends, are the happy inspiration of producer Leonard Stern. His comic talents include writer-director credits on Sergeant Bilko and The Steve Allen Show. Dickens & Fenster are believably funny people involved from week to week in believably funny situations. Whence springs the best of all comedy. Their funny business starts Friday, Sept. 28 at 9 PM. After which some deadly serious sponsors will, as they say, start laughing all the way to the bank.

ABC Television

Cancer Society aims at tv-tobacco sports

American Cancer Society's board of directors has approved resolution to write college presidents and to contact Federal Trade Commission to raise question of propriety of sponsorship of college athletic events by tobacco companies.

Board approved move Friday at Chicago meeting. ACS has been on record past two years as linking cigarette smoking and lung cancer. Board ordered its staff to ask FTC whether that agency has jurisdiction in matter of tobacco company sponsorship of athletics on tv and if FTC approves of such promotion.

Dr. Howard C. Taylor Jr., chairman of ACS committee on tobacco and cancer, said survey of college presidents is only exploratory and shouldn't be overrated. He said it's premature now to suggest that ACS seeks to get college presidents or FTC to help try to stop smoking among college students. ACS in acting on resolution reportedly took note of what it felt to be apparent intensified promotion campaign to increase cigarette sales to college students.

Board also appointed Ralph Edwards, Hollywood producer and radio-tv personality, as national crusade chairman for its 1963 educational and fund campaign.

Uhf comments held to technical aspects

Some dozen reply comments were filed Friday on FCC's proposals to foster expansion of uhf.

Broadcasters took viewpoint that FCC pledge to Congress for moratorium on deintermixture makes that proposal moot. They concentrated on technical proposals, most favoring some relaxation of uhf standards, but opposing elimination of uhf table of assignments. Majority expressed belief that both uhf and vhf systems must be maintained and that no FCC partiality should be shown to uhf.

Virginians elect Shea as president for 1962

Hamilton Shea, WSVA-AM-TV Harrisonburg, was elected president of Virginia Assn. of Broadcasters Friday at Virginia Beach meeting (early stories page 72). He succeeds N. Wilbur Kidd, WAYB Waynesboro. Horace S. Fitzpatrick, WSLS-AM-TV Roanoke, was elected vice president.

Robert M. Lambe, WTAR-TV Norfolk, was designated acting secretary-treasurer. Robert C. Wolfenden, WMEV Marion, died a few hours after he was elected secretary-treasurer. He was stricken during the morning meeting (see story, this page).

Elected to VAB board were Carl L. Lindberg, WPIK Alexandria; Robert H. Smith, WCYB-AM-TV Bristol; Thomas P. Chisman, WVEC (TV) Norfolk; W. R. Preston, WRVA-AM-TV Richmond, and Philip Whitmore, WINC Winchester. Mr. Kidd automatically becomes director.

Over-border bonanza

Breakthrough in efforts to get tv networks to recognize—for rate purposes—English-speaking foreign audiences of U. S. border-area affiliates apparently has been made by Capital Cities' WKBW-TV Buffalo. ABC-TV reportedly has decided to credit WKBW-TV with English-speaking Canadian homes it reaches and is granting rate increase from present $1,500 hourly base to $2,000. Networks traditionally have based rates on U. S. audiences only, citing numerous reasons, but presumably all three will now get new nudges from other affiliates whose signals reach substantial groups of English-speaking Canadians.

Canada Dry begins heavy radio-tv push

Canada Dry Corp., New York, in association with its 171 independent franchised bottlers, has opened heavy summer promotion campaign on tv and radio. Network and spot tv-radio schedules reach high speed this week.

Nationwide saturation drive includes participations in NBC-TV's *Laramie,* and *National Velvet;* CBS-TV's *Brighter Day, I Love Lucy* and *Captain Kangaroo,* and daytime schedules on both ABC Radio and CBS Radio. Spot buys in major regional and local tv-radio-shows also will promote full line of "Special Sparkle" beverages. It's estimated that New York radio-tv spots alone will obtain 48 million consumer impressions this summer. Agency: J. M. Mathes Inc., New York.

Hyman challenges McGannon remarks

Eliot Hyman, president of Seven Arts Assoc., has sharply challenged assertion last week in Hollywood by Donald H. McGannon, president of Westinghouse Broadcasting Co., that tv audience for feature films is declining.

At same time, Mr. Hyman announced that Seven Arts will soon put 200 post-'50 Warner Bros. and 20th Century-Fox features into distribution.

Mr. Hyman said last Friday (June 22) that Mr. McGannon claims he based his conclusion on survey made for WBC. Mr. Hyman suggested that WBC president release it generally, revealing who made it for WBC and what was nature of questions. Mr. Hyman indicated that unless Mr. McGannon presents all "facts," he is making "unfair use" of his right to express himself. Mr. Hyman said feature films have enjoyed "rating success" in all markets, and disagreed with Mr. McGannon that there is "over-saturation" of features on tv. He added that Seven Arts now has enough features to supply tv for 10 years.

Among 200 new features to be released by Seven Arts are "Sayonara," "Pajama Game," "The Man in the Grey Flannel Suit," "Love Me Tender," "Will Success Spoil Rock Hunter" and "Auntie Mame."

Pennsylvania Democrats name North as agency

North Adv., New York, appointed to direct media campaign for Pennsylvania State Democratic Committee on behalf of four candidates for office. Media will be supervised by Reggie Schuebel, vice president in charge of North's tv-radio department. Schuebel supervised timebuying activity for Democratic National Committee in Washington, D. C., during Kennedy campaign in fall of 1960. Intensive tv and radio will be used in drive by Democrats in state for governor, U. S. senator, secretary of internal affairs and lieutenant governor.

Pioneer Wolfenden dies

Robert C. Wolfenden, owner of WMEV Marion, Va., died Friday at Virginia Beach (Va.) Hospital after becoming ill during meeting of Virginia Assn. of Broadcasters (story this page). He had suffered from diabetes. Mr. Wolfenden was original engineer for WDBJ Roanoke, Va., when that station went on air in 1924.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. McFadden

Thomas B. McFadden, vp-national sales manager of NBC-TV, resigned June 21 to assume, effective in mid-July, newly-created post of vp-marketing at Trans World Airlines Inc. He will direct expanded marketing program, heading up activities including market research, sales advertising, and promotion among other things. L. P. Marechal, former vp-general sales manager at TWA, continues as vp but will report to Floyd D. Hall, TWA's senior vp-system general manager. Mr. McFadden is veteran of nearly 28 years with NBC. In 1950 he moved to Hollywood with KRCA (TV), then KNBH (TV), and reorganized and headed NBC Spot Sales starting in 1952 in New York. He was elected vp in December 1954, and two years later, vp of NBC-owned stations and spot sales. Mr. McFadden became NBC-TV vp-general sales executive in December 1958 and one year later was made vp-national sales manager.

Edward T. Parrack, executive vp of Ketchum, MacLeod & Grove, Pittsburgh, elected president, succeeding **George Ketchum,** who was elected chairman of board and continues as chief executive officer. Mr. Ketchum has been president of agency since it was formed 39 years ago. Mr. Parrack joined agency in 1936, became assistant to Mr. Ketchum in 1940, and was elected vp in 1950 and executive vp in May 1955. He was special assistant to Secretary of State Edward Stettinius Jr. at 1946 San Francisco Conference at which United Nations was formed.


Mr. Schneider

Alfred R. Schneider, vp in charge of administration of ABC-TV, New York, named assistant to executive vp of American Broadcast - Paramount Theatres and its ABC Div. (Simon B. Siegal is executive vp of AB-PT and ABC.) Mr. Schneider first joined ABC in 1952 as member of legal department. In 1955 he went to CBS-TV as assistant director of business affairs and was promoted to executive assistant to CBS-TV president in 1958. Mr. Schneider rejoined ABC-TV in January 1960. For other personnel changes at AB-PT, see Fates & Fortunes, page 84.

For other personnel changes of the week see FATES & FORTUNES

Ampex in black ink for 1962 fiscal year

Ampex Corp. has reported net earnings of $3,203,000 for fiscal year ending April 30 compared to net loss of $3.9 million in preceding fiscal year. Earnings for fiscal 1962 are equal to 41 cents a share. Sales for year rose 20% to record $84.1 million from $70.1 million of previous year.

Congressional ethics concern Sen. Keating

Sen. Kenneth B. Keating (R-N.Y.) is reviving his effort to bring dealings of Senate and House members with FCC and other agencies under stricter control.

He plans legislation to:

1. Require that all communications bearing on pending matters that agencies or their personnel receive from members of Congress be made part of public record.

2. Establish Joint Congressional Committee on Ethics to study conflict-of-interest problems confronting members. Proposal contains "interim code of ethics," which would, among other things, require members to make public declaration of interest of $10,000 or more in broadcasting or other activity subject to jurisdiction of any regulatory agency.

Sen. Keating said he would offer these and other proposals as amendments to conflict-of-interest bill (HR 8140), which has passed House and is now pending in Senate Judiciary Committee.

Richest union

Nation's richest labor union in assets held as of 1959 is Chicago Local 10 of American Federation of Musicians, according to report issued by U. S. Labor Dept. AFM local listed $4.2 million in assets, but was well down list in total annual revenue.

Lestoil plans move to new ad agency

Lestoil, which at one time was No. 1 spot tv advertiser, is expected to appoint new advertising agency in New York. Lestoil products last year billed some $4.6 million in spot tv and earlier this year spent nearly $2 million in network. Total account bills reported $5 million and will leave Sackel-Jackson, Boston agency, by end of this year.

Minority owners buy Posner out at WXIX-TV

Sale of his 51% interest in WXIX-TV Milwaukee to minority stockholders was announced by Gene Posner, president of ch. 18 station.

Minority owners are Harold and Bernard J. Sampson and Herbert Wilk, and transaction after FCC approval will give trio 100% ownership. Price was not disclosed but it's understood transaction involves stock transfers and other intangibles.

NBC, British firm sign tv newsfilm agreement

Agreement establishing cooperation in worldwide syndication of tv newsfilm was announced Friday (June 22) by NBC and British Commonwealth International Newsfilm Agency. Under agreement NBC will supply British organization with its North and South American coverage and BCINA will provide NBC with its coverage of Europe and remainder of world.

Waterbury pay tv ban

Catv franchise granted by Waterbury, Conn., city council prohibits use of cable system for pay tv.

Group acceding to proviso is Waterbury Community Antenna Inc., including among principals Rep. John S. Monagan (D-Conn.).

Other catv news: El Cajon, Calif., system partially constructed has been sold to Trans-Video Corp., Tucson, Ariz. Trans-Video is headed by Lee Druckman, formerly western regional manager of Jerrold Electronics Corp.

Goodson-Todman in London

Goodson-Todman Productions, New York and Hollywood, will open office soon in London. Mark Goodson and Bill Todman leave for London on Wednesday (June 27) to handle arrangements. They also will negotiate for British version of *Password,* firm's new game show on CBS-TV. Six other G-T shows are currently on British tv.

decision

The first year in a new business is the year to watch.

It's the Year of Decision.

We're proud to mark our First Anniversary; it's been a successful year!

We're on our way...

ADVERTISING TIME SALES, INC.

WECT
Proudly Appoints

ATS

as

Exclusive
NATIONAL REPRESENTATIVES

*on July 1, 1962**



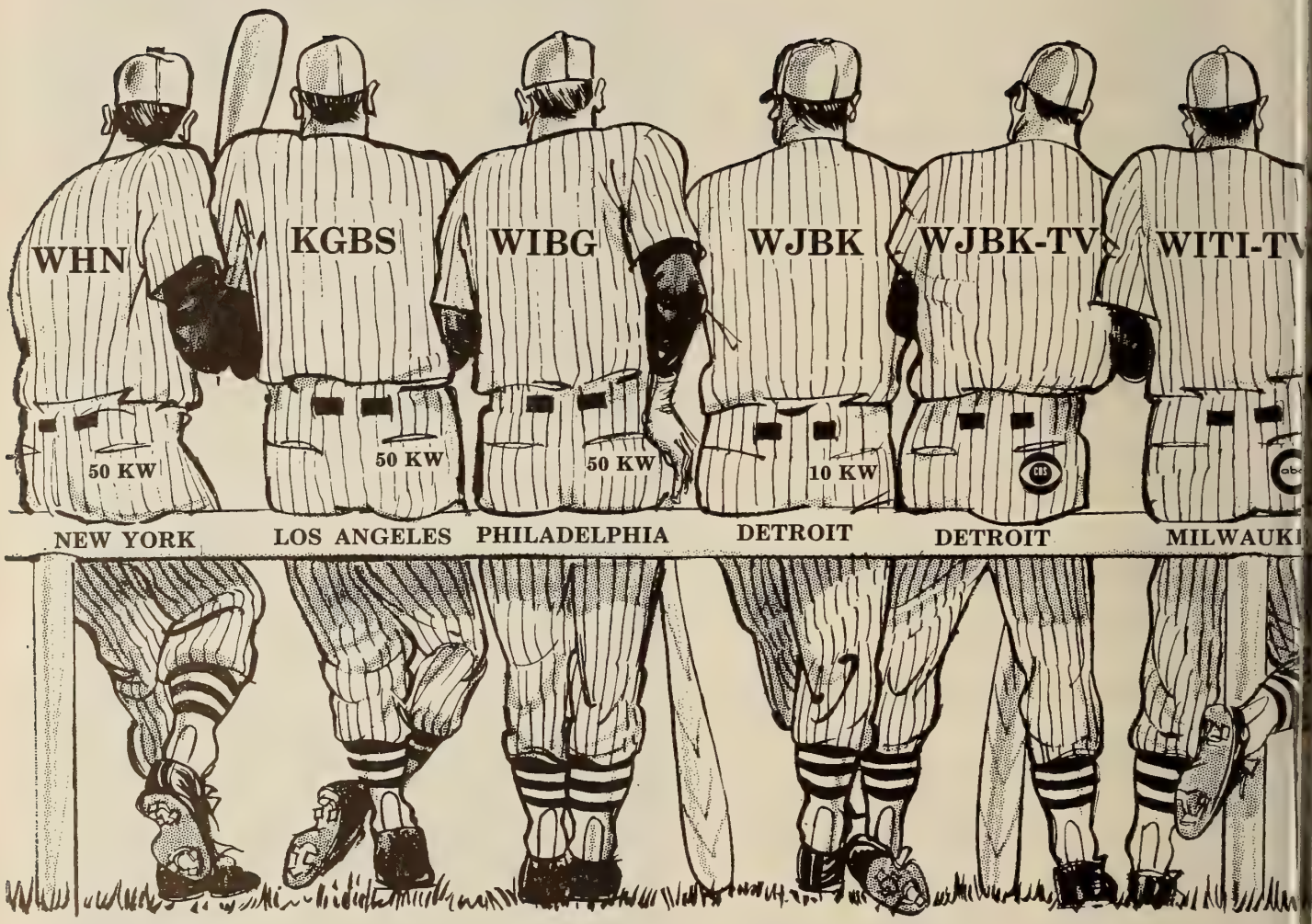
WECT CHANNEL 6
WILMINGTON N. C.

Serving the Eastern Carolinas with the best in TV from...

NBC • ABC • CBS

*On September 13 in Dallas and Atlanta

BIG



Each a slugger in its market!... Different
more sales for your advertising dollars

NEW YORK	LOS ANGELES	PHILADELPHIA	DETROIT	DETROIT	MILWAUKEE	CLEVELA
WHN	KGBS	WIBG	WJBK	WJBK-TV	WITI-TV	WJW

HITTERS!



. . Individual! . . . The one objective . . .

important Stations in Important Markets

CLEVELAND	ATLANTA	MIAMI	TOLEDO	TOLEDO	
WJW-TV	WAGA-TV	WGBS	WSPD	WSPD-TV	STORER BROADCASTING COMPANY



WPTF personality Bob Farrington makes home (and car) radio listening an afternoon joy in this vital segment of the Southeastern market.



Measure of a Great Radio Station

WPTF

Raleigh-Durham NBC
50,000 Watts - 680 KC

Dick Mason, General Manager
Gus Youngsteadt, Sales Manager

HENRY I. CHRISTAL CO. National Rep.

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

JUNE

June 23-27—**American Academy of Advertising**, fourth national convention. Denver-Hilton Hotel, Denver.

June 23-28 — **Advertising Federation of America, 58th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Roundup." Denver-Hilton Hotel, Denver. Speakers include Mrs. Esthe Peterson, assistant secretary & director of Women's Bureau, U. S. Dept. of Labor; Max Banzhaf, director of advertising, Armstrong Cork Co.; Whit Hobbs, vp, BBDO; John Crichton, president, AAAA; David F. Bascom, board chairman, Guild, Bascom & Bonfigli; Thomas B. Adams, president, Campbell-Ewald; Don Tennant, vp for tv, Leo Burnett Co.; William Tyler, New York advertising consultant, and Russell Z. Eller, advertising director, Sunkist Growers, Los Angeles.**

June 24-28—**National Assn. of Music Merchants**, New York Trade Show Bldg., 35th & Eighth Ave., New York. Thirty manufacturers will unveil their new fm stereo lines. FCC Commissioner Robert T. Bartley will be keynote speaker at a symposium, "What's Ahead for Radio."

June 25-29—Workshop on television writing, sponsored by **Christian Theological Seminary.** Featured guest will be tv writer John Bloch. Christian Theological Seminary, Indianapolis.

June 25-Aug. 18—**Stanford U. 20th annual radio-tv-film institute. Stanford U., Stanford, Calif.**

June 26—**TvB sales clinic.** Writers' Manor, Denver.

June 26-29—**NAB Joint Boards of Directors** Statler Hilton, Washington. New members to be briefed June 26; Tv Board June 27; Radio Board June 28; Joint Boards June 29.

June 27-July 2 — **National Advertising Agency Network national meeting. Dorado Beach Hotel, San Juan, P. R.**

June 28—**Southern Calif. Council of AAAA** banquet. John H. Crichton, new AAAA president to talk on national policies for ad industry. Beverly-Hilton Hotel, Los Angeles.

June 28—**TvB sales clinic.** Sheraton-Fontenelle, Omaha.

June 29-30—**Texas AP Broadcasters Assn., 15th annual meeting. Hotel Texas, Fort Worth.**

JULY

•July 8-11—International convention of **Lutheran Laymen's League**, which sponsors "Lutheran Hour" on stations in 120 countries. Memorial Coliseum, Portland, Ore.

•July 10—Hearing on equal-time provisions of Communications Act (Sec. 315). Senate communications subcommittee. Washington, D. C.

July 15-27 — **Advertising Federation of America, Harvard Management seminar for advertising and marketing executives. Harvard U., Cambridge, Mass.**

July 16—Deadline for comments on **FCC's** proposed revision of its rules to permit the use of remote stations in time of emergency or war for origination of official broadcasts.

July 20—Deadline for comments on **FCC** proposal to permit automatic maintenance of operating logs by broadcast stations.

July 19-21—**Idaho Broadcasters Assn.**, annual meeting. Bannock Hotel and Motor Inn, Pocatello.

July 23—Deadline for reply comments on FCC proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets (deadline postponed from June 22).

July 25-29—**First International Sound Fair, Cobo Hall, Detroit. Trade exposition and simultaneous business congress for dealers, distributors of records, phonographs and components, and radio programmers.**

July 31 — **Radio & Television Executives Society's** fourth annual Fun Day. Wykagil Country Club, New Rochelle, N. Y.

July 30-Aug. 4—**Cornell U.'s** fourth annual Public Relations Institute. Speakers will include Dr. Karl A. Menninger, chairman of the Board of Trustees and chief of staff of the Menninger Foundation, Topeka, Kan.; Clarence Randall, retired president and board chairman of Inland Steel Co. and former special assistant to President Eisenhower, and Edward Bursk, editor of *Harvard Business Review*. Ithaca, N. Y.

AUGUST

Aug. 1—Reply comments due on **FCC** proposal to permit automatic maintenance of operating logs by broadcast stations.

Aug. 5-7—Joint meeting of **Georgia Assn. of Broadcasters** and **South Carolina Broadcasters Assn.** NAB President LeRoy Collins will speak. Holiday Inn, Jekyll Island, Ga.

Aug. 17-18—**Oklahoma Broadcasters Assn.**, summer meeting. Skirvin Hotel, Oklahoma City.

Aug. 20-21—**Television Affiliates Corp.** Program directors meeting on public affairs shows. Lake Tower Motel, Chicago.

Aug. 21-24—**Western Electronics Show and Convention, Los Angeles Memorial Sports Arena.**

Aug. 24-25—**Arkansas Broadcasters Assn.**, meeting. Sam Peck Hotel, Little Rock.

Aug. 31-Sept. 9—**1962 World's Fair of Music & Sound. An international exposition devoted to every area of the music and sound industries. McCormick Place, Chicago.**

SEPTEMBER

Sept. 11-13—**Electronic Industries Assn.**, committee, section division and board meeting. Biltmore Hotel, New York.

NAB Fall Conferences

Oct. 15-16—Dinkler-Plaza, Atlanta
Oct. 18-19—Biltmore, New York
Oct. 22-23—Edgewater Beach, Chicago
Oct. 25-26—Statler-Hilton, Washington
Nov. 8-9—Sheraton Dallas, Dallas
Nov. 12-13—Muehlebach, Kansas City
Nov. 15-16—Brown Palace, Denver
Nov. 19-20—Sheraton-Portland, Ore.

RAB management conferences

Sept. 10-11—Hayett House, San Francisco
Sept. 13-14—O'Hare Inn, Des Plaines, Ill.
Sept. 17-18—The Lodge, Williamsburg, Va.
Sept. 20-21—Cherry Hill Inn, Haddonfield, N. J.
Sept. 24-25—Hilton Inn, Atlanta, Ga.
Sept. 27-28—Dearborn Inn, Dearborn, Mich.
Oct. 1-2—Glenwood Manor, Overland Park, Kan.
Oct. 4-5—Western Hills Hotel, Fort Worth, Tex.

The Bell System helps thousands of small businesses to get started, to grow, to employ more people

Western Electric buyer (left) discusses order with president of one of the many small businesses which supply the Bell System with a wide range of tools, parts and machinery.



The Bell System's manufacturing and supply unit, the Western Electric Company, bought raw materials, supplies, equipment, etc., from nearly 40,000 other firms last year.

Nine out of ten were small businesses. They did a fine job for us and we appreciate it greatly. At the same time, our purchases of $1,200,000,000 meant a great deal to them and their millions of employees.

A large part of the money we received from our customers, while it made our own figures look bigger, went right out to help thousands of small businesses.

Our interests and theirs are intertwined. They, too, because of jobs and wages and business, have a vital stake in anything that concerns the Bell System.

BELL TELEPHONE SYSTEM

Owned by more than two million Americans

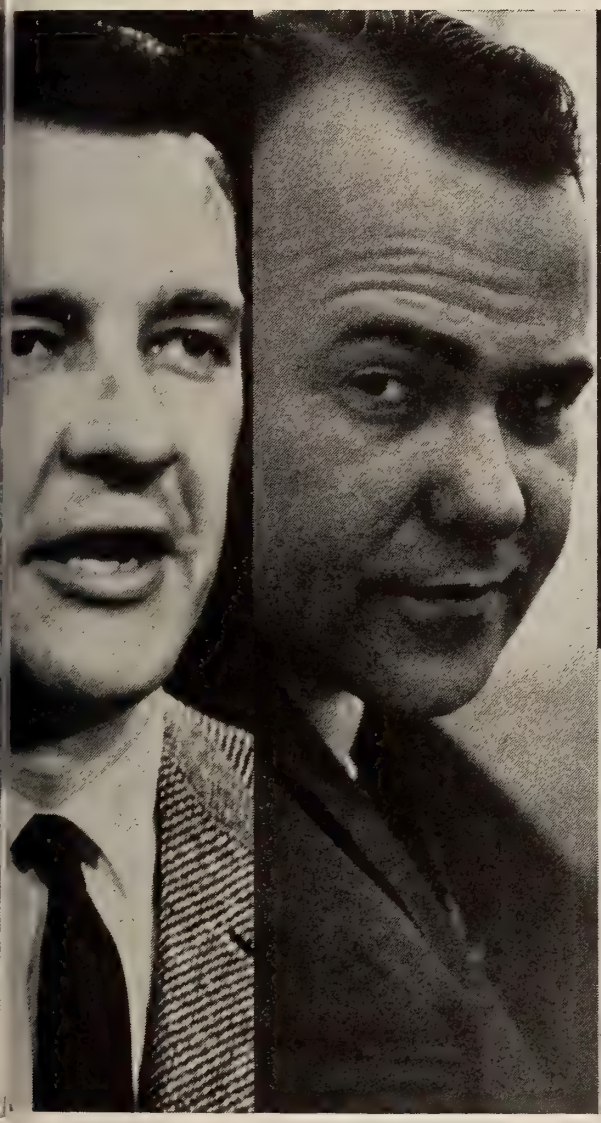
A DRAMA OF EASTER / A STUDY OF THE PROBLEM CHILD / NEWS EACH WEEKDAY AFTERNOON AT 12:



THIS IS NBC

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

:25/AND AGAIN AT 4:55/ANDY WILLIAMS AND THE AFRICA OF ROBERT RUARK

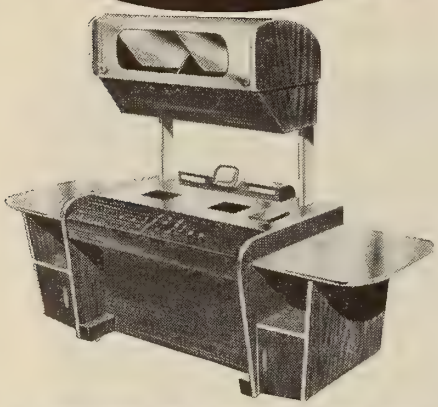






RGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD

New!
Fully-Automated
ANIMATION
PROJECTOR



The FUTURA
MARK IV
by
Cellomatic
Designed for TV Studio Use

Add animation to your locally produced programs and commercials with this exciting new projector!

Soon every tv station will own one...so why not be the first in your market!

LATEST SALES INCLUDE:
WSM-TV Nashville
WVEC-TV Norfolk
South Carolina
Educational TV Center

GET THE FACTS TODAY!

Cellomatic
PROJECTION EQUIPMENT
A Division of Screen Gems, Inc.
711 Fifth Ave. • N.Y. 22 • PL 7-7895

OPEN MIKE

A word from WAKE

EDITOR: . . . I would like to point out that you listed and gave credit for coverage of the (Paris air crash) disaster to almost every radio and television outlet in Atlanta, with the exception of WAKE [THE MEDIA, June 11].

As always, WAKE news was on the scene from the earliest reports to the final wrap-up upon the return of Mayor Ivan Allen from Paris. WAKE broadcast immediately the names and community ties of all the victims. A constant vigil was kept by WAKE newsmen at the Atlanta offices of Air France, Mayor Allen's office, the Atlanta Art Association, and Gov. Vandiver's office.

During the time that Mayor Allen was on the scene in Paris immediately after the crash, WAKE news received and broadcast direct beeper reports from him. . . .

I have checked with our news director and find that no one in the department had been contacted by BROADCASTING regarding coverage of the disaster.

We maintain (and many other outlets in our area do not) a full-time news staff, ready to service the public at any moment. I would just like to let our friends in the industry know that WAKE was on the scene and devoted its full broadcasting facilities to coverage of the air crash.—*Buddy Moore, program director, WAKE Atlanta.*

[A wired inquiry from BROADCASTING to WAKE asking about that station's activities during the period after the tragedy was mistakenly addressed to a management executive now no longer at the station under its present ownership. For that reason the present WAKE management did not accept the wire and this magazine was not advised of the refusal in time to send a new wire before publication time. BROADCASTING is happy to have Mr. Moore describe WAKE's coverage.]

Stark rebuts

EDITOR: You reported testimony by Paul R. Milton [THE MEDIA, June 11] that in 1952 he had publicly accused a number of writers, including Sheldon Stark of the *Treasury Men in Action* series of having pro-communist leanings. . . .

For your information, Mr. Milton erred in connecting me with the program, *Treasury Men in Action.* I was never a writer for that program.

He also was proved wrong in his allegation. In 1955, three years after he alleged I was 'pro-communist,' he appeared against me in a Government Loyalty Board hearing given me. The board cleared me with this conclusion: "It has been determined that, on all the evidence, there is no reasonable doubt as to the loyalty of this person (Sheldon Stark) to the Government of the United States." . . .—*Sheldon Stark, Pacific Palisades, Calif.*

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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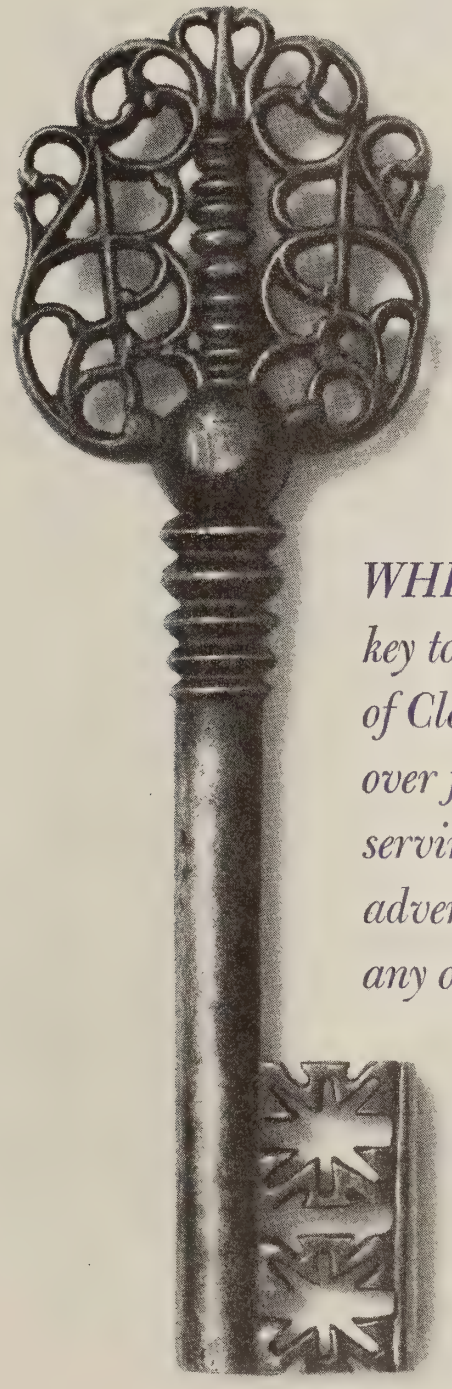
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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

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WHK Radio, your key to the city of Cleveland for over forty years, serving more local advertisers than any other station.

A METROPOLITAN BROADCASTING STATION, V.P. & GENERAL MANAGER, JACK THAYER, NATIONAL REP: METRO BROADCAST SALES.



IS YOUR STATION ON THE RIGHT FILM TRACK?

do your feature films signal the departure or the arrival of viewers?



Roll the exciting 30/61 and 30/62 MGM Post '48 features on your schedule and watch the viewers get on board. Wherever and whenever these fine films from the Fifties are scheduled, the results are first rate. *For example:*

Late Night...

WTEN—Albany, N.Y.: Saturday "Late Show" tops in time period with 43 Share (March ARB) and these MGM Post '48's: *"The Bad and the Beautiful," "The People Against O'Hara," "The Last Time I Saw Paris," "Don't Go Near the Water."*

WFAA—Dallas, Texas: Saturday "Late 8 Theatre" makes a clean sweep with a 35 Share (March ARB) and these MGM Post '48's: *"Lone Star," "The Red Danube," "The Bad and the Beautiful," "Carbine Williams."*

KOMO—Seattle, Wash.: Saturday's "Major Studio Preview" draws the largest time period audience with 36 Share (March ARB) and these MGM Post '48's: *"Neptune's Daughter," "Lady Without A Passport," "In the Good Old Summertime," "That Midnight Kiss."*

Prime Time...

WOR-TV—New York, N.Y.: The number two program, 9-11 PM Sunday was "The Big Preview" on March 25 with a 23 Share (Arbitron) and the 30/62 MGM feature starring Elizabeth Taylor, *"The Last Time I Saw Paris."*

WJXT—Jacksonville, Fla.: "Thursday Night at the Movies" is a feature film premiere every Thursday at 8 PM. Station began MGM Post '48's in May. *"Mogambo"* jumped the share of audience to 48, an increase of 71% over non-MGM features played during March (ARB).

Weekend Daytime...

KVOO—Tulsa, Okla.: "Movie 2" opened up new audience and advertising potential at 1:30 PM, Sunday afternoons. In March ARB the average rating of 11.0 and share of 44 was more than 55% higher than the station's non-feature programming the year before. MGM 30/61 pictures played during report period were: *"Mr. Imperium," "That Forsyte Woman," "Neptune's Daughter," "The Secret Garden."*

Don't be left wanting at the station for the arrival of bigger audiences and more ad dollars. Book the Post '48 MGM 30/61 and 30/62 feature films. They guarantee first class programming wherever scheduled.

MGM



TELEVISION

New York; 1540 Broadway, JU 2-2000
Chicago; Prudential Plaza, 467-5756
Culver City; MGM Studios, UP 0-3311

MONDAY MEMO

from TED OKON, production supervisor, Benton & Bowles, New York

Time: the secret ingredient of all good television commercials

In a current best seller on the life of Michelangelo, we find that at no time in his career did he complete any of his famous art works overnight. This rare genius took painstaking time with all that he did. As a result, the world admires his sculpture, architecture and paintings.

In television commercial production we often take too little time to do it right. Sufficient time and thought are not given to the production of a commercial that may have taken a year or more to conceive and develop. As a consequence, rather than putting an outstanding commercial in that valuable time slot, you find yourself trying to do the job with a mediocre spot.

There's a fallacy among so many that once a commercial reaches the storyboard stage you are off and running. In a sense this is true but unfortunately what happens too often is not running but stumbling. In as little time as possible bids must be secured, shooting accomplished, takes selected for "instantaneous-overnight" work prints. As soon as possible after that it's out to the client with an answer print.

When a commercial reaches the storyboard stage, time becomes the secret ingredient in making an excellent spot. Time now means money and quality. This time can be broken down into three stages: the time an agency producer spends with the writer and the art director, the time spent in the selection of a production house and the time spent on pre-production. You might classify these stages as the three basic commandments in the production of all television commercials. Break any one of them or cut short the time spent on any and you will find yourself flirting with unnecessary trouble on shooting days.

The agency producer must be given sufficient time to study a board on his own as well as with the writer who conceived it. The author of a commercial may have had a view entirely different from the producer's interpretation of a storyboard. The writer loves his words but has he too many of them? The art director wants a 30-foot set, but what does it mean when you're only shooting close up? There should be complete agreement between agency producer, writer and art director before a storyboard is submitted to a producer for a bid.

This takes time—the secret ingredient.

The Production House ▪ Care and time in selecting the film house can pay off in the quality of your end product. The depth of service a house can provide is important, but so is the competence and reputation of the key creative people who will be filming your commercial: the director and the cameraman. You choose your director and cameraman because they have the experience in directing and filming products and formats similar to yours. Your commercials, however, are new to them and you should devote time with them in discussing the goals and objectives of your spots.

Upon submission of a board, the film producer should be let in on all of the hidden pitfalls that can come up in a shooting. Be prepared to answer his questions honestly. If you are explicit with him, you save money and time by avoiding overtime and additional shooting. Take as much guesswork as you can out of the spot at this stage.

Now that you've bought yourself a film producer, what do you do with him? You have entered the most important phase of your production and that is *pre-production*. Plunge your producer into this phase up to his neck. If your pre-production is hasty and slipshod, your commercial is likely to show it. If your pre-production is painstaking and thorough, your shooting will go smoother and easier and your commercial will reflect it. The film producer is an expert in his field, but he needs your guidance.

The agency producer now becomes the catalyst and it is up to him to find and make the time for sufficient pre-production preparation. The thoughts of the client, account man and writer must be brought out now and funneled through the agency producer to the film producer. Preferably, this should be done at a conference table with all concerned present. Time at a conference table is less expensive than time in a studio with a full crew standing by waiting for differences of opinion to be settled.

Months vs. Days ▪ As the agency and client, you have spent months developing your spot. At most, your film producer has a few days to spend with the same spot. How often has a cameraman or even a director walked on your set the morning of a shooting and opened the day with, "Well, what are we shooting today?"

Pre-production is the time to settle once and for all what this commercial should do. The cameraman or director may come up with a fantastic shot, but is it pertinent to the copy story? The music man may feel that his music must be featured, but does it help sell the product. The client naturally likes to see his package on camera, but must it be in every scene?

Our product is far superior to product "Y." We have a 10-second demonstration to prove it, but after reading the copy, as it should be read, plus the time needed for all the other action in the spot, we have two seconds for our demonstration. What to do?

The answer is simple: allow enough pre-production time to solve all these problems. Make your decisions at the conference table and when you walk into the studio you have gained time for actual production which will improve your commercial.

The first response to a plea for additional time is, "Who can afford to spend an extra two or three weeks in pre-production?" In most instances the extra time will amount to perhaps two or three days. These are the days when you thrash out your problems at the conference table.

We all know these rules should be followed, just as we all know that the stop sign at the corner reads STOP—but *do* you?



Ted Okon, a production supervisor in the tv commercial department of Benton & Bowles, New York, broke into television in 1948 with WDTV (TV) (now KDKA-TV) Pittsburgh as a producer-director. In 1950, he formed his own tv production company in that city and also served as tv consultant to a group of advertising agencies there. In 1956, Mr. Okon moved to New York as a commercial producer with Reach, Yates & Matton (now Reach, McClinton & Co.) He moved to B & B three years ago.

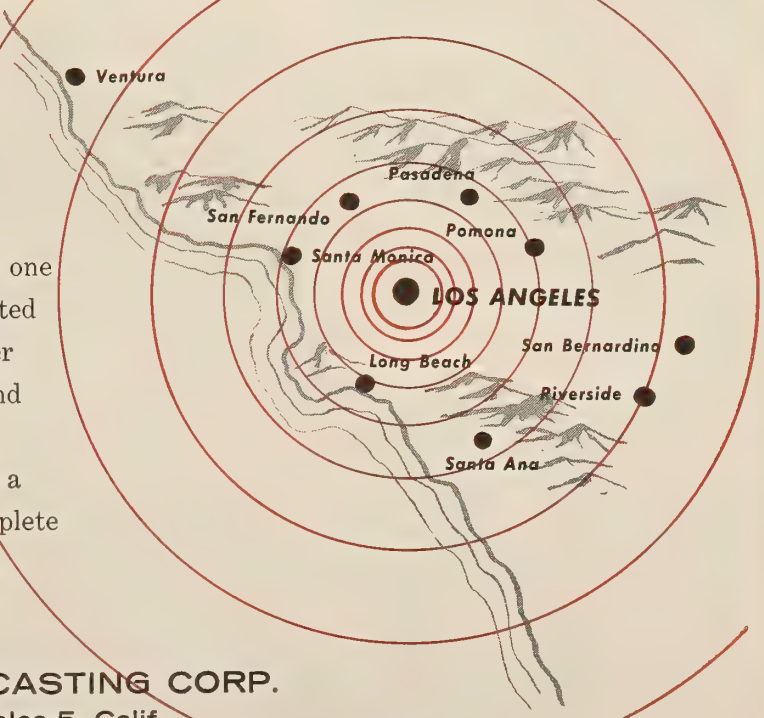
FOR MASS COVERAGE IN SOUTHERN CALIFORNIA AT LOWER COST... USE THE POWERFUL TWIN RADIO STATIONS

KPOL

AM 1540
50,000 WATTS

FM 93.9
100,000 WATTS

The second largest population and one of the wealthiest areas in the United States is served by KPOL. Greater power, with beautiful music around the clock, news on the hour and headlines on the half hour attract a large adult audience. Get the complete story. Call Fred Custer, WEbster 8-2345 for the facts or write



COAST RADIO BROADCASTING CORP.
4628 Wilshire Blvd., Los Angeles 5, Calif.
Represented Nationally by Paul H. Raymer Co.


CIGARETTES
KENT
KING SIZE
Marlboro
Winston
FILTER
Alpine
TO OPERATE

...greatest cigarette vending machine ever devised!

Television! Its unrivalled power to pre-sell products fits precisely into the machinery of our self-service economy. In the new world of automated selling consider, for example, the alliance between television and cigarettes. The manufacturers of cigarettes now spend twice as many advertising dollars in television as in newspapers, magazines, and all other measured media combined!

Within television, one network consistently does more pre-selling than any other. For the tenth straight year American business is spending the greatest part of its television budget where the American people (for the seventh straight year) are spending the greatest part of their time--the **CBS TELEVISION NETWORK**

Sources: for media billings—LNA-BAR, PIB, TvB, ANPA, latest available year; for network viewing—Nielsen Television Index and ARB audience composition, 1956-1962.



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New, Comprehensive Coverage Material

Inter Mountain Network

THE ONLY WAY TO COVER THE INTERMOUNTAIN EMPIRE

Utah, Idaho, Montana, Wyoming, Colorado, Nevada, New Mexico

RESERVE YOUR COPY NOW!

Ask your Petry Man

Represented by

Edward Petry & Co., Inc.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 25, 1962, Vol. 62, No. 26

NEW PRODUCTS SEEK TV SUCCESS

■ Over 50 items trying television path to public acceptance
■ Medium's big spenders test new brands in scattered markets
■ If campaigns expand these names may become household words

Scores of "little" advertising accounts are currently edging into television with tests that they hope will give them a springboard to success—the sort of success that could rank them among tv's biggest customers a few years from now.

These are the "new" products—brand-new or new to television—which are now using tv on a relatively small scale to (1) get themselves started on the road to national or at least strong regional distribution, or (2) in the case of established products which haven't used television to any significant extent in the past, to test the medium's ability to help them grow faster.

Some 50 different products are known to have used television on a beginning or test basis during the first five-and-a-half months of 1962. This information was gleaned from reports compiled by Broadcast Advertiser's Reports, national tv monitoring service, in its off-the-air taping of tv schedules in markets throughout the country.

The products were listed as "new" if they had not appeared in BAR's monitoring before. BAR monitors the leading tv markets—a minimum of 77 per calendar quarter and an average of 28 per month—and thus covers most if not all markets ordinarily used for new-product testing.

The Big and Small ▪ The list includes new products being tested by some of television's heaviest spenders—the Procter & Gambles, Colgate-Palmolives, Lever Bros., Reynolds Tobaccos and the like—who traditionally plunge heavily into advertising when they're satisfied they have a new product ready for national promotion. It also includes many medium-sized and smaller companies introducing products which they hope will some day compete with the biggest.

Because testing a new product is usually a long-term project and specific test schedules occasionally do not coincide with BAR's staggered-markets pattern of monitoring, the list also includes some products which actually went onto tv for the first time several months ago but for various reasons may have been out of television—or in and out—since that time. Similarly the list contains some products which are not strictly "new" but which have not used television to any great extent in the past.

Using the BAR list as a base, BROADCASTING last week canvassed agencies and advertisers involved, in an effort to determine results of the tv usage to date, plans for further testing and, if ready, their plans for expanding dis-

Catv system operators hear broadcaster views



Community antenna television operators, concerned about their relations with broadcasters, scheduled two sessions on this worrisome topic at the annual convention of the National Community Television Assn. in Washington all last week. One was a panel discussion with these broadcasters, all of whom are also catv operators (l to r): Bruce Merrill, KIVA-TV Yuma, Ariz.; A. J. Malin, WWNH Rochester, N. H.; Stanley Stephens, KOJM Havre, Mont.; Fred Goddard, KXRO Aberdeen, Wash. (who also acted as moderator). At extreme right is Glenn Flinn, Tyler and Jacksonville, Tex., catv operator, who is national chairman of NCTA. The other broadcaster relations session was a special luncheon at which Jerome R. (Tad) Reeves, KDKA - TV Pittsburgh, spoke.

The 600-odd cable owners and operators attending the 11th annual convention were impressed with:

▪ More and more broadcasters entering the catv business.

▪ Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, telling the FCC to keep hands off catv.

▪ The bothersome microwave relay problem stemming from the FCC's decision earlier this year to deny a common carrier microwave grant to a relay system serving a catv system in competition with a local tv station.

▪ Predictions that in 10 years time catv systems will number over 2,500 units, serving over 2.5 million homes covering over 9.3 million people and that in addition to 12 tv channels, each catv will also carry such closed circuit services as pay tv, weather conditions, news, background music, industrial activities, voting, research and direct-to-consumer purchasing.

See complete report on NCTA meeting, starting on page 66.

Soup's on as mix masters square off

TV BENEFITS AS LIPTON, KNORR, CAMPBELL PLAN MARKET BATTLES

A lively marketing battle now simmering among major soup makers (more than $7.8 million gross tv bilings last year) should reach a boiling point by next spring. The contest promises to be specially profitable to television, major advertising medium of these soup companies.

The competition is mainly in the dehydrated soup market, an area accounting for about 10% or $50 million of the $500 million-a-year soup business. The field has been dominated by Lipton Tea Co., which recently held about 75% of the market. But now two of advertising's and tv's heaviest supporters—Corn Products Co., for its Knorr soups, and Campbell Soup Co. for its Red Kettle line—have entered the competition.

Complex processing and packaging problems peculiar to dehydrated products heretofore have been partly responsible for the hesitation by many large food companies to move into the dry soup field. This hesitation evaporated with the advent of new techniques; and the soup firms are losing no time trying to cut into a market which offers the economic advantages of no refrigeration, savings in transportation costs and the possibilities of greater sales per foot of store shelf space because of the smaller size of dried soup containers.

On the sidelines but not to be counted out of the competition is H. J. Heinz which could make matters hotter by entering the U. S. with a dry soup mix the company already markets in Canada.

The Borden Co. hopped on the lengthening soup train last year by acquiring Wyler & Co.'s line of dry mixes. Another firm in the group is I. J. Grass Noodle Co., maker of Mrs. Grass dry soups since 1939.

But when the competition gets rougher, it is almost certain that Corn Products, a leading food processor here and abroad, and Campbell's, which has the largest share of the over-all soup business, will prove the most dangerous contenders for the dry soup title heretofore held securely by Lipton.

Although no one can tell if another company will topple the leader, it's a sure bet that tv, which benefited from increased soup billings last year, will reap even greater revenues as the competition increases (see tables, page 32).



Lipton is oldest firm in dry soup business. Until recently the only big company in the market, Lipton now faces competition from others.

In 1961, according to Television Bureau of Advertising, all soup advertising on tv — network and spot — rose to $7,892,764 from $6,106,988 in the previous year. Already in the first quarter of this year, soup spot tv alone has jumped to $1,727,000 gross from $705,000 in the same period a year ago.

Knorr Soups ▪ A major part of this increased business can be attributed to a newcomer in the soup field, Corn Products, with a corporate advertising budget of $40 to $50 million. This company is backing its new Knorr line of seven soup mixes with 10% of its budget, half of that going into television, where the company spent $1,349,192 to help launch its new product last year. This figure was almost equaled during the first quarter of 1962 when Corn Products spent $1,203,894 in tv.

Corn Products entered the soup business in 1957 by acquiring C. H. Knorr, a Swiss firm considered to be Europe's biggest producer of dry soups. After extensive preparation and marketing research, the Knorr line was introduced in four test markets—Providence, Columbus, Dayton and Syracuse—in January 1961. National introduction began last September in the eastern and central areas of the U. S. and now the Knorr line is distributed throughout the

NEW PRODUCTS SEEK TV SUCCESS continued

tribution and advertising.

Some Have Grown ▪ In many cases the testing programs already have been expanded to some extent. Others plan to expand in the relatively near future. Others expect to continue testing more or less indefinitely, or want to make further studies of the results thus far achieved before deciding on their next steps.

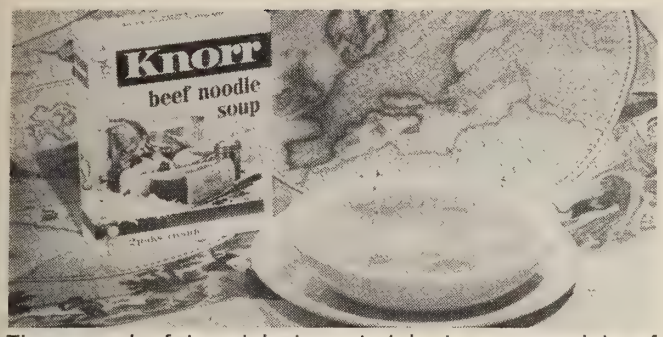
Testing sometimes goes on for as long as two, three or even four years before the advertiser feels his new product is ready for a full-scale push. Some products seem to "fade away" after a few months and are withdrawn for refinement—or permanently "retired." Less frequently a new product will show such promise in its test run that it is considered ready for general introduction without further testing.

The results of BROADCASTING's canvas are reported below. In many cases it was impossible to penetrate the tight security that for competitive reasons often surrounds new-product plans. In these cases the tv usage detected in BAR's monitoring operations is reported as an indicator of what the products were doing during the periods monitored. Because the monitoring cannot cover all markets simultaneously, the tv activity of these products is not necessarily linked to the test areas and months specified.

New Products ▪ Cue fluoride toothpaste (Colgate-Palmolive).—Cue has been testing since last November and will continue until this coming November. The project started in 10 markets in the southwest and recently was expanded to include additional markets in Texas, Oklahoma and New Mexico. The undertaking is largely in spot tv, though at the outset, some newspapers were used. Nighttime minutes are being used. Agency: D'Arcy Adv., New York.

Puritan cooking and salad oil (Procter & Gamble).—Puritan has been tested in two markets in the southwest for more than six months, using day and night minute announcements. The test will continue indefinitely. It is designed to determine the sales appeal of the product and the value of the name. Agency: Compton Adv., New York.

Dip-It, a plastic cleaner (Economic Lab, New York).—From a small tv test in a couple of markets three years ago, Dip-It has been gradually expanding. Those early tests produced "very good" results, according to John Rock, vice president of Dip-It's agency, Al Herr Adv., Milwaukee. Latest expansion in tv usage put Dip-It in approximately 20 markets in the mid-Atlantic, north central and sonthwest regions this past February and March. Daytime and nighttime minutes predominated. Another campaign in six-to-eight-week flights in approximately the same number of markets is planned for



The appeal of travel is keynoted in tv commercials of Knorr soups, Corn Products' entry in the dry soup preparation market.



All-aluminum can is highlighted in this tv commercial for Campbell's Red Kettle line. Campbell packages soup mix in a can.

entire country.

The Knorr advertising message is on the themes of travel, exotic dishes and a new kind of flavor. The company decided after research to market seven varieties representing both regular soup mixes and a specialty mix—cream of leek. The other flavors are chicken and noodle soup, vegetable soup with an Italian paste, cream of mushroom, green pea and beef and noodle. Dancer-Fitzgerald-Sample, New York, Knorr's advertising agency, worked with the company in developing a package illustrating the ingredients and holding two laminated foil pouches with the contents.

Campbell's 'Kettle' ▪ Campbell's introduced its Red Kettle line last fall in metropolitan New York, Chicago, eastern New York State, eastern Pennsylvania, all of New England, Washington-Baltimore and the West Coast. By the end of this year, the company expects to complete distribution nationally and expand the line which now consists of five mixes—chicken noodle, noodle, beef noodle, onion and cream of mushroom. The company spent $38,450 in spot tv, through Leo Burnett Co., Chicago, to help introduce the line last fall. In the first quarter of this year it added network and its tv expenditures jumped to $1,711,864.

Campbell, which has planned to enter the dry soup market on a national scale for some years, held off distribution until a satisfactory package was developed. Campbell's is the only dry soup mix in the field packaged in a hermetically sealed aluminum can instead of laminated pouches. A relatively new technique in food processing known as freeze drying is responsible for Campbell's decision to use a hermetically sealed can.

Though Lipton is taking the new competition seriously, the company has not as yet announced any expansion of its line or its advertising expenditures. But Lipton did drop network television last May to concentrate on spot tv this year in the top 15 soup markets as a "more efficient" method of promoting its soup line, according to a company spokesman. Tv advertising will probably be increased in the coming year, the spokesman added. Lipton spent $1,004,346 for both spot and network tv in 1961 through Young & Rubicam. During the first quarter this year, the company put $571,500 into spot alone.

Lipton, which has 10 dry soups—tomato, mushroom, tomato-vegetable, green pea, chicken rice, potato, cream style chicken, onion, chicken noodle and beef noodle—is basing its selling message on its reputation as a quality soup with the oldest name in the dry-mix business.

All three companies are banking on the potential of the soup market itself. Soup sales in the United States since World War II have increased at a rate of 60% greater than for all foods combined and now amount to $500 million a year. Although dry soups account for only about 10% of this amount at the present, the coming marketing battle may widen the acceptance of all soups.

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this coming fall season.

New P&G Product ▪ Head & Shoulders Shampoo (Procter & Gamble).—This new P&G entry started testing in February, but details on the extent, results, probable duration and future plans are being kept under strict security. Its February tests were monitored on stations in the mid-Atlantic, north central and Pacific state regions; the schedules consisted primarily of nighttime 60-second announcements. Similar tests may—or may not—be running in other areas. Agency: Tatham-Laird, Chicago.

Brandon Cigarettes (R. J. Reynolds Tobacco Co.).—The latest product from the makers of Camels, Winstons and Salems has used nighttime tv 60's, 20's and 10's in New England and Los Angeles. But no details are yet available on its present or future advertising plans. Agency: William Esty, New York.

New Lux Soap (Lever Bros.).—This new complexion soap, striped with cold cream, is expected to pick up speed nationally. It's being tested on tv in Detroit and latest report is that it'll be going into Chicago and Syracuse, both as test markets. Agency: J. Walter Thompson Co., New York.

Cough Medicine ▪ Coughlets chewing gum cough medicine (American Chicle Co.).—A new product, it was tested last winter—November 1961 through February 1962—in four markets in the north central part of the country. Spot television, using nighttime minutes, was the only medium utilized. The agency and client are now in the process of evaluating the results of the effort. A decision on future plans is not expected for at least several more weeks.

Shield Deodorant (Pepsodent division of Lever Bros.).—This is Lever's new deodorant but Lever spokesmen are reluctant to discuss the marketing plan. They acknowledge the product is still in test markets (but decline to identify which) and it's known that Shield has been in spot using daytime minutes and nighttime thirties. As early as last January, the deodorant was on tv in southern areas (southeast and southwest markets). Agency: J. Walter Thompson Co., New York.

Elmer's Glue (Borden Chemical Co.). — This eight-year-old product used tv on a large scale for the first time early this year in 42 market. The campaign, which ran for 13 weeks starting in late February, consisted of three spots per week per market. Fuller & Smith & Ross Inc., New York, agency for the household glue, reports it plans a similar cycle in the fall, hoping to reach 60% of U. S. homes. The agency reported Elmer's Glue had "the best spring in history in sales" and felt the tv campaign was at least partly responsible for the success.

Disposable Glove ▪ Pinkie Gloves (Dow Chemical Co.).—Testing of this product—a disposable plastic glove for use around the home—began some three years ago and has been continued

off and on. When Dow tests for Pinkie the usual pattern is a spot barrage along with a couple of introductory print advertisements. In the past year, the product has been tested on the east coast and in the south (usually at six markets a crack). It was on tv on the west coast a year ago. Agency: MacManus, John & Adams, New York.

Keen soft-drink mix (Nestle Co.).—First tested two years ago through sampling in Roanoke, Va., stores. Last year the test was expanded to Chattanooga, Tucson and Davenport, with some television added, and then was widened into Pennsylvania, Maryland, Washington (D. C.) and parts of Virginia, using a mixture of television, radio and color comics in newspapers.

Currently Keen is on about 40 tv stations. Television usage has included children's shows and some daytime tv aimed at mothers. They seem convinced that television is most effective way to reach youngsters. But they're still testing costs, promotion and other basic elements of launching a new product.

Keen started as a lemon-flavored mix, now is offered in five flavors. It's considered partly seasonal. Test results are still being analyzed, and no advertising plans have been made for fall. Agency: Van Sant Dugdale, Baltimore.

Skin Lotion ▪ Tetterine medication for irritated skin (Shuptrine Co., Savannah, Ga.).—Not a new product, it's new to television. Several years ago it was in print media exclusively, except for some radio support. Last year it ran a one-station television test in Albany, Ga., liked the results. Now it's in its first big television campaign, has also boosted its radio use. It's currently in the middle of two seven-week waves of television IDs in 32 southern markets, with a radio campaign in 19 markets. Normally can-packaged, it is also testing a new tube in Jackson, Miss.; Orlando, Fla. and in Texas, with results reported highly favorable. Tetterine is essentially a warm-weather item, so current campaign is scheduled for an autumn cutoff except in southern Florida. Agency: Harvey-Massengale, Atlanta.

Clairol Condition, a new hair conditioner (Clairol Inc.).—Condition is now national after tv test campaigns including nighttime minutes in north central and middle Atlantic areas. Spot tv is also being used in the product's national advertising strategy. Agency: Foote, Cone & Belding, New York.

Toni Answer Rinse (Toni Co., division of Gillette).—Answer is a new addition to the already widely diversified line of Toni beauty preparations. But Answers were the last things Toni representatives wanted to give about their plans for launching and marketing it in this highly competitive field. Answer tv commercials were monitored on stations in the north central and mountain states regions starting in March. Minutes were being used in both daytime and nighttime periods. Details on other tests, if any, and on plans for the future were being kept quiet by the agency, Clinton E. Frank Inc., Chicago.

Men's Deodorant ▪ Halt Men's Deodorant (Boyer International Labs, Chicago).—Halt is a new product by the makers of H-A hair arranger, no stranger to tv advertising. Halt started testing in May with a southwestern-area campaign that is still running, using nighttime minutes on about half a dozen stations. Television is the only medium being used. But future plans are not yet definite, at least partly because of a change in agencies. Agency now handling is John W. Shaw Adv., Chicago.

Tv's new product parade

The flow of new products into test markets across the country (see story page 27) represents a continuing parade of potential big-money television and radio advertisers—if they succeed in establishing public acceptance. Some of these products are completely new; some are more or less established but have not used television to any appreciable extent before. In both cases their activities share two common interests, however: for broadcasters, because they are potential customers for the future; for other advertisers and agencies, because they are potential competitors. Because of this community of interest, BROADCASTING beginning next week will present in cooperation with Broadcast Advertiver's Reports, activity summaries for all new tv users found by BAR in its most recent monitoring periods.

Noilly Prat vermouth (Browne Vintners Co.).—This product is new to television though not new on the vintners' market. It's been using spot heavily of late, including nighttime 10-second spots in the mid-Atlantic and south central regions this spring. A spokesman for the agency noted that there has been a switch from "French to Italian sweet" in the wine product since its first introduction. Agency: Lawrence C. Gumbinner, New York.

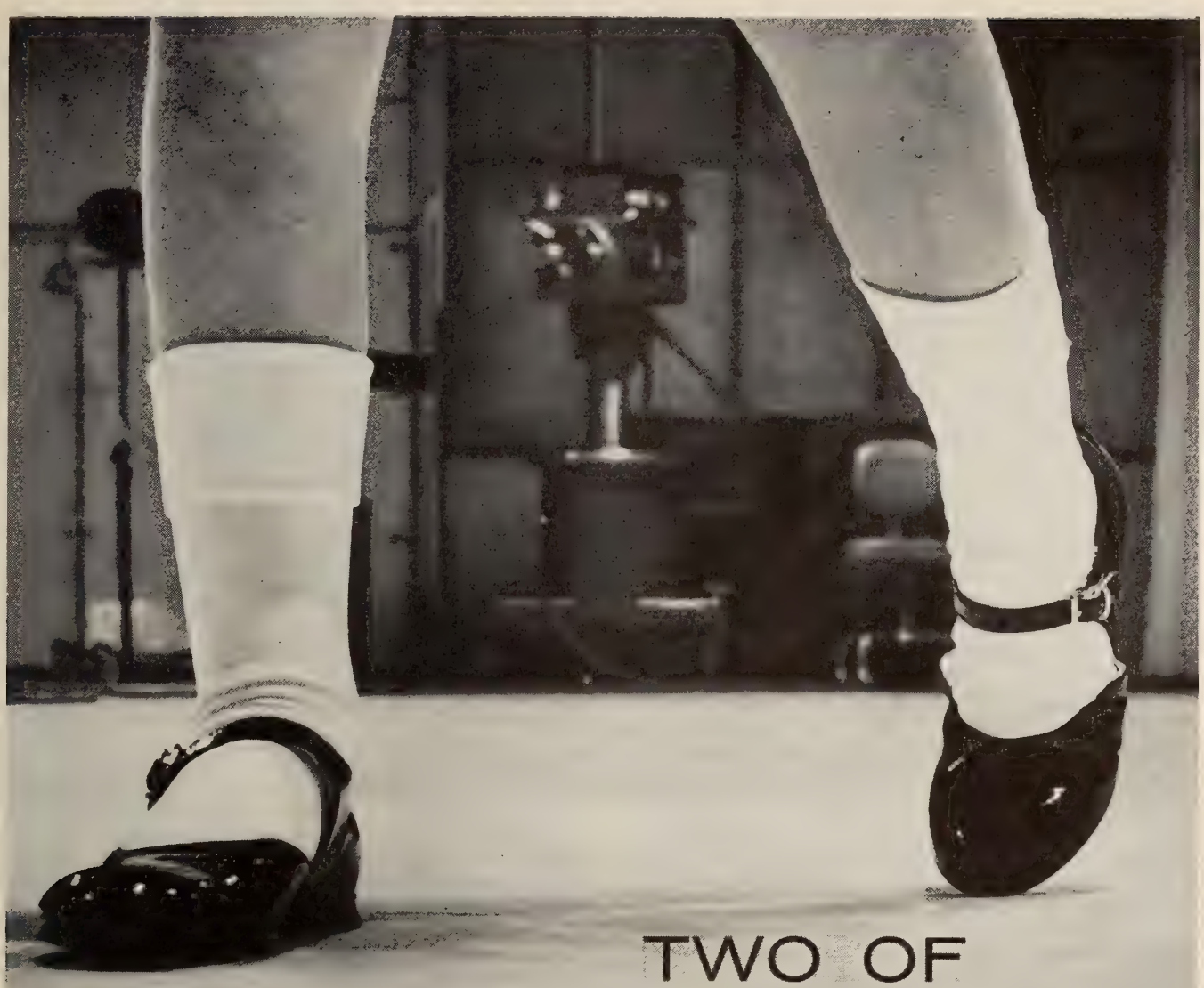
One-Step wax, a household floor care product (Armstrong Cork Co.).—Product was tested for six months starting last October, using daytime spot tv and newspapers in a central Pennsylvania market and in Philadelphia-Wilmington. Test was considered a success and, as of April 1, the company started to market and advertise One-Step floor care in 17 states in northeast. The advertiser is continuing with its spot tv and newspaper campaign and now is using daytime spots in 33 markets in its distribution area. Agency: BBDO, New York.

Another Lotion ▪ Teen-Clear skin preparation (Wander Co.).—Teen-Clear was introduced about three years ago but has been expanding its advertising slowly. This past spring it employed radio in about a dozen markets, and in April made a one-market (Wichita) test of television, using daytime minutes. Test results are still being studied. Future plans are not yet clear. Agency: Geyer, Morey, Ballard, Chicago.

Satina spray starch (General Foods, Perkins-S.O.S. Div.).—Nighttime tv minutes are now being used in five introductory markets (Portland, Ore.; Albany-Schenectady-Troy, N. Y.; Providence, R. I.; Columbus, Ohio, and Grand Rapids, Mich.). Ogilvy, Benson & Mather, New York, is the agency.

Fire wax charcoal lighter (Gold Seal Co., Bismarck, N. D.)—This newest product of the makers of Glass Wax and Snowy Bleach and Wood Cream is a summer seasonal, currently concentrating on warm-weather holidays and using television exclusively. Its first effort was a pre-Memorial Day drive in May, using stations in about 15 markets in mid-Atlantic, north central and Pacific areas; its second is coming up now: A similar campaign using approximately the same number of markets but with somewhat less saturation to sell the new lighter for outdoor cooking use during the July 4 holiday period. Parent company, Gold Seal, has been using tv exclusively for the last seven or eight years. Agency: Campbell-Mithun, Minneapolis.

A New Detergent ▪ Disc detergent (Aspen Corp.): This detergent in tablet form has been using tv in four New York markets—Binghamton, Watertown, Utica and Syracuse—and radio in several smaller markets including Oneida and Norwich. Its campaigns have stressed participations in daytime programs, usually shows featuring female personalities. A typical campaign calls for alternate-week schedules of six one-minute spots in one week, two one-minute spots and 20 run-of-schedule IDs in the second week. There is a possibility the Disc campaign will expand into other markets, but nothing is definite except that the program above will resume in September. Agency: Barlow/Johnson Adv. & Public Relations,



TWO OF 104,000 FEET

She came to see us last year . . . along with 52,000 other Carolinians. Just two little feet out of the 104,000 that walked into our studios. ■ Some were the feet of adults who came to watch live wrestling(1) or to dance on the Woody Hayes Open House(2). Others were the feet of youngsters who marched and played games with Cap'n Five(3). ■ After the show—like this little girl—they all go back home to keep on watching us. Having been right here with us, somehow they feel just a little closer to us now.

(1) Professional Wrestling / Sat. 5:30-6:30 PM
NSI Rating 21.5; 54,100 Homes

(2) Woody Hayes Open House / Sun. 5:00-6:00 PM
23,800 NSI Homes

(3) Cap'n Five / Mon.-Fri. 5:00-6:00 PM
47,000 ARB Homes; NSI Rating 23.5

NBC TELEVISION

WRAL-TV

CHANNEL 5

Raleigh-Durham, N. C.

Represented Nationally by H-R

NEW PRODUCTS SEEK TV SUCCESS continued

Syracuse, N. Y.

Action Bleach (Colgate-Palmolive).—Action has been launched in various markets, with tv spot activity including day and night minutes in the mid-Atlantic region. Ted Bates & Co., New York, is the agency.

Melody fabric brightener (Shulton Inc.): Melody, which went into tv test markets early this year, has been in a total of four markets and currently is using minutes and IDs in two markets in the north central U. S. This test will probably run until the end of the year, at least, according to Wesley Assoc., N. Y., Melody's agency.

Univox automated teaching system (Universal Electronic Labs, Hackensack, N. J.)—Univox is using radio-tv spots and newspapers. Testing began last January and February in Rochester, N. Y., and material is now in preparation for a three-market test to get underway soon. National advertising will start after various tests evolve into a complete formula. Distribution to date is through regional supermarket chains, which do some co-op advertising (Kroger stores in north and south central states used daytime minutes in May). Educational material for the Univox method is programmed by the Univox Institute, New York, which has completed Univox lessons (retailing at 99 cents each) in eight subjects (history, geography, algebra, etc.). Agency: Kenneth Rader Adv., New York.

New Mennen Product ▪ Mennen Redi-Groom hair preparation (Mennen): Product was monitored using nighttime minutes on the Pacific coast in May, but agency would not comment on present or future media activities of Redi-Groom. Agency is Warwick & Legler, New York.

Foamacin Rub (Block Drug)—A new pain reliever product, this Block Drug entry is reported to be testing tv in the north central area. Agency: Lawrence C. Gumbinner, New York.

Klutch denture adhesive (Klutch Co.): Klutch's agency, Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York, refused to comment on the product's next media move, but it is known to have used daytime minutes in the southeast in April, at least.

Zestabs multivitamins (Hoffman La Roche Labs): This vitamin product used daytime minutes in four New England, mid-Atlantic and Pacific markets, starting in January. The agency is Kastor, Hilton, Chesley, Clifford & Atherton, New York.

Cold Remedy ▪ Centrex cold tablets (Warner-Lambert).—This entry, which has used tv on an increasing scale in the past two winters, was monitored using a slightly different name—Centerex—this past spring. As "Centrex" it was monitored in the north central area; as "Centerex" on the west coast. Ted Bates is agency.

Frappe Cigarettes (Stephano Bros.): This new tobacco product has been using 10- and 20-second tv spots in one California market. Stephano Bros. is one of oldest tobacco importers, and most of its merchandise is of a specialty nature, selling at higher than usual tobacco-counter prices. At present there are no plans to expand the Frappe advertising campaign. Agency: Aitkin-Kynett, Philadelphia.

Dynamo liquid detergent (Colgate-Palmolive).—Monitored using daytime and nighttime tv minutes in New England in January, but with details and future plans still not disclosed. Agency: Norman, Craig & Kummel, New York.

DEHYDRATED SOUP TV GROSS TIME BILLINGS

(See story, page 28)

	Network	Spot
January-March 1962		
Campbell's Red Kettle	$1,309,164	$402,700
Corn Products (Knorr)	489,194	714,700
Lipton	....	571,500
January-March 1961		
Campbell's Red Kettle	$	$ ....
Corn Products (Knorr)	....	53,300
Lipton	313,326	450,500
All of 1961		
Campbell's Red Kettle	$	$ 38,450
Corn Products (Knorr)	455,042	894,150
Lipton	402,356	601,990
	Network	Spot
	Network	Spot

Sources: Network-TvB/LNA-BAR
Spot: TvB-Rorabaugh

Colgate-Palmolive Product ▪ Poise deodorant (Colgate-Palmolive). — Has tested at least to the extent of nighttime television minutes on Pacific coast in January. Plans not disclosed. Agency: Norman, Craig & Kummel, New York.

Thrill dishwashing detergent (Procter & Gamble)—has been in tests since 1960, but scope and future plans not yet made known. Monitoring established that tv tests, using daytime minutes, were being made in mid-Atlantic area in January. Agency: Dancer-Fitzgerald-Sample, New York.

Gain liquid detergent (Procter & Gamble).—This P&G product also has been in test stages since 1960. It was using daytime minutes in mid-Atlantic region earlier this year, according to monitoring reports. Agency: Dancer-Fitzgerald-Sample, New York.

Blossom facial soap (Procter & Gamble.—Was monitored using daytime and nighttime minutes in north central area as late as May. Agency: Dancer-Fitzgerald-Sample, New York.

Baggies plastic bags and Away room deodorizer (Colgate-Palmolive). — These new Colgate products are both reported to be testing in tv in the north central area of the country. Agency: Street & Finney, New York.

Wax Product ▪ Dust Buster dusting wax (Old Empire Inc.).—Dust Buster, a furniture wax with an anti-magnetic ingredient, has been in three or four test markets for two months in the north central U. S. The agency, AM & PM Exchange, New York, which is also using radio in the same markets, pointed out it was trading for its time, and would continue to do so.

Chef dog and cat food (Old Empire Inc.).—AM & PM Exchange, which also handles this Old Empire product, is testing it in six or seven radio and television markets in the midwest, west and northeast. It is also involved in a trade arrangement with stations.

Cough-Ex (Drug Development Corp., Div., Ex-Lax Inc.)—A chocolate-flavored cough medicine, Cough-Ex has used daytime 60-second tv spots in the Midwest, Southeast and Southwest during the past winter. Future radio-tv plans were not revealed. Agency: Benton & Bowles, New York.

P&G Bleach ▪ Stardust Bleach (Procter & Gamble).—Another addition to the growing list of P&G tv-advertised products, Star Dust Bleach was monitored using daytime 60-second spots in the north central region of the U. S. P&G's agency on this account is Benton & Bowles, New York.

Post Crispy Critter (General Foods).—A new breakfast cereal, Crispy Critter has been advertised on the Pacific coast via daytime 60-second tv spots. National advertising plans have not been disclosed. Agency: Benton & Bowles, New York.

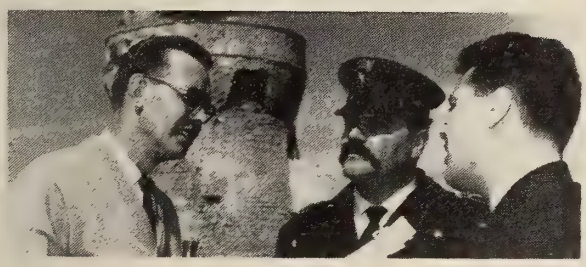
Dust 'n' Wax furniture wax (Bon Ami Co.).—The product was being advertised on tv in New England, north central and Pacific coast areas with daytime and nighttime minutes in May Bon Ami's agency is Dunnan & Jeffrey Inc., New York.

Sucrets lozenges (Merck, Sharp & Dohme).—A product of the newly created consumer division of MS&D, Sucrets lozenges had been monitored testing nighttime minutes and 20s in the north central U. S. in February. Agency: Doherty, Clifford, Steers & Shenfiield Inc., New York.

Mighty Mix detergent (Tidy House Div., Pillsbury).—This new product had been testing, starting in January, day and nighttime minutes, 20s and 10s, in the middle Atlantic region. Agency: McCann-Marschalk Inc.. New York.

Golden Glow corn oil margarine (Lever).—Another Lever Bros. product in test markets used day and night minutes in the mid-Atlantic states in January. Agency: Sullivan, Stauffer, Colwell & Bayles.

WSB-TV GOES TO EUROPE



To prepare a series of documentaries contrasting Europe in World War II with today, WSB-TV sent two of its veteran newsmen – Hal Suit and Joe Fain – directly to the scene. From over a mile and a half of WSB-TV film, plus historical war film, has emerged a truly great series. "Return," this series, is another example of programming originality by Atlanta's traditional leader . . . WSB-TV.

CHANNEL 2
wsb-tv
ATLANTA

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

4A HEAD PUTS RADIO ON COUCH

Colorado broadcasters hear Crichton analyze their medium with generous mixture of constructive criticism and praise

The new "computer era" in agencies' media planning may prove to be a boon for radio. In the meantime, radio's "renaissance" can be hastened if broadcasters will clarify their rate structures, improve their audience research, clean up their selling practices and cut down on the number of commercials they carry.

This outlook was offered last week by John Crichton, new president of the American Assn. of Advertising Agencies, in a speech prepared for delivery Friday at the Colorado Broadcasters Assn.'s 1962 convention at Boulder. With his recommendations he coupled one urging stations to offer, as most print media do, a discount encouraging advertisers to pay their bills promptly.

Mr. Crichton speculated that radio's future is in program specialization catering to selective audiences—more like magazines in this respect than like television or newspapers.

He drew from a sampling of opinions of AAAA member agencies in mixing recognition of radio's inherent advertising values with blunt criticism of its commercial and sales practices.

Radio's Problems ▪ "Radio," he said, "is a great communications medium. It's a great advertising medium, too—simple and cheap to be inventive and creative in; effective in reaching a wide range of households, and powerful and resultful in sales. It can be flexible as few media can; it can be used with telling effect for testing purposes. It has a proper place in the media mix, and if that renaissance of radio really gets going, you'll see more national radio business."

But it also has problems which need to be solved, he cautioned. He singled out five: (1) "too many radio stations," (2) "too many commercials," (3) "inadequate research," (4) "automated buying" and (5) "ill-advised selling."

He wasn't sure that much could be done about "too many stations," but he suggested that the FCC's recent recognition of this problem might mean that at least it won't get worse.

On most of the others he thought there was a great deal that broadcasters could do.

In the case of "automated buying" he also ventured that the arrival of the computer may be a "most hopeful sign for radio" because the computer—more consistent and less forgetful than people—"gets away from opinion" and "forces an objective examination."

Local Business ▪ Considering the number of stations and the decline of radio networking from its heyday levels, he thought it was "probably inevitable that stations turned to local advertisers, and that they sold a great many commercials at low rate."

But the fact remains, he continued, that "stations are now heavily commercialized" and many agencies despair of making any impression on the listener except, perhaps, by trying to "blast their way out of the background."

Agencies want and need more and more media research data, he said, and this need will increase if the trend toward "selective" radio station operation continues and as the computer era in the agencies progresses.



Mr. Crichton

He said more data is needed for all media, not just broadcasting, and reported that AAAA is working with its research and media committees "to lay out specifications and standards for media data which will be useful for computers but as economical as possible for media to provide and which will yield the high grade media recommendations of which computers are capable."

". . . Now," Mr. Crichton told the broadcasters, "is a good time to do your audience analysis, and to place it in your selling organization's hands. For the time is surely coming when most agency people will find it hard to support any media recommendation which has not been programmed through a computer."

Seminar ▪ He also reported that AAAA hopes "to work out a radio seminar or workshop" in cooperation with RAB "in a major city this year." He said that RAB President Kevin Sweeney and the RAB "can justly claim to have led the renaissance in radio," and that there also are "veterans and adept radio representative companies, who know their stations and their prospects well."

Yet most agencies, he said, criticize broadcasters' selling techniques, which often seem to consist solely of attacking their radio station competitors or offering cut-rate deals.

"For a medium as good as radio to be sold only in this negative way is distressing," Mr. Crichton asserted, "It utterly denigrates a medium of great power.

"An agency billing $15 million in radio recently used a special campaign on minor brands in a major food line with spectacular results. It's saturation buy for a drug company boosted sales 28%. It fitted radio expertly into a television and newspaper package for a big hard-goods manufacturer. When your medium is that powerful and that flexible, it deserves more thoughtful presentation."

Rate Card Confusion ▪ The AAAA president said that "the lack of definition in rate cards as to what constitutes a local advertiser, or a regional advertiser, or a retail advertiser, or a national advertiser, makes selling difficult for you, makes estimating difficult for agencies and makes buyers extremely skeptical. In the belief that radio rates are totally unfathomable, many advertisers and agencies have written radio off."

Mr. Crichton acknowledged that "it is very difficult for anyone to gainsay the frequent charge that radio is bought on ratings by agencies who buy most of present national radio. And, as a result, stations program for ratings. Yet the evidence is that forward-looking agencies are increasingly hopeful that broadcasters will start programming for something else beside ratings, and be able to identify that audience well enough to make it useful for advertisers.

He said radio faces "some additional problems" arising from the computer and automation trend in media programming. Some of these, he said, "are on their way to solution" and "some

Why KEYT bought Seven Arts' "Films of the 50's" Volumes 1, 2 and 3

Says Les Norins:

"I talked to key time buyers in important agencies in New York. I laid out the plot to them of lifting network shows, and running Seven Arts' 'Films of the 50's' back-to-back as double features Friday nights and Saturday afternoons. All seven of the time buyers I talked to knew the strength of Seven Arts' product and the top ratings they get.

time buyers across the country are presold on 'Films of the 50's'.

"By buying these Warner Bros. Post-50's I can turn a profit quite handily. Time buyers know the potential of these films and, therefore, are presold on Seven Arts' 'Films of the 50's.' Few competitive features stand up this way."



Seven Arts' "Films of the 50's"
Money makers of the 60's

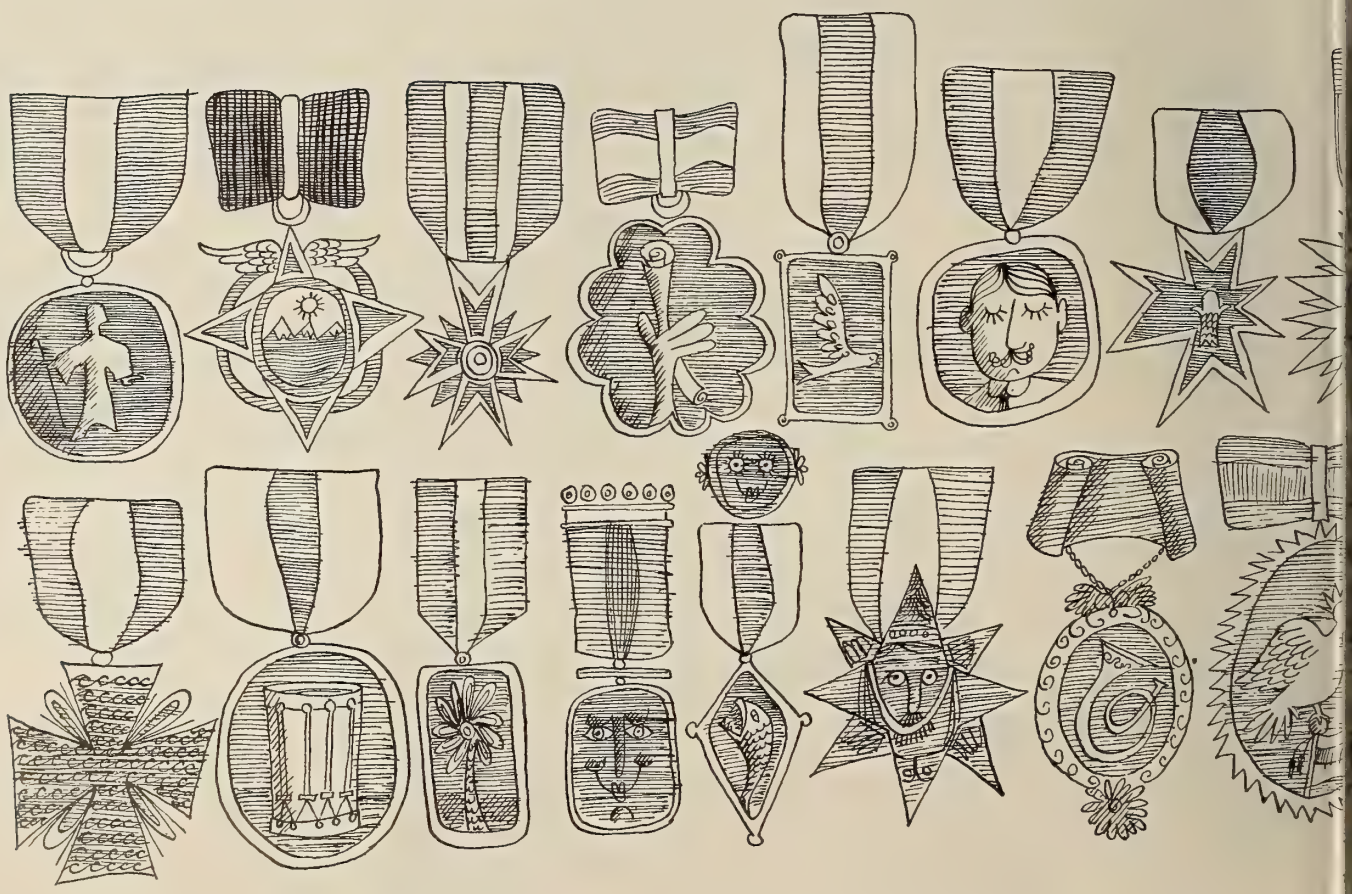
SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

Leslie H. Norins, General Manager
KEYT, Santa Barbara

THIRTY-THREE



WRCV-TV has won thirty-three different awards from January, 1961 through March, 1962. Each honored a specific facet of WRCV-TV's programming. Together, they highlight the many hours WRCV-TV devotes to public affairs, news, religious and cultural programming . . . extensive service which has won recognition for WRCV-TV as Philadelphia's community leadership station. But let the awards speak for themselves: Lutheran Church—Missouri Synod Golden Certificate Award for local religious programming*; Freedoms Foundation Award—George Washington Honor Medal for an on-the-air study of "The Destiny of Freedom"; and "Can You Afford Tomorrow," Pennsylvania Associated Press Broadcasters Award for "Outstanding Coverage of a Special Event"—the political crisis that enveloped Camden, N. J.; Catholic Broadcasters Association Gold Bell Award* citing WRCV-TV as the "outstanding television station in the United States"; Exchange Club Award—the only citation this year to a television station in the United States; Vigilant

FOR WRCV-TV



triots Award for "Story of Free-
m"—and WRCV-TV is one of only
o stations in the country to be hon-
ed; B'nai B'rith Award for WRCV-
's "Portraits in Music"—the first
er honoring a local television
ulture" program.
d Awards from: Catholic War Vet-
ans · City of Hope · Air Force Acad-
ny · Boy Scouts · National Safety Council · Germantown Community Council · U.S. Marine Corps · Philadelphia Safety Council · Leukemia Society · Hadassah · Allied Jewish Appeal · Camp Fire Girls · U.S. Air Force · Vision Conservation Institute · Jewish War Veterans · Radio Free Europe · Pennsylvania School for the Deaf · United Fund · Crime Commission of Philadelphia. ***The first of such awards to go to a Philadelphia television station.**

WRCV-TV
NBC TELEVISION
IN PHILADELPHIA CH 3
NBC OWNED. REPRESENTED BY NBC SPOT SALES

Dentifrice network-spot tv spending in 1961 up 14.4%

Leading dentifrice advertisers increased their network and national spot tv billings 14.4% last year over 1960, Television Bureau of Advertising reports in a study of the category's expenditures in measured consumer media.

Television's share of dentifrice advertising climbed last year to 92.1%; three of the nine brands studied used 100% tv. Only two brands, Ipana and Cue, spent less than 90% of their ad budgets in tv.

Time and space billings in newspapers, magazines and tv reached $36,819,947 last year, up 6.7% from 1960. Tv's share was $33,945,663, compared to $29,674,290 in 1960.

Crest toothpaste moved into lead position in total billings in 1961, squeezing former top spender Colgate Dental Creme into second place. All but one brand used spot tv, and only two brands omitted network tv. The total network time last year amounted to a little more than $5 million ahead of the spot tv total.

Leading Dentifrice Advertisers—1961
Gross Time and Space Billings

	Network tv	Spot Tv	Tv Total	Magazines	Newspapers	Total	% Tv
Crest	$ 7,503,097	$ 2,773,180	$10,276,277	$ 241,347	$ 28,312	$10,545,963	97.4
Colgate Dental Creme	4,932,609	4,042,410	8,975,019	392,171	577,173	9,944,363	90.3
Gleem	3,059,691	4,204,090	7,263,781	39,600	5,790	7,309,171	99.4
Ipana	1,329,697	761,670	2,091,367	508,225	927,360	3,526,952	59.3
Stripe	1,265,656	1,651,720	2,917,376	4,920	105,594	3,027,890	96.4
Pepsodent	1,215,383	603,210	1,818,593	.....	.....	1,818,593	100.0
Colgate Fluoride	.....	222,890	222,890	.....	.....	222,890	100.0
Cue	.....	174,230	174,230	.....	43,765	217,995	79.9
Dr. Lyon's	206,130	.....	206,130	.....	.....	206,130	100.0
Total	19,512,263	14,433,400	33,945,663	1,186,290	1,687,994	36,819,947	92.2

Sources: Television: TvB-Rorobaugh and LNA-BAR; Newspapers: Bureau of Advertising; Magazines: Leading National Advertisers

will be corrected by a new generation of radio management, men who know the medium well and understand both how to serve an audience and run a business-like operation which does not depend on expediency for its management philosophy."

In urging stations to grant advertisers a discount for prompt payments, he said that virtually all newspapers and magazines but only 213, or about 6.3%, of all radio stations have such a policy. It would mean, he said, that "you get your money faster, the agency gets its money faster, and the advertiser has a cash incentive to pay promptly."

Alexander Productions formed in New York

The formation of Alexander Productions Inc., 500 Fifth Ave., New York, to produce tv film commercials, theater screen advertising and business films was announced last week by Michael Palma, president. Mr. Palma formerly was vice president of Transfilm-Caravel Inc., New York.

The organization will use the facilities of Alexander Film Co. in Colorado Springs, Colo., and Puerto Rico, but all creative control will emanate from New York. Mr. Palma said his company will guarantee the production of New York or Hollywood-quality films at savings of up to 25%. The company also will have New York production facilities available but will concentrate on lower-cost filming at the 18-acre Alexander plant in Colorado Springs, with completion services in New York.

Alexander Films will not have a financial interest in Alexander Productions, according to Mr. Palma. The names of several other principals in the new company and of its personnel will be disclosed shortly.

Ad role assayed at AMA conference

Advertising's key role is to alter public opinions about products and there is a critical need to measure this change precisely, Sherman Dodge, vice president and director of marketing for the Colgate-Palmolive Co., told the 45th National Conference of the American Marketing Assn. in Cincinnati last Thursday (June 21).

He noted that the "couponers" in advertising's "Golden Age" 40 years ago were able to measure this change, but today the revolution in distribution makes it a "greater effort" to mail in a coupon and save a dime or a quarter than to go to the neighboring store.

Mr. Dodge said progress has been made in the area of measuring changing attitudes toward products, but such questions remain as: "what is the effect of repeated exposure versus a one-shot experiment? In the case of tv testing, do we have to invest in production costs in order to test?"

He offered the view that a one-shot "dud" does not become a success by repeated testing. With respect to tv testing, he said he favored investing in production of a commercial. But Mr. Dodge indicated that additional research is needed in these areas.

Norman H. Strouse, president of J. Walter Thompson Co., told the conference that advertising's "greatest opportunity" in the 1960's is to "support the urgent drive for greater production in other free countries in our race against communism." He stressed that aside from the U. S., Germany and Britain have made the "greatest gains economically" since World War II, and observed they are among the highest in advertising expenditures per capita.

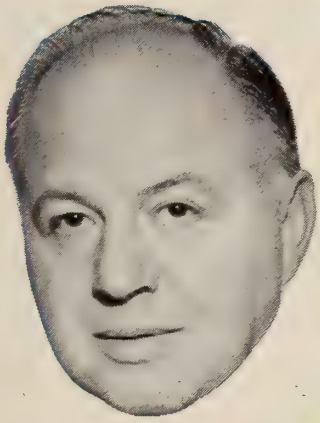
Richard F. Casey, senior vice president in charge of research for Benton & Bowles, declared that sales are an "inappropriate" measure of advertising, and added:

"The performance of advertising is most meaningfully measured in terms of the effect on the preferences of consumers—to stick with their original choice or to switch. It is at this level that advertisers can best measure and appraise the performance of their advertising dollars."

McGavren to use BCH system in all offices

Broadcast Clearing House, spot radio billing service, last week announced that Daren F. McGavren Co., station representation firm, will utilize BCH's system at the New York headquarters office and in its seven branch offices.

BCH had already announced that its billing clearance system was to begin on June 1. The McGavren rep firm is the first to be announced as a client for the system which is designed to streamline the ordering and processing of spot radio campaigns. BCH's headquarters staff has been working with McGavren personnel on internal manual procedures which will be integrated with the electronic data processing of spot orders, billing of make goods and affidavits. Utilized are automatic computers at the Bank of America, San Francisco.



You can quote me...

"We recommend the WLW Stations for advertising Lestoil Company's LESTARE BLEACH because they eliminate the complexities of today's time buying with their famous Crosley streamlined operation and complete cooperation."

Len Garber

Vice President Media,
Sackel-Jackson Co. / Advertising Agency
Boston, Mass.

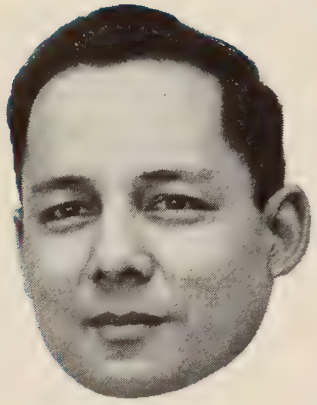


I'll say this...

"The Crosley Group's all-around know-how is especially important when dealing with a far reaching consumer product. Yes, the WLW Radio and TV Stations lighten and brighten any advertiser's bundle of wash!"

Rene James Hayes

Broadcast Media Director,
Sackel-Jackson Co. / Advertising Agency
Boston, Mass.



Call your WLW Stations' Representative . . . you'll be glad you did!

the dynamic WLW Stations . . .

WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW-D Television Dayton

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW Radio

Crosley Broadcasting Corporation

NAB RULES ON PIGGYBACKS

Code authority will issue regular reports listing announcements which fail to qualify as integrated

Regular reports on NAB Code Authority rulings classifying tv spot announcements as a single announcement (integrated) or actually two separate announcements (piggyback) will be published by NAB, the authority announced last week.

The first list classified announcements from 12 sponsors and included over 40 announcements deemed actually to be multiple spots promoting more than one product. In three cases NAB found that spots were triple piggybacks.

NAB code officials have been making piggyback rulings for many years but they have not been published. The new procedure is designed to aid subscribers in making their decisions, with rulings made at either the Washington or New York offices of the Code Authority.

Under code procedure, prime time station breaks may include not more than a 60-second spot and an ID, or no more than two consecutive spots. In non-prime time the maximum is 60-10-60 second spots, or not more than three of which one must be a 10-second spot. If one of the announcements in a 60-10-60 sequence is a piggyback, the code provision has been violated.

Requests Received ▪ At NAB it was stated a number of agencies have requested piggyback spots. The practice began on a large scale in 1956, with great ingenuity shown in some cases as agencies try to promote more than one product in a spot to get a double impression from a single sale.

Following are the rulings published by the NAB Code Authority, including code identification numbers for each announcement:

INTEGRATED ANNOUNCEMENTS:

Alberto Culver—C-145-30/R-148-30-B; C-145-30/R-148R-30; GS-105-30/DF-113B; GS-120-30/-DF-113R-30-B*; HS-112-30/CR-112-30B**; HS-119-30/CR-104-30B; R-140-30/GS-120-30B; R-148-30/GS-105-30B*; R-148-30/GS-120-30-B**; VO5-114R2-30/S-5-30-B**; VO5-145R2-30/CR-104B; VO5-145R-30/HS-112-30-B**; VO5-145R-30/HS-119-30-B**. (*This particular handling has been given interim acceptance pending receipt of new announcements providing more complete integration. **Some of these announcements have been given qualified acceptance, with suggestions for further integration.)

International Latex—ID-35-1 Isodine & Isodettes; N-10-1***; N-11-1***; N-12-1***; T-60-1***; T-61-1***; T-63-1***; X-70-1***; X-71-1***; X-73-1***; X-74-1***; X-75-1***. (***These are revised piggybacks given limited interim acceptance. Check any Code Authority staff office concerning the time limit beyond which these particular combination announcements will not be approved as comprising properly integrated treatments.)

M&M Candy—FM-106-60 ("Party"); FM-103-60.

MJB Rice and Tea—MJB-RT-132-60R.

Nutra Tone—LL-1 (Life Lotion, Life Hair Spray).

Vigoro—#31, #32.

PIGGYBACKS:

Alberto Culver—C-145-30/R-138-30; GS-105-30/DF-106-30; GS/DF182; HC-145/RA138; HS-105/CR-104; HS-112-30/CR-104-30-B; HS-113-30/CR-104-30; R-138-30/GS-105-30; VO5-145R/-CR-104; VO5-145R/138.

Ideal Toys—103-60 (Kissy Doll/Robot Commando).

International Latex—N-1-1; N-2-1; N-3-1; N-7-1; N-8-1; N-9-1; PL-X-16; R-10-1; R-11-1; R-12-1; R-13-1; R-14-1; T-9-1; T-45-1; T-53-1; T-57-1; X-54-1 (Triple Piggyback); X-56-1 (Triple Piggyback); X-61-1 (Triple Piggyback); X-60-1; X-65-1; X-66-1.

Lestoil—LTA/LPI-755-817-60; LTA-LSP-755-911-60; LSS-LSP-214-911-60.

Morse International (Lavoris mouth wash/spray)—L-140-50; L-141-50.

Pertussin—36-C/V-60 cough syrup and room spray.

Pillsbury (Tidy House)—60-SRD-1-10-42G; PD-1-60-17.

Helene Rubenstein—R-60-302-62-T; R-60-215-61-T.

Simoniz—T-20/VI-62-60-1.

Gardner lands Sheaffer

Sheaffer Pen Co., Ft. Madison, Iowa, last week chose Gardner Adv., St. Louis, as agency for its $2 million account. Gardner replaces BBDO, New York.

Sheaffer, a substantial network tv advertiser, invests about $1 million in tv. The remainder of the billing is in magazines and newspapers.

C-P takes second year of Triangle tv series

Colgate-Palmolive Co., New York, announced last week it will sponsor the *Frontier of Knowledge* television series for the second consecutive year. The company has bought the once-a-month educational tv series on the six Triangle-owned tv stations.

The series is produced by Triangle's WFIL-TV Philadelphia, in association with the U. of Pennsylvania. Other Triangle tv stations are: WFBG-TV Altoona, WLYH-TV Lebanon, both Pennsylvania; WNBF-TV Binghamton, N. Y.; WNHC-TV New Haven, Conn., and KFRE-TV Fresno, Calif.

WESTERN AD GROUP CONTEST WINNERS

Fuller Paint commercial wins top radio honors

The radio commercial for Fuller's yellow paint, part of a "sound of color" campaign produced for Fuller Paint Co. by Fletcher Richards, Calkins & Holden, San Francisco, was chosen as the best radio commercial of the past year to come out of the West. It won first prize in the national/regional division of the annual competition of the Advertising Assn. of the West and also took the sweepstakes award of the Vancouver Advertising & Sales Bureau. In the local category, top honors went to KMPC Los Angeles for its own on-the-air program promotion.

The radio awards and a more extensive list of television awards (there were eight tv classes to radio's two) were announced today at the AAW's 59th annual convention now under way in Denver, June 24-27. At the same time, AAW revealed the winners of other advertising crafts competitions covering western-originated advertising in newspapers, magazines, direct mail and outdoor as well as the broadcast media.

In the outdoor competition, KMPC also won first prize for outdoor displays other than king size posters or car cards for the station's display cards advertising the fact that KMPC is broadcasting all games of the Los Angeles Angels. KMPC's advertising manager, John Asher, was responsible for the idea and the copy. Fletcher Richards, Calkins & Holden, Los Angeles, is the agency. KPOL Los Angeles was given an honorable mention for a king size poster — "KPOL — and there is music," through Darwin H. Clark Co., Los Angeles. KGO-TV San Francisco also drew an honorable mention in the "other" outside class for "The more you look, the more you like," created by George Rodman, station's advertising manager, and placed without an agency.

Radio and tv awards follow:

TELEVISION AWARDS

ANIMATED—60-SEC.

First prize—advertiser, Bank of America, San Francisco; advertising manager; Charles R. Stuart Jr.; agency, Johnson & Lewis, Inc., S.F.; idea & copy, Alan Alch; visual treatment, Alan Alch; producer, Film Fair, Hollywood; caption, "Child Prodigy."

Second prize—advertiser, Best Foods Div., Corn Products Co., N.Y.; advertising manager, Albert Brown; agency, Guild, Bascom & Bonfigli, S.F.; idea & copy, Randy Grochoske; visual treatment, Randy Grochoske; producer, Quartet Films, Inc., Hollywood; caption, "Midnight Snack."

Honorable mentions:—advertiser, California Packing Corp., S.F.; advertising manager, Everett M. Runyon; agency, McCann-Erickson, Inc., S.F.; idea & copy, Randy Grochoske-Peggy Greenfield; visual treatment, Randy Grochoske; producer, Fred A. Niles Communication Center, Hollywood; caption, "Music" (pineapple juice).

Advertiser, Campbell Soup Co., Camden, N. J.; agency, Leo Burnett Co., Inc., Chicago; producer, Animation Inc., Holly-

Winning friends, influencing people

For the past 30 years CKLW Radio has been winning friends, influencing people. In 1932, Radio 80 gave birth to a small but urgent 5000-watt voice. Today CK is a mature, compelling sound—a 50,000-watt installation that sends its news and music into homes and cars throughout Michigan, Ohio, Indiana, Pennsylvania, New York and Canada. We have calculated 5,625,538 radio homes with spendable incomes of over 40 billion dollars* are tuned to Radio 80. To loyal audience, satisfied sponsors and talented staff, CKLW is most grateful. And may we continue to always win friends, influence people.

*Sales Management



WINDSOR, SERVING THE WINDSOR AND DETROIT AREA

CKLW-800 KC

50,000 WATTS

RKO GENERAL, INC. NATIONAL SALES DIVISION • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

ESSEX BROADCASTERS, INC.
GUARDIAN BLDG., DETROIT

wood; caption, "Grocery."

ANIMATED—20-SEC.

First prize—advertiser, Pacific Hawaiian Products Co., Fullerton, Calif.; advertising manager, J. Richard Duntley; agency, Atherton-Privett, Inc., L.A.; idea & copy, Al Atherton-Dick Mohr; visual treatment, Bob Guidi; production, John Urie, L.A.; caption, "Hawaiian Punch."

Second prize—advertiser, Armour Co., Chicago; agency, Foote, Cone & Belding, Chicago; idea & copy, Dick Root; visual treatment, Gordon Bellamy; producer, FilmFair, Hollywood; caption, "Announcement."

Honorable mentions:—advertiser, MJB Co., San Francisco; advertising manager, Paul Beuter; agency, BBDO, S.F.; idea & copy, Robert C. Pritikin; visual treatment, Playhouse Pictures, Hollywood; producer, Playhouse Pictures; caption, "Ladder."

Advertiser, Culligan Inc., Northbrook, Ill.; advertising manager, Ken Edwards; agency, Alex T. Franz, Inc., Chicago; idea & copy, Dal Williams; visual treatment, Quartet Productions, Hollywood; producer, Dallas Williams Productions, Hollywood; caption, "For Soft Water."

LIVE ACTIONS 60-SEC.

First prize—advertiser, Southern California Cancer Center, L.A.; agency, Foote, Cone & Belding, L.A.; idea & copy, Steve Lehner; visual treatment, Robert Sallin-Dick Korek; producer, Cascade Pictures of California, Hollywood; caption, "Appeal."

Second prize—advertiser, Kaiser Industries Corp., Oakland; agency, Young & Rubicam, Inc., S.F.; idea & copy, Hanley Norins; visual treatment, J. E. D. Falby; producer, Twentieth Century Fox, Hollywood; caption, "Kaiser Center."

Honorable mentions:—advertiser, Best Foods Div., Corn Products Co., N.Y.; advertising manager, Albert Brown; agency, Guild, Bascom & Bonfigli, S.F.; idea & copy, Dave Bascom; visual treatment, Dave Bascom; producer, National Screen Services, Hollywood; caption, "Popularity."

Advertiser, Mattel, Inc., Hawthorne, Calif.; advertising manager, Jack Jones; agency, Carson/Roberts/Inc., L.A.; idea & copy, Ken Sullet; visual treatment, Dick Perkins; producer, Lou Lilly Productions, Hollywood; caption, "Talking Blaze."

LIVE ACTIONS—20-SEC.

First prize—advertiser, S. C. Johnson & Son, Inc., Racine, Wis.; advertising manager, Douglas L. Smith; agency, Needham, Louis & Brorby, Inc., Hollywood; idea & copy, Jack Trindl; visual treatment, Thomas D. Thomas; producer, Frazen Productions, Inc., Hollywood; caption, "Handy Dandy Jr."

Second prize—advertiser, TV Guide Magazine, Radnor, Pa.; agency, Freberg Ltd., Hollywood; idea & copy, Stan Freberg; visual treatment, Bob Dahlquist; producer, Freberg Ltd.; caption, "Red Crandelmeyer."

Honorable mentions:—advertiser, KGO Radio, S.F.; advertising manager, Ron Wren; agency, None; idea & copy, Rolfe Peterson-Ron Wren; visual treatment, Marty Pasetta; producer, KGO-TV, S.F.; caption, "Rolfe Peterson promo."

Advertiser, Grocery Store Products Corp., Pa.; advertising manager, Frank Rhodes; agency, Cunningham & Walsh, Inc., S.F.; idea & copy, Hal Larson; visual treatment, Mario Donna; producer, National Screen Service Co., L.A.; caption, "This is an egg."

LIVE ACTIONS—ID's

First prize—advertiser, Hunt Foods and Industries, Inc., Fullerton, Cal.; advertising manager, L. F. Ohliger, Jr.; agency, Young & Rubicam, Inc., L.A.; idea & copy, J. E. Reich; visual treatment, Dick Rucker; producer, Fred A. Niles Productions, L.A.; caption, "Pork and Beans."

Second prize—advertiser, Seabord Finance Co., Los Angeles; advertising manager, James Felton; agency, Foote, Cone & Belding, L.A.; idea & copy, Steve Lehner; visual treatment, Robert Sallin-Jack Johnson; producer, Cascade Pictures of California, Hollywood; caption, "Buckets."

No Honorable Mentions awarded in this category.

LOCAL

First prize—advertiser, So. Calif. & So., Counties Gas Co., L.A.; advertising manager, Jack Spaulding-Don Robertson; agency, McCann-Erickson, Inc., L.A.; idea & copy, William Bateman; visual treatment, Peter Spier; producer, FilmFair, Hollywood; caption, "Girl and Graphics."

Second prize—advertiser, San Diego Gas & Electric Co., San Diego; advertising manager, Forrest M. Raymond; agency, Barnes Chase Co., San Diego; idea & copy, Glenn Michel-Cullen Boyles; visual treatment, Glenn Michel-Roger Tilton; caption, "Hot Water."

Honorable mentions:—advertiser, Bell Brand Foods, Ltd., Los Nietos, Calif.; advertising manager, William Lee; agency, McCann-Erickson, Inc., L.A.; idea & copy, William Bateman-Jonis Gold; visual treatment, Peter Spier; production, The Peterson Company, L.A.; caption, "Patio."

Advertiser, Pacific Gas & Electric Co., S.F.; advertising manager, A. James McCollum; agency, BBDO, S.F.; idea & copy, Mary Wolcott; visual treatment, John Norall; producer, Hollywood Film Commercials, Hollywood; caption, "Electric Range."

COLOR

First prize—advertiser, Carnation Company, L.A.; advertising manager, Paul Willis; agency, Erwin Wasey, Ruthrauff & Ryan, Inc., L.A.; producer, Playhouse Pictures, Hollywood; caption, "Contented Cow's Secret."

Second prize—advertiser, Ford Motor Co., Dearborn, Mich.; agency, J. Walter Thompson, N.Y.; producer, Playhouse Pictures, Hollywood; caption, "Futura Freida."

Honorable mention—advertiser, Greater Oklahoma City Florist Assn.; agency, Srago Advertising, Oklahoma City; idea & copy, John Western; visual treatment, John Western; producer, Bandelier Films, Inc., Albuquerque, N.M.; caption, "Thoughtful Thudwell."



PREVIEW: a new twist in twisting

A shoe-size Chubby Checker sings and dances the Twist in behalf of Tom McAn's new line of Twisters shoes in this shot from one of a series of commercials produced by Videotape Productions of New York Inc. The special effect of the Twist exponent going from cardboard cut-out to a hip gyrating cut-up was achieved through the tape firm's new Chroma-Key process which uses both color and black-and-white tv cameras. First, a monochrome camera shot the show window display, then a color camera was made "blind" to take Chubby Checkers against a saturated blue background. The dancer's image then became its own "keying signal" and cut itself into the first picture to yield an instant composite. The commercials are created by Doyle Dane Bernbach, New York.

copy, Jim Burch-B. J. Pote; visual treatment, John Norall; producer, Fantascope Productions; caption, "Jumbled letters."

Advertiser, Burgermeister Brewing Corp., S.F.; advertising manager, Les Mullins; agency, BBDO, S.F.; idea & copy, James Burch; visual treatment, John Norall; producer, Playhouse Pictures, Hollywood; caption, "Win 'em all."

ANIMATED ID's

First prize—advertiser, The Pillsbury Company, Minneapolis, Minn.; agency, Campbell-Mithun, Inc., Minneapolis, Minn.; idea & copy; Don Growert; producer, Animation, Inc., Hollywood; caption, "Floating Biscuit."

Second prize—advertiser, Western Airlines, Los Angeles; advertising manager, Bert Lynn; agency, BBDO, L.A.; idea & copy, Allen McGinnis-Rod Larson; visual treatment, Bill Melendez (Playhouse Pictures); producer, Playhouse Pictures, Hollywood; caption, "Birdbatch."

Honorable mentions:—advertiser, J. A. Folger & Co., San Francisco; advertising manager, Peter Folger; agency, Fletcher Richards, Calkins & Holden, S.F.; idea &

RADIO AWARDS

SWEEPSTAKES AWARD

Vancouver Advertising & Sales Bureau Perpetual Trophy—advertiser, W. P. Fuller & Co., San Francisco; advertising manager, Palmer Fields; agency, Fletcher Richards, Calkins & Holden, Inc., S.F.; copy & production, Robert C. Pritikin; caption, "Yellow."

REGIONAL/NATIONAL

First prize—advertiser, W. P. Fuller & Co., San Francisco; advertising manager, Palmer Field; agency, Fletcher Richards, Calkins & Holden, S.F.; copy & production, Robert C. Pritikin; caption, "Yellow."

Second prize—advertiser, Bank of America, San Francisco; advertising manager, Charles R. Stuart, Jr.; agency, Johnson & Lewis, Inc., S.F.; producer, Johnson & Lewis, Inc., S.F.; caption, "Convenience."

Third prize—advertiser, Rambler Dealers of So. California, L.A.; agency, Anderson-McConnel, Hollywood; copywriter, Dal Williams-Chuck Stuart; producer, Spotmakers; caption, "St. Ives."

Honorable mentions:—advertiser, Stokeley-Van Camp, Oakland; advertising man-



The Debbie Drake *show*

Debbie Does it Again!

130 **NEW** episodes for immediate release

+

130 1st series already sold in 102 markets

NOW 260 15 minute shows in syndication

wire or call collect for your screening print to

BANNER FILMS, INC.

527 MADISON AVENUE
NEW YORK 22, N. Y.
PLaza 5-4811

Charles McGregor
President

ANA refocuses on cost of advertising

AGENCY SPEAKERS OFFER REMEDIES AT CHICAGO WORKSHOP

Rising ad costs, agency compensation and the computer were the leading topics discussed at a workshop of the Assn. of National Advertisers held in Chicago last week.

The workshop, titled "Advertising Administration and Cost Control," featured these highlights:

▪ A calculated look at the rising cost of advertising and how it can be met in a profit-squeeze climate.

▪ A belief that only "modest gains" have been made toward changing the media commission system of paying agencies.

▪ A call on clients and their agencies to extend the notice of termination and thus encourage a more orderly transition (and a chance to make up for the billing loss.)

▪ A session on the computer's imprint on advertising.

That a longer period of "notice of termination" be worked out by client and agency was recommended by Charles M. Skade, senior vice president and treasurer of Fuller & Smith & Ross.

Mr. Skade, during a panel on "Improvement Opportunities," advocated a period of four to six months in place of the conventional time that ranges from two to three months. Additional time, he said, would permit a "greater stability" to both the client and agency, permitting the latter to use the period to replace lost billings and providing opportunity for "an orderly handling of the personnel involved and the actions which must be taken by agencies when termination occurs."

He also recommended that the financial people of both agency and client maintain contact, thus alleviating the problem commonly developed when the client advertising staff deals with the agency contact group on finances.

The Profit Squeeze ▪ The dilemma for some companies of increased advertising costs adding to an already existing profit squeeze was discussed by Murray Hillman, vice president and chairman, marketing plans board, McCann-Erickson, New York.

As Mr. Hillman put the problem: while basic advertising unit costs have gone up, media circulations have increased faster and thus the measure of efficiency has declined with advertisers paying more to reach a thousand people than ever before.

Mr. Hillman suggested advertising be assessed by the change in its role (and "mission") in the past 10 years—for example, it must support the wealth of new products introduced (see page 27).

He said advertising is called on to support nine new products out of 10 that will fail in their first year on the market and for the tenth, advertising often must buy a strong consumer franchise in "early payout plans."

Shorter Product Life ▪ Still other situations, such as shorter life of many products (as new products are introduced), mean the amortization of advertising dollars over a shorter period of time, Mr. Hillman said.

Kenneth R. Davis of Dartmouth College, who collaborated on ANA's famed Frey report on agency-advertiser relationships and compensation methods a few years ago, saw "only the most modest gains" toward changing the historic media commission system of paying agencies.

Agency, media and advertiser, he said, all have too great a "vested interest" in the media commission system to expect it to be significantly changed unless advertisers themselves initiate the change.

He observed that "currently agencies are claiming that television advertising is a losing proposition [for agencies to handle]" but said that "this probably represents the necessary adjustment to

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ager, William West; agency, Lennen & Newell, Inc., S.F.; copywriter, Alan Cameron; producer, Alan Cameron-Steve Atkin; caption, "Pictsweet frozen foods."

Advertiser, Sure-Fit Seat Covers, Los Angeles; agency, Eisaman, Johns & Laws, Hollywood; copywriter, Dal Williams-Chuck Stuart; producer, Spotmakers, Hollywood.

LOCAL

First prize—advertiser, KMPC, Los Angeles; advertising manager, John Asher; agency, None; copywriter, Bob Arbogast; producer, John Asher; caption, "Nine out of ten people . . ."

Second prize—advertiser, Pacific Northwest Bell, Seattle; advertising manager, D. E. Hutchins; agency, Guild, Bascom & Bonfigli, Seattle; copywriter, Alan Cundall; caption, "Seattle Employment Spot."

Third prize—advertiser, Marin Dairymen's Milk Co., S.F.; advertising manager, Arnold Spinetti; agency, Hoefer, Dieterich & Brown, S.F.; copywriter, James C. Nelson; producer, Ad-Staff, Inc., Hollywood; caption, "Friendly Cow."

Honorable mentions:—advertiser, Nalley's, Inc., Tacoma; advertising manager, Robert Ross; agency, Foote, Cone & Belding, S.F.; copywriter, Ted Barnett; producer, Robert Sallin, (FC&B), L.A.; caption, "Snack Treats."

Advertiser, Nugget Casino and Motor Lodge, Sparks, Nev.; agency, Doyle-McKenna Advertising Agency, Reno; copy & producer, Click Slocum; caption, "Golden Rooster Room."

Carling buys Steelers

Carling Brewing Co., Cleveland, will sponsor one-fourth of the Pittsburgh Steelers' National Football League games for 1962 on both radio and television. The games will originate on KDKA-TV and WWSW, both Pittsburgh.

E. S. Scheideman, marketing director for Carling's central division, said the Steelers' tv network also includes outlets in Altoona and Johnstown, both Pennsylvania; Clarksburg, W. Va.; and Steubenville and Youngstown, both Ohio. A 39-station radio network will carry the games in the same general area.

Agency appointments...

▪ National Council of Tourism for Mexico appoints The Wesley Assoc., New York, as agency. Radio is included in media plans.

▪ The Nestle Co., White Plains, N. Y., has appointed VanSant Dugdale, Baltimore, as advertising agency for several product lines and subsidiaries, effective July 1. The products: Maggi bouillon cubes and Maggi seasoning; Swiss Knight Gruyere cheese wedges, slices and fondue; Wispride cheeses (distributed by Gerber Cheese Co., a wholly-owned subsidiary), Cailler's chocolate, imported Nescafé, Hero preserves, Maggi soups, Hum cheeses (distributed by Holland Food Co., a wholly owned subsidiary), and Brown gravy mix.

▪ Jack's Cookie Co., Tampa, Fla., has appointed Louis Benito Adv., that city, as agency.

▪ Prudential Wares, Milwaukee, has appointed Bozell & Jacobs, Chicago.

Rep appointments...

▪ KOLE Port Arthur, Tex.: Daren F. McGavern Co. as national sales representative, effective July 1.

▪ WFMV (FM) Richmond, Va., and WNXT Portsmouth, Ohio: Walker-Rewalt Co. Inc., New York, as exclusive national representative.

▪ WHTN-TV Huntington, W.Va.: Ohio Stations Representatives, Cleveland, as representative in Ohio and in Pittsburgh.

▪ WEAU-TV Eau Claire, Wis.: George P. Hollingbery Co. as national rep.

▪ WKYT-TV Lexington, Ky., and KTRM Beaumont, Tex.: Venard, Rintoul & McConnell Inc., New York, as national sales representative.

▪ WECT (TV) Wilmington, N. C.:

a new medium, and I haven't heard of any agencies giving up large accounts because they were heavy in tv."

Computers ▪ Herbert D. Maneloveg, vice president in charge of media, BBDO, said computers will provide the media man with time to "judge, to weigh, to think"—because of the machines' speed and flexibility, he'll have more information to consider.

Kenneth C. Schonberg, president, Central Media Bureau Inc., told the meeting of a CMB survey conducted among 100 top advertisers in June 1962. He said 27 companies responded and of this number 25 had computers. He cited these uses by respondents: 15 said they are using machines for virtually all their new product planning; 21 have automated their production planning and scheduling; four are using computers for advertising budget apportionment, and 10 are using them to measure the sales effectiveness of advertising.

Other participants in the ANA's program: Alfred Boberg, National Biscuit Co.; Bradford Calmus of the Institute of Internal Auditors; Raymond E. Wilson of Shell Oil and Shelby Page of Ogilvy, Benson & Mather, who discussed technical aspects of a client-agency relationship; Jack A. Cunningham of Westinghouse Electric; Richard E. Day, Morton Salt Co.; William N. Hesketh, Xerox Corp.; Carl J. Ally, Papert, Koenig, Lois, and John F. Whaley, Needham, Louis & Brorby.



Elder statesman among elder statesmen

It was a big surprise last Tuesday for John H. Platt (c), who retires July 1 as senior vice president of the Kraft Foods Div. of National Dairy Products Corp., when 100 of the nation's leading media and agency executives paid tribute to his 43 years of advertising achievements, including pioneering broadcast ventures such as *Kraft Music Hall* and *Kraft Television Theatre*. Among those attending the Chicago luncheon were (l to r): Robert E. Kintner, NBC president; Maurice H. Needham, board chairman of Needham, Louis & Brorby; Mr. Platt; Fairfax M. Cone, chairman of executive committee, Foote, Cone & Belding, and Arthur C. Farlow, senior vice president, J. Walter Thompson Co. All three agencies handle major accounts for Kraft.

Advertising Time Sales Inc., New York, as national representative, effective July 1, except in Dallas and Atlanta, where it becomes effective Sept. 13.

▪ WCAP Lowell, Mass.: Prestige Representation Organization, New York, as exclusive sales representative outside New England. Kettel-Carter Inc., Boston, is New England rep.

10 advertisers sign for ABC-TV schedule

ABC-TV last week announced it had sold 10 contracts to advertisers new to the medium or to advertisers that usually do not advertise in daytime tv shows.

Continental Casualty Co., Chicago, has signed for participations in the network's daytime schedule. It is reportedly the first time an insurance company has sponsored woman-directed daytime entertainment programs. George H. Hartman Co., Chicago, is CCC's agency.

C. H. Musselman Co. is reported to be making its daytime tv debut on ABC-TV's *Yours For A Song, Jane Wyman Presents, Day In Court* and *Seven Keys* for its apple sauce, apple butter and apple juice. Agency is Grey & Rogers, Philadelphia.

Other sales include A. J. Siris Co. (school supplies) through Maxwell Sackheim-Franklin Bruck Inc.; Chap Stick and Chap-Ans through Gumbinner; Norcliff Labs' Orafix (denture adhesive) through Kastor, Hilton, Chesley, Clifford & Atherton Inc.; Beltone hearing aids through Olian & Bronner Inc.; Upjohn Co. through McCann-Marschalk Co.; Milton Bradley Co. via Noyes & Co., Providence, and Parker Bros. through Badger, Browning & Parcher Inc., Boston.

Business briefly...

Carnation Co., Los Angeles, has bought alternate-week quarter-hour sponsorship in two CBS-TV daytime programs, *Password* and *To Tell the Truth* (which begins in the fall). Agency: Erwin Wasey, Ruthrauff & Ryan Inc., Los Angeles.

General Mills Inc., Minneapolis, has bought *All-Star Scouting Report,* NBC-TV shows which will precede the network's coverage of the All-Star baseball games on July 10 and July 30. *All-Star Scouting Report* will be seen at 12:30 p.m. EDT, July 10 and 1:30 p.m. EDT, July 30. Agency: Knox Reeves Adv., Minneapolis.

Ralston-Purina Co., St. Louis, has signed a one year contract with Caranet (Carolina Radio Network) for a Monday-Friday segment on *The Charlie Slate* farm program. Caranet includes 15 local radio stations in North Carolina. Omer Dye, eastern regional advertising manager of Ralston-Purina, handled the negotiations.

Thomas Leeming & Co. has bought 26 weeks in *It's a Man's World,* new NBC-TV comedy-adventure series which goes on the air Sept. 17 (Mondays, 7:30-8:30 p.m. EDT). Agency: William Esty Co., New York.

Corning Glass Works has signed to sponsor CBS-TV's telecast of two-hour opening program of New York's Lincoln Center for the Performing Arts, Sept. 23 at 9-11 p.m. (NYT). Program will feature New York Philharmonic with Leonard Bernstein, plus noted soloists. Agency: BBDO, N. Y.

STILL MORE TV FOR TOYS?

That's the indication as makers meet, talk plans to improve the quality of television commercials

Toy manufacturers and distributors, meeting in Chicago last week for their annual market week, reported they will probably spend more money this year on television advertising—already budgeted in the millions—and that they expect the quality of the commercials to be improved.

They appeared sorry, however, that they had not acted on the commercial quality problem before being pushed into it by the Federal Trade Commission, the Better Business Bureau and the NAB. They blamed highly competitive conditions in the toy business, which has been undergoing a complete revision because of the impact of tv.

John Snow, toy division manager of Montgomery Ward & Co., during a panel meeting on toy advertising on tv, said Ward, when buying a new toy item, look "first" at the extent of its tv network advertising. Ward's usually "runs" 90% of the items which have network schedules, he said. He felt the tv support should be "saturation, on the screen every day."

Mr. Snow later said Ward's has "made good money" selling toys advertised on network tv in the past two years. He said he takes a careful look at toy items which have only spot television support because of instances where all the spot support promised was not delivered or could not be cleared. With a network buy, he said, he knows the necessary exposure is assured.

Demanding ▪ Mel Helitzer, advertising director of Ideal Toy Corp., felt parental criticism of toys on tv will eventually die out when parents recognize that the child, "indoctrinated by effective advertising, has become a strong, demanding voice in household marketing."

But, he said, "no toy was ever bought by parents who did not want to buy it."

Mr. Helitzer predicted bigger toy buys in network tv this year and said by 1963 all references to retail price will disappear. He said that the NAB, despite a recent "premature news announcement . . . is still sitting on the fence but I think they'll ask their stations to check local toy prices and pull commercials that list retail prices not being set."

Mr. Helitzer said he believes local tv stations "will raise spot prices so high they will choke off a lot of toy advertising." When the cost of advertising is more than the profit, "advertising is out," he said.

What Tv Did ▪ Al Hollender, executive vice president of Grey Adv., New York, which handles the Ideal account, said the toy industry in three years has grown from $1.6 billion to $2 billion as a result of tv support. Tv also has taken the peaks and valleys out of the toy selling cycle, once strongly seasonal, he said. Tv also has produced pre-testing of toys and customer warranties and has stimulated high customer traffic in the store, he said.

Martin Kramer, vice president of Skill-Craft Corp., said one visible benefit of tv advertising is that it has enhanced the growth and the stability of some toy companies and increased awareness of the toy industry among investors and the general public.

This stability encouraged responsibility and a willingness to live up to advertising commitments, he said, "which in turn took the guesswork out of tv promises" that toy sellers made to store purchasing agents.

They drive and listen

American motorists average one hour of car-radio listening every day, Radio Advertising Bureau reports in a new study, "Driving Force." Interviews with 3,000 motorists in six major markets showed that virtually all car-radio owners (95.8%) listen to their car radios in the average week, and almost half (48%) report "very heavy listening," and spend most of the time they're behind the wheel with the radio on. RAB compares the one hour of auto listening to the 35-39 minutes newspaper readers average with that medium. Interviewing for the study was conducted by Richard Manville Research Inc.



U.S. tv commercial wins top Venice prize

For the first time in several years a U.S. commercial film producer has won the television grand prize at the Venice International Advertising Film Festival (June 11-15). Pictured is a scene from the winning commercial, "Who says beer is a man's beverage?" produced by MPO Videotronics Inc., New York, for J. Walter Thompson and its client, the United Brewers Assn. The 90-second, live action, color commercial was judged the best of all entries in eight categories. Commercial credits include: Byron McKinney, agency producer; Al Haman and Jack Wohl, writers; Mitch Lee, music; Bill Susman, MPO producer; Charles Dubin, director, and Lee Sherman, who was in charge of choreography.

New 'spot sampler' by TvB

New "Spot Sampler" to help agencies get a quick line on costs of proposed spot tv campaigns is being developed by TvB research department.

It will be an up-dated version of one issued five years ago, roadmap-sized to cover maximum number of possible combinations and taking into account ratings for various time periods (as analyzed by Nielsen), cost variations from market to market, even budgetary advantages of numerous package plans.

IS ANYBODY

in the research business measuring the booming

OUT-OF-HOME?

audience . . . not just by market . . . but by station



PULSE IS . And has since 1950, with techniques which won us the American Marketing Association (New York Chapter) award that year. Over 1,000 agencies, advertisers, stations receive Pulse out-of-home data, from 266 markets, as often as once-a-month. The results are incorporated in each station's rating—not given simply as a total for the whole market. Why can Pulse deliver its out-of-home data by station? We *ask* people at home, face-to-fact in personal interviews. People don't easily, normally or un-self-consciously carry meters, diaries or phones with them. But they *do* come home. And *when* they do, they can readily tell Pulse interviewers what they heard (and where) in the preceding few hours. Ask a Pulse account executive to tell you more about Pulse's coverage of the out-of-home audience, in radio and television—or about other aspects of our expanding research service to marketers and broadcasters.

NOTES: WHEN OUT OF HOME'S OUT OF SIGHT

. . . the station denies itself credit for a 38% plus. (This figure varies from market-to-market, of course.)

. . . the medium is under-valued to the tune-in of 2,822,934 families during the average ¼ hour throughout the day. (5,000,000 auto radios were sold in 1961. Portables? $200,600,000 worth, in 1961 alone.)

. . . the advertiser denies himself the impact and vibrance of the most intimate of media. If he's working with reports that don't account for out-of-home by station, he risks the wrong buy.

For a summary report of out-of-home radio listening, write, wire or phone. (No obligation.)

Nothing takes the place of INTERVIEWS in the HOME

P THE PULSE, INC.

the face-to-face touch in radio, television and market research
730 Fifth Avenue, New York, N. Y.

Phone: JUdson 6-3316

HOUSE HOMILY FOR THE FCC

Failure to solve daytimers' problem earns agency a long lecture in House Commerce Committee report

The FCC was criticized by the House Commerce Committee last week for its failure to find a solution to the problem created by daytime broadcasters' request to operate before sunrise.

The criticism was contained in a report accompanying the committee-approved bill (HR 4749) that permits all daytime broadcasters in single-station markets to operate before sunrise, and all other such stations to apply to the commission for similar operating authority (BROADCASTING, June 11).

In essence, the report said it's necessary for Congress to grapple with the problem because the FCC has failed to do so in a satisfactory manner.

The report made clear the committee belief that daytimers in single-station markets can provide a "vitally needed" service in broadcasting, before sunrise, programs dealing with local news, weather reports, farm market reports and other matters of local interest.

Opportunity Missed ▪ The commission, the report said, has had "ample opportunity" to make such service possible. The report recalled that the commission has held two rulemaking proceedings in recent years dealing with daytimer requests for authority to operate on extended hours. One would have authorized 5 a.m.-7 p.m. operations; the other, 6 a.m.-6 p.m. Both were rejected.

The committee doesn't "quarrel" with the commission's rejection of these "across-the-board" requests, the report said. But, it added, although individual commissioners have expressed the view that the request of daytimers in single-station markets for permission to operate before sunrise should be given some consideration, the commission itself appears "headed in the opposite direction."

This was a reference to the commission's proposed rulemaking which would make it easier for fulltime stations to prove interference was being caused by daytimers operating on their frequency before sunrise. Such a rule, the report said, would "likely restrict materially present presunrise operations" by daytimers.

As a result, the report said, "the committee felt it had little choice but to urge adoption of legislation which will put on a more secure footing pre-sunrise operations of daytime stations in areas not receiving local service from full-time stations."

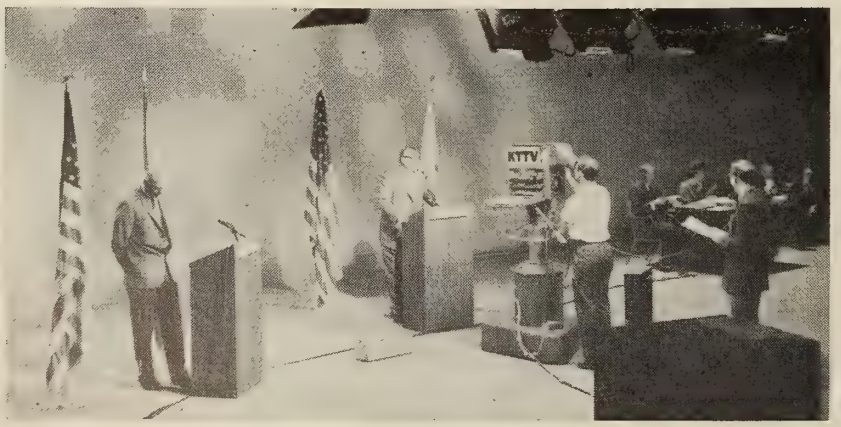
The report also replied to FCC claims that congress should not legislate in the technical field of frequency allocations but should leave such details to the commission, which was created to handle them. The commission had opposed the bill on these grounds, among others.

The report said the committee feels the legislation "is narrowly pinpointed" to deal with a particular problem urgently in need of solution. "Furthermore," it added, "the committee feels the commission has failed to deal with this problem in a manner that adequately protects the public interest."

Another commission argument that failed to impress the committee was that which held the FCC should concern itself with whether a pre-sunrise operation causes interference with an unlimited time station rather than with whether the daytime station is providing its early-morning listeners a valuable service. "This," said the report, "is too narrow an interpretation of the public interest concept of the Communications Act."

As originally introduced, the bill would have authorized daytimers to operate from 6 a.m. to 6 p.m. But the committee, the report said, doesn't feel that post-sunset operations by daytimers are so essential as to justify the interference they would be likely to cause.

The report said the committee welcomes the commission's decision to reconsider the question of extending the hours of daytimer operations (BROADCASTING, April 23). But this promise, the report added, doesn't mean Congress shouldn't define the public interest in this question. "On the other hand," it went on, "the commission should under no circumstances" postpone its own action in this field simply because Congress is attempting to resolve the problem by legislation.



How 89 candidates went on camera

KTTV (TV) Los Angeles presented what it calls a "precedent-breaking" telecast on "Your Congressional Candidate—In Person," a 3 hour and 15 minute show in which 89 congressional candidates participated. Each candidate was introduced by Bill Welsh, KTTV's director of special events, and given an allotted time to make a statement.

Photo above shows the procedure used: one candidate is on camera (right) while the next (left) awaits his cue. This permitted the 89 office seekers to face the camera with a minimum of delay and confusion.

Space system profits will be modest—Hyde

No one is going to make a fortune investing in the communications satellite corporation, FCC Commissioner Rosel H. Hyde said last week in a talk to the Mountain-Pacific States Conference of Public Service Commissions in Seattle, Wash.

Not only will hundreds of millions of dollars be necessary to establish a commercial system, Mr. Hyde said, but it will be years before the volume of overseas communications builds to the point where the huge capacity of the space system is used efficiently. And, furthermore, Mr. Hyde added, the system will be government regulated "and our statute books don't allow regulated industries to make many new millionaires." He also noted that foreign governments will share in revenues.

Mr. Hyde expressed disappointment

that Congress and the administration did not accept the FCC's proposal to vest ownership of the satellite communications system in international carriers. The bill establishing a communications satellite corporation provides that ownership shall be divided among the carrier, the public and foreign governments. The FCC commissioner warned, however, that "In the final analysis, it will be these carriers who will bear the responsibility to the public for services provided over the satellite system just as they are now responsible for service over cable or radio facilities."

WGAL-TV opposes change of ch. 15

WGAL-TV Lancaster, Pa., urged the FCC to rescind a notice of rulemaking which invited comments on a proposal by WLYH-TV Lebanon-Lancaster (ch. 15) to change the assignment of ch. 15 from Lebanon to Lebanon-Lancaster.

WGAL-TV (ch. 8) claimed the FCC acted precipitantly in issuing the rulemaking notice before any party could oppose the request for such a proceeding. The WLYH-TV proposal is self-serving and not connected with public service considerations, WGAL-TV charged. Even though interested parties can oppose rulemaking once it has been instituted, the FCC should not allow administrative time to be wasted on a proposal that is without merit, WGAL-TV said.

WLYH-TV already has FCC permission for dual-city identification, WGAL-TV said. The uhf station has not asked permission to move its transmitter site because it already has an area of signal overlap with WFIL-TV Philadelphia, WGAL-TV claimed. WLYH-TV and WFIL-TV are both Triangle stations.

The reason WLYH-TV wants reallocation "in name only" is so it can claim that Lancaster is an intermixed uhf-vhf market "whose supposed problems could be cured by removing ch. 8," WGAL-TV claimed. It said deletion of ch. 8 has become a WLYH-TV "obsession."

Grand Rapids plan for interim is filed

Four of the five applicants for ch. 13 Grand Rapids have filed an application with the FCC to operate on an interim basis (CLOSED CIRCUIT, June 18).

The corporation, Channel 13 of Grand Rapids Inc., asked for waivers of the mileage separation rules and to permit the studios to be located at the transmitter site, 10 miles from Grand Rapids.

Grand Broadcasting Co., West Michigan Telecasters, MKO Broadcasting Corp. and Peninsular Broadcasting Co. have formed the interim group. Officers will rotate positions. The application makes provision for the fifth applicant, Major TV Co., to join at a later date if it wishes.

Pastore, Hartke propose equal-time repeal

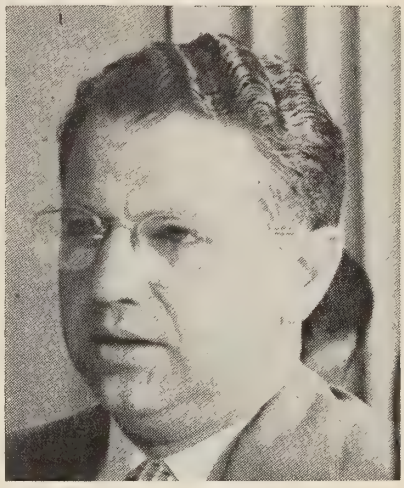
Sen. John O. Pastore (D-R. I.) last week urged repeal instead of mere suspension of the Communications Act's requirement that broadcasters give equal time to political candidates. Repeal, he said, would amount to "a well-deserved vote of confidence" in the broadcasting industry.

Sen. Pastore, chairman of the Senate Communications Subcommittee, made the comment in introducing legislation in behalf of Sen. Vance Hartke (D-Ind.) to eliminate the law's equal-time provision. But the bill (S 3434) would retain the requirement that broadcasters afford "reasonable opportunity for the discussion of conflicting views."

Sen. Hartke, a member of Sen Pastore's subcommittee, told the Indiana Broadcasters Assn. on Saturday (June 16) he would sponsor the legislation. He said he thinks broadcasters are mature enough for responsible use of the freedom the bill would give them (BROADCASTING, June 18). Sen. Pastore indicated he agrees.

A number of bills to amend the equal-time provision of Sec. 315 have been introduced. Some would merely suspend the requirement either for the 1962 congressional or 1964 presidential campaigns. It was a temporary suspension that induced broadcasters to carry the Kennedy-Nixon debates in 1960.

Sen. Pastore said he believes the provision should be repealed instead of suspended—election by election. "Repeal would be a well-deserved vote of confidence in the broadcasting industry, which in no way abused the temporary freedom to objectively use its mature sense of fair play in the public interest."



Sen. Hartke

He didn't think repeal would affect either FCC policy or existing law which imposes on broadcasters "the broad encompassing duty of providing a fair cross section of opinion in the station's coverage of public affairs and matters of public controversy."

Sen. Pastore has announced his subcommittee will hold hearings on proposed Sec. 315 amendments starting July 10 (BROADCASTING, June 18).

FCC keeping close check on short-term licensees

Since December 1960, the FCC has renewed the licenses of over 30 stations for periods shorter than the ordinary three-year term. Some of these stations have served what amounts to a probationary period and are now finding themselves under a high-powered FCC microscope.

One licensee whose short-term renewal expired has received a lengthy letter from the FCC staff questioning programming logs and asking for a description of what the station's owner has done to maintain control.

Some five-minute broadcasts on such subjects as tuberculosis prevention, tax problems and social security were challenged. The FCC asked whether the broadcasts were, in fact, public-service programs or noncommercial spot announcements. The commission also wanted more detail on public-service programs the station claimed to have broadcast which were not covered by the composite-week logs. In each case, the station was requested to give the date and hour of broadcast, the duration of the program and a detailed description of the format.

The FCC asked for examples of how policy and supervision proposals were carried out.

Government note...

Copyright extension ▪ The House has approved and sent to the Senate legislation to extend until Dec. 31, 1965, copyrights which would otherwise expire before that date. The bill is intended to provide temparary protection pending a review of the Copyright Act by Congress.

Norfolk tv outlets quizzed about political programs

The three Norfolk, Va., area tv stations are under FCC scrutiny as a result of separate complaints by citizens in that area.

The complaints sent to the FCC allege that the three stations—WAVY-TV, WTAR-TV and WVEC-TV—were lax in presenting political broadcasts and public affairs programs. Those complaining represent diverse political viewpoints: a Republican candidate for the Virginia House of Delegates; the director of the Norfolk Committee on Political Education (sponsored by AFL-CIO); the chairman of Citizens for Democratic Government; the president and general manager of the *Norfolk Journal & Guide*, a weekly newspaper for Negroes; and a former employe of one of the station licensees.

The commission relayed the complaints to the stations and identified their sources, at the same time asking each station a number of questions about its policies for political and public affairs broadcasts. The questions covered news treatment of political campaigns, time devoted to local politics, whether paid or sustaining, refusals of such time and station policies.

The FCC has no requirement as such that stations carry political broadcasts. But it is one of the categories listed among the commission's public interest considerations in the agency's programming policy statement. Public affairs is another such category.

Two of the licensees have already replied; the third has been granted FCC permission for additional time and plans to submit its reply today.

The two who did reply submitted a number of documents about political and public affairs programs they have broadcast. One cited its donation of prime time for a debate in last year's gubernatorial election. Another mentioned a program broadcast recently on medical-care-to-the-aged legislation where differing viewpoints were represented.

The complaints stemmed largely from the stations' handling of a recent city council election. One station felt the issues did not merit a special program. Another indicated the candidates misunderstood equal-time regulations.

The FCC probe at present is only investigative in nature. The agency has made no announcement and has not acted.

CHICAGO TV HEARING HELPED—LEE

FCC member suggests more studies in other markets

The FCC's inquiry into Chicago local programming was "constructive, necessary and desirable" and the agency should conduct further inquiries in "typical test markets of different kinds," Commissioner Robert E. Lee, who presided at Chicago, said last week.

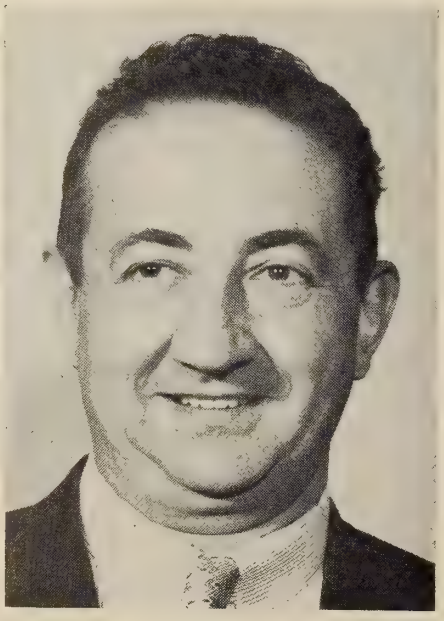
Examples of other markets which Commissioner Lee thinks should be probed: two-station markets, intermixed uhf and vhf markets and non-network affiliate areas.

He also suggested ways to expedite hearings. Witnesses should submit written statements to be screened for those "provocative and controversial" enough to warrant cross-examination. Other statements would be carried as exhibits in the record. The Chicago hearing was split into two one-week segments (BROADCASTING, March 26, April 16). Commissioner Lee suggested station testimony should follow that of public witnesses. In this way a hearing could be completed in a week or less, Commissioner Lee estimated.

The five Chicago stations got passing marks from Commissioner Lee for their efforts to determine community interests and needs. In his report he noted that "no significant criticism has been directed" against educational WTTW (TV) or independent WGN-TV and directed his remarks to the three network-owned stations, WBBM-TV (CBS), WNBQ (TV) (NBC) and WBKB-TV (ABC).

On the question of local autonomy of network-owned stations, a central issue in the hearing, Commissioner Lee said the networks in effect exercised a veto power on decisions by the local managers. He suggested that this problem be studied and recommendations sent to the commission. The question of local autonomy applied to multiple licensees and corporate ownership with non-resident top management as well as network ownership, he said.

Word From The Top ▪ When a resident manager seeks network approval to schedule local live programming, top management policy requires "as a general proposition" that he carry the full network fare, Commissioner Lee said. "When [the manager] seeks an O.K. from New York either because he has to, or because he wants reassurance on a voluntary proposal, it is equally clear that New York management, as often as not, turns down local programming in favor of its network programs. The joinder, in one organization, of network program production and sales, and owned and operated stations with their conflicting interests and desires resolved by a top management echelon, it seems, raises a basic conflict in interest problem."



Commissioner Lee
He wants other voices in other rooms

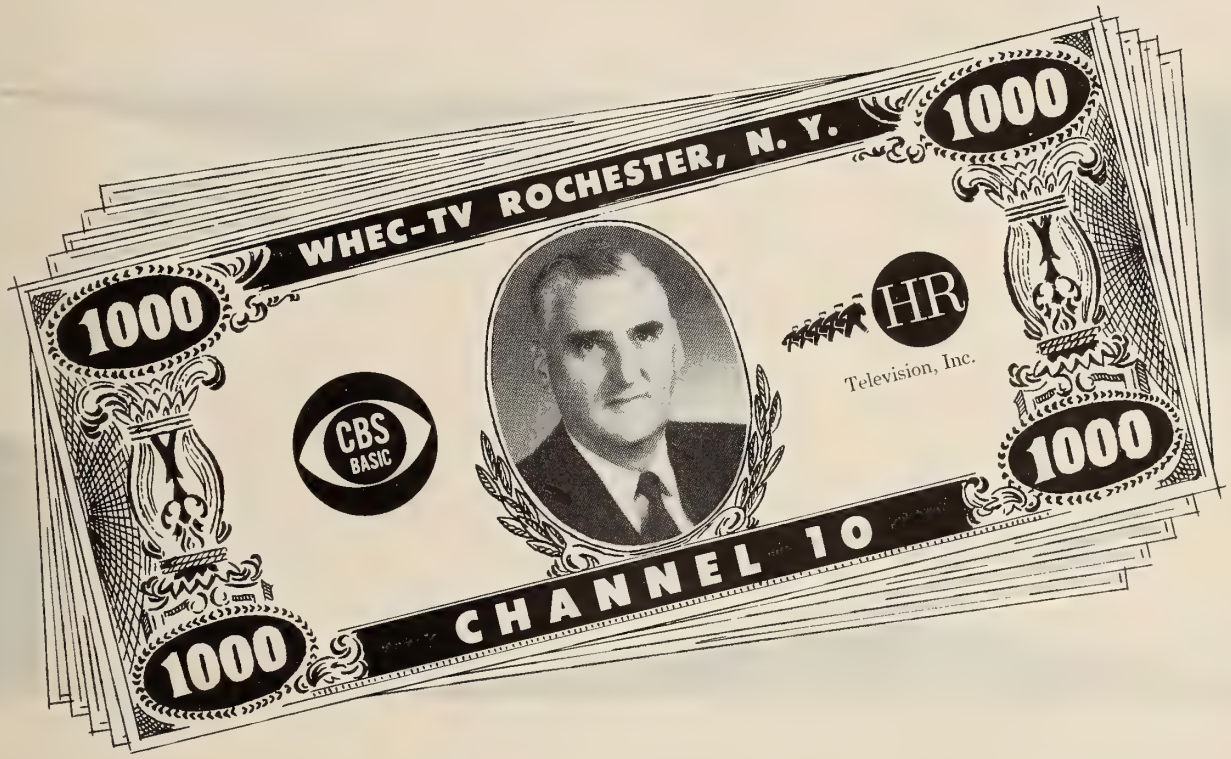
There is also a prestige factor, Commissioner Lee said, for if o&o stations refuse network fare it is difficult for the network to hold affiliates in line and to keep a sponsor sold on the program.

Commissioner Lee characterized and summarized testimony in the Chicago hearing but declined to comment on the merits of the public complaints:

▪ "The areas of controversy center . . . about the treatment accorded local religious groups, racial and social problems and local talent." Civic and charitable groups are happy with the treatment they receive, as are educators and local, state and federal government organizations, Commissioner Lee decided.

▪ "There is little local live programming in Chicago which affords an opportunity for the development of local talent outside the areas of news, discussion and talks. . . . The fact of life is that [entertainer, writer or producer] talent today is generally resident in either New York City or Hollywood." Local talent migrates to the major production centers as soon as it is able to

Rochester, New York, Is GREEN ...But Not With Envy!



23% **OF THE FAMILIES IN THE ROCHESTER, N. Y. METROPOLITAN AREA**

Have An ANNUAL INCOME Greater Than

$10,000*

ROCHESTER Ranks FIRST In New York State

*Authority: Rochester Chamber of Commerce

TO REACH DEEP INTO THE PROSPERITY OF ROCHESTER, NEW YORK, YOU CANNOT CHOOSE A MORE EFFECTIVE VOICE THAN . . .

WHEC-TV

CBS BASIC

CHANNEL 10, ROCHESTER, N.Y.

HR Television, Inc.

Freedom of speech precludes grounds for libel—Black

Damage suits for libel and slander are prohibited by the First Amendment to the Constitution, in the opinion of Justice Hugo L. Black of the U. S. Supreme Court.

Justice Black's personal views are expressed in an interview to be published next week by the New York U. *Law Review*. They were voiced in a question-answer exchange last April 14 during a dinner held by the American Jewish Congress in New York. The dinner honored the justice for his 25 years on the court.

The interviewer, Prof. Edmond Cahn of the law school, said Justice Black believes the main purpose of the Constitution is to preserve civil liberties, a thesis compatible with his zeal for freedom of speech, press, religion and association.

The words "no law" in the First Amendment mean exactly that in reference to the authority of Congress, Justice Black said, adding, "I do not think Congress should make any law with respect to these subjects." He continued, "They [Founding Fathers] knew what history was behind them and they wanted to ordain in this country that Congress, elected by the people, should not tell the people what religion they should have or what they should believe or say or publish. . . .

"I would not desire to live at any place where my thoughts were under the suspicion of government and where my words could be censored by government. . . . I agree with those who wrote our Constitution that too much power in the hands of officials is a dangerous thing. What was government created for except to serve the people? Why was a Constitution written for the first time in this country except to limit the power of government and those who were selected to exercise it at the moment?"

Against Force ▪ Justice Black said he does not believe the government "must look to force, stifling the minds and aspirations of the people." He would attain self-preservation of the government "by leaving people free," recalling the historic statement that the nation "cannot live half slave and half free."

As to the law of defamation, he said, "My view of the First Amendment, as originally ratified, is that it said Congress should pass none of these kinds of laws. As written at that time, the amendment applied only to Congress. I have no doubt myself that the provision, as written and adopted, intended that there should be no libel or defamation law in the United States under the U. S. government, just absolutely none so far as I am concerned." He felt the same rule should apply to the states.

"I believe with Jefferson that it is time enough for government to step in and regulate people when they do something, not when they say something, and I do not believe myself that there is any halfway ground if you enforce the protections of the First Amendment," he continued.

"That is a wonderful aphorism about shouting 'fire' in a crowded theatre. But you do not have to shout 'fire' to get arrested. If a person creates a disorder in a theatre, they would get him there not because of *what* he hollered but because he *hollered*."

Freedom of View ▪ Asked about obscene and pornographic material, Justice Black said the courts have held that distribution and sale can be restricted but he added, "My view is, without deviation, without exception, without any ifs, buts, or whereases, the freedom of speech means that you shall not do something to people either for the views they have or the views they express or the words they speak or write."

The Bill of Rights constitutes the difference between a free country and a country that is not free, Justice Black said, adding:

"There has been a lot of trouble in the world between people and government. The people were afraid of government; they had a right to be afraid. All over the world men had been destroyed—and when I say 'government' I mean the individuals who actually happened to be in control of it at the moment, whether they were elected, whether they were appointed, whether they got there with the sword, however they got there—the people always had a lot of trouble because power is a heady thing, a dangerous thing.

"There have been very few individuals in the history of the world who could be trusted with complete, unadulterated, omnipotent power over their fellow men."

do so, the commissioner observed, "None the less, this is not a complete excuse for a failure to provide some reasonable local live program medium to develop local talent."

▪ "It is our opinion that this hearing served a good and useful purpose and was well worthwhile. It proved to be of mutual benefit to the public, to the broadcasters and to the commission. . . . The air is now much clearer."

The FCC last week...

▪ Announced that a list of type approved and accepted equipment, which is not distributed to the public, is available for inspection at the FCC offices and is reprinted for public sale by the Seabrooke Printing Co., 514 10th St., N.W., Washington 4, D. C. Although the FCC does not recommend any particular make equipment, it does pass type acceptances, in accordance with FCC rules.

Space bill sidetracks Senate routine

PROPOSAL'S FOES CHARGED WITH DELAY TACTICS

Debate over the administration's proposal to create a privately owned space communications system kept the Senate tied up much of last week, as opponents of the bill launched an all-out attack against it. There was no vote.

Sens. Russell B. Long (D-La.) and Estes Kefauver (D-Tenn.), who handled the attack in the first five days of debate, denounced the bill (HR 11040) as a giveaway and said it would create a private monopoly dominated by AT&T.

Despite the oratory, supporters were confident they have the votes to pass the bill—and to crush a filibuster if it comes to that.

But the time-consuming debate was causing new concern to Senate leaders worried about the slow pace of Senate activity. On Thursday the Senate laid the satellite bill aside temporarily to take up bills requiring action by June 30. The plans are to put the bill aside again, from time to time, as other deadline matters require Senate action.

The satellite proposal, which has already passed the House, would create a private corporation to own and operate the U. S. portion of the projected space communications system. Half the stock would be owned by communications carriers, the remainder by the public. The corporation would be governed by 15 directors, three appointed by the President, six elected by the public stockholders and six named by the carrier-owners.

Amendments Pending ▪ The bill's opponents are ready to introduce some 35

To: Comrade Nikita

From: Boris[1]

Subject: Attached Clipping

Respectfully urge that you check with field before uttering more Iowa-type metaphorniks. Saw your "I think Dobrudja could become a Bulgarian Iowa" quoted in capitalist press.

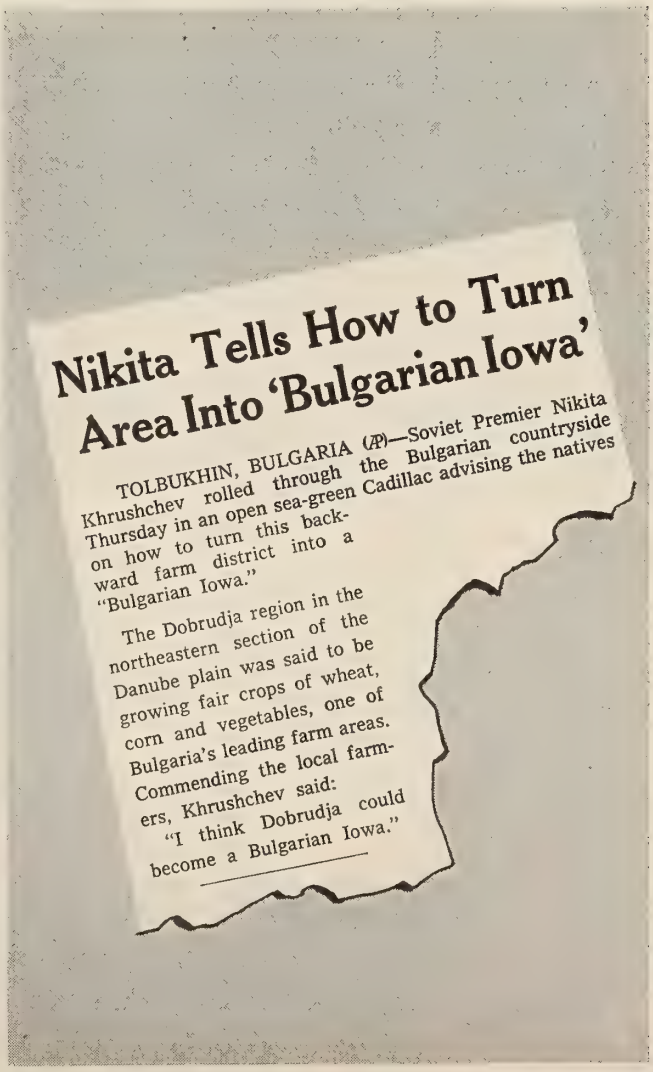
A "Bulgarian Iowa" my uncle's bunion! Sooner you'll get to moon in seagreen Cadillac.[2]

Here's what project would involve:

1. Raising average gross income per farm until it is 68% above the national average. (What you'll have to do to get Bulgarian average up to U.S. average I don't even mentalize.)
2. Producing 22% of the nation's hops, 19% of its corn, 12% of its soy beans.
3. Accumulating 25% of the nation's Grade A land.
4. Keeping Bulgars constantly hipnik on weather, markets, and new products by means of two radio stations like WMT and K-WMT (not to mention one tv station like WMT-TV because who's got receivers and besides, this is a radio station advertisement).

Next time you're making pronouncements, call me first.[3]

Collect. I've been converted to capitalism.



Nikita Tells How to Turn Area Into 'Bulgarian Iowa'

TOLBUKHIN, BULGARIA (AP)—Soviet Premier Nikita Khrushchev rolled through the Bulgarian countryside Thursday in an open sea-green Cadillac advising the natives on how to turn this backward farm district into a "Bulgarian Iowa."

The Dobrudja region in the northeastern section of the Danube plain was said to be growing fair crops of wheat, corn and vegetables, one of Bulgaria's leading farm areas. Commending the local farmers, Khrushchev said:

"I think Dobrudja could become a Bulgarian Iowa."

---

[1]*Soviet agent for Eastern Iowa.*

[2]*Nikita baby, in WMTland they use Cadillacs to spread fertilizer.*

[3]*U.S. citizens who need more information about Iowa should call the Katz Agency, WMT's national representatives.*

amendments to shape the measure to their liking. The most severe anticipates outright government ownership of the satellite system.

Sen. Long, although he is a leader in the fight against the administration bill, doesn't favor government ownership. He says his concern is that the bill wouldn't assure maximum competition between the corporation and existing communications carriers.

To remedy this, he has proposed an amendment to prohibit carriers from owning stock in the corporation. He is also ready to introduce legislation calling on the President to propose a new private-ownership plan that would preclude carrier participation.

Without competition between the carriers and the corporation, he said, the new space system will not be developed as rapidly and efficiently as possible, nor will the public benefit from the potential savings in the form of lower costs.

Sen. Kefauver, who with six other senators has proposed the government ownership plan, said the administration bill is "a tremendous victory for the communications carriers and a giveaway of millions of taxpayer dollars." He said it's clear the pending bill "is a communications company bill," intended to give the communications carriers "like AT&T the essential elements of what they have wanted all along."

Bill Ridiculed ▪ Sen. Albert Gore (D-Tenn.), another advocate of government ownership, ridiculed the idea the bill is a free-enterprise measure. "By what stretch of the imagination could the proposed corporation be called free enterprise?" he asked. "The measure would create a monopoly to which the government would be the heaviest contributor."

But Sens. John O. Pastore (D-R. I.), floor manager for the bill, and Hugh Scott (R-Pa.) insisted the bill would give the world a dramatic demonstration of what free enterprise can accomplish. Sen. Pastore repeated his contention that the bill contains enough safeguards to protect the public interest and prevent any company, AT&T included, from gaining dominance over the corporation.

Sen. Pastore, growing impatient with arguments by Democrats who oppose the bill, at one point suggested that they go to the White House with their complaints. "It's the President's bill," he said, at one point. "It's not mine." He said, "It would be an awful thing to postpone this until next year." Opponents of the bill have so recommended

The opponents, believed to include some 20 senators, were accused late Thursday of conducting a filibuster. The charge was made by Sen. A. Willis Robertson (D-Va.).

But Sen. Kefauver denied it. He said he and his colleagues are merely attempting to educate the Senate and the public with their lengthy speeches. Both he and Sen. Long have complained there has been a "blackout" of the issues by news media.

Right? Wrong?

The FCC showed a lack of humor in a recent inquiry to a radio station.

The agency passed along a complaint from a listener who said the station was "recruiting" for the John Birch Society by playing a recorded announcement for the anti-communist organization. The FCC asked the station if it was violating Sec. 317 of the Communications Act (which requires identification of sponsors).

It turned out the station had merely played a popular record, *The John Birch Society*, by the Chad Mitchell Trio. The station informed the commission that the record was a parody, strictly for entertainment, and enclosed a 45 rpm version for the FCC's edification.



Pete Holland, of S.S.C.&B., joins the Tricorn Club

How come? He's wise, that's how. Wise to the fact that North Carolina's No. 1 metropolitan market (in population, households and retail sales) is that combined three-city "tricorn" . . . Winston-Salem, Greensboro, and High Point. Want to join the Tricorn Club? You're probably eligible already, if you're also wise that North Carolina is the No. 12 state in population. And in the market upper crust today, my deah, one simply doesn't ignore the No. 1 market in the No. 12 state! And while you have your lorgnette out, remember WSJS Television is your best sales entree to all this Confederate money.

Source: U. S. Census

WSJS TELEVISION

NBC

WINSTON-SALEM / GREENSBORO / HIGH POINT

Ted VanErk, of Peters-Griffin-Woodward, "hats" Pete with Club symbol.

EST PENN POWER

People who know the Pittsburgh market best TAKE TAE

"Our sponsorship on WTAE has been our first plunge into TV. We're surprised and delighted at the increased recognition this exposure has brought us."

J. V. Soisson,
Vice President—Marketing
West Penn Power Company,
Greensburg

WESTern PENNsylvania

Why have so many Western Pennsylvania advertisers, who are interested in the growth of the Pittsburgh market, put their money on TAE-time? Take TAE and see.



TAKE TAE AND SEE

WTAE CHANNEL 4

Basic ABC in Pittsburgh

THE KATZ AGENCY,
National Representatives

CBS-TV offers amendment to pay plan

NETWORK SAYS CHANGE REMOVES FCC OBJECTIONS

CBS-TV told the FCC June 18 that thenetwork has offered affiliated stations an amendment to its compensation plan, held by the Commission to be a violation of its rules (BROADCASTING, June 4).

The Commission had ordered the network to start negotiating new contracts on the ground the CBS-TV plan violates Sec. 3.658(a) of the rules under which a station is hindered from or penalized for broadcasting programs of other networks.

The network denies the compensation plan violates the rule. However, it is offering each affiliate that signed the new contract an amendment "providing that a CBS-TV network program which is not broadcast by the station in order for the station to substitute a program of another network shall not be included in determining the total number of converted hours which CBS-TV network is requested by its clients to cause the station to broadcast network sponsored programs."

CBS-TV said the plan would not apply to any CBS-TV program rejected to carry the program of another network, just as the plan does not apply to any CBS-TV network program rejected to substitute, for example, any sustaining program. The amendment is effecting upon acceptance by the station, as of June 4, and will remain in effect until there is a final decision as to the plan's validity.

This means, the network explained, that a station's decision to carry another network's program in lieu of a CBS-TV program will have the same effect on compensation as under the standard contract. A cited example shows that, for a station with a converted hourly rate of $1,000, the rejection of an hour from CBS-TV to carry another network's hour reduces the compensation from CBS-TV by $300 under both the new contract, as modified, and the standard contract.

The network told the FCC it is studying other possible changes, "including some which would change the scale of payments to the stations from those presently provided in the contracts."

CBS-TV added there are 32 contracts with the new payment plan in effect. Another nine stations have contracts under the new plan but they are not being offered the amnedment because the new plan had been previously suspended pending final decision on its validity.

The network added, "With the amendment, the contract cannot have the adverse consequences vis-a-vis other networks claimed by the Commission for the contract without the amendment." Citing a table of comparative payments, it continued, "With the amendment a decision by a station to accept a CBS-TV program, or reject it to accept the program of another network, results in a change of compensation from CBS-TV in the amount of $300 as against the $300 to $350 that the Commission has noted would be received from the other network carrying its programs.

"Thus, the 'disparity' (the difference between $600 and $300 to $350) noted in the Commission's example of its memorandum opinion and order in the amount of compensation which the station may expect to receive depending upon whether it selects the program of CBS-TV or that of the other network has been removed by the amendment."

Tv Chicago opposes making ch. 20 etv

By the time the FCC invited comments on a proposal by WTTW (TV) Chicago educational station reservation for a second etv assignment there, ch. 20, two parties had already submitted their views on the plan.

Television Chicago, announcing it is preparing an application for a commercial uhf station in that city, asked the FCC to deny WTTW's request.

"Upon information and belief, Television Chicago alleges that at least five and possibly more applications for uhf commercial stations are now in preparation and will likely be filed in the near future," the company said. It urged the FCC not to reserve the "most desirable" uhf channel in Chicago for etv and thereby preclude its use as a commercial facility. Reservation of ch. 20 for etv would not be consistent with the FCC's purpose of fostering use of uhf, Television Chicago maintained.

National Educational Radio & Tv Center said WTTW has done a fine job on ch. 11 and has pioneered etv in Chicago. It urged the FCC to promptly approve the educators' request for ch. 20.

Ch. 3 shift to Eugene proposed by KIPR

KIPR Eugene, Ore., asked the FCC to delete ch. 3 from Salem, Ore., and assign it to Eugene as that city's third commercial station.

W. Gordon Allen, an applicant for ch. 3 Salem, has announced his intention of withdrawing his application (AT DEADLINE, May 14), KIPR said. The channel "has lain fallow for 10 years at Salem," KIPR claimed.

Ch. 4 has not been put into operation in Salem because the applicant there can't get a network affiliation, KIPR said. Portland stations with network affiliations claim Salem in their primary coverage areas.

Eugene has two commercial tv stations, KEZI-TV (ch. 9) and KVAL-TV (ch. 13). A third commercial vhf would provide representation of all three networks, KIPR said; CBS has no primary affiliate in Eugene and its programs are carried "sporadically."

FCC assigns ch. 4 to East Lansing as etv

The FCC has reassigned a tv channel and invited comments on four other tv channel changes.

The FCC has assigned ch. 4 to East Lansing for noncommercial educational use, deleting it from Coldwater, both Michigan. The Michigan Superintendent of Public Instruction had asked for the assignment so Michigan State U. (WMSB Onandaga) can supplement WMSB's educational program.

The FCC invited comments on these proposed channel changes:

- William H. Porter's petition for rulemaking to reassign uhf ch. 22 from Cambridge to Salisbury, Md.
- Proposals by (1) Patchogue Broadcasting Inc. to assign ch. 53 to Riverhead, N. Y. for commercial use, and (2) National Educational Television and Radio Center to assign the same channel to Hempstead, N. Y., for an educational channel, and either delete ch. 75 from Patchogue and assign it to Riverhead, or, if additional educational channels are assigned in Vermont, assign ch. 26 to Riverhead.
- Proposals by North Dakota Broadcasting Inc. (KXMB-TV Bismarck, ch. 12), the State Dept. of Public Instruction, Bismarck public and parochial school systems, and the Bismarck Junior College for deleting ch. 7 from Jamestown, N. D., and assigning it to Bismarck as an educational channel.

Stratton asks CBS-TV for equal air time

CBS-TV faces equal-time demand from Rep. Samuel S. Stratton (D-N.Y.) as result of network's "The Fifty Faces of Sixty-Two," telecast May 30.

Rep. Stratton, candidate for Democratic gubernatorial nomination, wants time at least equal to "four or five minutes" devoted to New York Governor Nelson Rockefeller on that program.

Network officials said Friday matter is being considered by CBS attorneys. Demand was contained in telegram to CBS President Frank Stanton.



The test of an advertising medium is *does it sell?*

No advertiser finds this out faster or more unmistakably than the local businessman. The car dealer knows the next day how many people came in to look at the specials he advertised on the radio last night. The same with supermarket operators, druggists, retailers... all local merchants.

And so the fact that sales of radio time to local businessmen reach a new high every year is pretty conclusive proof of radio's ability to sell.

For national advertisers, network radio makes the same kind of good sales sense. Such advertisers are not always able to test results directly, because many different media may be carrying the same message.

But the testimony of continuing investment speaks for itself. So far in 1962 (when the CBS Radio Network again led all networks in number of different sponsors), those signing new or renewal contracts have included: Amana Refrigeration, Corn Products, Grove Laboratories, Canada Dry, Oldsmobile, Goodyear, National Dairy, Nationwide Insurance, Nestle, Standard Brands, U.S. Steel and many more. All on CBS Radio.

Network radio does its selling job by reaching masses of people, more often, for less money than just about any other national medium.

In these days of high advertising costs, we suggest you give network radio a careful test. The top choice of most advertisers is the network that delivers most listeners per average commercial minute, and even more important, the one whose quality programming attracts quality listening,

THE CBS RADIO NETWORK

Overlap question posed in N.M. station sale

The sale of KPBM Carlsbad, N. M., will be examined in a hearing before the FCC will approve it, under long-standing commission rules governing overlap of signals of stations under common ownership.

Taylor Broadcasting Co., which seeks to buy KPBM, owns KBIM-AM-FM Roswell and KGRT Las Cruces, both New Mexico. The FCC says engineering studies indicate that the 2 m/v contours of KBIM and KPBM already overlap. Among the issues: distribution of population in overlapping areas, possible use of joint rates or discounts, program plans of Taylor for each station, (including diversification or duplication of programs) and management personnel for each station.

Coronado Broadcasting Co. is selling KPBM.

FCC cuts WCUY fine to half of original

The FCC relented somewhat and halved its proposed fine against WCUY (FM) Cleveland Heights, Ohio (BROADCASTING, Dec. 11, 1961).

The forfeiture was for "willful and repeated violations" of the Communications Act and FCC rules by operating with a new transmitter and making equipment tests without notifying the FCC and for starting program tests without authorization, the commission said.

The original fine was set at $8,000. Richard Eaton, WCUY's licensee, replied that the amount was excessive, that the violations were due to a mistake and that there should be no forfeiture.

"We have decided, taking into account the extent and seriousness of the violations, the factual situation involved, including the actions of the licensee, as well as many other pertinent factors, to reduce the amount of the forfeiture to $4,000," the FCC ruled.

Common form for etv, educational fm planned

The FCC has come up with a proposal it thinks may eliminate some red tape for educational broadcasters in dealing with licensing forms. After conferring with educational broadcast experts, the commission proposed to modify and consolidate certain forms used by etv and educational fm stations.

The FCC invited comments on its proposal by Aug. 1.

At the present time etv applicants use commercial application forms. Educational fm applicants use special forms. The FCC suggests they both use the special forms.

A new ownership form for etv stations on reserved channels was also proposed by the FCC. Their present use of Form 323, the same one as commercial stations, has caused confusion, the FCC said.

The commission has been pondering revisions in reporting forms for over a year (CLOSED CIRCUIT, June 11).

FCC plans hearing in KDIA-Army troubles

Negotiations between the U. S. Army and KDIA Oakland, Calif., have not worked out and the FCC has, in effect, stepped in as mediator.

The federal agency ordered a hearing on KDIA's request to increase power on its 1310 kc frequency from 1 kw to 5 kw and install a directional antenna. The hearing will determine whether the increase in power will impair the operation of electrical equipment, such as cranes, at the Oakland Army Terminal, or make such equipment "hot" and hazardous. Similarly, the hearing will seek to determine whether re-radiation from the Army equipment makes it impossible for KDIA to maintain its proposed directional antenna system. Among the hearing issues also is whether the Army can ground its equipment to relieve the problem and the area and population that would gain or lose service from the proposed KDIA changes. The Army was named a party to the proceeding.

The Army and the station have been negotiating their difficulties since January 1961.

A similar case involving the cranes at Oakland Army Terminal and the operation of KSAY San Francisco was heard some three years ago (AT DEADLINE, Sept. 14, 1959).

Court supports FCC

A federal court upheld the FCC's refusal to allocate ch. 3 to State College, Pa., as an educational channel, and the agency's assignment of ch 3 to Johnstown, Pa., as a commercial channel.

Acting on an appeal by the Pennsylvania State U., the U. S. Court of Appeals in Washington said that the FCC has the right to consider both the needs of educational tv and commercial tv. Last week's decision marks the second in as many weeks in which the appeals court has upheld the FCC against the objections of an educational institution; two weeks ago the same court found for the FCC in its assignment of ch. 13 to Rochester instead of its reservation as an educational channel (BROADCASTING, June 18).

What does LEE RICH say about BROADCASTING YEARBOOK?*



"SO MANY USEFUL FACTS"

"No other single volume, in my opinion, provides so many useful facts about the television and radio business as BROADCASTING Yearbook."

*Senior V.P. in Charge of Media & Programming Benton & Bowles New York

Will YOUR advertising story be seen by top agency-advertiser people like this in the 1963 BROADCASTING YEARBOOK when it comes off the press on December 1? *Guaranteed circulation*: 20,000 copies. *Same* rates, *same* space sizes as every issue of BROADCASTING. *Final plate deadline*: Oct. 1. Reserve the position you want—TODAY—before somebody else gets it! Wire or call collect to nearest BROADCASTING office now!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.



1. *Vice President, General Manager,* WSAZ-TV

THE GREAT CHARLESTON-HUNTINGTON DEBATE



2. *Manager, Charleston Operation,* WSAZ-TV

72 COUNTIES REVERBERATE AS TOM GARTEN[1.] AND JOHN SINCLAIR[2.] LOCK HORNS OVER INDUSTRIAL GROWTH!

TOM: Tom Garten here, with a hi-de-ho from heavily industrial Huntington, West Virginia!

JOHN: And John Sinclair, Jr., from even more heavily industrial Charleston, *Mixer of the Nation's Chemicals* and heart of the 72-county *Supermarket* area served by WSAZ-TV!

TOM: Mr. Sinclair, I swear! If Huntington is not the heart—indeed, the *hub*—of *Supermarket,* then I will eat more than 90 million dollars' worth of plant expansion in steel *alone* in this area since 1959!

JOHN: Get me going on industrial growth, Mr. Garten, and our guests will never get to bed! Why, one firm in the Charleston area has put 24 millions into just plain *research* facilities since 1959! Just plain *research,* sir!

TOM: I suppose, Mr. Sinclair, that the new 20-million-dollar plant producing polypropylene just outside of our fair city is a Hollywood prop—run by pasteboard people? Or that the massive new refineries just west of us in Kentucky are *mirages?* You would do well, sir, to look us over!

JOHN: And you the same, sir! For I suspect that you remember Charleston as it was when you lived here as a child. They have covered your sandbox and fort with factories and laboratories! The Kanawha, across which you once skipped stones, now fairly crawls with barges bearing new products to new places—and bringing back some of the country's biggest paychecks (more than 6,500 dollars per household per annum)! Charleston is Big Time, sir, and its workers live well!

TOM: Are you suggesting, sir, that Huntingtonians do *not* live well? Have you seen our homes? Have you played in our city-owned parks? Have you splashed in our public pools? Have you . . . BUZZZZZZZZZ!

JOHN: We have a ten-second warning, sir! Time once again to declare this debate a draw, and the *advertiser* winner, for it is he who, for a single price, can have both Huntington *and* Charleston, and, indeed, the entire 2-million-people, 4-billion-dollar-payroll area served by our station!

TOM: Nice having you with us, winners! Consult your Katz Agency man for full particulars!

3 WSAZ-TV

WSAZ-TV, Channel 3, an NBC Primary Affiliate. Division: The Goodwill Stations, Inc.

AFM, TV NETWORKS AGREE ON FILMS

Contract not signed, but musicians reportedly get boost

The American Federation of Musicians was reported last week to have reached agreement with the three television networks covering music scoring for filmed programs controlled by ABC-TV, CBS-TV and NBC-TV.

A contract has not yet been signed, an AFM spokesman said. He reported that federation counsel Henry Kaiser is in Hollywood seeking to effect a similar agreement with the Alliance of Television Film Producers, which represents independent production companies on the west coast.

Neither network nor union sources would tell the terms of the proposed contract, but it was reported that musicians will be granted a slight increase over the $52.50 they receive for an hour single session. The present pact expires on June 30 with the networks and the alliance, and the agreement with the union places the expiration date of the projected contract at March 31, 1964.

It was pointed out by network officials that their agreement would affect only the relatively few programs that are so-called "house-produced." They stressed that the large majority of network shows are "outside packages," and are covered by separate agreements between the AFM and these producers.

In Hollywood ▪ Negotiations between the Alliance of Television Film Producers and the AFM for a contract covering the employment of musicians in tv films are to begin tomorrow (June 26) in Hollywood.

ATFP has been engaging musicians under a contract with the Musicians Guild of America, a now defunct rival union, which terminates early in August. The current scale paid by ATFP is $55 for a three-hour session. The current AFM contract with the major motion picture producers has a $61 scale. The recent AFM negotiations with the networks resulted in an agreement to raise the current scale 5% ($52.50 to $57) on July 1, with an additional 2% increase on Nov. 1. Henry Kaiser, AFM attorney, will head the union's negotiating group, and Richard Jencks, ATFP president, will lead the employers' negotiators.

'Ripcord' snapped up

The second year of first-run syndication of Ziv-UA's *Ripcord* series has been purchased for use in over 50 markets in a two-week selling period.

Purchasers include Standard Oil of Texas, through White & Shuford Adv., for use on seven stations; Savannah Sugar Refining Co., through Burton E. Wyatt & Co.; Lincoln Income Insurance Co. through Fred R. Becker Adv. Agency for use on three stations, and Penn Dairies through Foltz-Wessinger Inc. for WGAL-TV Lancaster, Pa. Sales to stations include KOLO-TV Reno; KIMA-TV Yakima, Wash.; WJRT (TV) Flint-Saginaw-Bay City, Mich.; WLOS-TV Asheville, N. C.; WCYB-TV Johnson City-Bristol, Tenn., KHSL-TV Chico, Calif., and WFGA-TV Jacksonville, Fla.

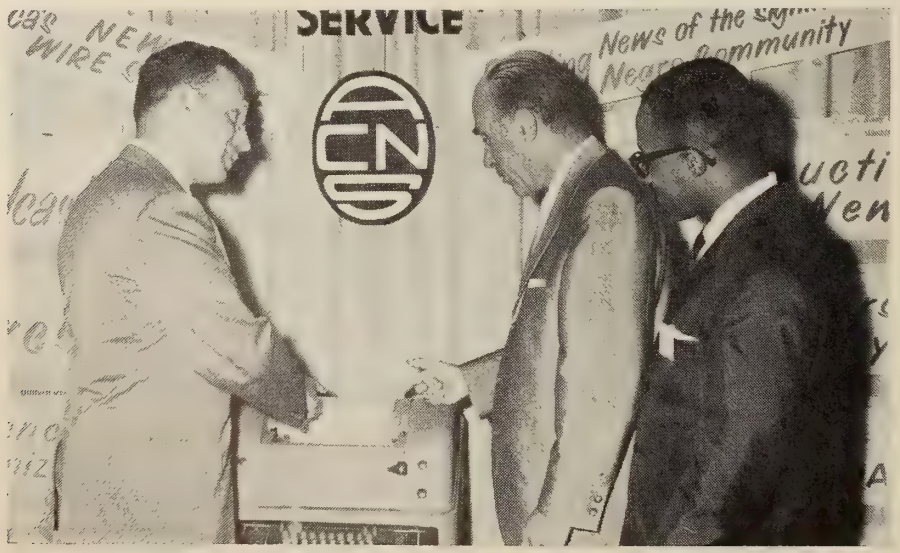
Pivar, Pincus plan Phoenix tv center

Plans for a television city in Phoenix have been announced by Ben Pivar and David I. Pincus, who have formed Television City Arizona Inc., as an Arizona corporation with offices in the Arizona Bank Bldg. Several locations are under consideration as the site of the studios which the company said will cost $930,000 to build and another $583,000 to equip. Television City Arizona expects to function as a production center for tv pilots, motion pictures, tv commercials, educational and industrial films, children's fantasy features and recordings. Facilities also will be available for leasing by independent motion picture and tv producers. Company also plans to dub foreign films into English and vice versa.

Mr. Pincus, founder of Caraval Films, has a background of more than 40 years in motion pictures and tv, in-

First Negro newswire available to radio-tv stations

A national newswire service featuring news for and about Negroes has been inaugurated and is available for radio and tv stations as well as newspapers. Special summaries are scheduled for radio stations by the new organization, Associated Correspondents News Service, Washington, D. C.



Ben Strouse (center), president of WWDC-AM-FM Washington, discusses the new service with communications attorney Seymour Chase (left) as ACNS Managing Editor Ben Gordon looks on.

ACNS, which began limited operations April 1, intends to link newspaper and radio clients in Norfolk, Va., Baltimore, Washington, Philadelphia, New York, Cleveland, Detroit, Chicago, St. Louis and Kansas City. The service has signed four clients and is conducting negotiations with about 10 others.

Rates for radio stations and newspapers is $175 per month. Service is provided eight hours per day, Monday through Friday through Western Union teleprinters. Capsule headlines are sent on the hour with a news roundup every two hours.

ACNS has a staff of 21 correspondents and editors and plans to establish at least one correspondent in every U. S. city with a sizeable Negro population.

Charles Sharpe is editor of the service; Ben Gordon, formerly with WOOK Washington, is managing editor.



THIS WILL TAX YOUR CREDULITY

An agency account executive (hyper-creative type), called in for an audit* of his income tax return, was asked to explain the following deduction:

> "Went down to pick up some supplies for the office. Spent half the money in my pocket on these. Bought two 3¢ postcards for business purposes. Hopped cab to restaurant—cost 70 cents. Met client there, picked up lunch tab. This took 25% of what I had left. Bus back to office, 25 cents. Returned to office with same number of dollars as I had cents to start with, and same number of cents as I had dollars."

"You understand," said the tax inspector, "that the United States government does not deal in whimsy. Why didn't you fill in the specific amounts?"
"By the time I got around to making a note of this," responded the AE, "I couldn't remember what the specific amounts were, and I couldn't figure it out."
"I can," announced the tax man, after taking another look at the memo. And he did. If you do likewise, a prize (non-deductible) will be yours.

** A dual audit of the latest Washington rating books (ARB-April; NSI-May, 1962) indicates that WMAL-TV continues as the station with the largest share of the prime nighttime audience, Sunday through Saturday. ARB gives WMAL-TV 9 of the Top 20 programs; NSI, 10. All this and our Straw Hat Bonus Plan, too. Check your H-R representative for details and availabilities.*

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.

wmal-tv abc
Washington, D. C.

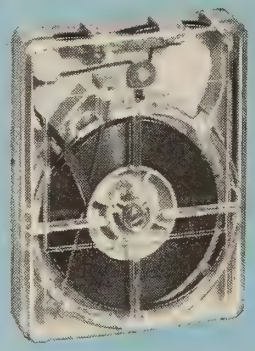
An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

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FIRST in Performance



The cartridge that made station automation possible . . . the proved, dependable unit that is used by more broadcasters because it so consistently delivers first-rate performance on the job.

Fidelipac Tape Cartridges are deservedly First in Sales, First in Quality and First in Acceptance because of these better features:

• easy handling • easy storage • easy replacement • minimum tape breakage • increases tape life • varying tape sizes permit programming from seconds to hours on single cartridge • automatically cued and ready for instant use • technically simple —technically perfect. • your present equipment was made to handle Fidelipac

Fidelipac Tape Cartridges work better, save money, are more profitable . . . put them to work for you! . . . for spot announcements, themes, station breaks, and delayed broadcasts.

Standard Lengths in Three Cartridge Sizes:

Model 300 —with up to 300 feet of single coated tape

Model 600 —with up to 600 feet of single coated tape

Model 1200 —with up to 1200 feet of single coated tape

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FIDELIPAC "THE STANDARD OF THE INDUSTRY"

from your regular source of supply

CONLEY

CONLEY ELECTRONICS CORPORATION

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COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV:

June 25-29, July 2-4 (10:30-11 a.m.) **Play Your Hunch,** part.

June 25-29, July 2-4 (11-11:30 a.m.) **The Price Is Right,** part.

June 25-29, July 2-4 (12-12:30 p.m.) **Your First Impression,** part.

June 25-29, July 2-4 (2-2:25 p.m.) **Jan Murray Show,** part.

June 25-29, July 2-4 (11:15 p.m.-1 a.m.) **Tonight,** part.

June 25, July 2 (8:30-9 p.m.) **The Price Is Right,** P. Lorrilard through Lennen & Newell; American Home Products through Ted Bates.

June 26, July 3 (7:30-8:30 p.m.) **Laramie,** part.

June 27, July 4 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

June 28 (10-11 p.m.) **Sing Along With Mitch,** Ballantine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.

June 30 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

June 30 (10-10:30 a.m.) **Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

June 30 (10-10:30 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

June 30 (7:30-8:30 p.m.) **Tales of Wells Fargo,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

July 1 (5:30-6 p.m.) **Patterns In Music,** sust.

July 1 (6-6:30 p.m.) **Meet the Press,** co-op.

July 1 (7-7:30 p.m.) **Bullwinkle,** part.

July 1 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** Kodak and RCA through J. Walter Thompson.

July 4 (10-10:30 p.m.) **Play Your Hunch,** part.

cluding the production of over 5,000 tv commercials. Mr. Pivar spent 20 years at Universal Studios producing theatrical and tv films.

Associated with them in TCA are Mitchell Leiser, former director of programming for General Artists Corp. and production supervisor at CBS-TV; Kurt Lasson, syndicated newspaperman and producer of educational films; Buddy Bregman, composer, conductor and arranger. Gil Ausland is treasurer of the new company. Alvin Schoncite, another member of the corporation, will be in charge of film distribution.

CBS Films, CBC sign record pact

CBS Films has completed "the largest single foreign order" in its history with the sale of five programs to the CBC for the 1962-63 season, Ralph Baruch, director of international sales for CBS Films, announced last week. Though financial terms were not disclosed, the sale is said to amount to "well over $1 million" (CLOSED CIRCUIT, June 18).

The programs are CBS-TV shows, which will be carried in Canada before they are telecast on the network here. The programs are *The Nurses, The Defenders, Perry Mason* and two new series still untitled—an anthology program starring Jack Webb and a family comedy series starring Buddy Ebsen.

Borge in new venture

A new television production firm, VBS Assoc. Inc., has been formed by pianist-comedian Victor Borge. Geoffrey Selden, a member of William Esty Co.'s tv department for the past 10 years, will be president of the new outfit, which will have headquarters at 41 E. 42nd St., New York. Production facilities will be at ViBo Films, Southbury, Conn.

VBS Assoc. will produce industrial and feature films as well as film and tape tv commercials. Mr. Selden says VBS will also prepare packaged tv formats for local presentation.

Film sales...

M-Squad (MCA TV): Sold to WLBT (TV) Jackson, Miss.; KNTV (TV) San Jose, Calif.; WTVH (TV) Peoria, Ill.; WREX-TV Rockford, Ill.; KNDO (TV) Yakima, Wash., and WTVP (TV) Peoria, Ill. Now in 103 markets.

Dragnet (MCA TV): Sold to WLTV (TV) Bowling Green, Ky.; WBZ-TV Boston, WLUK-TV Green Bay, Wis.; KTRG (TV) Honolulu; WDAF-TV Kansas City; WNHC-TV New Haven, Conn.; KNDO (TV) Yakima, Wash.; KONO-TV San Antonio, and WGR-TV Buffalo, N. Y. Now in 70 markets.

Films of the '50's (Seven Arts. Assoc.): Vol. 3 of Warner Bros. feature movies sold to WBNS-TV Columbus, Ohio; WRGB (TV) Schenectady, N. Y.; WLAC-TV Nashville, Tenn.; WTVP (TV) Decatur, Ill., and KTVE (TV) El Dorado, Ark. Now in 59 markets. Vol. 1 was sold to KCMT (TV) Alexandria, Minn. and is now in 126 markets.

Jungle Girl (Banner Films): Sold to WNEW-TV New York; WDSU-TV New Orleans; WKBT (TV) La Crosse, Wis., and KDKA-TV Pittsburgh. Now in 18 markets.



CCA IS COMING YOUR WAY!

Get a first-option on CCA in your market! Check Phil Peterson's itinerary below. If your market is not listed a phone call will *bring* CCA your way. Write, wire or phone for an appointment to be the *first* in your market to hear the full story!

MARKET	DATES	HOTEL
KANSAS CITY, KANSAS	July 1-2-3-4	Muehlebach Hotel
DENVER, COLORADO	July 5-6	Denver-Hilton
MINNEAPOLIS, MINNESOTA	July 8-9-10	Nicollet Hotel
DETROIT, MICHIGAN	July 11-12-13	Sheraton-Cadillac
CLEVELAND, OHIO	July 15-16-17-18	Sheraton-Cleveland
CINCINNATI, OHIO	July 19-20-21	Sheraton-Gibson
PITTSBURGH, PENNA.	July 22-23-24-25	Penn-Sheraton
PHILADELPHIA, PENNA.	July 26-27	Sheraton
WASHINGTON, D. C.	July 30-31 — August 1	Sheraton-Carlton
BOSTON, MASS.	August 6-7-8	Sheraton-Plaza

ONLY ONE RADIO OR TV STATION IN EACH MARKET WILL BE FRANCHISED BY CCA!

COMMUNITY CLUB AWARDS, INC.

WESTPORT, CONN., CL 6-1075

Storer Programs, TAPC in new project

FIRMS JOIN FOR NEW SERIES; EDGAR BERGEN IN FIRST

A working relationship to develop and produce tv programs for network placement and syndication has been announced by Storer Programs Inc. and Television Artists & Producers Corp., New York.

Plans to bring a radio old-timer, Edgar Bergen and his wooden friend Charlie McCarthy, to television were announced by Terry H. Lee, vice president in charge of SPI and Bruce Eells, president of TAPC. *The Charlie McCarthy Show* will be a situation comedy combining animation and live action.

A second planned series is *The Littlest Hobo,* a half-hour adult action-adventure program based on the motion picture of the same name.

Both programs will be made in color.

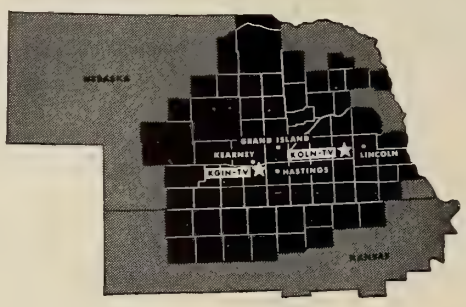
New filming at Desilu

Desilu Productions' three studios will be operating at 89% of capacity by July 1, Desi Arnaz, president, announced after Heyday Productions arranged to film its new half-hour ABC-TV series, *I'm Dickens, He's Fenster,* at Desilu. This program is the ninth half-hour series that will be filmed at Desilu, as well as four one-hour programs and two theatrical pictures. The one-hour shows are *Fair Exchange, The Untouchables, Kraft Mystery Theatre* (all Desilu-owned) and *Ben Casey* (using Desilu facilities). The other half-hour programs are Desilu's new *Lucille Ball Show,* for CBS-TV, and these outside shows: *Lassie, My Three Sons, The Andy Griffith Show, The Joey Bishop Show, The Danny Thomas Show, The Dick Van Dyke Show,* and *The Real McCoys.*



YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE
KOLN-TV/KGIN-TV!



. . . covering a bigger, better Lincoln-Land

AVERAGE HOMES
MONDAY THROUGH SUNDAY
March, 1962 ARB 10:00 P.M.

KOLN-TV/KGIN-TV	69,200
Omaha "A"	59,100
Omaha "B"	52,700
Omaha "C"	42,200

If you want more than a "partial" TV job in Nebraska, you've got to reach Lincoln-Land. Miss this big, rich TV market and you miss more than half the buying power of the entire state.

Lincoln-Land now ranks as the nation's *76th largest market**, based on the number of TV homes covered by the market's top station. The 205,500 homes delivered by Lincoln-Land's KOLN-TV/KGIN-TV are essential for any advertiser whose sales program is directed to the nation's major markets.

Avery-Knodel can fill in other details on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

**ARB Ranking*

The Fetzer Stations
RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC
TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV/LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

KOLN-TV / KGIN-TV
CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER
CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER
COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

Time slot collision irritates two networks

NBC-TV and CBS-TV were embroiled in a small-sized feud when it became known that both had scheduled quality children's programming for next fall in the same time period.

Conflict began to develop June 14 when CBS-TV announced it plans to schedule its *Reading Room* children's series on Saturday (12:30-1 p.m.). For more than month NBC-TV has been promoting its coming one-hour children's series, still untitled, for a Saturday afternoon period, but had not announced definite time slot.

NBC sources claim it was "well known" in the trade that the network had selected 12:30-1:30 p.m. segment and acknowledged CBS-TV's plans had caused "consternation" at the network. Officially, both CBS-TV and NBC-TV declined to comment on the program conflict, and there was no indication that either program would be moved.

In a separate move, CBS-TV reported June 15 it has decided not to produce, at least for time being, the children's series on the Washington scene.

Program notes...

KTVI documentary ▪ "Over There '62," a half-hour documentary on the 131st Tactical Fighter Wing, Missouri Air National Guard, serving on active duty at Toul-Rosieres Air Force Base, France, will be telecast on KTVI (TV) St. Louis on July 11. The station sent writer-producer Bill Leonard overseas for two weeks to film the show. Film was shot in Paris, London, Berlin and Toul-Rosieres.

New film for loan ▪ A 22-minute, 16 mm sound and color film, *An American Legend,* is available for free loan to tv stations through Association Films, New York. The film is the story of the Fuller Brush dealer, his family life and his place in the community. Prints may be obtained from AF's film

Another world record

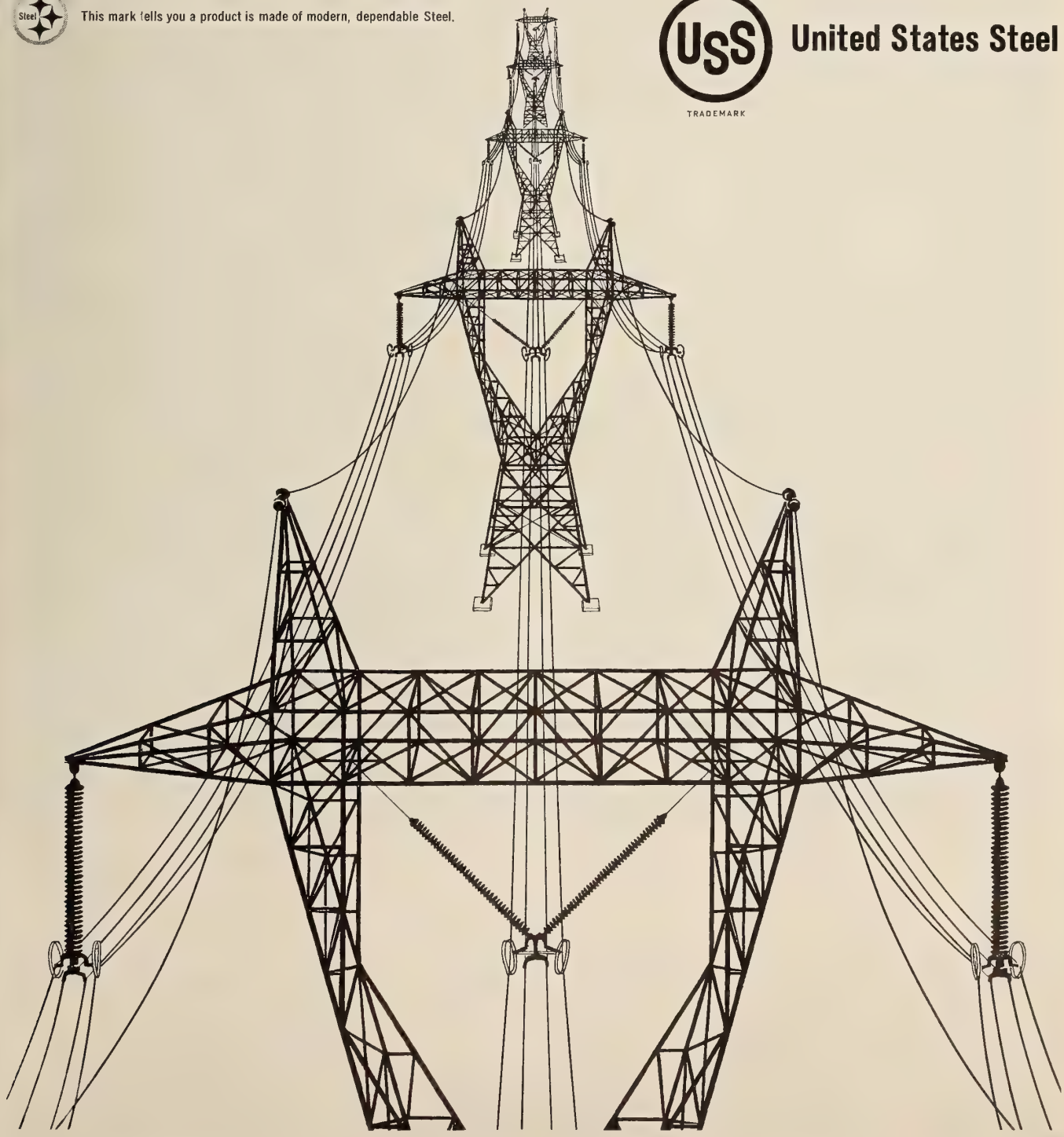
You can judge a nation's civilization by the extent to which it "works the machine, not the man." One of the best measures of mechanization is electric power consumption, and here, America leads the world. With only 1/16 of the world's population, we have 1/3 of the world's electric power capacity. Our 400 investor-owned electric utility companies have been doubling their production of electricity every 10 years, growing 2½ times faster than the nation's economy as a whole. Today, we have a plentiful supply of electricity, plus an ample margin of reserve. On top of this, the unit cost of electricity has gone down about a third in the last 50 years.

Now in the rapid evolution of the electric power industry, a new step has been taken with the successful testing of the world's highest voltage transmission lines. Test lines are now operating at *750,000 volts,* 60% higher than our previous high of 460,000 volts.

The new system required newly designed equipment, and many of the towers are built with USS High Strength Steels for greater strength and lower cost. The great high voltage transformers are filled with tons of USS Electrical Steel Sheets to improve the magnetic fields and enhance the efficiency of the system. Once again, America grows with steel.

Steel This mark tells you a product is made of modern, dependable Steel.

USS TRADEMARK **United States Steel**



Stations, too, offering cultural child programs

Local television stations throughout the country also have been caught up in the culture-for-children movement (LEAD STORY, June 18). Typical of programs carried this year and projected for 1962-63 are newscasts for youngsters, discussions shows prepared in association with local educational groups and special informational features integrated into children's cartoon programs. Here are a few noteworthy examples:

KABC-TV Los Angeles shortly will start a Monday-through-Friday live show dramatizing stories from the Bible, called *Summer Story Time* (7:30-8 a.m.). The station also is developing a special Sunday morning religious program for children.

WCAU-TV Philadelphia has been carrying this year and will continue next season a half-hour program called *Expression*, giving an outstanding youngster in any field an opportunity to talk about his specialty on tv.

WBKB (TV) Chicago's *The Clock Show* and WGN-TV's *Garfield Goose* program report success in weaving serious educational features in the framework of cartoon programs. WGN-TV also is considering scheduling a serious program for children 6-12.

WCBS-TV New York is planning to begin in late October a series of five to six children's specials of one hour length, consisting of high quality taped or live dramas and at least one musical. They will be offered for sponsorship.

WKST-TV Youngstown, Ohio, reports "tremendous audience acceptance" of a panel show it has been running for the past several months. Students from a specific high school are asked to research a timely subject (medical care for the aged or the threat of communism) for a month or more, and subsequently present their findings on the tv programs. The program, titled *Horizon*, is presented in cooperation with high schools in the area.

The National Education Assn. has produced a half-hour tv film, *Summer Harvest*, which depicts an experiment in Wichita, Kan., in which primary and high schools attempt to solve the problem of "do-nothing vacations." The film, being released to tv stations throughout the country, shows, for example, speech therapists working with children; teenagers discussing U. S. Foreign policy and chatting in French. It is narrated by Sam Levenson. The film will premiere on WNBC-TV New York on June 30, and more than 200 stations have requested the program.

exchanges in Ridgefield, N. J., La Grange, Ill., San Francisco or Dallas.

Special show ▪ The first episode of the Army's *The Big Picture* series two-part "Special Forces" program made its debut on WMAL-TV Washington June 9. The show, which is now being released to other major markets, is narrated by actor Henry Fonda and explains about the men of the Army's Special Forces—described as a new breed of soldier. *The Big Picture* series is available free to any station requesting it by writing to Dept. of the Army, chief of information, Washington 25, D. C.

New company, new shows ▪ Gordon Oliver Productions, newly formed tv production company, has obtained rights to two television properties. The new shows, aimed for the 1963-1964 season, are *Three to Get Ready*, a dramatic series, and *As Cheaply as One*, a comedy series.

THE MEDIA

Catv attracts interest of broadcasters

TV OPERATORS AT CONVENTION: HARRIS WARNS FCC TO KEEP HANDS OFF

Although only a few telecasters showed up at the annual convention of community antenna tv operators in Washington last week, their presence was accepted by cable men as the forerunner of a mass invasion of the catv field by their once bitterest enemies.

Rumor fed by confidential reports indicated that more and more television broadcasters have begun to look on catv and find it fair.

In the one headline making event, catv operators were heartened by the warning to the FCC issued by Rep. Oren Harris (D-Ark.), chairman of the powerful House Commerce Committee, to stay away from catv regulation. Mr. Harris found fault with the commission's decision in the Carter Mountain Transmission Corp. microwave case and held out the threat of a congressional hearing if the courts uphold the FCC.

Present for the first time at the 11th annual convention of the National Community Television Assn. were G. Richard Shafto, WIS-TV Columbia, S. C. and J. Leonard Reinsch, managing director of the Cox radio and tv stations.

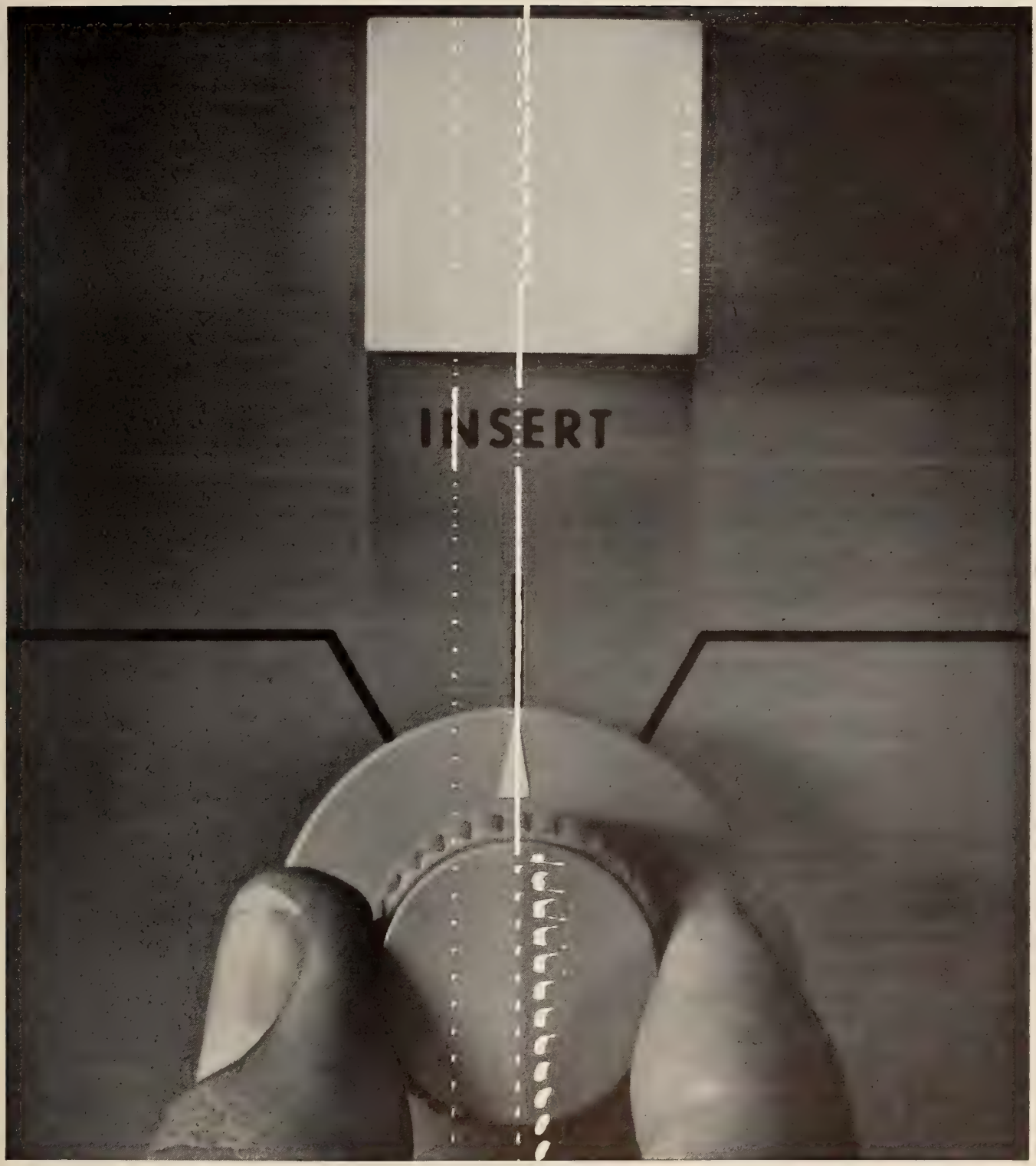
Mr. Shafto already has secured catv franchises for Myrtle Beach, Conway and Georgetown, S. C. He has also acknowledged that the Broadcasting Co. of the South, of which he is executive vice president, has applied for a catv franchise in a large southern city (BROADCASTING, June 11). BCS stations are WIS-AM-TV and WSFA-TV Montgomery, Ala.

Cox Negotiating ▪ Mr. Reinsch, hailed at the meeting as a prospective future NCTA member, admitted that the Cox group is negotiating for a large catv system in an eastern city and that it plans to acquire additional systems as franchises open up or properties become available.

Other telecasters who have entered the catv field in recent months (BROADCASTING, May 28) include:

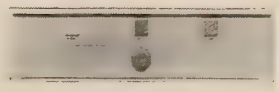
Harry C. Butcher, former CBS vice president in Washington and former owner of KIVA-TV Yuma, Ariz., in Santa Barbara; Marshall Pengra, whose KLTV (TV) Tyler, Tex., has bought KTRE-AM-TV Lufkin, Tex., and a 50% interest in the Lufkin catv system (subject to FCC approval); Allen T. Gilliland, KNTV (TV) San Jose, Calif., joined with Jerrold to apply for catv franchises in Salinas-Monterey, Calif.; William F. Luton, KEYT (TV) Santa Barbara, Calif., who has joined forces with H&B American Corp., group catv operator and owner, for cable franchises in Santa Barbara and San Luis Obispo counties; Dan D. Cameron, WECT (TV) Wilmington, N. C., with Martin F. Malarkey, group catv owner, building a system in that city.

Other television owners who have been in the catv field for some time include J. Elroy McCaw, owner of WINS New York and of KTVR (TV) Denver, Colo., and KTVW (TV) Tacoma and 50% of KELA Centralia,



What cuts the cutting out of video tape editing? **AMPEX Electronic Editor.**

Don't cut your tape. Cut your cost. How? Simply turn the knob on an Ampex Electronic Editor. The old scene is erased, the new one added—all electronically. And both old and new sections of the tape can be viewed during actual production. The Ampex Electronic Editor inserts new scenes, new commercials, production changes, or corrects goofs—without splicing. You save time, save tape!



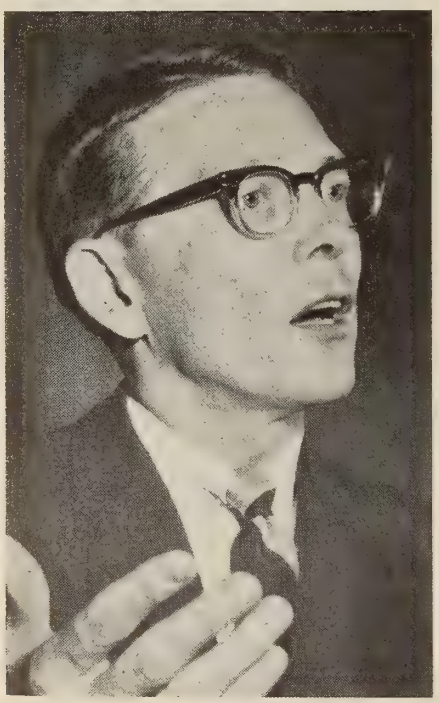
The Electronic Editor also lets you do stop-and-go recording, multi-camera effects with a single camera, and squeeze action—all without cutting the tape. Best news of all: no special training is needed. For more details write the only company providing tape and recorders for every application: Ampex Corp., 934 Charter St., Redwood City, California. Sales and service engineers throughout the world.

both Washington; *Baltimore Sunpapers,* whose WMAR-TV Baltimore bought WBOC-TV Salisbury, Md., and a catv system there; the Smullin-Voorhies stations in Oregon whose principals also have interests in cable companies in Klamath Falls, Grants Pass, Roseburg, Medford and Ashland, all Oregon.

This is in addition to several dozen radio broadcasters who have owned or had interests in cable systems for many years.

Victory in Sight? ▪ It is this influx of telecasters and broadcasters that has heartened cable operators to believe their decade-long struggle with a vehement and vociferous group of broadcasters may be at an end.

For years some broadcasters have charged that community antenna owners take away their viewers and cause economic grief in situations where catv systems operate in the same community with a local tv station.



Mr. Reeves

The number of these "problems" has diminished to less than a half-dozen, catv spokesmen claim.

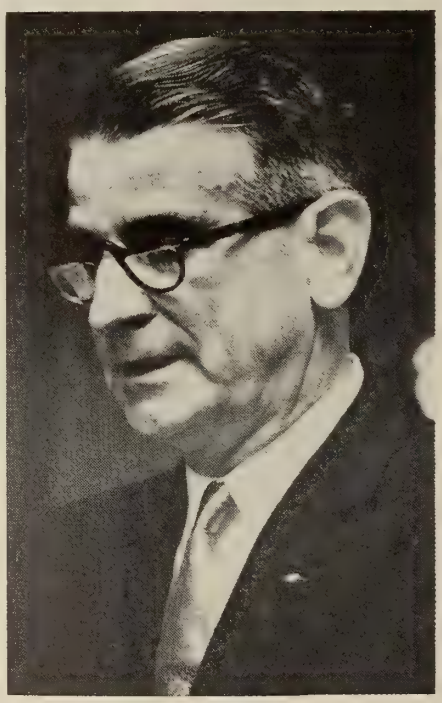
At the same time that cable operators were beginning to feel their war with broadcasters was arriving at a cease fire—and on the very same day that NAB President LeRoy Collins was a head table guest at one of the NCTA luncheons—Daniel Shields, NAB special assistant for tv, lashed out at the cable operators as parasites feeding off telecasters' programs (see page 70).

It was to hasten the day of peace that the NCTA had two sessions on broadcaster relations on the convention agenda.

In one session a group of broadcaster-catv operators urged their fellows to fraternize more with broadcasters so that broadcasters know more about catv men and vice versa.

The advice was given by Fred Goddard, KXRO Aberdeen, Wash., who is associated in the ownership and management of a group of Washington state cable companies; Bruce Merrill, KIVA-TV Yuma, Ariz., who is the principal owner of a group of catv systems in Arizona and who also heads a catv manufacturing business; A. J. Malin, WWNH Rochester, N. H., who runs a catv system in Laconia, N. H., and Stan Stephens, KOJM Havre, Mont., who operates a catv system in that city.

Something For All ▪ A second broadcaster relations session was a luncheon addressed by Jerome R. (Tad) Reeves, general manager of KDKA-TV Pittsburgh. Mr. Reeves stressed that, criticism notwithstanding, there is something for everyone on the air. He urged viewers to be more selective.



Rep. Harris

The Pittsburgh broadcaster was presented with a special distinguished service award by the cable owners.

Perhaps the most significant hard news made at the NCTA convention was by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee.

Rep. Harris warned—and five of the seven FCC commissioners were there to hear him—that the FCC ought to lay off catv; that no regulation is needed or required.

In a blunt approach, Mr. Harris told the commission it erred in the policy it adopted in the Carter Mountain Transmission Corp. case and said that if the courts sustain the FCC, a Congressional hearing looms.

In the Carter Mountain case, the FCC early this year denied an application for the expansion of facilities by a common carrier microwave relay system serving a catv system in Thermopolis-Lander-Riverton, Wyo. The microwave system's applications were protested by KWRB-TV Riverton. The commission held that the impact of additional catv service on KWRB-TV was such that the station might be affected economically and thus the public interest might suffer. This decision has been appealed to the federal courts.

Notes Opposition ▪ Citing the FCC's own Common Carrier Bureau's opposition to the commission's final decision, Rep. Harris said:

"If the Common Carrier Bureau is right in its warning and conclusion, then this decision contains frightful implications which should give concern not only to your industry but also to telephone companies, broadcasters and other business, too."

He continued: "If the commission's new interpretation is sustained [by the appeals court], the Congress is likely to be asked to hold hearings and re-examine what should be the scope of the commission's power over common carriers."

In an extemporaneous comment at the conclusion of his speech, Mr. Harris warned the commissioners that they should not set themselves up to pass on what programs should be put on the air.

So important do community television operators consider the microwave situation that a two-hour session on regulatory problems in that field was held Thursday afternoon.

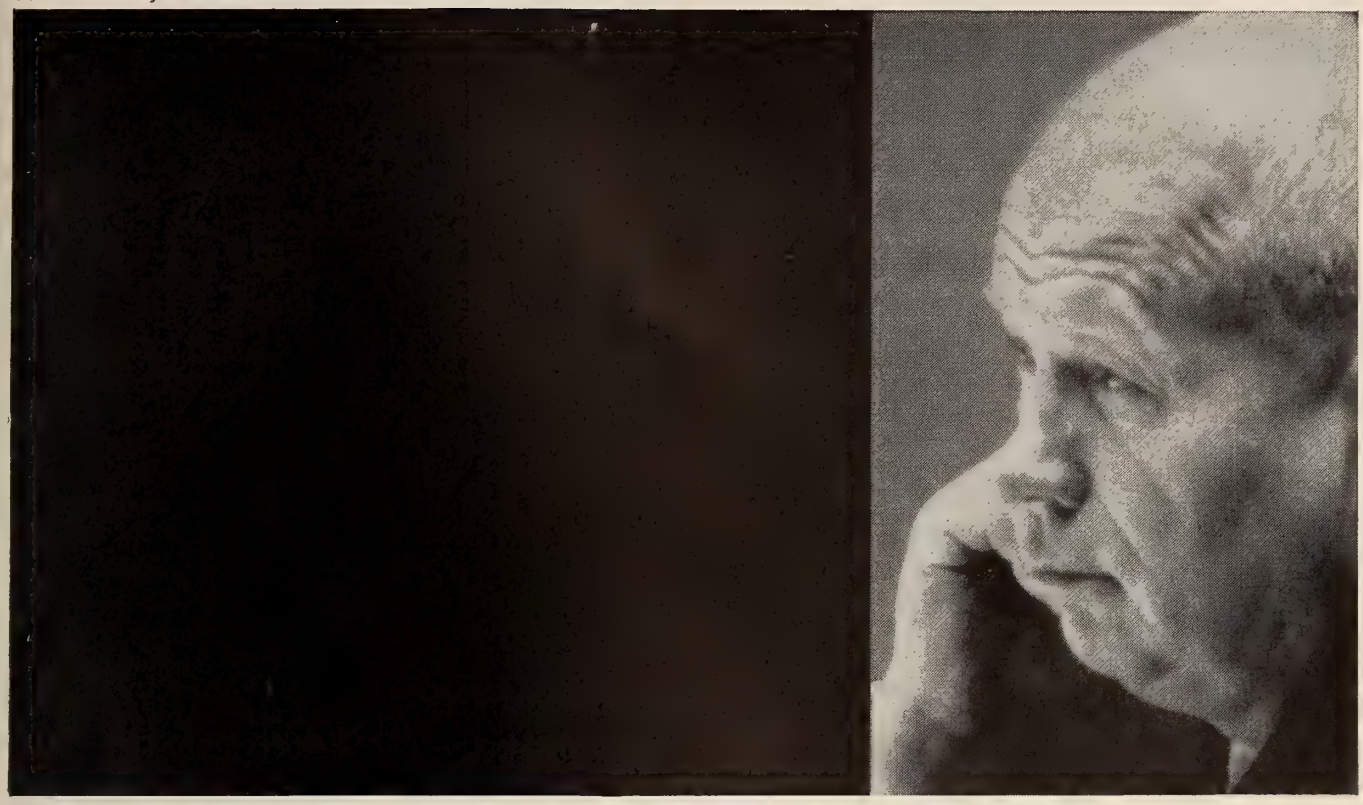
The intricacies of the law—and of the FCC's reasoning in the Carter Moutain case—were explained by a panel moderated by Robert L'Heureux, NCTA counsel, and including Byron Harrison, FCC; Thomas Shack and Robert Green, Washington communications lawyers.

FCC Intentions ▪ Cable operators heard with some dismay that the thrust of the Carter Mountain case is an apparent FCC decision to regulate catv systems through stringent regulation of the common carrier microwaves. Many of the microwave relays have common ownership with the catv systems they serve; as common carriers, it was pointed out, they must serve customers other than those related to their own ownership.

The implication is, the panel agreed, that where a catv system carries the local tv station on its lines and doesn't duplicate, and where the microwave system does have other customers besides its affiliated catv subscriber, the FCC will approve the applications for such service.

Otherwise, it was pointed out, the only place for long-haul catv service

Photo Courtesy United Press International



TAPE IT TODAY SHOW IT TOMORROW ANYWHERE IN THE U·S·A WITH

PRIORITY AIR EXPRESS DIVISION R E A EXPRESS AIR EXPRESS

Nothing becomes dated as fast as news—reason for shipping TV tapes (and anything else requiring speed) by Air Express. A co-ordinated service of R E A Express and all 37 scheduled U.S. Airlines, this is the only shipping service with air priority everywhere in the U.S.A., Puerto Rico and Canada. On the ground, 13,000 R E A Express trucks speed door-to-door pick-up and delivery. Cost? Less than you think. 5 lbs. travel 1,500 miles for $4.17. Specify Air Express always—for shipping or receiving. You'll find Air Express is always as near as your phone.

CALL YOUR LOCAL R E A EXPRESS OFFICE FOR AIR EXPRESS SERVICE

Flinn's the choice again

Glenn H. Flinn, president of Television Cable Service Co. of Tyler and Jacksonville, Tex., was re-elected chairman of the National Community Television Assn. at its annual convention in Washington last week.

Also elected to one-year terms: Fred G. Goddard, Aberdeen, Wash. (KXRO Aberdeen), vice chairman; Benjamin J. Conroy Jr., Uvalde, Tex., secretary; M. William Adler, Weston, W. Va., treasurer (re-elected). Elected to three-year terms on the NCTA board: F. Gordon Fuqua, Bluefield, W. Va.; Robert Regan, Mankato and New Ulm, Minn.; Fred J. Stevenson, Rogers, Ark.; Robert J. Tarlton, Lansford, Pa.; Frank Thompson, Rochester, Minn.; Sidney E. Young, Rutland, Vt.; John Walsonavich, group owner in east-central Pa. Martin F. Malarkey, multiple owner, was elected to a two-year term, and Sandford Randolph, Clarksburg, W. Va., and Ralph Weir, Junction City, Kan., to one-year terms.

is in the 12 kmc business services region—but the impact on the local tv station still will be considered.

Predictions for the future of catv were all optimistic—and largely based on cable operators offering more and more "services" to their customers. At a special meeting on the future of catv, some observations elicited special comment.

Bold Ventures ▪ Bill Daniels, Daniels & Assocs., Denver, Colo., foresees catv systems entering two-, three- and even four-station markets and expansion into foreign countries.

Irving B. Kahn, TelePrompTer Corp., New York, predicts that catv will become the backbone of pay tv and hopes that if he secures the tv rights to the coming Patterson-Liston fight, 250,000 to 500,000 people will see it over cable tv.

Perhaps the most sanguine estimate of catv's future was given by NCTA President Bill Dalton. Based on the rate of growth of catv in the past four years, Mr. Dalton foresees 1,630 systems serving 1,520,408 subscribers (or 5,321,420 people) in the next five years, and 2,722 systems serving 2,675,918 subscribers (or 9,365,713 people) in the next 10 years.

Manufacturers display wares at NCTA convention

All band systems, transistorized systems and components, and an ingenious "weather board" that shows temperature, barometric pressure, wind direction and velocity, and time, and includes facilities for spot announcements, highlighted the equipment exhibits at the Washington convention of the National Community Tv Assn. last week.

Jerrold Electronics, Philadelphia, showed a new Channel Commander unit which permits chs. 7-13 to be added to existing systems. Ameco Inc., Phoenix, Ariz., showed a number of all-band, transistorized amplifiers, all with automatic gain control. Spencer-Kennedy Labs. Inc., Boston, showed a complete trunk line comprising transistorized amplifiers and other gear. Jerrold, Collins Radio and Raytheon showed microwave equipment. Weather-Time-Wind systems were shown by Automated Electronics Inc., Dallas, and Ameco Inc. TelePrompTer showed a large screen tv projector, the Amphicon 190.

Transcontinent dividend

A dividend of 12½ cents per share on outstanding common stock was declared last week by Transcontinent Television Corp. It is payable Aug. 15 to stockholders of record July 31, and brings total dividends declared and paid this year to 37½ cents compared with a total of 30 cents for the entire year of 1961. TTC assumed ownership of WDOK-AM-FM Cleveland, Ohio, on May 1 after the FCC approved its purchase from Civic Broadcasters Inc. of Cleveland (BROADCASTING, March 26). Other TTC stations: WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego, Calif.; KERO-TV Bakersfield, Calif., and WNEP-TV Scranton-Wilkes-Barre, Pa.

50-kw KWKH joins ABC Radio roster

KWKH Shreveport, La., is joining the ABC Radio network, effective Sept. 16. Formerly a CBS Radio affiliate, the station is currently an independent. It operates on 1130 kc, with 50 kw and is the fourth 50 kw station to become an ABC affiliate in the past five weeks.

KWKH is operated by International Broadcasting Corp. Henry B. Clay is executive vice president and general manager.

Robert R. Pauley, ABC Radio president, made the announcement and also announced 12 other new affiliates: KBON Omaha, Neb., 1 kw, 1490 kc; KAKE Wichita, Kan., 250 w, 1240 kc; WTCR Ashland, Ky.-Huntington, W. Va., 5 kw day, 1420 kc; WDOL Athens, Ga., 1 kw day, 1470 kc; KWAD Wadena, Minn., 1 kw, 920 kc; WIEL Elizabethtown, Ky., 1 kw, 1400 kc; WRCO Richland Center, Wis., 1 kw day, 1450 kc; WHUT Anderson, Ind., 1 kw day, 1470 kc; WKEN Dover, Del., 500 w day, 1600 kc; WQSN Charleston, S. C., 250 w, 1450 kc; KLOA Ridgecrest, Calif., 250 w, 1240 kc, and WAMW Washington, Ind., 250 w day, 1580 kc.

THE GROWING CATV PROBLEM

NAB seeks answer to catv inroads on television

Georgia broadcasters are told by association aide

NAB is hunting a solution to the community antenna (catv) problem because the very existence of some local tv stations is threatened, Dan W. Shields, NAB special assistant for tv, said at a Tv Day program held June 19 in Atlanta by the Georgia Assn. of Broadcasters.

"What we have is a completely unregulated business competing against a regulated industry, using as its major weapon the very product which its competitor turns out, and paying nothing for the product."

He explained NAB doesn't oppose catv as a medium but intends to protect stations when catv systems seriously affect station operations. He noted that small-market tv stations have trouble competing with one or more catv systems that bring in numerous signals from outside the market, often via microwave relay.

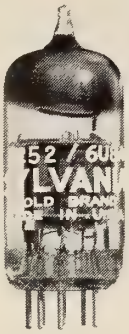
"These smaller stations are looking for relief in three instances," he said: "(1) where the catv system refuses to carry the local signal; (2) where a system carries the signal but in a technically degraded manner, and (3) where the catv system duplicates the network programming carried by the local station."

"The network advertiser, seeing that he can deliver the heart of the local market merely by buying the distant city, doesn't order the local station," Mr. Shields said.

Mr. Shields noted "plans afoot" to bring the seven Los Angeles channels into Bakersfield, a three-station market, and into Phoenix, a four-station market. He said the NAB Tv Board has considered three solutions to the problem—legal action, local regulation and federal regulation.

The catv industry, Mr. Shields said, is growing at a pace that outstrips tv growth itself. In 1956, there

NEW! IMPROVED!



Sylvania GB-1252/6U8A

provides unusual longevity
—genuine interchangeability

Problem was the popular 6U8A, as good as it is, was not specifically designed to fill the stiff requirements of broadcasters.

Sylvania, working with station engineers, analyzed 6U8A field performance and developed a superior replacement...Gold Brand GB-1252/6U8A. Now, broadcasters can expect and get vastly improved life expectancy, high stability throughout useful life. Electrical uniformity from tube to tube is improved, too, providing superior interchangeability, optimum performance from the moment of replacement.

Here are some of the improved features of GB-1252/6U8A: tighter specifications on Gm and plate current spread; stringent controls on grid emission; longer life tests; severe interface life tests; and gold-plated pins for improved electrical contact.

GB-1252/6U8A—a specific design for a specific job—is typical of the Sylvania Gold Brand Tube program. Ask your Sylvania Industrial Tube Distributor about Gold Brand types for broadcasting such as: GB-5814A and GB-6189, medium-mu double triodes; GB-5725, dual-control pentode; GB-6201, high-mu double triode.

For technical data on a specific type, write Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main Street, Buffalo 9, New York.

Available from your Sylvania Industrial Tube Distributor

SYLVANIA

SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS

were an estimated 480 systems serving 0.08% of all viewers. Today, the guess is that there are over 1,000 systems serving almost 2%.

R. Russell Eagen, Washington communications attorney, discussed the FCC's new philosophy regarding hearings and the recent investigation conducted in Chicago. The Chicago hearings "were not fruitful and did not show any significant failure on the part of the Chicago stations," he said, though some special interest groups voiced dissatisfaction over performance of network-owned stations.

William Neal, president of Liller, Neal, Battle & Lindsay, Atlanta, said there will be problems if all-channel legislation results in hundreds of new tv stations. He defended the 15% concept of agency compensation and urged broadcast media to grant agencies a 2% discount for cash.

Ray Carow, WALB-TV Albany, was chairman of the Atlanta program. Jack Williams, GAB executive secretary, directed arrangements.

NAB's Swezey defends admen from critics

The sole job of advertising is to promote and publicize, ethically and effectively, the products that its clients want advertised, according to Robert D. Swezey, director of the NAB Code Authority.

In an address to the Better Business Bureau and the Advertising & Sales Club of San Diego, Calif., on June 20, Mr. Swezey said advertising is being subjected to ridicule and bitter accusations because it reflects conditions beyond its control.

Advertising's clients, he contended, like those of a lawyer, are entitled to "the strongest defense which can be made for them within the limits of law and the rules of court and professional ethics."

TV WILL OUTSTRIP ECONOMY

Nierman optimistic about television growth in the 60's; Cohn, Taishoff also address Virginia Broadcasters

Television will grow three times as fast as the national economy during the 60s, over three times as fast as newspapers and twice as fast as magazines, Martin L. Nierman, executive vice president of Edward Petry & Co., said June 21 in an address to Virginia Assn. of Broadcasters.

Radio, too, has rosy prospects and its future looks brighter than most other American industries, he said. Mr. Nierman spoke at the annual VAB meeting, held at Virginia Beach.

Among speakers at the June 21 session were Marcus Cohn, of the communications law firm of Cohn & Marks; Sol Taishoff, editor and publisher of BROADCASTING and TELEVISION, who urged passage of a new communications law, and a group of newspaper broadcast critics.

Mr. Cohn commented on "the civil war" between government and broadcasters but said it was not a creation of the New Frontier.

Mr. Nierman predicted tv will have billings of over $3 billion in 1970, with spot tv exceeding $1 billion and exceeding the advertising dollars that went into all forms of the medium only a few years ago.

Every segment of the industry must put forth "a larger effort," he said. "Technological advances, more and better programming, color progress and all the rest are going to be costly," he continued, requiring harder selling, better research and dramatizing of the medium's values.

Noting there are almost as many radios (183 million) as people and listing other growth factors, he raised these points for consideration by radio managers who want to make a profit: Does the sound of your station appeal to an audience most advertisers do not want? Is your news coverage "a nickel's worth of headlines on the hour?" Do you think public service programming means saying "Give to the Red Cross" and "Fight Cancer" three times a day?

"The audience is there and the business is there, if you and your representatives will but go all out to get more than your share of them," Mr. Nierman said.

Awareness of Broadcasting ▪ He urged broadcasters to develop among youth "an awareness of what radio and television stand for, what they contribute and what they offer," selling the younger generation on broadcast achievements and recruiting outstanding young people to the industry's ranks.

Television is a much better buy than magazines or newspapers, with its greater impact and lower cost-per-thousand, Mr. Nierman said. This cost must rise as the nation and medium grow, he said. Younger families are the strongest tv fans, he reminded, and long-established media habits are likely to remain fixed. He predicted tv's increased mobility will attract more advertisers.

As leisure time increases, he said, tv will have to provide more program time and 24-hour stations will be commonplace. This will require more varied and exciting programming, he said.

Color tv's slow growth has caused

Those 'young fogies' running radio are ruining it—Pauley

Radio's problems will lead to its destruction "unless some of the young fogies running it are replaced by creative and courageous men," according to Robert R. Pauley, ABC Radio president.

In a June 21 address to the Virginia Assn. of Broadcasters, he specified some of radio's flaws and called for courageous public service and programming (see VAB story this page).

"On the one hand we find open competition and challenging opportunity (in radio)" Mr. Pauley said, "but on the other hand I'm afraid we find personal lethargy, fear and, worst of all, a trend toward conformity—and conformity stifles progress."

He described the "young fogies" this way: "Those who swear there is only one way to run a radio station, one way to make a profit or get ratings, one way to solve a problem—and their minds are closed to any alternatives."

"Are you pioneering in controversial areas, presenting all sides of the story regardless of whose toes get stepped on?" Mr. Pauley asked. "Or are you playing it safe, conforming through fear or apathy?"

He endorsed suggestions by President Kennedy and FCC Chairman Newton N. Minow for courageous radio reporting of controversial issues.

A strong sales force is important to revitalization of radio, Mr. Pauley said, describing ABC's staffing "with a team that had little interest in hard entertaining and soft selling; and one that had not been touched with the lethargy of the saloons at noon and gold in the afternoon." Gains have been made in each quarter in the last two years, he said, and network radio's is "again a major force in national advertising planning."

Radio must not be given away to advertisers, syndicators, packagers, trade-deal artists or anyone else, he warned, "for this will sap the economic strength of radio and drive us down and down."

Mr. Pauley said radio should start to make its bid for increased business as advertising jumps to $26 billion in 1970, total population increases by 45.5 million and gross national product reaches $750 billion.

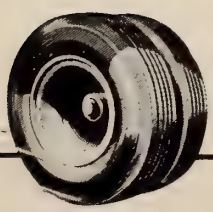


"Joe should be here any minute!"

And Joe—Joe Nicholas, driver for an intercity truck line—will be there alright, with a shipment of new appliances. And on schedule—a tighter schedule than most people would believe.

Many motor carriers, like their counterparts on rails and in the sky, offer definite time schedules and their adherence to them might well amaze those who do not realize how goods move in America today.

Not only merchants but production managers in industry long ago learned to base their plans with confidence upon motor transport's dependable, scheduled service.



AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA

some to lose their original enthusiasm for its tremendous potentials, according to Mr. Nierman. He reminded that cost differentials are being narrowed and color programming is increasing.

Kennedy Appointee ▪ In commenting on the civil war between broadcasters and government, Mr. Cohn said only Chairman Newton N. Minow, of the seven-man FCC, had been appointed by President Kennedy. He urged broadcasters to fight newspaper and magazine critics and suggested the advertising and editorial content of no local newspaper "could pass the FCC's license renewal test."

Second class mail provides many millions in subsidies for newspapers and magazines, Mr. Cohn said, adding a suggestion these publications should be required to pass Post Office Dept. inspection as to editorial and advertising content just as broadcast stations describe programming and advertising by class and category in their FCC filings. Commenting on a newspaper critics' panel earlier in the day, he said he could not recall that American Newspaper Publishers Assn. had ever invited broadcasters to appear in a convention panel.

Chides Medium ▪ Lawrence Laurent, broadcast critic of the *Washington Post,* chided broadcasters for relying heavily on the free-enterprise concept, saying broadcast freedom hasn't existed since passage of the 1927 radio act which made it a licensed medium. He suggested "a frightened broadcaster" does a better job for the public than one "working only for his accountant."

Mary Hopkins, *Norfolk Ledger-Dispatch,* said tv's program balance was improving but claimed her "elderly, jangled nerves" couldn't take am radio though lauding fm service in the Tidewater area. Warner Twyford, *Norfolk Virginian Pilot,* proposed radio station mergers and criticized idle and uninformed chatter of radio personalities during broadcasts.

Cash payments to CBS Radio outlets

PRESENT PROGRAM-COMPENSATION PLAN HEADED FOR DISCARD PILE

CBS Radio's system of paying its affiliates in programming instead of cash appeared last week to be near an end (CLOSED CIRCUIT, June 18).

Officials of the network and of the CBS Radio Affiliates Board agreed after a session in New York on Tuesday that a money-compensation system almost certainly will replace the present system, which has been in effect since January 1959.

They said they were already working on various proposals suggested by the network and the board and that they hoped to reach agreement on a new plan within a few days. Assuming the new plan is then approved by most of the approximately 200 CBS radio affiliates, it presumably would go into effect when contracts under the present system expire at the end of the year.

Details of the plans under consideration were not revealed, but authorities indicated that the new plan would provide for compensation to be partly in cash and partly in programming.

The network insists that in order to afford a return to cash payments it must get station clearance of more and/or better time periods for network sales. The exact periods that would be available to the network under the new plan were among the details reportedly in negotiation last week.

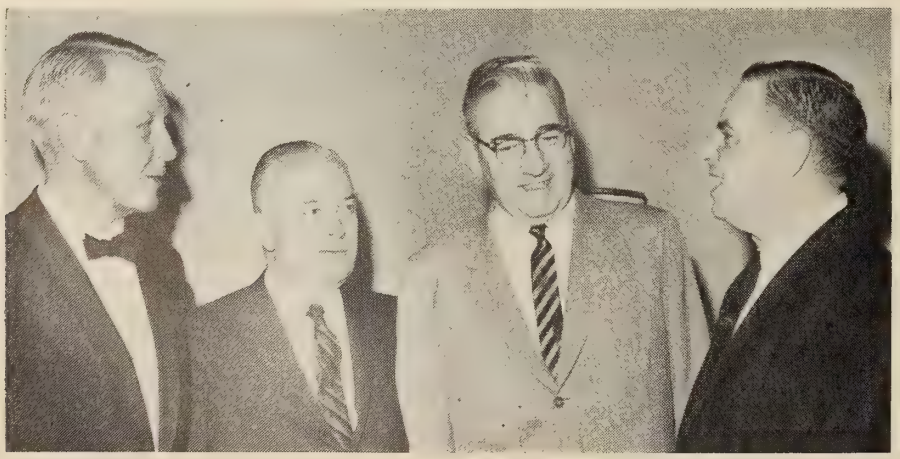
Potential programming changes also were tied into the discussions. Some affiliates have been pressing for elimination of what they consider "obsolete" programming—most notably in the network's Sunday-afternoon drama block—and for "more and better" newscasts.

E. K. Hartenbower of KCMO Kansas City, chairman of the affiliates board, emphasized in discussing results of the week's sessions that the board can only "recommend" a new compensation plan to its station membership—that each station must decide for itself whether it wants to accept the recommendation.

Arthur Hull Hayes, president of CBS Radio, said after the initial meeting with the board on Tuesday that he was confident a new cash-compensation plan could be worked out to the satisfaction of both the network and its affiliates.

The program-payment system was adopted in the fall of 1958 on the recommendation of the members of the affiliates board at that time. This plan discontinued the traditional practice of paying stations in cash for carrying network shows. Instead, affiliates have been compensated in the form of free programming which the stations themselves sell to local and national advertisers. In return the stations carrv certain periods which are reserved for sale by the networks.

Members of the board of the CBS Radio Affiliates Assn. at last week's meeting, in addition to Chairman Hartenbower, were Larry Haeg, WCCO Minneapolis, who is vice chairman; Joe L. Smith Jr., WJLS Beckley, W. Va., secretary-treasurer; and Joseph K. Close, WKNE Keene, N. H.; Michael R. Hanna, WHCU Ithaca, N. Y.; John S. Hayes, WTOP Washington and other Post-Newsweek Stations; J. Frank Jarman, WDNC Durham, N. C.; Robert B. McConnell, WISH Indianapolis; F. C. Sowell, WLAC Nashville; Westerman Whillock, KBOI Boise, Idaho; Wendell Adams, KINS Eureka, Calif., and Ernest Lackey Jr., WHOP Hopkinsville, Ky.



At an affiliates' welcoming party and dinner in New York during the CBS Affiliates Assn.'s advisory board meeting were Dr. Frank Stanton (l to r), CBS president; E. K. Hartenbower, KCMO Kansas City (district 7 director and chairman of the association's board); Arthur Hull Hayes, president of CBS Radio, and John S. Hayes, WTOP Washington, who is former chairman of affiliates association board and former member of the advisory unit.

Sessions were devoted to preparing the agenda for the Sept. 12-13 CBS Radio affiliates convention in New York City. Details and calendar will be announced shortly.

ANNOUNCING
THE SCULLY 270

A NEW
STANDARD OF QUALITY
FOR
PROFESSIONAL
TAPE REPRODUCERS

Engineered and crafted with a degree of precision and quality never before equalled in tape equipment, the Scully 270 sets new industry standards for guaranteed performance.

The complete unit is guaranteed for one year.

The amplifiers, in both monaural and stereo, are guaranteed for five years.

The Scully 270 is the first in a new line of highest quality professional tape equipment. Companion to the Scully lathe, Model 270 establishes a new high in performance specifications. We invite you to read and compare them.

Frequency Response: *±1½ db, 50 to 15,000 cps @ 7½ ips.*

Signal to Noise Ratio: *—60 db.*

Flutter and Wow: *.1% RMS @ 7½ ips. 0.2% RMS 3¾ ips.*

Rewind Time: *4,800 foot roll 105 seconds.*

Tape Capacities: *up to 14" reel size, ¼" or ½" tape width.*

Reproduction Capacity: *Monaural, half or full track, stereo, 2, 3, or 4 channel.*

Power Requirements: *Auto transformer 108 to 240 volts, 50/60 cycles at 275 watts.*

May we send you complete technical specifications and engineering data for your consideration. Please address your correspondence to Mr. Lawrence J. Scully, President.

SCULLY RECORDING INSTRUMENTS CORPORATION

480 Bunnel Street *Bridgeport, Conn.*

SUBSCRIPTION TV TEST BEGINS FRIDAY

WHCT Hartford will be station used for RKO General project

The country's first over-the-air subscription television test is scheduled to begin Friday (June 29) in Hartford, Conn.

The RKO General Phonevision Co. will use RKO General's WHCT (TV) for the project. John H. Pinto, vice president of RKO General Phonevision, said last week approximately 300 subscribers have signed for the service and a total of about 4,000 should be enrolled by the end of the year.

Mr. Pinto said programming for the initial week was to be announced over the weekend. He added that the station will carry from 20 to 40 hours a week of a varied schedule of current motion pictures, dramatic and musical programs, outstanding sports events and other presentations not available on commercial tv. During hours that subscription tv is not in operation, ch. 18 will operate as a commercial uhf tv station.

Subscribers must pay $10 for installing a decoder, which "unscrambles" the program, and 75¢ a week rental charge which includes all servicing. The prices of programs will range from 25¢ to a maximum of $3.50.

RKO General owns and operates the station. The Zenith Radio Corp. manufactures the equipment needed to bring pay tv into the home.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KAJI Little Rock, Ark.: Sold by Michael Heller and Eugene Kramer to Glen Harmon for $105,000. Mr. Harmon is one of the principal owners of WINN Louisville, Ky., which is being sold to G. D. Kincaid, a multiple station owner. KAJI is a fulltime station on 1250 kc with 1 kw daytime and 500 w nighttime. W. B. Grimes & Co. was the broker.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 91).

▪ KIRL Wichita, Kan.: Sold by Mary Pickford and Buddy Rogers to Bernice L. Lynch and F. F. (Mike) Lynch and family for $375,000. Lynchs own KBYE Oklahoma City and KFMJ Tulsa, Oklahoma. KFMJ has been sold to Urok Co. Inc. (see below). FCC Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented.

▪ KFMJ Tulsa, Okla.: Sold by Bernice L. and F. F. (Mike) Lynch and family to Oral Robert Evangelistic Assn. for $300,000. FCC Chairman Newton N. Minow and Commissioner Robert T. Bartley did not participate.

▪ KBHS Hot Springs, Ark.: Sold by A. M. and E. B. McGregor and E. J. Kelley to Tim Timothy Inc. for $135,000 and $10,000 for agreement not to compete. Buyer is B. P. Timothy, Hot Springs businessman.

Jury awards $50,000 in suit against CBS

A judgment for $50,000 against CBS has been awarded Lazlo Bush-Feketi by a Los Angeles Superior Court jury which heard his suit against the network.

Mr. Bush-Feketi alleged that an article "The Last Four Days of Mussolini," which he wrote and *Life* magazine published in 1949 was submitted to CBS-TV through the Jaffe Agency and rejected by the network as unsuitable, but subsequently a *Playhouse 90* program, "The Killers of Mussolini," was broadcast on CBS-TV using material from the article. CBS maintained the basis for the broadcast was a *True* magazine piece but the jury decided in favor of Mr. Bush-Feketi and awarded him $50,000 damages.

Asked whether CBS will appeal the decision, William Roethke of Lilick, Geary, McHose, Roethke & Myers, who defended the suit, said Thursday that the matter of further litigation on behalf of CBS is being considered but that no action has yet been taken.

Meanwhile, another suit over the same broadcast has been filed in the New York Supreme Court by Kobler and Palmieri who assert that the *Playhouse 90* program was really based on an article they wrote concerning the lost treasure of $40 million or more which Mussolini was supposed to have been trying to smuggle out of Italy when he was captured and executed.

NBC-TV unit will figure sales proposal audiences

NBC-TV has formed a sales proposals unit which will concentrate on development of brief presentations to document with audience research the values of specific proposals.

The network also announced three key appointments within the sales planning department. They are Paul Klemp-

Outstanding Values in Broadcast Properties

This full time facility is the leading station in the market and grossing nearly $200,000 for an absentee owner. Owner-operator could increase gross and profits. 29% down and liberal terms.

SOUTHWEST
$275,000

Medium size UHF market. Excellent plant and low overhead. Owner-manager opportunity. Equity sale. Price to sell.

WEST COAST UHF
$220,000

Six major markets from Canada to Mexico. Full FM service. Outstanding class B facility. Quality programming. Liberal terms to qualified buyer.

REGIONAL FM NETWORK
$700,000

BLACKBURN & Company, Inc.
RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Gerard F. Hurley
RCA Building
FEderal 3-9270

MIDWEST
H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John G. Williams
1102 Healey Bldg.
JAckson 5-1576

BEVERLY HILLS
Colin M. Selph
Bennett Larson
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

CBS chief honored

Dr. Frank Stanton, president, CBS Inc., received an honorary Doctor of Laws degree from Bowdoin College on June 16. The text cited Dr. Stanton as a "dynamic business man and articulate leader in communications," and continued:

"As a fellow of the American Psychological Assn., a former chairman of the Center for Advanced Study in the Behavioral Sciences, and as an author, you have maintained your interest in your own scientific discipline."

The degree citation noted that Dr. Stanton had "braved spirited criticism by statement of your faith in that hopeful experiment that is democracy" and took notice of the CBS Inc. president's role in fighting for freedom of speech "of press, and of radio and television" particularly by having "fought the incursion of governmental control which could spell its [freedom's] demise."

ner, manager, client presentations; Ronald Pollock, manager, sales proposals, and George Walker, manager, sales development.

Mr. Klempner joined NBC sales planning in November 1958. In November, 1961, he was named manager, sales promotion. Mr. Pollock, formerly manager, sales development, joined NBC in March 1960. Mr. Walker has been with NBC sales planning since December 1957.

Radio-tv stations report new building

Several radio and television stations last week announced that they either plan to construct new facilities or that they have gone on the air from new plants.

They are KOAT-TV Albuquerque, N. M.; WWUP-TV Sault Ste. Marie, Mich.; WOC-AM-FM-TV Davenport, Iowa; WABI-TV Bangor, Me.; and WNLC New London, Conn.

According to Fred L. Vance, general manager, KOAT-TV broke ground earlier this month for its new 14,700-square-foot building near the U. of New Mexico. The $250,000 plant is expected to be completed in the fall.

WWUP-TV began operating June 15 as a fulltime satellite of WWTV (TV) Cadillac-Traverse City, Mich., on ch. 10. It transmits with 101 kw from a 1,126-foot tower in eastern Chippewa County. The programming is relayed from WWTV by a company-owned microwave system using RCA equipment. The station, owned by Fetzer Broadcasting Co., is represented nationally by Avery-Knodel.

The new structure housing WOC-AM-FM-TV, estimated to cost nearly $1 million, will measure 165x135 feet and will be near the station's present setup. Completion is expected in the spring, 1963. According to Dr. David Palmer, president, some $600,000 worth of RCA equipment has been ordered. The new facilities will allow immediate colorcasting of local film and network programming. Radio facilities will include three studios plus special areas for separate fm programming in stereo.

WABI-TV began telecasting from its new 20,000-square-foot structure on Memorial Day. Within the next few weeks, WABI-AM-FM will complete the move into its Studio City.

WNLC is constructing a new studio at its transmitter site. The main feature is an additional newsroom. The station plans to maintain its present studio offices and newsroom in the Mohican Hotel.

Avco profits up 35% for six-month period

EARNINGS REACH $8.3 MILLION THROUGH MAY 31

Avco Corp., owner of The Crosley Broadcasting Corp., reported a record 35% increase in earnings for the first six months of the fiscal year. Consolidated net earnings for the six months ended May 31, 1962, rose to $8,373,125 from the $6,201,197 earned in the same period in 1961.

Earnings for the 1962 period were equal to 77 cents a share, based on 10,886,109 shares outstanding at the end of the period. In the same period of last year, earnings were equal to 60 cents a share based on 10,379,438 shares then outstanding. Net sales for the first six months of 1962 were $185,698,585, an increase of 18% over the $157,926,234 in the first half total for 1961.

Crosley stations: WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio; WLWA (TV) Atlanta, and WLWI (TV) Indianapolis.

Fire sweeps Georgia station

Fire at the studios of WCLS Columbus, Ga., June 15 destroyed all recording and audio equipment and caused extensive damage to the engineering room, printing department, storage area and control room. Damage was estimated at several thousand dollars. The station lost no broadcast time.

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How hi is fi? Color can tell, EIA hears

GROUP WILL STUDY USE OF WALSH COLOR-SYMBOL PLAN

A plan for using a series of color marks and simple symbols to tell the average consumer just what degree of "high fidelity" he is getting for his money in the purchase of a radio or phonograph was discussed last week in Chicago at the Third National Loudspeaker Conference of the Electronic Industries Assn.

The color-symbol plan was introduced by Lincoln Walsh, Walsh Engineering Co., Millington, N. J., to rate the quality performance level of loudspeakers, the critical component in radio, tv and phonograph systems which translates the electrical signal back into audible sound. The nearly 200 engineers and manufacturing executives at the conference voted to refer the plan to the EIA loudspeaker engineering committee for feasibility study and technical analysis.

The meeting, held Tuesday under the chairmanship of William H. Bingham, Hawley Products Co., St. Charles, Ill., was the largest to date in the loudspeaker industry. The discussion tied in with the cooperative efforts of EIA and the Federal Trade Commission to overcome public misunderstanding and some manufacturer abuses of the term "high fidelity" (BROADCASTING, June 18). Mr. Bingham is chairman of the EIA loudspeaker and loudspeaker parts section.

The problem of accurately defining "high fidelity" has plagued the industry almost since its inception. It is hoped that the color-symbol system might not only solve this problem, but also give U. S. manufacturers a selling advantage over the imported product. U. S. loudspeaker production last year totaled about 42.5 million units for all purposes. Imports in addition to this equalled 40% of the U. S.-made total.

The Walsh plan seeks to translate the results of scientific measurements of loudspeaker quality into colors and symbols which manufacturers can place on their products and which the public can learn to recognize. The Walsh plan uses eight colors to identify ranges of sound frequencies and seven symbols to express the power handling capacity (acoustic watts) of loudspeakers.

Example: One white dot would indicate a speaker just adequate for a pocket radio. Six blue diamonds on a phonograph would tell the purchaser the instrument was one of moderate power and frequency and would have "very good listening quality" for use in the home.

Profitable hints

RCA paid out $142,810 in awards to its employes in 1961 for their suggestions. The awards totaled 3,754 and ranged in value from $5 to $4,900. RCA employes made over 28,000 suggestions to reduce operating costs and improve quality during the year. This was a 93.5% increase over the more than 14,000 suggestions made in 1960. In five years, the company has paid $604,503 for employes' suggestions.

Gray Research to employes

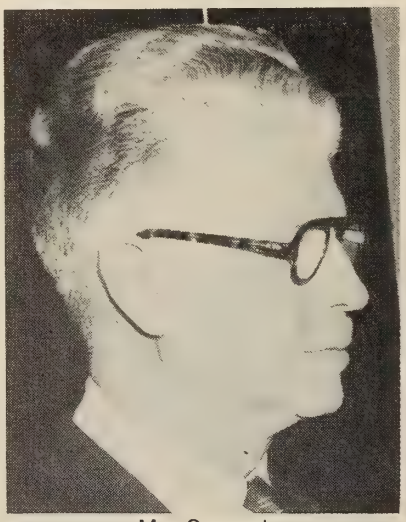
Gray Research & Development Co. Inc., broadcast and hi-fi division of Gray Manufacturing Co., has been sold to a group of its former managers and employes. T. Gerald Dyar, manager of the Gray special products division, becomes president of Gray Research & Development Co., which will be completely independent under the new ownership. The company now is operating from its new plant at Newington, Conn.

How long until there is volume output of all-channel sets?

The all-channel-receiver bill (HR 8031), now nearing final congressional passage, isn't expected to have a substantial effect on the kind of sets sold the public for at least a year and a half. This was the estimate last week of James D. Secrest, executive vice president of the Electronic Industries Assn.

The bill, which authorizes the FCC to require that all tv sets shipped in interstate commerce be equipped to receive both uhf and vhf signals, has already passed both Houses of Congress (BROADCASTING, June 18). But it requires House agreement to a Senate amendment specifying that the sets be capable of satisfactory reception.

Mr. Secrest said set manufacturers will probably increase "almost immediately" the number of all-channel sets now in production. Such sets account for about 8% of set makers' current output. But the production and distribution pattern of the 1963 models now coming on the market is largely frozen, he said. As a result, he doesn't foresee all-channel sets appearing in volume in retail outlets before the end of 1963.



Mr. Secrest

The first move in converting the industry to large-scale production of all-channel sets will be made by the FCC, once the bill becomes law. The commission is expected to set up a rulemaking proceeding and hold hearings to determine, with industry's help, the standards to be applied in building sets capable of receiving both uhf and vhf signals.

The legislation doesn't authorize the commission to set standards, as such. But it does permit it to require that the sets be capable of receiving uhf and vhf signals "adequately," and this word requires definition.

Once this groundwork has been laid, Mr. Secrest said, the industry can begin its conversion. But he estimated it would take at least a year before existing inventories of vhf-only sets were to be cleared out and for set manufacturers to design, build and distribute their new all-channel sets.

The conversion process could be speeded up, he said, if the FCC determined that existing all-channel set designs were satisfactory. In that case, he said, manufacturers would simply step up their production of these sets.

Jerrold sales up $6 million for year

A jump of $6 million in net sales and services returns—from $11,935,899 in the 1961 fiscal year to $18,002,248 in the 1962 fiscal year ending Feb. 28—was reported last week by Jerrold Corp., Philadelphia.

Jerrold's net income after taxes totaled $597,234 (30 cents per share) for fiscal 1962, compared to $248,873 (13 cents per share) last year. The 1961 net income figure did not include a special credit of $2,837,212 ($1.51 per share). Shareholders numbered an average of 1,999,682 during the 1962 fiscal year.

Jerrold is engaged in community antenna manufacturing and operations—including three systems in Illinois (Ottawa, Marseilles and Streator) in joint ownership with Alliance Amusement Co., a leading midwest theatre chain, and a franchise for a catv system in Binghamton, N. Y. Other divisions are Harman-Kardon, high fidelity components and kits; Pilot Radio, radio and phonograph receivers; Taco, antennas, as well as the manufacture of industrial communications and military equipment.

Getting closer: merger of engineering groups

Members of the American Institute of Electrical Engineers (AIEE) voted overwhelmingly to merge with the Institute of Radio Engineers (IRE) to form a new 150,000-member society called the Institute of Electrical & Electronic Engineers (IEEE). The vote was taken at the annual meeting of AIEE last week in Denver.

Of the 55,166 eligible to vote, the mail ballot produced 29,464 proxies in favor of the merger as against 4,381 opposing it.

If the merger is approved by IRE, as is expected, the IEEE will become a reality effective Jan. 1, 1963. Meanwhile, committees are selecting a general manager and candidates for office in the new organization.

Key figures in bringing about the long-discussed merger were Warren H. Chase and Patrick E. Haggerty, respective presidents of AIEE and IRE, who have both enthusiastically supported the "marriage" of the world's two largest engineering organizations. Boards of directors of both groups also supported the merger (BROADCASTING, April 2, 1962).

Technical topics...

New fm receiver ▪ A new crystal-controlled commercial type stereo/monaural fm broadcast receiver that eliminates the need for telephone lines or



More than 6000 ATC Standard Units now in use in over 800 stations

Current industry figures indicate that almost 50% of the nation's broadcast stations are equipped with some type of tape cartridge equipment. Better than 55% of that equipment was supplied by Automatic Tape Control, Inc. In fact, more stations use ATC equipment than all other makes combined. ATC standard dual-tone recording amplifiers and playback units are still the broadcaster's best tape cartridge buy. The high fidelity of reproduction is firmly established. And the years of actual performance in stations all over the nation and Canada have proven beyond a doubt that ATC units are rugged and dependable. Frequency response is ±2 db from 70 to 12,000 cps; ±4 db from 50 to 15,000 cps; signal-to-noise ratio is 55 db; wow and flutter are under 0.2% RMS. For complete details write, wire or phone us collect.

Made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

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Marketed in Canada by Canadian General Electric, Toronto 4, Ontario

conventional hi-fi receivers has been introduced by Vitro Electronics, Silver Spring, Md. Designed specifically for fm network applications, the compact receiver, designated Nems-Clarke type FMR-101, is completely transistorized and nuvistorized. It weighs 18 pounds and can be pre-tuned to any fixed point in the fm band.

Appointment ▪ Bauer Electronics Corp., San Carlos, Calif., manufacturer of broadcasting equipment, has appointed Bill Westbrook & Assoc., Columbia, Mo., as sales rep in Missouri, Arkansas, Iowa and southern Illinois.

Heavy duty tower ▪ A heavy duty tower, the Rohn No. 80, specifically designed for microwave installation and other heavy duty communication and broadcast uses, is available from Rohn Manufacturing Co., Peoria, Ill. Additional information is available by writing the company, P. O. box 2000.

Glass development makes shorter tubes possible

A new system of safety-shielding tv picture tubes, permitting lighter, shorter and more economical envelopes, was announced last week by the Kimble Glass Co., a subsidiary of Owens-Illinois Glass Co.

The new process of manufacturing the glass tubes, called Kimcode (Kimble method for controlled devacuation) eliminates the safety shield on tv picture tubes. This is usually a separate glass shield or one laminated directly to the face of the tube. Kimcode glass tubes incorporate safety features in the tube itself, permitting a mild and safe devacuation should the tube be cracked or broken. The Kimcode method has three major elements: two metal bands and a fibreglass skirt. Earlier in the week, Kimble Glass was notified that the Kimcode process was recognized as an acceptable system by the Underwriters' Labs. Earlier the Canadian Standards Assn. approved the process. Kimcode process would lighten a 23-inch tube by almost 10 pounds.

INTERNATIONAL

TV ACROSS THE ATLANTIC

Programming, technical plans for Telstar relay practically complete; networks to co-produce

Transmissions to Europe by Telstar communications satellite in July will be live remote pickups of major news stories taking place at the time of the launching, as determined by ABC, CBS and NBC, joint producers of the project.

The European program to be transmitted to the United States is planned as a geographical cross-section of the continent, with pickups from the 16 countries represented by European Broadcasting Union, producers of the overseas broadcast.

These points were disclosed at a news conference in New York last Thursday, attended by Fred Friendly, executive producer, CBS; Gerald Green (acting for Irving Gitlin, who is ill), producer, NBC and Ted Fetter, vice president and director of programming, ABC, who will jointly coordinate production of the American program and Aubrey Singer, assistant head of tv outside broadcasts, BBC, who is executive producer of the European program.

The satellite is to be launched by a Delta booster rocket from Cape Canaveral, under a cooperative agreement between the National Aeronautics & Space Administration and AT&T.

Each transAtlantic program is to be 12 minutes long, with the American broadcast preceding that of the European. About 15 minutes before the first transmission a telecast explaining the Telstar project and leading into the launching will be broadcast only in the United States.

Big Show ▪ The American program will be coordinated in New York where the signal will be sent by tv cable to Andover, Me., site of Bell System's ground station, which will beam the program by microwave to the Telstar satellite. The signal will be picked up by Telstar and rebroadcast to two ground stations in Europe where the program will be fed to Eurovision stations.

The European program will be transmitted from Brussels, where Eurovision's control room is located, to Goonhilly Down, Cornwall, England, a ground station, and from there beamed by Telstar. The signal will be rebroadcast by the satellite to the Andover ground station, which will then feed it on tv lines to New York, where it will be available to the three networks.

The launching is scheduled between the end of this month and July 15 (BROADCASTING, June 18).

Mr. Friendly described the first trans-Atlantic tv programs as "experimental" and said that it is too "premature to tell whether they will be done regularly."

Preliminary transmissions between points in the United States will be conducted before the broadcasts are attempted. The first will be the transmission of a test pattern from Andover to Telstar and back to a Bell System ground station at Holmdel, N. J.

British firms clash over coverage area

Two British television companies have clashed over a town which both claim is within their exclusive viewing areas. Under Britain's commercial tv system each company has a monopoly of advertising-financed television over a section of the country for part or the whole of the week, although many programs are networked.

Westward Television Ltd. and Television Wales & West Ltd., each is offering to realign viewers' antennas in Taunton, Somerset, free of charge so its own programs, and commercials, instead of its competitor's, will be picked up.

Peter Cadbury, chairman of Westward Television, claims Taunton is in the maximum signal strength area of one of his company's transmitters 14 miles away, and that the nearest transmitter of the other company is 30 to 40 miles distant.

A spokesman for Television Wales & West, whose president is the Earl of Derby, says Taunton "is our territory."

CBC emergency plan adopted in Canada

Canadian radio network stations will be ready to go on the air 24 hours a day under a new emergency plan adopted by the Department of Transport, Ottawa.

Under the plan the Canadian Broadcasting Corp. will energize its radio networks on a 24-hour basis, ready to broadcast instructions and information to the public, should any national emergency arise. Key CBC stations will be staffed around the clock, although not actually on the air. The network connecting these CBC and affiliated privately owned broadcasting stations will be in continuous operation, feeding music to maintain network communication between the stations.

Low-power unmanned CBC relay transmitters in 91 small communities across Canada will remain on the air around the clock, instead of going off the air late at night as heretofore.

In a national emergency all broadcasting stations in operation at the time would remain on the air, and those

which have shut down will re-open wherever possible. All stations will broadcast only official warnings and instructions.

Coca-Cola top brand in Canadian billing

Coca-Cola Ltd., Toronto, is not only the largest brand-name advertiser in Canada in publications and broadcast media, but spends the bulk of its money in radio and television, according to a report by Maclean-Hunter Research Bureau, as published in *Marketing*, Toronto advertising weekly. Of total Coca-Cola Ltd. advertising expenditures of $1.3 million in 1961, radio received $847,000, television $248,000 and daily newspapers and a variety of magazines the rest.

The Maclean-Hunter report on the 50 leading Canadian brand advertisers last year showed most food, drug, cigarette and soap advertisers using more television and radio than print, while automotive and brewery advertisers used publications more.

Sixth on the list was Maxwell House coffee, with a total of $763,000, of which $575,000 went into television and $137,000 into radio. Du Maurier cigarettes, with a total expenditure of $728,000, spent $316,000 in tv, $161,000 in radio. Jello spent $724,000 in all advertising, of which $467,000 went into tv, $12,000 into radio.

Pepsi-Cola, with a $709,000 total, spent $300,000 in radio, $157,00 in tv. Wrigley chewing gum of a $683,000 total, spent $315,000 in tv, $314,000 in radio. Six of the top ten brand-name advertisers spent more in broadcast media than in publications.

The other four of the top ten advertisers were Pontiac, Chevrolet, Shell gasoline and Ford, most of whose advertising went into daily newspapers last year.

95,000 sets sold in Austria

A total of 95,000 television sets were sold last year in Austria, virtually equalling sales figures of the previous year. Of major significance is the solid trend from 19- to 23-inch picture tubes. Large-screen sets currently represent 70% of the total Austrian set sales.

Exports continued at a low level (5% of the total production) while import of non-Austrian tv sets remains drasticly curbed in order to protect local industry. The government plans to issue a total of 15,000 import licenses for television sets this year.

CBC-TV affiliates get 1962-63 preview

BUT CLOSED CIRCUIT PROGRAM EMPHASIZES U. S. SHOWS

For the first time in Canadian television history, Canadian Broadcasting Corp., from its Toronto program headquarters on June 12, gave its 46 affiliated and owned-stations across Canada a 45-minute closed circuit preview of its 1962-63 network schedule. Michael Sadlier, program director of CBC-TV network, outlined the new programs and said 65% would be Canadian content.

There will be a large number of public affairs, non-sponsored programs in prime evening time. "Last year we increased the number of such shows and it worked out so well that we plan to follow this pattern this fall," he stated. "The over-all schedule represents the greatest employment of Canadian actors in any one season during the 10 years of television in Canada."

Strangely enough, the CBC did not preview with film clips any of its Canadian shows, but used up 30 of the 45 minutes with episodes from new U. S. film shows *True* and *Beverly Hillbillies*.

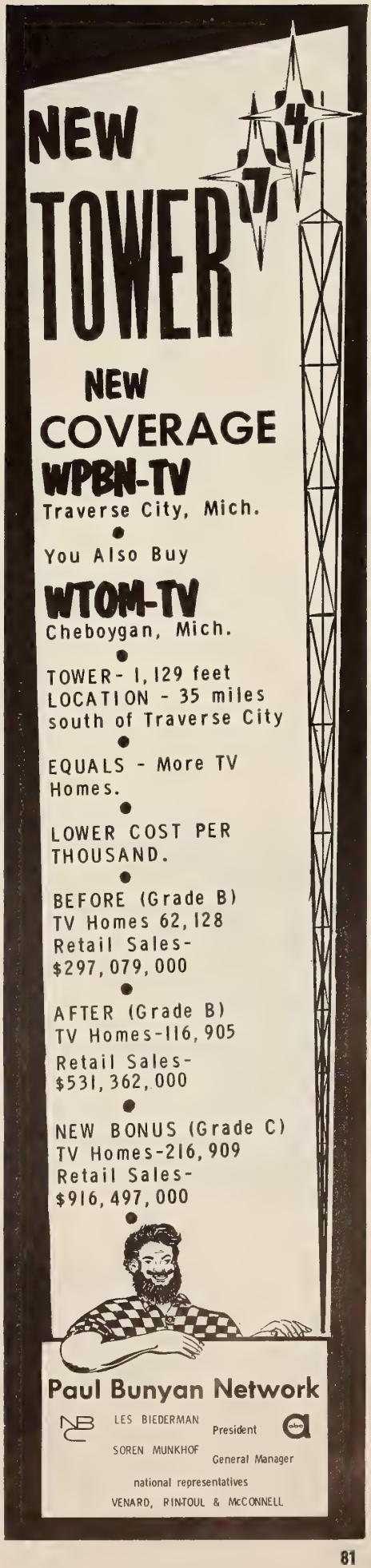
Asked why no Canadian shows were previewed on an equal basis, Doug Nixon, assistant CBC program director, said that no new Canadian shows have yet been taped, and that "U. S. shows predominate in entertainment." He said the previews of U. S. film shows give the affiliates something to talk about to potential station break and spot announcement advertisers looking for program adjacencies.

CBC has obtained all U. S. film shows on a pre-release basis, giving Canadian viewers first look. Some U. S. border viewers may tune in nearby Canadian stations also.

Abroad in brief...

MacLaren adds ▪ MacLaren Adv. Ltd., Toronto, Ont., on Aug. 1 takes over servicing of accounts in Canada of Arthur Meyerhoff & Associates, Chicago. This includes account of William Wrigley Jr. Co., Chicago and Toronto. The Meyerhoff organization is understood to be retaining its Canadian offices at both Toronto and Montreal for the time being, and will undertake the servicing of some MacLaren accounts in the U. S.

BBC's biggest ▪ BBC's largest tv studio, Studio One at White City Television Centre, London, will be equipped by EMI Electronics Ltd. with eight 4½-inch image orthicon cameras and associated equipment when it is opened in the summer of 1963, the British electronics firm has announced. A special feature of the cameras is a provision



for changing the line standard from England's 405 lines to 525 (U. S. standard) or Europe's 625.

Common Market expansion ▪ An expansion program for Common Market countries has been announced by BBDO International, London. The program, when completed, will have fully staffed, self-contained units working in London, Paris, Milan and Frankfurt. All but the Paris office are now in operation, and one will open in that city in July under the direction of Jean Chevalier. Each European office is headed by nationals of that country.

Dola film deal ▪ Dola Films Ltd., sales agent of Atlas Telefilm Ltd., Toronto, Ont., has completed what is believed the largest deal for Britsh feature films in Canadian tv history with CBLT (TV) Toronto, and CHCH-TV Hamilton, Ont. The first of several hundred feature films will be aired in September. The films will count as 100% Canadian content in assessing the 55% Canadian program content required of Canadian stations.

International interviews ▪ Screen Gems (Canada) Ltd., Toronto, Ont., is beginning production of five one-hour shows per week of interviews of world personalities by *Toronto Daily Star* columnist Pierre Berton. The program will be produced at Toronto, Montreal and Ottawa.

New log record ▪ Board of Broadcast Governors has announced new log keeping methods for Canadian radio and television stations, using a code to designate type of program and its origination. Weekly logs are to be submitted by each station within a week, with an authorized official's or station manager's signature. Stations are being required to keep for six months, with production on demand of BBG, continuity used for any program, spot or flash announcement, manuscript of any broadcast talk or speech. Records must also be kept of products advertised, name of advertiser or agency submitting continuity, and registration number given certain advertising continuity by BBG.

New Toronto outlet ▪ Leslie A. Allen, president of Atlas Telefilm Ltd., Toronto, and a group of shareholders, will apply this fall for a 1 kw radio station on 790 kc at Port Credit, Ont., a western suburb of Toronto. To use this frequency for its best efficiency, an antenna system employing nine towers will be required covering 75 acres of property in this highly industrialized southern Ontario region. It is estimated it will cost $500,000 to get the station on the air.

FANFARE

WTTG (TV) 'BIG TOPS' FOR M.D.

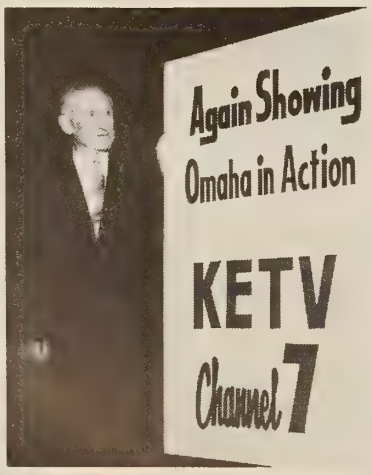
Neighborhood carnivals help dystrophy fight

The backyard carnival, a favorite summer pastime of children, is the basis of a WTTG (TV) Washington project to help the Muscular Dystrophy Assns. of America. The station last week reported that its initial offer to help children of the area set up "Carnivals for MD" has drawn over 2200 requests from children who wanted to stage such events in their neighborhoods. Miss Connie of *Romper Room,* Lee Reynolds of *Captain Tugg*, and Bill Johnson of *The Three Stooges* are participating in the project with announcements on their WTTG programs and by making personal appearances at some of the neighborhood carnivals.

WTTG offers the youngsters carnival kits which contain do-it-yourself information, posters, ideas for fund-raising games, recipes for refreshments and facts about MD.

All youngsters who put on carnivals will make appearances on WTTG to receive special MD citations.

WTTG officials also said its sister station, WNEW-TV New York, plans to start the same project.



Tv men at work

In keeping with the best tradition of service to "sidewalk superintendents," KETV (TV) lets curious passersby know that a remote is being telecast by the Omaha station. This sign, being displayed by Eugene S. Thomas, KETV vice president and general manager, is placed at the remote site. The background is a bright yellow and the lettering is jet black.

Newspaper uses tv, cartoon for promotion

A promotion by one New York daily newspaper with the cooperation of a television station owned by another New York daily newspaper and involving a popular tv cartoon character produced successful results in the circulation department.

The newspaper: *New York World Telegram & Sun.* Station: WPIX (TV) owned by the *New York Daily News;* tv show: *Bozo the Clown.* Promotion: a contest to color Bozo.

"Previously the best we have been able to achieve with the coloring contest was about 20,000 daily," according to a spokesman for the *World Telegram & Sun.* "With 'Bozo,' results were nearer 30,000. Although this may seem small in relation to our adult-reader participation contests, it is phenomenal for a coloring contest."

WPIX, which carries the syndicated children's show, helped the promotion with announcements on the *Bozo* program as well as its other children shows. Winners appeared on the clown show.

Jayark Films Corp., New York, produces *Bozo the Clown.*

Viewer letters rebut charges against tv

The characterization of television as a "vast wasteland" was rebutted in prize winning letters submitted to Ziv-UA's "What I like about tv programming" contest, concluded last week.

Letters received by participating stations expressed appreciation for the diversity of programs, news and educational values of tv as well as the entertainment qualities of the shows offered, M. J. (Bud) Rifkin, Ziv-UA executive vice president in charge of sales, said.

Though many of the letters stressed positive values, none "blindly claimed to like everything" on tv, Mr. Rifkin added.

The contest was conducted in conjunction with Ziv-UA's syndicated series, *Everglades.*

Beautiful—and bucolic

A slightly different tangent in contests for young ladies is utilized by WMT-AM-TV Cedar Rapids, KWMT Fort Dodge and the Iowa Electric Light & Power Co. This competition seeks "Iowa's Favorite Farmer's Daughter"



Promotion men in motion for ABC-TV

Promotion managers from ABC-TV affiliates met at the St. Moritz Hotel in New York last Monday and Tuesday for the first in a series of regional ABC-TV promotional clinics. Meetings also are being held this week in Chicago and San Francisco.

In the foreground (l to r): Paul Whittingham, WICU-TV Erie, Pa.; Arie Landrum, WCCA-TV Columbia, S. C.; Bob Doerr, WEWS (TV) Cleveland.

Seated (l to r): D. W. Witherspoon, WRAL-TV Raleigh, N. C.; Carl Fuchs, WSUN-TV St. Petersburg, Fla.; Walt Smith, WROC-TV Rochester, N. Y.; Jeanne Barrett, WRVA-TV Richmond, Va.; Grayce Papps, WMTW-TV Portland, Me.; Marion Brechner, WLOF-TV Orlando; Dorothy Mugford, WNEP-TV Scranton; Phyllis Dougherty, WNAC-TV Boston; William Edwards, manager of ABC-TV on-the-air promotion, Western Div.; Don Shepherd, WLOS-TV Asheville, N. C.; H. Taylor Vaden, WJZ-TV Baltimore; Haywood Meeks WMAL-TV Washington, D. C.; Jack Hyland, WFIL-TV Philadelphia; Adolph Seton, ABC-TV manager of on-the-air promotion.

Standing left to right: Warren Uttal, WSVA-TV Lynchburg, Va.; Mike Schaffer, WLBW-TV Miami; Howard Rowe, WLWA (TV) Atlanta; Leo Pillot, ABC-TV exploitation; Bill Wagner, WKBW-TV Buffalo; Sid Mesibov, ABC-TV director of special exploitation projects; Mike Artist, WAST-TV Albany, N. Y.; Duff Kleiwer, WVEC-TV Norfolk, Va.; Phil Koch, WKBW-TV Buffalo; Ted Kirby, ABC-TV manager of affiliated station promotion; Michael J. Foster, ABC vice president in charge of press information; Donald Foley, ABC vice president and director of advertising and promotion for the broadcasting division; Jerome Bredouw, ABC-TV director of on-the-air promotion; Hugh MacDonald, ABC-TV advertising business and production manager; Andre Gebstaedt, ABC-TV advertising manager; David Crantz, WTAE (TV) Pittsburgh; Bill Chadwick, WJZ-TV Baltimore; Paul Watson, WCOV-TV Montgomery, Ala.; Al Korn, WNAC-TV Boston; Lawrence Pollack, WABC-TV director of research and advertising services; Peter Gallagher, WNHC-TV New Haven; Lester Dinoff, WABC-TV director of publicity and public relations; Don B. Curran, director of advertising and publicity for ABC owned tv stations, and Murray Salberg, WABC-TV director of advertising and sales promotion.

and, along with the judging of natural beauty and charm, gives consideration to farm background and community activity. This year's winner, 18-year-old Anne Hawley, of West Liberty, will receive an all-expenses air trip to Washington, D. C., plus a $300 wardrobe and other prizes. Miss Hawley will represent the sponsors at a number of leading farm events in the Midwest during the next 12 months.

Test swim from Alcatraz sponsored by KRON-TV

Following the escape of three convicts from Alcatraz earlier this month, KRON-TV San Francisco decided to find out whether anyone could swim in the strong currents and chilly waters of San Francisco Bay.

The next day the station held an "Alcatraz Swim Test," in which two swimmers from the San Francisco Olympic Club made the "escape" swim under similar conditions confronting the escapees.

Accompanied by the club's swimming coach, a boatload of newspaper reporters and photographers and a news team from KRON-TV, the two swimmers completed the 3,400-yard escape route in 53 minutes against strong tides and in 60 degree water.

Both swimmers expressed the same sentiments: that they were still reasonably fresh and could have gone further. They felt that the supposedly escape-proof "Rock" really wasn't so—if a person was in good physical condition and had some proficiency as a swimmer.

KRON-TV, which filmed the entire event, telecast film clips that evening on its *6 O'clock News* and *11 O'Clock News* programs.

Drumbeats . . .

WAPI's cleanup ▪ WAPI Birmingham, Ala., sponsored a week long cleanup of political posters which it considered detrimental to the beauty of the city and the surrounding area. As a reward, WAPI, in conjunction with Western Super Markets, offered 100 S&H green stamps for every 25 posters, plus bonus prizes of 5,000, 3,000 and 2,000 stamps, respectively, to the three individuals or groups bringing in the most posters. More than 22,000 posters were brought in to WAPI on collection day. The station donated the paper (about five tons) to the Salvation Army.

Shuttling for shots ▪ Four WRCV Philadelphia disc jockeys each gave one full day to help immunize Philadelphians against polio. The quartet—Jack Pyle, Bill Bransome, Pat Landon and Jack Rattigan — accompanied doctors and nurses in a specially equipped bus that visited various areas offering the free shots. The disc jockeys served as "barkers" and explained the nature of the project to the crowds.

Selling a market on radio ▪ How do you sell an out-of-state market to the men on Madison Avenue? Three tv stations in the Norfolk-Newport News, Va. area (WAVY-TV, WTAR-TV and WVEC-TV), have bought a three-week campaign on WPAT Paterson, N. J., a New York-area station, to promote the merits of advertising in the Virginia market. The campaign includes 12-14 one-minute spots per week.

BROADCAST ADVERTISING


Mr. Packer

James W. Packer, account supervisor with John W. Shaw Adv., Chicago, promoted to new position of vp in charge of station relations. He will supervise all agency contacts with radio-tv station managers. Before joining Shaw last January, Mr. Packer was vp of Arthur Meyerhoff Assoc., Chicago, and sales manager with Ziv Television.

Allan Greenberg, Edward McNeilly and **Len Press** elected vps of Doyle Dane Bernbach, New York. Mr. Greenberg is director of research. Mr. McNeilly and Mr. Press are account supervisors.

Barron Boe, vp of BBDO, New York, joins Dancer-Fitzgerald-Sample, that city, as vp and account executive.

Myra Janco joins Roche, Rickerd & Cleary, Chicago, as vp and account supervisor, effective July 1, and will handle number of accounts, most of which she acquired as president of Wabash Adv., Terre Haute, Ind., and Cleveland, which she founded in 1950. Total billing involved is $1 million. American Trucking Assn. is among her accounts.

Francis Lanigan, vp and management supervisor at Benton & Bowles, New York, elected to agency's board of directors. Before joining B&B in 1958, Mr. Lanigan was in charge of new product development and marketing for The Nestle Co.

William G. (Phil) DeBriere, vp of J. W. Raymond Adv., Beverly Hills, joins Robert C. Frojen & Assoc., Los Angeles, as executive vp and account executive.


Mr. Lamb

John M. Lamb, account supervisor and pr director of Minneapolis office of BBDO, joins Gould, Brown & Bickett, that city, as head of newly formed consumer division. Mr. Lamb, who will be executive vp and principal of GB&B, will serve as account group head and member of agency's executive committee.

N. W. Brandon, vp of Doyle Adv. Agency, elected president of Nashville Advertising Federation for 1962-63. Other officers elected: **Gerald Carden,** account executive with WSM-TV Nashville, vp; **H. C. Daniels,** vp of Dawson & Daniels Adv. Agency, treasurer, and **Frances Williams Preston,** southern representative for Broadcast Music Inc., secretary.


Mr. Champigny

A. L. Champigny, account group head in New York office of Maxon Inc., Detroit-based advertising agency, elected vp. Mr. Champigny joined Maxon five years ago as account executive after 16 years as advertising manager of electronic tube department of General Electric Co.

James L. Baldwin, vp and account supervisor at Kenyon & Eckhardt, New York, named general manager of K&E's Boston office. **Jacques Dufour,** formerly with Pelican Films, joins creative services division of K&E's New York office as tv art director. **Richard T. Ney,** *This Week* magazine, joins K&E as marketing services group head.


Mr. Shine

George W. Shine, director of advertising for Avon Products Inc. (cosmetics and toiletries), New York, elected vp in charge of advertising and pr. Mr. Shine joined Avon in 1947 and became advertising manager in 1953. He has served in his present capacity since 1960.

Thomas Nipper, assistant to business manager of Young & Rubicam, San Francisco, named business manager of agency's Los Angeles office. He succeeds **David Van de Walker,** who resigned.


Mr. Buckbinder

Robert Buckbinder, executive vp and creative director of Frederick Clinton Co., New York advertising agency, joins Peerless Adv., that city, as executive vp.

Martin S. Berger, advertising and sales manager of the Absorene Mfg. Co. (chemical products), St. Louis, joins Storm Adv. Agency, Rochester, N. Y., as account executive.

Milt Miller, vp of Royer & Roger Adv., New York, named assistant general manager and account executive. **Chris Justio,** vp and executive art director of Arch Art Inc., Philadelphia,

talk about total reach!

Nielsen can tell you that in a four-week period WCKY reaches more than 3 million homes. Albers Colonial Food Stores can tell you that in eight weeks over 78,000 entries were received in their Carload of Quality Foods contest. The millions who *listen* and the thousands who *act* are equal proof of WCKY reach. Talk to H-R about WCKY.

wcky•radio

50,000 WATTS • CINCINNATI

LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida

AWRT's New York chapter

Jean Richter, manager of the equipment control department of Radio Liberty, was elected president last week of the New York chapter of the American Women in Radio & Television. Other AWRT officers elected: **Florence Monroe,** WYNE (FM) New York, first vp; **Catharine Lynch,** ABC librarian, second vp; **Martha Zeisler,** account executive with The Mermey Organization, recording secretary; **Lucile Schulberg,** copy writer with BBDO, corresponding secretary, and **Susan Wayne,** vp of Gotham Film Productions, treasurer.

joins R&R as executive art director. **Will C. Long,** formerly with Benton & Bowles, appointed creative group head. **Alfred C. D. Schmidt,** senior artist, named manager of art administration. **Mae M. Greene** appointed media supervisor in charge of space and time reports and **Allan A. Heller,** in charge of production, assumes added responsibilities as account executive.

M. J. Marion and **Richard J. Griffith,** both formerly of Ward William & Co., join Rield & Freede, Clifton, N. J.-New York advertising agency, as account supervisor and account executive, respectively. R&F recently acquired accounts of Ward William.


Miss Guarnera

Grace Guarnera, assistant secretary of Guild, Bascom & Bonfigli, San Francisco, elected corporate secretary. She succeeds **John H. Rolfs,** recently elected vp and treasurer. Miss Guarnera has been on staff of GB&B for 11 years, starting as media buyer.

Donald L. Linton, account executive with BBDO, joins Fuller & Smith & Ross, New York, as executive on Lehn & Kink account.

Leo E. Hughes Jr., account executive with Doherty, Clifford, Steers & Shenfield, joins Geyer, Morey, Ballard, New York, as account executive for Charles Antell Div. of B. T. Babbitt Inc.

Lawrence Richard Walken, formerly with Grey Adv., joins BBDO as media director of agency's Boston office.

John E. Robertson, McCann-Erickson, Los Angeles, named producer in radio-tv department of Los Angeles office of Compton Adv.

Joe Vodneck, copywriter with Hixson & Jorgensen, Los Angeles, promoted to new post of copy chief. **Dick Merritt,** radio-tv director of Thomas Wilson Adv. Agency, Reno, Nev., and **Bill Knight,** of Botsford, Constantine & Gardner, Portland, Ore., join H&J as copywriter and assistant art director, respectively.

Alfred A. Basso Jr., former tv producer with Ted Bates & Co., to Leo Burnett Co., New York, as commercial producer.

Earl Collings, copy group head in charge of creative activity on Monsanto Plastics Div. account at Tatham-Laird, Chicago, joins MacFarland, Aveyard & Co., that city, as broadcast and print copy chief.


Mr. Buffington


Mr. Christy

Carl E. Buffington and **Orrin E. Christy** elected vps of Morse International, New York-based advertising agency. Mr. Buffington is director of radio-tv and Mr. Christy is director of media.

Henry J. Kozlowski, account executive with Baker, Johnson & Dickinson, Milwaukee, joins plans and marketing department of N. W. Ayer & Son, Philadelphia. **William J. Graham,** formerly with Communications Research & Advisory Corp., New York, and **Frederic C. Moffatt,** Aitkin-Kynett Co., Philadelphia, join Ayer's media selection (radio-tv) department.

Austin Peterson, western region managing director of The Advertising Council, named to Southern California advisory committee for U. S. Savings Bonds.

Philip J. Anderson, formerly with T. N. Palmer Co., New York advertising agency, joins copy department of Kudner Agency, that city.

Todd D. Lief, formerly with Leo Burnett Co., Chicago, joins copy staff of Clinton E. Frank Inc., that city.


Mr. Pickman

Gerald Pickman, director of marketing-research for Kudner Agency, New York, elected vp in charge of marketing-research. Mr. Pickman was vp of Wilding - Henderson, Detroit, before joining Kudner in 1958 as research director.

R. David Nathan, former vp of Curtis Adv., New York, joins The Shaller-Rubin Co., advertising agency, that city, as director of radio and tv.



First and only tower of its kind

Are *ordinary* towers giving you antenna siting headaches? Facing this problem, Alberta Government Telephones directed Stainless, Inc., and their Canadian subsidiary, Walcan, Ltd., to muster all their engineering skills to lick it. They did just that.

The result is the unique guyed structure you see above—the first and only of its kind—one of several now *in and working* on a multi-hop TD-2 system in northwestern Canada! The two platforms will support up to six horn antennas per tower at any height from 25 feet to 500. Orientation of horns is a full 360°. Normal cost of tower materials, installation and maintenance is reduced one-third.

So when you need special towers—for microwave, radio or scatter transmission—call upon Stainless. Their experienced staff can handle the whole job—from planning to installation.

Ask today for your free booklet describing many Stainless installations.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

Veteran broadcaster resigns from NAB Board


Mr. Rogers

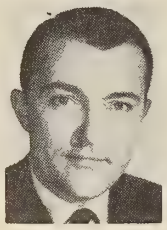
Resignation of W. D.(Dub) Rogers, president of Texas Telecasting, Lubbock, from the NAB Tv Board leaves a vacancy in that body that is to be filled at the association's summer board meeting starting June 26. Under the NAB by-laws, the Tv Board will fill the vacancy. The tv directors will meet Wednesday, joining the radio directors in a joint meeting Friday. The Radio Board meets Thursday.

New members of the boards will be briefed on association problems tomorrow. Thirteen directors will join the boards to serve two-year terms.

Everett E. Revercomb, NAB secretary-treasurer, said Mr. Rogers had resigned because he is no longer actively engaged in station management. His key station, KDUB-TV (now KLBK-TV) Lubbock, was sold last year to a group headed by Sidney Grayson, KSYD-TV Wichita Falls, Tex. Mr. Rogers had served several terms on the board. He is president of Television Pioneers. A decade ago he was active in bringing together Television Broadcasters Assn. and NAB, serving on the committee that effected the merger and representing both bodies. He also was active in formation of Television Bureau of Advertising and served as its president.

Peter Kenney, NBC Washington vice president, was named by network as its NAB Radio Board member. He succeeds P. A. Sugg, who has resigned as NBC executive vp because of illness.

THE MEDIA


Mr. Curran


Mr. Regazzi

John Regazzi, manager of Price Waterhouse & Co., New York, joins American Broadcasting - Paramount Theatres, that city, as comptroller, succeeding **J. L. Brown,** comptroller and assistant treasurer, who has been elected vp of administrative operations for ABC Paramount Records. **Joseph Fitzpatrick,** of AB-PT comptroller's office, succeeds Mr. Brown as assistant treasurer. **Don B. Curran,** director of publicity and promotion for ABC owned radio stations, named director of advertising and publicity for ABC owned tv stations: WABC-TV New York, WBKB (TV) Chicago, KABC-TV Los Angeles, KGO-TV San Francisco and WXYZ-TV Detroit. See WEEK's HEADLINERS, page 10.


Mr. Fitzpatrick

Larry Mazursky, sales manager of KLAS-TV Las Vegas, appointed assistant general manager of KWKW Pasadena-Los Angeles, Spanish-language station. Howard A. Kalmenson, president of KWKW, was former general manager of KLAS-TV.

Gus Thomas and **Glenn Morgan** appointed general manager and sales manager, respectively, of WCOY Columbia, Pa. Mr. Thomas has been with WCOY in various capacities since 1957. Mr. Morgan has been with station's sales department since 1960.

James A. Londot, station manager of WICU Erie, Pa., named general manager of WRWR-FM Port Clinton and WLKR-FM Norwalk, both Ohio. Robert W. Reider, president of both Ohio stations, said WLKR is expected to begin broadcasting within three months.

Merle H. Tucker, president and general manager of KGAK Gallup, N. M., elected president of Kiwanis International.

Calvin A. Haworth, for past six years general sales manager of KFRM Kansas City, appointed general manager, replacing **Robert D. Hanna,** who resigned.


Mr. Griffen

Guy Griffen, assistant sales manager of WMAR - TV Baltimore, appointed assistant general manager of WBOC-AM-TV Salisbury, Md. Mr. Griffen, who formerly served as general manager of WSSB Durham, N. C., joined sales staff of WMAR-TV in November 1949 as account executive.

Terrell L. Metheny Jr., production director and d.j. with WOKY Milwaukee, joins WGKV Charleston, W. Va., as station manager.

William D. Ellis Jr. named station manager of WFLN-AM-FM Philadelphia and assistant to Ted R. Woodard, outlets' general manager and executive vp.


Mr. Reuschle

Robert M. Reuschle, general sales manager of WLAC-TV Nashville, Tenn., joins WFGA-TV Jacksonville, Fla., in similar capacity. Previously, Mr. Reuschle was associate media director and manager of radio-tv time buying department of McCann-Erickson.

William W. Bryan, vp in charge of Detroit office of Peters, Griffin, Woodward, elected president of Detroit chapter of Station Representatives Assn., succeeding **Charles Fritz** of John Blair & Co. Other officers elected: **William E. Morgan,** Adam Young Cos., vp; **Michael J. Lutomski,** The Katz Agency, treasurer, and **Geno Cioe,** H-R Representatives, treasurer.

Charles W. (Bill) Thomas, for past two years general sales manager of WTTV (TV) Bloomington, Ind., joins WFIL-TV Philadelphia as assistant general sales manager.


Mr. Dougherty

Joseph P. Dougherty, vp of Capital Cities Broadcasting Corp. and general manager of WPRO-TV Providence, elected president of Rhode Island Broadcasters Assn. at June 15 dinner meeting in Warwick. Other officers elected: **Joseph S. Sinclair,** WJAR-TV Providence, vp; **Zel Levin,** WWON-AM-FM Woonsocket, secretary, and **Maury Lowe,** WLKW Providence, treasurer.

Felix Adams, general sales manager of KRAK-AM-FM Sacramento, Calif., elected vp of Sacramento Advertising & Sales Club.

Bill McKee, formerly with Avery-Knodel, New York, named eastern representative of Dean & Slaughter, Minneapolis, national rep for Dakota Salesmaker Radio Stations. Mr. McKee will have his office at Austin LeStrange Co., New York.

Curtis Short, program director of KBOP Pleasanton, Tex., assumes added duties as assistant manager. **Edward Austin** joins KBOP as announcer-news director.

James C. Timothy, member of sales staff of NBC-owned WNBQ (TV) Chicago, promoted to account executive with NBC-TV Spot Sales, that city. He is succeeded at WNBQ by **Richard E. Taylor,** formerly with WLS Chicago. **Donald A. Wolff,** former midwest man-

ager of Jack Masla & Co., joins sales staff of WMAQ-AM-FM Chicago, succeeding **Edward C. Cotter,** who joins NBC Radio Spot Sales, also Chicago.


Mr. Houwink

Frederick S. Houwink, vp of Evening Star Broadcasting Co. and general manager of WMAL-AM-FM-TV Washington, elected president of Better Business Bureau of Metropolitan Washington at organization's annual meeting June 18.

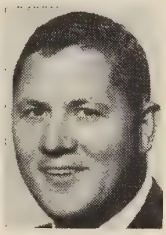
James Dowdle, Edward Petry & Co., joins Chicago tv sales staff of The Katz Agency.

Charles A. McFadden, sales executive with Ziv-United Artists in Cleveland, joins Storer Broadcasting Co. as account executive with WJW-TV, that city. **Norman Wagy,** formerly with WGAR-AM-FM Cleveland, appointed editorial director of WJW-AM-FM-TV, effective July 2.

F. Robert Kenton, sales executive at WHN New York, joins sales staff of KHJ-AM-FM Los Angeles.

Michael P. Quinn, announcer-engineer with WTAC Flint, Mich., joins sales staff of KTNT-AM-FM Tacoma, Wash.

Ozzie Osborne, program and production manager of WFBM-FM Indianapolis, named account executive with WFBM-TV, that city. **Tom Wendt,** member of engineering department of WFBM-AM-FM-TV since March 1951, replaces Mr. Osborne as program director of fm outlet and director of audio recording facilities.


Mr. Johnson

Kenneth M. Johnson, executive with CBS-TV Stations National Sales, New York, joins Capital Cities Broadcasting Corp. as general sales manager of WKBW-TV Buffalo, N. Y. Before joining CBS, Mr. Johnson was executive vp and partner of McGavren Tv Inc. and sales manager of NBC-owned WNBQ (TV) Chicago.

Ann M. Corrick, assistant chief of Washington news bureau of Westinghouse Broadcasting Co., was presented 1962 National Headliner award by Theta Sigma Phi, professional fraternity for women in journalism, at fraternity's national convention in San Antonio, Tex., June 21. Two other women also received Headliner awards.

Eugene W. Walz, production manager of WCKT (TV) Miami, joins WRC-TV Washington as director of programs.

News group elects slate

Ray Ruester, director of news and special events department of WLOF-TV Orlando, elected president of Florida UPI Broadcaster's Assn., succeeding **Harry Hughey** of WBSR Pensacola. **Byrd Mapoles** of WEBY Milton was elected vp. Tv directors: **Bill Gordon** of WPTV (TV) West Palm Beach; **Joe Loughlin** of WTVT (TV) Tampa; and **Claude Taylor** of WJXT (TV) Jacksonville. Radio directors: **Spencer Danes** of WGBS-AM-FM Miami; **Bob Mackey** of WDAE-AM-FM Tampa, and Mr. Hughey.

Neal Van Ells, program director of WLWA (TV) Atlanta, Ga., joins WRCV-TV Philadelphia, effective July 2, as program manager.


Mr. Gates

Hilliard Gates, assistant general manager and sports director of WKJG-AM-TV Fort Wayne, Ind., appointed general manager, effective July 1, replacing **Edward G. Thoms,** who resigns. Mr. Gates began his broadcasting career in 1937 with WKBZ Muskegon, Mich., and WOWO Fort Wayne, and served as first manager of WKJG radio. Mr. Thoms, who joined WKJG as vp and general manager in 1949 and in 1953 organized WKJG-TV, will remain with company in advisory capacity for remainder of 1962.

Ron J. Seman resigns as program director-sports director of WJMO, WCUY-FM Cleveland Heights, Ohio.

William M. Kennedy, former program manager of WGAW Gardner, named program and promotion manager of WLYN Lynn, both Massachusetts.

Pat Stinson, director of standards and practices of KTTV (TV) Los Angeles, elected president of Public Interest Radio & Tv Education Society of Los Angeles.


Mr. Small

Bill Small, news director of WHAS-AM-TV Louisville, Ky., appointed assistant director of news in CBS News' Washington bureau. He is succeeded at WHAS by assistant news director **Jay Crouse,** who joined Louisville outlets in September 1952. Mr. Small, who will join CBS News in New York on July 1 for two months before moving to Washington, has held WHAS post since early 1956.

David Cole, associate producer with ABC Radio, Chicago, named producer. **Michael Jacobson,** WBKB (TV) Chicago, named associate producer for ABC Radio.

Carolyn Vaughan, assistant director of *Primary Spanish and Fine Arts Tv Classtime* series produced by KLRN (TV) San Antonio, Tex., appointed etv station's program associate and community coordinator.

Lewis W. Herzog, administrative assistant of WTMJ-AM-FM-TV Milwaukee, retired June 10 after 38 years with the *Milwaukee Journal,* licensee of stations. Mr. Herzog joined the *Journal* in 1924, working in promotion and advertising. He was appointed station manager of WTMJ in 1939, and in 1945 was named assistant general manager. Mr. Herzog assumed position of research and development coordinator of WTMJ stations in 1952 and two years later was named administrative assistant, position he held until his retirement.

William Rapp, former executive producer-director of ABC-TV's *Queen For A Day* program, joins production staff of KMBC-TV Kansas City as director.



AWRT's Washington team

Patricia Oliver, executive director of Greater Washington Educational Tv Assn., elected president of Washington chapter of American Women in Radio & Television for 1962-63 at meeting held June 16. Other officers elected: **Simone A. Poulain,** radio-tv officer, Dept. of State, vp; **Kay Fisher,** WMAL-TV Washington, treasurer; **Maggi Nelson,** WTOP-TV Washington, recording secretary; **Mary Ann Guyol,** League of Women Voters, corresponding secretary; **Patti Searight,** WTOP-TV Washington, program chairman; **Ruth Walter,** Voice of America, projects chairman; **Jane Goodman,** director of radio-tv, Council of Churches, National Capital Area, hospitality chairman; **Lucy Cummings,** radio-tv representative, Carl Byoir & Assoc., publicity chairman; **Minnie Fleck,** Voice of America, membership chairman.

Coburn Gum, former commercial manager of WTSP (now WLCY) St. Petersburg, and WALT Tampa, both Florida, appointed assistant professor of English at Clemson College in South Carolina.


Mr. Driscoll

George S. Driscoll, former engineering manager of WROC-TV Rochester, N. Y., until station's sale in November 1961 to Veterans Broadcasting Co., appointed engineering manager of Channel 13 of Rochester Inc., interim operation consisting of eight applicants.

Don Mumford, supervisor of film department of KBTV (TV) Denver, assumes added duties as production manager, replacing **Russ Kundert,** who resigned.

James R. Monroe, client service executive in media research division of A. C. Nielsen Co.'s San Francisco office, joins KGO-TV, that city, as research director, newly created position.

Lloyd Perrin and **Val Clenard** appointed morning and evening news editors, respectively, of KMPC Los Angeles.

Stan Vainrib, news and public affairs director of WATV Birmingham, Ala., returns to station after extended leave of absence to Alabama chapter of National Multiple Sclerosis Society.

Bill Tribble, member of news department of WMAZ-AM-FM-TV Macon, Ga., promoted to news director. **Kay Burton** joins station as news reporter. **Donald Bruce, Gus Small Jr.** and **Jim Vinson,** college students, join WMAZ for summer vacation period to work in news department, tv operations and engineering department, respectively.

Bill Flower, formerly with WTAP Parkersburg, W. Va., named news director of WWCO-AM-FM Waterbury, Conn.

E. Joseph Benti, formerly with WBAL-AM-FM-TV Baltimore, joins news department of WDAF-TV Kansas City.

Ray Engle, former news director of WILX-TV Jackson, Mich., joins news staff of WJR-AM-FM Detroit.


Mr. Spier

Jesse Spier, sales specialist with Hearst Advertising Service and *American Weekly* for past 17 years, joins sales staff of Mutual Broadcasting System, New York, as senior account executive.

Joe Templeton, newscaster with WTVJ (TV) Miami, joins WJZ-TV Baltimore as assistant news director and on-the-air news personality. He is succeeded by **Dick Doty,** former news director of WINZ Miami.

Mark Hepler joins KHOU-TV Houston, Tex., as news editor.

Don W. Ovens, former director of Capitol Records, appointed music director of WINS New York.

Sandy Dutton, former continuity director of WHMS Charleston, W. Va., joins staff of WHIH Norfolk, Va., in similar capacity.


Mr. Sklar

Rick Sklar, program director of WHN New York, joins WABC-AM-FM, that city, as director of production and community services.

Dex Card, former air personality with KYW-AM-FM Cleveland, joins staff of WERE-AM-FM, that city, in similar capacity.

Lacy Sellars, quality control manager of WBT-WBTV (TV) Charlotte, N. C., assumes added duties as operations manager of WBT-FM, that city, which is tentatively scheduled to begin operating July 1.

Bruce Still, formerly with KQV Pittsburgh, joins WIL-AM-FM St. Louis as director of production.


Mr. Sewell

Clarence H. (Clancy) Sewell, since February 1961 vp and general sales manager of KOOO Omaha and KSIR Wichita, appointed general sales manager of KBEA-AM-FM Kansas City. Previously, Mr. Sewell served for five years as account executive with KCMO-TV Kansas City.

Irving Lowenthal, member of sales department of WNLC New London, Conn., promoted to sales manager.

Gerald J. Morey, president of the Thames Broadcasting Corp., licensee of WNLC, was inadvertently reported in BROADCASTING, June 18, as being appointed station's sales manager. Mr. Morey continues as president of corporation.

Howard Gates joins WBBF-AM-FM Rochester, as newsman-announcer.

George Erwin, former general manager of WESX Salem, and **John E. Chadderton,** former newsman and air personality with WHIL-AM-FM Medford, both Massachusetts, appointed temporary staff announcers with WEEI-AM-FM Boston.

Tom Murphy, air personality with KLIF Dallas, joins KBOX, that city, in similar capacity.


Mr. Akins

Henry J. Akins, former account executive with McCann-Erickson and McCann-Marschalk, Atlanta, Ga., joins H-R Television and H-R Representatives, that city, in similar capacity. He replaces **John Hicks,** who joined WAKY Louisville, Ky., as general manager.

Richard F. Ahles, member of promotion department of WTIC-AM-FM-TV Hartford, Conn., named information director.

Academy returns Furness

Betty Furness has been re-elected president of New York chapter of Academy of Television Arts & Sciences. Other officers were also re-elected with exception of position of treasurer to which musician **Paul Taubman** was elected. Other officers are: **Bob Banner,** president of Bob Banner Assoc., first vp; **Larry Lowenstein,** vp of GAC, second vp, and **Evelyn F. Burkey,** executive director of Writers Guild of America, East, secretary.

Richard F. Cruse, member of advertising staff of *Los Angeles Herald-Examiner,* named sales promotion director of KFRE-AM-TV and KRFM (FM) Fresno, Calif.

Bob Reagan, for past 11 years publicity director of KTLA (TV) Los Angeles, resigns.

Eldon Campbell, vp and general manager of WFBM-AM-FM-TV Indianapolis, awarded Doctor of Humane Letters degree by Christian Theological Seminary of Butler U. at school's commencement June 8 in that city. Mr. Campbell was cited for "his excellence of leadership in his field . . . and in religious broadcasting."

Robert Koolage, air personality with WCAO-AM-FM Baltimore, resigns to accept similar post with WITH-AM-FM, that city.

PROGRAMMING


Mr. Baron

Amos T. Baron, former vp and general manager of KCOP (TV) Los Angeles, appointed western division manager of United Artists Associated with headquarters in Los Angeles. Along with his responsibilities at KCOP, Mr. Baron was director of sales for broadcast division of Nafi Corp. (now Chris-Craft Industries), which includes KPTV (TV) Portland, Ore., and KTVT (TV) Fort Worth, Tex., as well as KCOP. Earlier, he had been general manager of KABC-TV Los Angeles and general sales manager of KABC-AM-FM and ABC Pacific Radio Network.

Ken Weldon appointed midwestern sales manager of Cinema-Vue Corp., New York, with headquarters in Winterset, Iowa. **Bryan D. (Buck) Stoner,** formerly with 20th Century-Fox and Paramount Pictures, named Cinema-Vue's eastern-central division manager.

Sidney Cohen, account executive with WQMR Silver Spring, Md., joins sales staff of Allied Artists Television Corp., New York.

Bill Box, head of Box Cards (humorous greeting cards), Hollywood, and former syndicated cartoonist, named vp in charge of promotion for *The Bullwinkle Show* and *Fractured Flickers,* tv programs produced by Jay Ward Productions, Hollywood.

Howard Grafman, former general manager of WXFM (FM) Chicago, appointed midwest division account executive for Seven Arts Assoc., New York.

Peter Abenheim, veteran tv producer currently with KEWB San Francisco as d.j., will host *Hobby Masters,* juvenile tv series on KTVU (TV) Oakland- San Francisco, Sat. 9:30-10:30 a.m., starting July 7.


Mr. Breen

William P. Breen, national sales manager of NBC Films, New York, elected vp in charge of sales. Mr. Breen began his NBC Films career in 1952 as salesman. He subsequently served as sales supervisor and eastern sales manager.

Nat Hintoff, author-music critic, signed by Steve Allen's Meadowlane Productions as east coast consultant for company's syndicated tv series, *Jazz Scene USA.*

Ann Blyth signed to multiple picture starring contract by Four Star Television. Contract calls for Miss Blyth to appear in minimum of four guest shots during 1962-63 season. First three will be in segments of *The Dick Powell Show, Saints and Sinners* and *The Lloyd Bridges Show* series.

Pat Kelleher named manager of artist radio-tv promotion for RCA Victor.


Mr. Kramp

Louis J. Kramp, assistant secretary of Associated Press, New York, appointed director of member relations. AP's membership department is in charge of programs for expansion of AP services to radio-tv stations and newspapers. Mr. Kramp will continue as assistant secretary.

Robin Hardy, former head of his own production companies in England and Canada, joins creative staff of Audio Productions, New York.

Gordon Hellmann, director of advertising, sales promotion and public relations for Transcontinent Television Corp., appointed sales promotion manager of Warner Bros. Television Div., New York.

EQUIPMENT & ENGINEERING

Jack Berger, former head of Ray & Berger, radio-tv promotional service, elected vp of Citroen Electronics Corp., Los Angeles, manufacturer of portable tape recorders.

Theodore A. Flynn, general sales manager of Packard-Bell Sales Corp., Los Angeles, elected to newly created position of vp in charge of sales and director of sales for home products division.

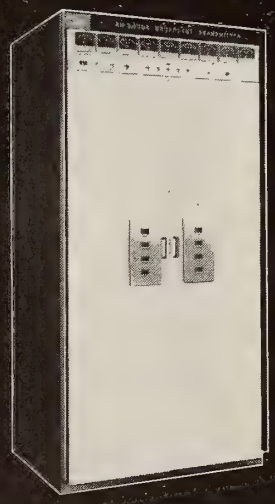
ITA

Quality

HIGH

EFFICIENCY

5 kw AM TRANSMITTER



AM's Best 5 KW Buy!

The unique PA circuit in ITA's 5 kw AM transmitter operates with about 90% efficiency. Only five tube types used and total tube complement is nine. Makes maintenance simple and economical. Check these advantages: • Solid State Rectifiers • Conelrad and Remote Control Provisions • Power Cutback to 1 kw • Automatic Recycling. It's value packed!

ITA with EMI/US

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ITA

ITA Electronics Corporation

BROADCAST DIVISION

Lansdowne, Pennsylvania

Raymond V. Schneider, eastern regional catv manager of TelePrompTer Corp., promoted to general manager of company's catv division. Before joining TPT last December in his present position, Mr. Schneider was for 10 years vp and general manager of Williamsport (Pa.) Cable Co. and supervisor of catv division of National Theatres & Television Inc.

Leon A. Wortman, group account supervisor at Kudner Agency, New York, named sales manager for commercial electronic products of Sylvania Home Electronics Corp., that city. **Dr. Richard Sirrine,** former assistant chief of applied physics branch of Norden Div., United Aircraft Corp., named manager of integrated circuit department of Sylvania's semiconductor division.


Mr. Range

Charles L. Range, former sales manager with Ampex Corp., joins Altec Lansing Corp., subsidiary of Ling-Temco-Vought Inc., Anaheim, Calif., as regional sales manager for company's stereo high fidelity sound products and microphone and broadcast equipment in mid-Atlantic states.

Columbus O'D. Iselin Jr. appointed to newly created post of director of foreign business development of Raytheon Co., Lexington, Mass. Mr. Iselin will coordinate all international business and marketing activities between electronic firm's European subsidiaries and U. S. operating divisions.

John W. Scheck, former marketing manager of Berkeley Div. of Beckman Instruments, Richmond, Calif., named marketing manager for electronic instruments at Allen B. DuMont Labs, division of Fairchild Camera & Instrument Corp., Clifton, N. J.

Gunther re-elected chief


Mr. Gunther

Frank A. Gunther, president of Radio Engineering Labs, New York, was re-elected president of the Armed Forces Communications & Electronics Assn. at its annual convention in Washington June 12-14. Other officers are: **Rear Admiral Bernard F. Roeder,** USN; **Maj. Gen. John B. Bestic,** USAF; **Walter H. Pagenkopf,** Teletype Corp., and **Peter J. Schenk,** Peter J. Schenk Co., all re-elected vps; **Maj. Gen. Earle F. Cook,** USA, and **Rear Admiral William D. Irvin,** USN, newly elected vps. Among directors elected: **Arthur N. Curtis,** RCA; **Maj. Gen. Frank Stoner,** USA (Ret.), Varian Assocs., and **Lowell F. Wingert,** AT&T. **John R. O'Brien,** Hoffman Electronics Corp., was reappointed treasurer.

James J. Lanigan returns to Sylvania Electric Products as manager of pr for Sylvania electronic systems, Waltham, Mass., after six months active duty with U. S. Army. He succeeds **Thomas E. McCarthy,** who has been appointed manager of public information of General Telephone & Electronics, New York. Sylvania is subsidiary of GT&T.

ALLIED FIELDS

Raymond Cranley, former systems analyst and programmer with Remington Rand Univac, joins Central Media Bureau, New York, as project leader of CMB's broadcast program, supervising systems analysis, computer programming and production.

Howard T. Bell Jr., program director of KMAN Manhattan, Kan., named radio-tv specialist on staff of Kansas State U. department of extension radio and television.

Dr. Presley D. Holmes, assistant professor of speech and director of radio-tv research at Wayne State U., Detroit, named research editor of *NAEB Journal,* official publication of National Assn. of Educational Broadcasters.


Mr. Brenner

Henry Brenner, president of Home Testing Institute — TvQ, Manhasset, L. I., N. Y., elected president of Radio & Television Research Council, succeeding **Mary McKenna** of Metropolitan Broadcasting Corp. **Babette Jackson,** senior project director in research department of Dancer-Fitzgerald-Sample, elected vp and **Rose Marie O'Reilly,** manager of rating research at CBS-TV, named secretary-treasurer.

INTERNATIONAL

W. T. Valentine appointed national sales supervisor of CJAD Montreal.

Gene Kirby, formerly with CKGM Montreal, named production manager of CKEY Toronto.

Ted Finlay joins CFGM Toronto as copywriter.

DEATHS


Mr. Frase

E. C. (Pop) Frase, 59, chief engineer of WMC-AM-FM and WMCT (TV) Memphis, Tenn., died June 14 in Memphis Hospital. Mr. Frase, who joined WMC in 1934, had served as chief engineer since 1944.


Mr. Levy

Alfred L. Levy, 52, president of Talent Associates-Paramount Ltd., New York., died June 19 in Littleton (N. H.) Hospital after long illness. Mr. Levy, former personal manager of Frank Sinatra, Doris Day and Gordon MacRae among other film stars and later partner in talent representation company called Century Artists, formed Talent Associates with David Susskind, executive vp, in 1949. Company became affiliated with Paramount Pictures Corp. in 1961 when Paramount acquired 50% interest. In 1957 it was estimated that company had been responsible for production of 1,000 hour and half-hour tv plays.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 14 through June 20 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Baltimore, Md.—Erway Tv Corp. Uhf ch. 72 (818-824 mc); ERP 306 kw vis., 153 kw aur. Ant. height above average terrain 335 ft., above ground 294 ft. Estimated construction cost $129,613; first year operating cost $10,000; revenue not expected for first year. P.O. address 1901 St. Paul St., Baltimore 18. Studio location Baltimore; trans. same. Geographic coordinates 39° 20′ 54″ N. Lat., 76° 36′ 38″ W. Long. Trans. RCA TFU 24 BH. Legal counsel Munter, Thomson & Bastian, Washington, D. C.; consulting engineer James C. McNary, Washington, D. C. Principal; **Guy S. Erway**, sole owner. Ann. June 20.

Existing am stations

APPLICATIONS

WGOG Walhalla, S. C.—Cp to change frequency from 1460 kc to 1000 kc, increase power from 500 w to 1 kw, install new trans., increase ant. height and make ground changes. Ann. June 18.

ACTIONS BY FCC

Actions of June 20

St. Croix Bcstg. Co., Madawaska, Maine—Granted cp for new am station to operate on 1230 kc, 250 w-N, 1 kw-LS; remote control permitted; conditions.

Savannah Bcstg. Service Inc., Bolivar, Tenn.—Granted cp for new daytime am station to operate on 1560 kc, 250 w; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419.

WXAL Demopolis, Ala.—Waived Sec. 1.354 (j) of rules and granted increased daytime power on 1400 kc from 250 w to 1kw, continued nighttime operation with 250 w; conditions.

Sturgis Radio, Inc., Sturgis, S. D.—Granted cp for new daytime am station to operate on 1280 kc, 1 kw; remote control permitted; and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419.

Haywood County Bcstg. Co., Brownsville, Tenn.—Designated for hearing application for new daytime am station to operate on 1280 kc, 5 kw, DA; granted petition of KNBY Newport, Ark., to extent of making it party to proceeding.

KWOC Poplar Bluff, Mo.—Designated for hearing application to increase daytime power on 930 kc from 1 kw to 5 kw, continued nighttime operation with 500 w, DA-N; made KLCN Blytheville, Ark., WMOK Metropolis, WMIX Mt. Vernon, and WTAD Quincy, all Illinois, parties to proceeding. Denied opposing petition by WBEN Buffalo, N. Y., and, in part, petition by KLCN.

KOM-FM Clovis, N. Mex.—Waived Sec. 1.323(b) of rules and granted application for cp to replace expired permit for new fm station.

■ By letter, Commission denied objection by WACO Bcstg. Corp. (WACO), Waco, Texas, to assignment in December 1961 of call letters KBGO to Audiocasting of Texas Inc., Waco. Commission feels likelihood of public confusion appears particularly remote, inasmuch as WACO call letter combination is only one in Waco (and one of few west of Mississippi River) with "W" prefix.

■ Commission granted applications of WVCG-AM-FM Coral Gables, WFFG Marathon, and WKWF Key West, Fla., for waiver of Sec. 4.431(b) of rules to permit them to operate remote pickup broadcast base stations for use in connection with activities of Florida Defense Network subject to outcome of rulemaking in Doc. 14660 relating to emergency use of such stations in general. Comr. Cross abstained from voting.

■ Commission waived Sec. 3.682 of its rules to permit Community Tv Inc., to continue its experimentation of scrambling certain programs of medical nature over its noncommercial educational Tv station WJCT (ch. *7), Jacksonville, Fla., for another year, subject to specified conditions. Comrs. Bartley and Ford dissented.

■ Transmission of scrambled medical educational programs has been tested over WJCT during the past year, and licensee requested extension of procedure because of opportunity such programs would furnish for continuing post-graduate training for busy physicians, as well as other educational purposes for intern and resident staff of various hospitals in area. Reception of programs is confined to sets converted for purpose and installed in hospitals and doctors' homes.

Reliable Bcstg. Co., Calhoun, Ga.; Blue Ridge Mountain Bcstg. Inc., Ellijay, Ga.; Radio Canton, Canton, Ga.—Designated for consolidated hearing applications for new daytime am stations to operate on 1500 kc—Reliable with 500 w, and Blue Ridge and Radio Canton with 1 kw (500 w-CH).

St. Martin Bcstg. Co., St. Martinville, La.—Designated for hearing application for a new daytime am station to operate on 1570 kc, 250 w; made KLLA Leesville, and WABL Amite, both La., parties to proceeding.

KDSN, The Denison Bcstg. Co., Denison, Iowa; Norton Bcstg. Inc., Norton, Kans.; David N. Osborne; H & M Bcstg. Co.; Modern Air Communicative Electronics Inc.; Lancaster County Bcstg. Co., Lincoln, Nebr.—Designated for consolidated hearing 5 applications for new daytime am stations to operate on 1530 kc—Norton with 1 kw, Osborn with 500 w, H & M and Modern Air with 1 kw (500 w-CH), and Lancaster with 5 kw, DA, and Denison for change of facilities from 1580 kc, 500 w, DA, D, to 1530 kc, 500 w, D.

Northfield Bcstg. Co. Northfield, Minn.; Hastings Bcstg. Co., Hastings, Minn.; KATE, Albert Lea Bcstg. Co., Albert Lea, Minn.—Designated for consolidated hearing applications of Northfield and Hastings for new daytime am stations to operate on 1460 kc—Northfield with 500 w, and Hastings with 1 kw, and KATE to increase daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made KEVE Golden Valley, Minn., and Federal Aviation Agency parties to proceeding.

Wide Water Bcstg. Inc., East Syracuse, N. Y.; Onondaga Bcstrs.; Radio Voice of Central New York Inc., Syracuse, N. Y.—Designated for consolidated hearing applications for new daytime am stations to operate on 1540 kc—Wide Water with 1 kw, Onondaga with 5 kw, DA, and Radio Voice with 50 kw, DA; made WPME Punxsutawney, Pa., and KXEL Waterloo, Iowa, parties to proceeding.

Action of June 13

KGEI Belmont, Calif.—Waived Sec. 3.702(1) of rules and authorized additional half-hour for its international broadcast station to operate on 15240 kc for balance of May schedule ending Sept. 2.

New fm stations

APPLICATIONS

Fitchburg, Mass.—Radio Fitchburg Inc. 98.9 mc, 4.46 kw. Ant. height above average terrain 402 ft. P.O. address 490 Commonwealth Ave., Boston 15. Estimated construction cost $15,000; first year operating cost and revenue to be figured jointly with am operation. Principal: **Norman Knight**, sole owner. Applicant is licensee of WEIM Fitchburg. Ann. June 18.

Existing fm stations

APPLICATIONS

***WHAD (FM) Delafield, Wis.**—Cp to change ERP from 52 kw to 74.24 kw, ant. height above average terrain from 500 ft. to 697 ft., make changes in ant. system (increase height) and install new ant. Ann. June 20.

WHTC-FM Holland, Mich.—Mod. of cp which authorized new fm broadcast station to increase ERP from 2.9 kw to 4.98 kw, ant. height above average terrain from 90 ft. to 314.5 ft., make changes in ant. system (increase height) and change type ant. Ann. June 20.

Ownership changes

ACTIONS BY FCC

Actions of June 20

WJRM Troy, N. C.—Granted assignment of cp from **James R. McKenzie, Jr.**, and **J. Paul Wallace** to **Montgomery Bcstg. Inc.**; J. Paul Wallace to give up his 50% partnership to Mr. McKinzie without consideration and latter to sell 51% interest in assignee corporation to John C. Wallace for $7,650.

KIRL, KD-7502, 9388, KF-5057, KA-8730, KAL-859, Jayhawk Bcstg. Corp., Wichita, Kans.—Granted assignment of cp and licenses to **Wichita Great Empire Bcstg. Inc. (Berniece L. and F. F. Mike, Lynch)**; consideration $375,000; assignee stockholders have interest in KBYE Oklahoma City, and KFMJ Tulsa, both Okla., and grant is conditioned upon disposal of the latter station prior to or simultaneous with the consummation of this transaction. Chmn. Minow and Comr. Bartley dissented.

KEMJ, Tulsa Great Empire Radio Inc., Tulsa, Okla.—Granted assignment of license to **Urok Bcstg. Inc.**; consideration $300,000; assignee is wholly owned by the **Oral Roberts Evangelistic Assn. Inc.** Chmn. Minow and Comr. Bartley not participating.

KBYG, R. B. McAlister, Big Spring, Texas—Granted assignment of license to **William J. Wallace, Howard Barrett** and **Frank Junell**, d/b as **Big Spring Radio Co.**;

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consideration $75,000; Mr. Barrett and Mr. Junell have interest in station KNIT, Abilene.

KRKH-FM Southwestern Bcstg. Co., Lubbock, Texas—Granted assignment of license to **McAlister Bcstg. Corp.** (KSEL Lubbock); consideration $15,000; assignee's president **R. B. McAlister**, owns KBYG Big Spring.

APPLICATIONS

WTOA-FM Trenton, N. J.—Seeks assignment of license from **Mercer Bcstg. Co.**, a wholly owned subsidiary of Trenton Times Corp., to **Trenton Times Corp.**; no financial consideration involved. Ann. June 20.

WFRY-FM Reading, Pa.—Seeks assignment of cp from **Howard F. Reber** (50%) and **Frank A. Franco** (50%), to same tr/as **City Bcstg. Inc.**; no financial consideration involved. Ann. June 18.

WEAL Greensboro, N. C.—Assignment of license from **Francis M. Fitzgerald** (sole owner) to **Charlotte Radio and Tv Corp.**; no financial consideration involved. Mr. Fitzgerald is licensee of WGIV Charlotte. Ann. June 20.

WBBY Wood River, Ill.—Seeks assignment of license from **Robert W. Sudbrink** (51%) and **Margreta S. Sudbrink** (49%), d/b as **Madison County Bcstg. Co.**, to same tr/as **Madison County Bcstg. Inc.**, to secure advantages of corporation; no financial consideration involved. Mr. and Mrs. Sudbrink are licensee of WIOK Normal, Ill. Ann. June 20.

WIOK Normal, Ill.—Seeks assignment of cp from **Robert W. Sudbrink** (51%) and **Margreta S. Sudbrink** (49%), d/b as **McLean County Bcstg. Co.** to same tr/as **McLean County Bcstg. Inc.**, to secure advantages of corporation; no financial consideration involved. Mr. and Mrs. Sudbrink are licensee of WBBY Wood River, Ill. Ann. June 20.

WAHR Huntsville, Ala.—Seeks assignment of license from **James Arnold Hornbuckle** (sole owner), to **WAHR Inc. Mr. Hornbuckle** (66.2%), **William R. Lane** (33.2%) and others; no financial consideration involved. Mr. Lane is operations manager of station. Ann. June 18.

WFNQ Hartford, Conn.—Seeks assignment of license from **Maxwell M. Gubin** (34%), **Samuel Gubin** (33%) and **Robert Goldenhill** (33%), d/b as **General Bcstrs. Inc.** to **South Church Bcstg. Foundation Inc.** a non-commercial group comprised of twenty-three stockholders (4.17% each); consideration $25,000. Ann. June 19.

KERG Eugene, Ore.—Seeks transfer of control of 58.5% of stock from **Alton F. Baker**, deceased, to **Mildred M. Baker** as executrix of deceased's estate. No financial consideration involved. Ann. June 19.

WJBS DeLand, Fla.—Seeks assignment of license from **Thomas S. Carr** and **Dorothea R. Carr**, his wife, d/b as **WJBS Inc.** to **Wallace Rifkin** (100%) court appointed receiver in mortgage claim defaulted by Mr. and Mrs. Carr. Mr. Rifkin will receive salary of $833 per month while WJBS is in receivership. Ann. June 14.

WORG Orangeburg, S. C.—Seeks transfer of 50% of stock from **Gus M. Browing** to **H. Edward Crapp Sr.**; consideration $8,000. Mr. Crapp Sr. is owner of WBLR Batesburg, S. C. Ann. June 14.

KBYP Shamrock, Tex.—Seeks assignment of license from **Lyman C. Brown** d/b as **Lyman C. Brown Enterprises**, to **Eugene B. Henderson**; consideration $350 per month to operate facilities. Mr. Henderson is minister in Church of Christ. Ann. June 18.

WFPA Fort Payne, Ala.—Seeks assignment of license from **George A. Gothberg Jr.** to **Robert H. Johnson**; consideration $33,000. Mr. Johnson is clothing store owner. Ann. June 18.

WLWA (TV) Atlanta, Ga.—Seeks assignment of license from **Crosley Bcstg. of Atlanta Inc.** to **Richard M. Fairbanks** (51%), **Mary A. Fairbanks** (16%), **Cornelia M.** and **Cornelia F. Vaillancourt** (each 8.2%), **Cornelia F. Albright** (8.2%), **Earle Simpson** (8.2%) and **Charles W. Fairbanks** (8.2%), b/b as **WIBC Inc.**; consideration that **Crosley Bcstg. Corp.** pay $100,007 to **WIBC Inc.** for same's hearing expenses in their application for ch. 13 in Indianapolis, Ind. WIBC Inc. is licensee of WIBC-AM-FM. Mr. R. M. Fairbanks is 65% stockholder and president of WRNF Titusville, Fla.; Mrs. M. C. Fairbanks is 10% stockholder and vice-president of same. Ann. June 14.

WFRY-FM Reading, Pa.—Seeks assignment of cp from **Howard F. Reber** (50%) and **Frank A. Franco** (50%), to **City Bcstg. Inc.**; no financial consideration involved. Ann. June 18.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting applications of Crawford County Bcstg. Co. for new am station to operate on 1540 kc, 500 w, D, DA, in Bucyrus, Ohio, and Airon Inc., for new station on same frequency with 250 w, D, in Decatur, Ind.; condition and presunrise operations with daytime facilities precluded pending final decision in Doc. 14419. Action June 18.

OTHER ACTIONS

■ By memorandum opinion & order in am consolidated proceeding in Docs. 8716 *et al.*, the Commission granted requests by James Stolcz, Shelton, Conn., and Thames Bcstg. Corp. (WNLC), New London, Conn. (latter party to proceeding) and enlarged issues to include Sec. 3.35 (overlap or concentration of control) determination with respect to applicant Blair A. Walliser, tr/as Milford Bcstg. Co., Milford, Conn. By separate memorandum opinion & order, Commission granted petition by Milford Bcstg. Co. and enlarged issues to determine whether Berkshire Bcstg. Corp.'s proposal for its station at Stratford, Conn., will provide adequate coverage to community to be served and to its principal business, industrial and residential areas and sections as required by Sec. 3.188 of rules, and, if not, whether waiver of requirements of that section would be warranted. Action June 20.

■ By memorandum opinion & order, Commission denied petition by Bartell Bcstrs. Inc. (WOKY), Milwaukee, Wis., for clarification or enlargement of scope of issues in am consolidated proceeding on its application and that of Don L. Huber, Madison, Wis.; on own motion, enlarged issues to determine whether DA system proposed by Huber can be adjusted and maintained as proposed. By separate memorandum opinion & order, Commission denied untimely filed petition by WOKY to include a Sec. 3.188(b)(2) determination with respect to Huber; on own motion, enlarged issues to determine whether Huber's proposal is in compliance with that Sec. and, if not, whether waiver is warranted. Action June 20.

■ By memorandum opinion & order, Commission granted petition by Dixie Radio Inc., for reinstatement of its petition for review and exceptions to Oct. 4, 1961 initial decision which looked toward denying its application for new am station in Brunswick, Ga.; dismissed as moot Dixie's request for acceptance of supplemental petition and denied its petition for review of examiner's refusal to reopen record. Oral argument on Dixie's exceptions to initial decision will be scheduled at later date. Comr. Bartley dissented. Action June 20.

■ By memorandum opinion & order, Commission granted motion by KWEN Bcstg. Co., Port Arthur, Texas, and enlarged issues in consolidated proceeding on its application for new am station and that of Vidor Bcstg. Inc., Vidor, Texas, to determine whether Vidor, in view of its proposal as to staff, is qualified to operate its station in manner it proposes. Comrs. Ford and Cross dissented. Action June 20.

■ Commission scheduled following proceedings for oral argument on July 20: Easton Publishing Co. (WEEX), Easton, Pa., *et al.*; and San Juan Non-Profit Tv Assoc., Farmington - Bloomfield - Huerfano areas, N. M. Action June 20.

■ Commission gives notice that April 19 initial decision which looked toward granting applications of KWTX Bcstg. Co. (KWTX), Waco, Texas, and Kerrville Bcstg. Co. (KERV), Kerrville, Texas, to increase daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; engineering conditions became effective June 8 pursuant to Sec. 1.153 of rules. Action June 20.

■ Commission gives notice that April 24 initial decision which looked toward granting application of Lord Berkeley Bcstg. Inc., for new am station to operate on 950 kc, 500 w, D, in Moncks Corner, S. C., became effective June 13 pursuant to Sec. 1.153 of rules. Action June 20.

■ By order of commission granted petition effective date of Jan. 10 decision, which granted applications of (1) Washington State U. for renewal of license of KWSC and aux., Pullman, Wash., and for mod. of license to provide for unl. operation on 1250 kc, conditioned that it be permitted to operate unl. except from 11:15 p.m. to 6:30 a.m., and (2) renewal of license to KTW, limited, however, to daytime-only operation on 1250 kc except that it be permitted to operate during nighttime hours after 11:15 p.m. and before 6:30 a.m., until (a) 30 days from date of release of memorandum opinion & order adopted June 13 which denied petition for reconsideration, or (b) pending action by Court of Appeals on motion for stay, which may be filed with court, whichever date is later. Action June 18.

Routine roundup

■ By memorandum opinion & order, Commission ordered Friendly Bcstg. Co. to forfeit $4,000 to Government for willful or repeated violations of Communications Act and commission rules by operating fm station WCUY Cleveland Heights, Ohio, with new transmitter making equipment tests without notifying Commission and commencing program tests without authorization. It is payable to Treasurer of the United States. Action June 20.

■ Contract for furnishing stenographic reports of Commission hearings, both in Washington, D. C., and in field, for fiscal year 1963 has been awarded to CSA Reporting Corp., 939 D. Street, N.W., Washington, D. C.

Firms and individuals desiring transcripts should place their orders with that firm direct. Rate to public for ordinary copy of transcript for hearings held in Washington, D. C., is 12 cents per page; ordinary copy for hearings held elsewhere in United States is 1.8 times that rate. Charges for daily and immediate copy are higher. Ann. June 19.

■ Commission on June 13 granted requests by WBEN Inc. and A. Earl Cullum, and extended time from June 14 to June 28 for filing reply comments in matter of amendment of Sec. 4.602 of tv auxiliary service rules to prohibit assignment of more than one channel to provide duplicate television STL or intercity relay circuits between the same point of origin and destination. Action June 13.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Mandan Radio Assn. Inc., and extended time to Aug. 17 to file exceptions to initial decision in proceeding on revocation of license for KBOM Bismarck-Mandan, N. D. (Petitioner requested the extension to permit "Commission and staff to consider matters in-

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cident to notice by Mandan Radio Association Inc. of its intent to waive filing of exceptions to initial decision and to consent to final order of revocation contingent on grant by commission of waivers requested by Capital Broadcasting Inc., acceptance for filing of its application and its processing, as well as establishment of thirty-day 'cut-off' date for filing of conflicting applications.") Action June 18.

■ Granted petition by Ronald B. Woodyard, principal in applicant WIFE Corp., and extended time to June 15 to file reply to oppositions by Sands Bcstg. Corp., Independent Indianapolis Bcstg. Corp., and Broadcast Bureau to petitioner's request for declaratory judgment or, in alternative, for immediate hearing in proceeding on applications of Sands Bcstg. Corp., WIFE Corp., Hoosier Bcstg. Corp., and Independent Indianapolis Bcstg. Corp., for new am stations in Indianapolis, Ind. Action June 13.

■ Granted petition by Newton Bcstg. Co., and extended time to June 14 to file reply to comments of Broadcast Bureau in response to petitions to enlarge issues filed by petitioner in proceeding on its application and Transcript Press Inc., for new am stations in Newton and Deham, Mass. Action June 13.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: July 20 and Sept. 10: For assignment of license of Coronado Bcstg. Inc. (KPBM), Carlsbad, N. M., to Taylor Bcstg. Co.; July 24 and Sept. 7: Alexander Bcstg. Inc., and Farmers Bcstg. Service Inc. Taylorsville and Lenoir, N. C.; July 20 and Sept. 10: KDIA Inc. (KDIA), Oakland, Calif. Action June 18.

■ Granted request by Goodland Chamber of Commerce to withdraw its application for new vhf tv broadcast translator station in Goodland, Kans.; dismissed application with prejudice and terminated proceeding. Action June 14.

■ Deferred action on joint petition for approval of agreement by Radio One Five Hundred Inc., Indianapolis, Ind., and Geneco Bcstg. Inc., Marion-Jonesboro, Ind., which contemplates dismissal of Geneco application upon payment of $15,391 by Radio One Five Hundred; ordered Geneco to cause to be published notice of intention to withdraw its application for new am facilities in Marion-Jonesboro in accordance with Sec. 1.316(b)(2) of rules. Applications are in consolidated hearing in Docs. 14288 *et al.* Action June 13.

By Hearing Examiner Basil P. Cooper

■ Continued July 23 hearing to July 31 in proceeding on applications of The Tuscarawas Bcstg. Co., for new am station in Uhrichsville, Ohio, *et al.* Action June 13.

By Hearing Examiner Charles J. Frederick

■ Granted motion by James Stolcz, Shelton, Conn., and extended time from June 18 to June 20 for exchange of engineering exhibits in proceeding on his application, *et al.*, which is in consolidated am proceeding in Docs. 8716 *et al.* Action June 18.

By Hearing Examiner Millard F. French

■ As result of agreements reached at June 13 prehearing conference in proceeding on application of CHE Bcstg. Co., for new am station in Albuquerque, N. M., continued July 13 hearing to Sept. 6 with exhibits to be exchanged on or before July 20 and notification of witnesses to be made by August 10. Action June 13.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 20

	ON AIR Lic.	ON AIR Cps.	CPS Not on air	TOTAL APPLICATIONS For new stations
AM	3,666	76	145	674
FM	934	66	200	168
TV	484[1]	78	85	117

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, June 20

	VHF	UHF	TOTAL TV
Commercial	471	91	562
Non-Commercial	42	17	59

COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31

	AM	FM	TV
Licensed (all on air)	3,737	997	484[1]
Cps on air (new stations)	63	47	76
Cps not on air (new stations)	142	196	83
Total authorized stations	3,879	1,193	654[2]
Applications for new stations (not in hearing)	437	99	37
Applications for new stations (in hearing)	164	21	60
Total applications for new stations	601	120	97
Applications for major changes (not in hearing)	462	99	35
Applications for major changes (in hearing)	53	5	12
Total applications for major changes	515	104	47
Licenses deleted	0	0	0
Cps deleted	0	7	0

[1]There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. [2]Includes one STA.

By Hearing Examiner Walther W. Guenther

■ Granted requests of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., for issuance of subpoenas *duces tecum* to William L. Putnam and Herbert Scheftel but limited to Items 1 through 6, and denied as to Items 7 and 8 of examiner's May 31 memorandum opinion & order which granted motion to quash subpoenas *duces tecum* to named individuals without prejudice to applicant's right to file appropriate subpoenas *duces tecum* which meet requirements of Sec. 1.132 of rules. Action June 19.

■ Granted joint petition by applicant and respondents and scheduled June 19 for applicant to furnish copies of additional engineering exhibits to other parties and hearing examiner, and continued hearing on applicant's engineering case from June 20 to June 26 in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action June 18.

■ Granted petition by North Attleboro Bcstg. Co. and continued procedural dates as follows in proceeding on its application and Christian Broadcasting Association of New England Inc., for new fm stations in North Attleboro, Mass., and Providence, R. I.: exchange of applicants' written direct affirmative cases from June 19 to July 3; exchange of applicants' written rebuttal evidence from July 3 to July 10; and notification of witnesses, if any, desired for cross-examination and those, if any, to be produced in connection with rebuttal evidence from July 10 to July 13. Action June 18.

By Hearing Examiner Annie Neal Huntting

■ Granted motion by Williams County Bcstg. System and severed its application for new am station in Bryan, Ohio, from consolidated am proceeding in Docs. 14288 *et al.*; closed record on Williams' application and scheduled Aug. 10 by which time Broadcast Bureau may file proposed findings and Aug. 20 for reply findings. Action June 18.

■ Received in evidence exhibit no. 3 filed by Peter-Mark Bcstg. Co. in proceeding on its application for new am station in Vandalia, Ill., and granted its petition for official notice of certain engineering measurement data; application is in consolidated am proceeding in Docs. 14288 *et al.* Action June 18.

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■ Scheduled prehearing conference for June 26 in remand proceeding on applications of The Young People's Church of the Air Inc. and WJMJ Bcstg. Corp., for new fm stations in Philadelphia, Pa. Action June 15.

■ Granted petition by Speidel Bcstg. Corp. of Ohio, and extended time from June 15 to June 29 to file proposed findings and from July 16 to July 30 to file replies in proceeding on its application and Greene County Radio for new am stations in Kettering and Xenia, Ohio. Action June 13.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau and extended time to June 28 to file proposed findings of fact in proceeding on am applications of Simon Geller, Gloucester, and Richmond Brothers Inc. (WMEX), Boston, both Mass. Action June 18.

■ Rescheduled July 23 hearing for Sept. 18 in Redding, Calif., tv ch. 9 proceeding. Action June 13.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Port Chester Bcstg. Co., and continued without date June 18 time for exchange of rebuttal exhibits, June 25 hearing, and ordered that examiner be advised on July 9 of status of such negotiations in event pleadings have not been filed by that date looking toward rescheduling of hearing or disposition of proceeding on Port Chester's application and Putnam Bcstg. Corp., for new am stations in Port Chester and Brewster, N. Y. Action June 18.

By Hearing Examiner Thomas H. Donahue

■ After June 15 prehearing conference, scheduled June 27 for exchange of exhibits, July 12 for informal engineering conference, and July 26 for hearing in proceeding on am application of Hawkeye Bcstg. Inc. (KOEL), Oelwein, Iowa. Action June 15.

By Hearing Examiner Herbert Sharfman

■ Formalized by order action taken at June 13 prehearing conference in proceeding on am applications of Smackover Radio Inc., Smackover, and Magnolia Bcstg. Co. (KVMA), Magnolia, both Arkansas, and, to extent that hearing is to be held on Issue 8 (good faith), removed applications from pending file, restored them to hearing doc., and scheduled hearing for Sept. 12. Action June 13.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of June 19

■ Granted renewal of licenses for following stations: KANA Anaconda, Mont.; KCRB Chanute, Kans.; KEYD Oakes, N. D.; KIMN and auxiliary, Denver, Colo.; KIUL Garden City, Kans.; KJCK Junction City, Kans.; KLLA Leesville, La.; KOLR Sterling, Colo.; KQAQ Austin, Minn.; KTMC McAlester, Okla.; WALG Albany, Ga.; WEQR(FM) Goldsboro, N. C.; WFID(FM) and SCA Rio Piedras, P. R.; WFUL WFUL-FM Fulton, Ky.; WHOT Campbell, Ohio; WILM and auxiliary, Wilmington, Del.; WMIT-FM and SCA, Clingman's Peak, N. C.; WMMH Marshall, N. C.; WNAD, WNAD-FM(ED) Norman, Okla.; WTAL Tallahassee, Fla.; WTVO(TV) Rockford, Ill.; K72AD Alturas Tv Club Inc., Alturas, Calif.; K70BJ, K74AV, El Paso Natural Gas Co., Navajo Compressor Station, Ariz.; W76AA, W78AA, W80AB Frostburg Community Tv Inc., Frostburg, LaVale and Cresaptown, Md.; K74AZ Gallup McKinley County Schools, Gallup, N. M.; K70CC Honey Lake Community Tv Corp., Susanville and Herlong, Calif.; K72AJ Honey Lake Community Tv Corp., Susanville and Herlong, Calif.; K72AP, K76AK, K80AM The Navajo Tribal Council, Window Rock, Ariz.; K70AL, K73AD, K77AV Palm Springs Translator Station Inc., Palm Springs, Calif.; K70AZ, K83AG Town of Gallup, Gallup, N. M.; K72AX, K76AS, K80AB Uhf Tv Assn., Tucumcari, N. M.; K78AV Uhf-Tv for Gallup Assn., Gallup, N. M.; K70BO Williams-Ash Fork Associated Tv Committee, Williams, Ariz.

WNYS (TV), ch. 9, Syracuse, N. Y.—Waived Sec. 3.613 of rules and granted mod. of cp for new tv station authorized for interim operation to change main studio location to Shopping Town, Town of DeWitt.

WCOM (FM) Newark, N. J.—Granted mod. of cp to change type trans. and type ant.

KAL-89 W. Palm Beach, Fla.—Granted mod. of cp and license to change trans. location, make changes in ant. system, and emission (main trans.)

KLOQ Yakima, Wash.—Granted assignment of license to **James J. Christenson, Fred G. Maloney** and **Kye Harris** doing business as **Yakima Bcstg. Co.**; consideration $84,225.

KBHS, Resort Bcstg. Co., Inc., Hot Springs, Ark.—Granted transfer of control from **A. M. and E. B. McGregor** and **E. J. Kelley** to **Tim Timothy Inc.**; consideration $135,000, and $10,000 for agreement not to compete with the station or buyer for 5 years and not to engage in radio business in Garland County, Ark., and contiguous counties for a like period.

WARM, WARM Bcstg. Co., Inc., Scranton, Pa.—Granted transfer of control of **Susquehanna Bcstg. Co.**, majority stockholder, from **Helen P. Appell, Louis J. Appell, Jr., George N. Appell** and the **York National Bank & Trust Co.**, executors of the estate of Louis J. Appell, to **Louis J. Appell, Jr., Helen P. Appell, George N. Appell** and **Helen A. Norton**, trustees of the Louis J. Appell residual trust.

KKR-61 Midland, Texas—Granted cp and license to replace expired permit to change direction of radiation for tv stl station.

WHEN-TV Syracuse, N. Y.—Granted cp to change type of main trans.; condition (main trans. and ant. and auxiliary ant.).

WJTV (TV) Jackson, Miss.—Granted cp to install auxiliary trans. and utilize old main ant. as auxiliary facilities at old main trans. location (auxiliary trans. and ant.).

WHEN-TV Syracuse, N. Y.—Granted cp to change type of auxiliary trans. and specify operation on ch. 5 in lieu of ch. 8, pursuant to report & order adopted in Doc. 13858.

***WAIQ (TV) Montgomery, Ala.**—Granted extension of completion date to Dec. 18.

■ Granted licenses for following am stations: KAPT Salem. Ore.; WDMS Lynchburg, Va., and specify studio location and remote control point.

WIOI New Boston, Ohio—Remote control permitted.

Actions of June 15

KRCW (FM) Santa Barbara, Calif.—Granted mod. of SCA to add remote control telemetering service on 25 kc.

WGOO Georgetown, S. C.—Granted license for am station.

WKET-FM Kettering, Ohio—Granted license for fm station.

KQUE (FM) Houston, Texas—Granted license covering increase in ERP, installation of new trans. and ant., and specify ant.

Southwest Oregon Tv Bcstg. Corp., Roseburg, Oreg.—Granted cp for new uhf tv translator station on ch. 79, to translate programs of KPIC(TV) (ch. 4), Roseburg, Ore.

Mono County Tv Corp., June Lake and Fern Creek, Calif.—Granted cp for new vhf tv translator station on ch. 6, to translate programs of KRON-TV (ch. 4), San Francisco, Calif., condition.

Actions of June 14

WMSL Decatur, Ala.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w, install new trans.; remote control permitted; conditions.

WRKM Carthage, Tenn.—Granted increased power on 1350 kc D, from 500 w to 1 kw; conditions.

K09BL, Lance Creek Tv Club, Lance Creek, Wyo.—Granted license for vhf tv translator station.

Indiana Bcstg. Corp., Indianapolis, Ind.—Granted cp and license for new low power station.

K77AY Nashua, Mont.—Granted cp to replace expired permit for new uhf tv translator station.

WNBT Wellsboro, Pa.—Granted request for cancellation of cp which authorized installation of new type trans.

KCRA-FM Sacramento, Calif.—Granted extension of completion date to Oct. 1.

WLBJ Bowling Green, Ky.—Granted license covering change in daytime operation from DA-2 to DA-N.

KCNY San Marcos, Texas—Granted license covering change in ant., trans. and studio site.

KATL Miles City, Mont.—Granted license covering use of old alternate main trans. as auxiliary day and as alternate main nighttime at main trans. location.

WMTR Morristown, N. J.—Granted license covering change in auxiliary trans. and increase in auxiliary power (non-DA).

■ Granted licenses covering increase in daytime power and installation of new

RADIO-TV SET COUNTS

ALASKA

1960 U.S. CENSUS OF HOUSING

Area	Population	Occupied Dwelling Units	Total Radio Homes	with radio Percent Saturation	with radio 2 or more sets	Total Tv Homes	with television Percent Saturation	with television 2 or more sets
State totals	226,167	57,250	51,733	90.4	20,104	35,223	61.5	3,120
COUNTY TOTALS								
Prince of Wales	1,772	376	362	96.3	62	—	—	—
Ketchikan	10,070	3,000	2,767	92.2	1,306	1,132	37.7	19
Wrangell-Petersburg	4,181	1,218	1,071	87.9	363	—	—	—
Sitka	6,690	1,581	1,465	92.7	602	479	30.3	—
Juneau	9,745	3,051	2,972	97.4	1,551	1,892	62.0	72
Lynn Canal-Icy Straits	2,945	845	606	71.7	184	—	—	—
Cordova-McCarthy	1,759	531	450	84.7	57	20	3.8	—
Valdez-Chitina-Whittier	2,844	785	631	80.4	214	205	26.1	—
Palmer-Wasilla-Talkeetna	5,188	1,501	1,355	90.3	543	900	60.0	21
Anchorage	82,833	21,853	20,462	93.6	8,524	19,347	88.5	2,183
Seward	2,956	966	871	90.2	397	56	5.8	—
Kenai-Cook Inlet	6,097	1,686	1,157	68.6	419	654	38.8	73
Kodiak	7,174	1,592	1,497	94.0	623	903	56.7	38
Aleutian Islands	6,011	907	865	95.4	348	381	42.0	—
Bristol Bay	4,024	767	673	87.7	340	—	—	—
Bethel	5,537	1,068	630	59.0	77	19	1.8	—

Continued on page 96

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RADIO-TV SET COUNTS continued from page 94

Area	Population	Occupied Dwelling Units	with radio: Total Radio Homes	with radio: Percent Saturation	with radio: 2 or more sets	with television: Total Tv Homes	with television: Percent Saturation	with television: 2 or more sets
Kuskokwim	2,301	510	379	74.3	143	—	—	—
Yukon-Koyukuk	4,097	975	828	84.9	229	129	13.2	—
Fairbanks	43,412	11,056	10,343	93.6	3,773	8,969	81.1	714
Upper Yukon	1,619	336	175	52.1	14	—	—	—
Barrow	2,133	289	204	70.6	34	—	—	—
Kobuk	3,560	650	490	75.4	57	19	2.9	—
Nome	6,091	1,172	883	75.4	188	118	10.1	—
Wade Hampton	3,128	535	197	36.8	56	—	—	

CALIFORNIA

State totals	15,717,204	4,982,108	4,583,484	92.0	1,993,841	4,411,587	88.5	560,232
COUNTY TOTALS								
Alameda	908,209	295,367	277,090	93.8	129,975	262,428	88.8	34,723
Alpine	397	109	93	85.3	31	62	56.9	—
Amador	9,990	3,141	2,869	91.3	1,049	2,580	82.1	212
Butte	82,030	27,303	24,998	91.6	9,219	22,735	83.3	1,263
Calaveras	10,289	3,465	3,204	92.5	1,541	2,873	82.9	181
Colusa	12,075	3,918	3,547	90.5	1,355	3,233	82.5	204
Contra Costa	409,030	117,858	111,869	94.9	59,616	108,642	92.2	13,298
Del Norte	17,771	5,231	4,467	85.4	1,147	3,971	75.9	190
El Dorado	29,390	9,779	8,589	87.8	2,715	8,686	88.8	586
Fresno	365,945	106,844	96,303	90.1	38,408	92,340	86.4	8,168
Glenn	17,245	5,316	4,992	93.9	2,017	4,606	86.6	418
Humboldt	104,892	31,509	28,555	90.6	10,010	26,783	85.0	2,225
Imperial	72,105	18,481	16,597	89.8	5,126	13,807	74.7	627
Inyo	11,684	4,062	3,355	82.6	1,629	2,516	61.9	183
Kern	291,984	85,651	76,290	89.1	27,227	74,781	87.3	6,017
Kings	49,954	14,240	12,631	88.7	4,070	11,795	82.8	516
Lake	13,786	5,226	4,685	89.6	1,509	3,811	72.9	145
Lassen	13,597	4,338	3,893	89.7	1,398	3,299	76.0	60
Los Angeles	6,038,771	2,011,700	1,857,041	92.3	818,953	1,815,843	90.3	270,222
Madera	40,468	11,655	10,065	86.4	3,150	9,775	83.9	634
Marin	146,820	44,209	42,340	95.8	23,321	39,246	88.8	5,417
Mariposa	5,064	1,751	1,642	93.8	780	1,272	72.6	20
Mendocino	51,059	14,952	13,567	90.7	4,008	10,829	72.4	465
Merced	90,446	25,468	21,736	85.3	7,198	21,932	86.1	1,569
Modoc	8,308	2,647	2,415	91.2	765	1,939	73.3	41
Mono	2,213	838	668	79.7	68	418	49.9	72
Monterey	198,351	52,215	48,279	92.5	20,246	45,033	86.2	4,436
Napa	65,890	18,867	17,498	92.7	7,794	16,483	87.4	1,583
Nevada	20,911	7,430	6,604	88.9	2,298	6,159	82.9	467
Orange	703,925	203,895	189,319	92.9	89,725	191,356	93.9	30,235
Placer	56,998	17,227	15,379	89.3	5,768	14,916	86.6	1,127
Plumas	11,620	3,887	3,093	79.6	1,098	2,950	75.9	83
Riverside	306,191	95,106	85,215	89.6	30,675	82,058	86.3	8,626
Sacramento	502,778	150,936	137,781	91.3	60,525	136,430	90.4	17,491
San Benito	15,396	4,614	4,024	87.2	1,382	3,810	82.6	272
San Bernardino	503,591	150,178	136,300	90.8	52,712	132,950	88.5	13,902
San Diego	1,033,011	305,201	279,829	91.7	122,516	274,639	90.0	33,041
San Francisco	740,316	291,975	264,170	90.5	104,385	225,862	77.4	25,026
San Joaquin	249,989	74,657	67,049	89.8	24,390	63,322	84.8	4,271
San Luis Obispo	81,044	25,492	23,376	91.7	9,196	21,496	84.3	1,396
San Mateo	444,387	135,179	128,967	95.4	71,999	126,358	93.5	22,370
Santa Barbara	168,962	52,021	47,573	91.4	20,547	44,657	85.8	4,066
Santa Clara	642,315	184,945	173,407	93.8	86,592	167,558	90.6	20,612
Santa Cruz	84,219	30,650	28,558	93.2	11,961	25,984	84.8	2,194
Shasta	59,468	18,315	16,938	92.5	5,881	16,247	88.7	1,074
Sierra	2,247	765	596	77.9	276	562	73.5	19
Siskiyou	32,885	10,879	9,855	90.6	2,945	8,213	75.5	261
Solano	134,597	38,453	35,448	92.2	15,486	35,351	91.9	4,253
Sonoma	147,375	47,191	44,003	93.2	19,933	39,805	84.3	3,031
Stanislaus	157,294	47,975	42,897	89.4	14,802	39,815	83.0	1,953
Sutter	33,380	9,967	9,099	91.3	3,451	8,920	89.5	470
Tehama	25,305	8,002	7,415	92.7	2,965	7,172	89.6	575
Trinity	9,706	3,139	2,869	91.4	685	2,270	72.3	36
Tulare	168,403	48,586	43,177	88.9	15,055	41,233	84.9	2,233
Tuolumne	14,404	5,044	4,650	92.2	1,644	4,056	80.4	230
Ventura	199,138	54,747	50,094	91.5	21,115	50,024	91.4	5,394
Yolo	65,727	19,657	17,668	89.9	7,243	16,998	86.5	1,479
Yuba	33,859	9,855	8,853	89.8	2,866	8,698	88.3	570
Metropolitan Areas								
Bakersfield	291,984	85,651	76,290	89.1	27,227	74,781	87.3	6,017
Fresno	365,945	106,844	96,303	90.1	38,408	92,340	86.4	8,168

Continued on opposite page

trans. for following am stations: WJOI Florence, Ala.; KTIP Porterville, Calif.; KWG Stockton, Calif., and change studio location; WASK Lafayette, Ind.; WCLI Corning, N. Y.; KXLO Lewiston, Mont.; WJEJ Hagerstown, Md.; WLSI Pikeville, Ky.

■ Granted licenses covering installation of old main trans. at present location of main trans. for auxiliary purposes only for following am stations: KWTC Barstow, Calif.; WASK Lafayette, Ind.; WOPI Bristol, Tenn.; WCLI Corning, N. Y., and remote control permitted; WEDO McKeesport, Pa., and remote control permitted; WLSI Pikeville, Ky.; KLO Ogden, Utah, DA-1.

■ Granted licenses covering installation of new trans. for following am stations: KGHF Pueblo, Colo.; WDBQ Dubuque, Iowa; WEDO McKeesport, Pa.

KCHL Provo, Utah—Granted request for cancellation of cp for new am station. Call letters deleted.

***WTDS (FM) Toledo, Ohio**—Granted request for cancellation of license for noncommercial educational fm station. Call letters deleted.

Actions of June 13

KEKO Kailua, Hawaii—Granted request for cancellation of license for am station. Call letters deleted.

KROY Sacramento, Calif.—Granted request for cancellation of license covering use of composite trans. as alternate main trans.

WOOK Washington, D. C.—Granted request for cancellation of license covering use of RCA-250K trans. as an auxiliary trans.

WEXL Royal Oak, Mich.—Granted request for cancellation of license covering use of Raytheon, Type RA-250 trans. as auxiliary trans.

WJMY (TV) Allen Park, Mich.—Granted extension of completion date to Dec. 13.

WRNL-FM Richmond, Va.—Granted mod. of license to operate main trans. by remote control.

WREL Lexington, Va.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

WCMI Ashland, Ky.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w, install new trans.; remote control permitted; conditions.

KXRO Aberdeen, Wash.—Granted increased daytime power on 1320 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, and install new trans.; conditions.

WMNB North Adams, Mass.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, install new trans.; remote control permitted; conditions.

WHUC Hudson, N. Y.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

WLFH Little Falls, N. Y.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

WJLD, WDEB, WJLN (FM), Johnston Bcstg. Co., Homewood, Ala.—Granted involuntary assignment of licenses to company of same name **(Rose Hood Johnston,** individually and as executrix of the estate of **George Johnston, Jr.).**

WPIK Alexandria, Va.—Granted increased power on 730 kc, D, from 1 kw to 5 kw, install new trans. and directional ant. (DA-D); make changes in ground system and delete remote control operation; conditions.

KF-7900-1, KIY-673 Thomasville, N. C.—Granted cps for remote pickup stations.

WJOY-FM Burlington, Vt.—Granted mod. of cp to change type trans., ant., and ERP to 3.1 kw.

■ Granted licenses covering installation of new trans. for following am stations: WRDB Reedsburg, Wis.; WMUS Muskegon, Mich.

■ Granted licenses covering increased daytime power and installation of new trans. for following am stations: WTBO Cumberland, Md.; KAOK Lake Charles, La., change in ant.-trans. location, and remote control permitted; WSFC Somerset, Ky.; WSBB New Smyrna Beach, Fla.;

WQSN Charleston, S. C.; WRIG Wausua, Wis.; WRDB Reedsburg, Wis.; WRJN Racine, Wis.

■ Granted licenses for following remote pickup stations: KF-6924, Northwest Bcstg. Co., Fort Dodge, Iowa; KF-6932, Tri-County Bcstg. Co., Hawkinsville, Ga.; KF-6643, The Oneida Bcstg. Co., Rhinelander, Wis.

■ Granted cps to change power and type trans. for following remote pickup stations: KE-7883, KIY-479, Henderson Radio Corp., Henderson, N. C., to 15 w and 100 w, respectively, and make changes in ant. system for KIY-479; KE-7698, KIY-467, Twin City Bcstg. Co., Weldon, N. C., to 15 w and 100 w, respectively, and make changes in ant. system for KIY-467.

Actions of June 6

■ Granted cps for following new uhf tv translator stations: Yampa Valley Tv Assn.; on ch. 13, Yampa Valley Rural Area and Phippsburg, Colo., to translate programs of KFBC-TV (ch. 5), Cheyenne, Wyo., condition; Russell Creek Tv Club, on ch. 7, Ekalaka, Mont., KDIX-TV (ch. 2), Dickinson, N. D., condition; KGUN-TV Inc., on ch. 2, Casas Adobes, Ariz., KGUN-TV (ch. 9), Tucson, Ariz.

Rulemakings

■ Commission invited comments by August 1 to proposed revision and consolidation of certain forms used by applicants for noncommercial educational tv and fm broadcast stations.

■ At present time, etv applicants use commercials forms (301 for cps, 302 for licenses and 303 for license renewals) while educational fm applicants use special forms (340 for cps, 341 for licenses and 342 for renewals). It is proposed that both use 340 for cps, 341 for licenses and 342 for renewals, with appropriate form changes.

■ Also proposed is new ownership report form (323E) for noncommercial educational stations broadcasting on reserved channels. They now use same form (323) as commercial stations, which has caused some confusion.

■ Rulemaking proposals pertain only to use of tv and fm channels that are reserved for noncommercial educational operation. Action June 20.

■ By report & order, commission finalized rulemaking in Doc. 14398 and assigned ch. *24 for noncommercial educational use in East Lansing, Mich., by deleting that commercial channel from Coldwater. Michigan Superintendent of Public Instruction had petitioned for channel assignment so that Michigan State University, which now operates station WMSB at Onondaga on ch. 10 on share-time basis but has its main studio on university campus at East Lansing, can supplement WMSB's educational programming and fit in with Michigan's plans for statewide educational tv distribution systems. Action June 20.

■ Commission invites comments to notice of proposed rulemaking looking toward reserving uhf ch. 20 (now commercial but unapplied for) in Chicago for educational use. In its petition for rulemaking, Chicago Educational Tv Assn., which operates educational tv station WTTW on ch. 11 in that city, asserted that, because of present population growth trend in that metropolitan area and because of growing conflict in requests for air time resulting both from an increase in source of worthwhile educational programs and demands of specialized segments of population, ch. 11 in itself is no longer adequate to meet present and future needs of Chicago area. Action June 20.

■ By notice of proposed rulemaking, commission invites comments to conflicting proposals of (1) Patchogue Bcstg. Inc., to assign ch. 53 to Riverhead, N. Y., for commercial use, and (2) National Educational Tv and Radio Center to assign that channel to Hempstead for noncommercial educational use and either (a) assign ch. 75 to Riverhead by deleting it from Patchogue, or (b), if additional educational channels proposed in Doc. 14653 are assigned in Vermont, assign ch. 26 to Riverhead.

■ Commission invites comments to Notice of Proposed Rulemaking looking toward shifting uhf ch. 22 from Cambridge to Salisbury, Md., as petitioned for by William H. Porter. Action June 20.

Continued from opposite page

Area	Population	Occupied Dwelling Units	with radio: Total Radio Homes	with radio: Percent Saturation	with radio: 2 or more sets	with television: Total Tv Homes	with television: Percent Saturation	with television: 2 or more sets
Los Angeles-Long Beach	6,742,696	2,215,595	2,046,360	92.4	908,678	2,007,199	90.6	300,457
Sacramento	502,778	150,936	137,781	91.3	60,525	136,430	90.4	17,491
San Bernardino-Riverside-Ontario	809,782	245,284	221,515	90.3	83,387	215,008	87.7	22,528
San Diego	1,033,011	305,201	279,829	91.7	122,516	274,639	90.0	33,041
San Francisco-Oakland	2,783,359	923,041	859,884	93.2	404,782	797,887	86.4	105,087
San Jose	642,315	184,945	173,407	93.8	86,592	167,558	90.6	20,612
Santa Barbara	168,962	52,021	47,573	91.4	20,547	44,657	85.8	4,066
Stockton	249,989	74,657	67,049	89.8	24,390	63,322	84.8	4,271

IDAHO

State totals	667,191	193,839	182,561	94.2	72,423	166,340	85.8	8,697
COUNTY TOTALS								
Ada	93,460	28,593	27,083	94.7	13,026	25,295	88.5	2,294
Adams	2,978	924	811	87.8	131	679	73.5	19
Bannock	49,342	13,788	12,997	94.3	5,644	11,799	85.6	790
Bear Lake	7,148	1,981	1,898	95.8	483	1,608	81.2	17
Benewah	6,036	1,944	1,770	91.0	614	1,626	83.6	44
Bingham	28,218	7,082	6,750	95.3	2,358	6,500	91.8	210
Blaine	4,598	1,387	1,106	79.7	354	1,058	76.3	41
Boise	1,646	515	497	96.5	90	428	83.1	—
Bonner	15,587	4,843	4,506	93.0	1,576	3,932	81.2	143
Bonneville	46,906	12,645	12,231	96.7	6,074	11,654	92.1	945
Boundary	5,809	1,674	1,383	82.6	230	1,201	71.7	—
Butte	3,498	942	867	92.0	300	866	91.9	19
Camas	917	275	275	100.0	109	257	93.5	—
Canyon	57,662	17,147	16,180	94.4	6,443	14,396	84.0	613
Caribou	5,976	1,614	1,572	97.4	632	1,297	80.4	42
Cassia	16,121	4,368	4,109	94.1	1,599	3,892	89.1	135
Clark	915	271	229	84.5	83	209	77.1	—
Clearwater	8,548	2,582	2,319	89.8	623	2,037	78.9	68
Custer	2,996	881	742	84.2	274	585	66.4	19
Elmore	16,719	4,293	3,928	91.5	1,087	3,787	88.2	132
Franklin	8,457	2,242	2,178	97.1	693	1,882	83.9	21
Fremont	8,679	2,368	2,291	96.7	688	2,140	90.4	38
Gem	9,127	2,805	2,714	96.8	987	2,395	85.4	38
Gooding	9,544	2,788	2,647	94.9	754	2,426	87.0	20
Idaho	13,542	3,863	3,634	94.1	1,263	2,638	68.3	36
Jefferson	11,672	2,916	2,789	95.6	1,124	2,778	95.3	178
Jerome	11,712	3,319	3,128	94.2	1,067	2,987	90.0	172
Kootenai	29,556	9,255	8,761	94.7	3,876	8,344	90.2	548
Latah	21,170	6,201	5,865	94.6	2,480	4,865	78.5	140
Lemhi	5,816	1,769	1,706	96.4	638	979	55.3	—
Lewis	4,423	1,352	1,249	92.4	449	1,162	85.9	20
Lincoln	3,686	1,062	943	88.8	289	900	84.7	18
Madison	9,417	2,343	2,249	96.0	1,124	2,158	92.1	129
Minidoka	14,394	3,805	3,477	91.4	1,064	3,203	84.2	19
Nez Perce	27,066	8,475	7,989	94.3	3,361	7,274	85.8	546
Oneida	3,603	1,052	973	92.5	257	912	86.7	—
Owyhee	6,375	1,857	1,688	90.9	615	1,596	85.9	75
Payette	12,363	3,864	3,603	93.2	1,433	3,318	85.9	—
Power	4,111	1,171	1,085	92.7	379	879	75.1	17
Shoshone	20,876	6,321	6,048	95.7	2,074	5,333	84.4	253

Continued on page 103

For Convenient, Low-Cost Remote Control **SPECIFY rust SYSTEMS**

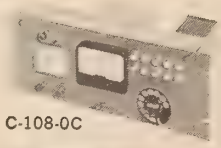
Please send me, at no obligation, a suggested Remote Control Plan for my Transmitter, Make_____Model No._____

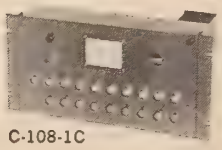
Name_____Title_____

Station_____

Address_____

City_____State_____


C-108-0C


C-108-1C

GL **GENERAL ELECTRONIC LABORATORIES, INC.**
195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

$20,000 and more earnings. Sales Director, local and national. Large Eastern metropolitan station, excellent ratings. Replies confidential. Box 406M, BROADCASTING.

Sales

Baltimore—Good salary plus . . . For good salesman (Management ability) with growing multiple chain . . . complete resume to Box 805K, BROADCASTING.

Florida. $100 week plus 15% and gas allowance. Great opportunity for aggressive, energetic, salesman who loves to sell and make money. Box 146M, BROADCASTING.

Top FM in New York suburb wants top man to sell and service. If you're our man you'll make money for both of us. Box 483M, BROADCASTING.

Small one-station market. Good opportunity. Salesman-announcer. Colorado. Box 487M, BROADCASTING.

I-F you have Perspiration, Inspiration, Enthusiasm, opportunity for $6-8,000. KFRO, Longview, Texas.

California, KCHJ, Delano. 5000 watts. Sales opening. Guarantee, commission.

"**Creative young salesman** with guts. Minimum draw, maximum dollars and recognition when prove self in tough metro market. Can be local sales manager if good. Rush resume, photo, and references. Replies to Box 85, Springfield, Mass. Attention Z. L."

Attention salesmen. Los Angeles fm station wants time salesmen. For information, phone HOllywood 2-1295.

Sales or sales manager. Wonderful opportunity for experienced man who gets results. Must have proven sales record. Salary open, plus commission and overrides. Norfolk and Newport News, Va., area. Call Manager immediately. Al Lynn, Madison 5-0130 or write resume to WTID, Norfolk, Va.

Experienced salesman for new station in good market. Unlimited opportunity for right man. Box 215, Benson, North Carolina.

Announcers

Announcer, First Phone required, for New England Daytimer. Salary excellent, commensurate with your ability in both fields. Announcing must be first rate. Please send audition tape including news delivery, commercials, informal ad-lib and resume. Real opportunity. If you have sales ability this would also be a valuable asset. Rush reply including all details to Box 403M, BROADCASTING.

Up to $15,000 to start. Morning man, proven ratings, mature delivery. Top 40, major eastern city. Tape, resume. Box 405M, BROADCASTING.

Immediate opening for alert, energetic newsman. Local news, editorials, commentaries. Journalism background experience. Ability to work with people. Position rewarding. Resume and tape, first letter. Box 468M, BROADCASTING.

"**Major market Negro station** desires unusual personality with British or West Indian dialect. Must have natural ability to rhyme. Send tape and resume. Box 501M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

First phone announcer/salesman or first phone salesmen. Interesting proposition with happy organization. Box 507M, BROADCASTING.

Very excellent opportunity for a top personality. Midwest market of 300,000. Pulse rated No. 1 for last five years. This is a prestige station. Fully paid hospitalization and life insurance programs equivalent to $100.00 per month. Highest salary paid commensurate with ability. This is a permanent position—average length of employment over five years in our program department. Rush particulars—will contact by telephone. Box 538M, BROADCASTING.

Announcer-salesman. Small town east coast. $90. Liberal commission on sales. Excellent opportunity for experienced man. Box 536M, BROADCASTING.

Announcer dj with first phone needed now —1000 watt daytimer. Opportunity for beginner needing experience. Salary open. Apply to Bill C. Walls, General Manager, KSYX Radio, Antarosa, New Mexico. Grover 2-3151.

$100 week. Immediate opening for medium paced, bright, tight, announcer/production man. Consistently #1 in 170,000 market. Tape, resume. KYSN, 30 S. Tejon, Colorado Springs, Colorado.

First phone announcer—no maintenance. Pleasant, would consider beginner. Call collect 446-1312. WITY, Danville, Illinois.

Immediate opening due to illness. Need experienced morning announcer-salesman. Opportunity to share in profits—managerial position open. Carmen Gaines, WLFH, Little Falls, N. Y.

"**We are looking** for an announcer with 1st phone who is sincere, has a pleasant voice and willing to cooperate with fellow employees. Minimum maintenance required. Starting salary $4420.00 per year with advancement according to accomplishments and sincerity. This job ideal for anyone interested in starting in radio. Located on the Eastern Shore of Virginia near Wallops Island NASA. No drifters, prima donnas or collect calls accepted. Send photo and audition tape to General Manager, Box 1330, Tasley, Virginia.

Wanted: Two fast paced top 40 announcers to work for swinging operation in one of the largest cities in Tennessee. Prefer men on their way up and who are willing to follow directions. Salary open. Send resume and tape to Phil Rainey, WMOC, Patten Hotel, Chattanooga, Tenn.

Indiana daytimer and FM needs experienced announcer with 1st phone. Interesting, challenging position. Salary open. Contact Frank Haas, General Manager, WMRI AM-FM, Marion, Indiana.

At once! Wide awake morning man. Versatile, dependable, and experienced! Good hours—top pay for man who can do the job! WLAS, Jacksonville, North Carolina.

Experienced announcer that can program both good music and rock. Prefer married, settled person who would like job with congenial staff. Pay commensurate with ability. No drifters please. If you want a good job with chance for advancement in five station group send complete information and tape to Lewis Bagwell, Mgr., WPCC Radio, Clinton, S. C.

Good announcer with first phone, capable maintaining am and fm. Ideal working conditions with adult station in Southeast Florida. Resort area. $450 monthly plus free waterfront cottage. WSTU, Stuart, Florida.

Help Wanted—(Cont'd)

Announcers

Newsman to gather, write, and air local news. Contact Hayward Talley, WSMI, Litchfield, Illinois.

Announcer—morning man with personality for good music station. NBC affiliate must be experienced. Some tv work possible. Immediate opening. Send tape, photo and resume to Ed Huot, WTRC, Elkhart, Indiana.

Technical

Engineer, first ticket for 1000 watter southwest. Salary good for right man. Maintenance a must. Box 235M, BROADCASTING.

Wanted—1st class engineer with directional experience who wants to be chief. Box 454M, BROADCASTING.

"**Eastern Regional** AM-FM needs first class Engineer. Transmitter and Maintenance. No combo. Permanent position, with possibility of chief's job. Salary open. Full details—first letter to Box 471M, BROADCASTING.

Daytimer in Georgia needs combination chief engineer-announcer. Heavy on maintenance, $130.00 per week for right man. Write Box 476M, BROADCASTING.

500 W daytimer wants reliable, competent chief for part sales or announce. Good equipment. 5 year old station in medium market—beautiful city in upper midwest. Must have techn-knowhow. Good pay and side benefits. Middle road music. 1st phone. Enclose resume and reply to Box 477M, BROADCASTING.

5kw 24-hour major Ohio station needs night engineer. Permanent position, Start $100.00 week. Box 479M, BROADCASTING.

First phone with sales and announcing experience. Small Colorado market. Good potential. Box 488M, BROADCASTING.

"**Help wanted**"—Transmitter engineer with 1st class license. Call Manager, Escanaba, Michigan, State 6-6144.

Need you now—Take over top spot as chief engineer at 1000 watt, non-directional daytimer. Maintenance a must, announce if you can. Write or phone WHOF, Canton, Ohio, 455-9475.

At once! Experienced, dependable engineer. Strong on maintenance. Good hours. Top pay! Must have good references! Daytime station. WLAS, Jacksonville, North Carolina.

Production—Programming, Others

Copywriter—Experienced. 5kw—Beautiful Northern New England. Excellent working conditions. Immediate opening. Send resume: Box 451M, BROADCASTING.

Top rated station in Illinois desires the services of first class newscaster. Must have sincere desire to search out news, edit and rewrite. Excellent voice required. Will pay top salary with Life Insurance and Major Medical Hospitalization Programs fully paid by company. Permanent position. List full details. Will contact via long distance phone. Box 509M, BROADCASTING.

Wanted: Program Manager with experience, knowledge and ability for outstanding non-rock music station in million-plus market. Opportunity for advancement with America's fastest growing group. Send full resume. Replies held confidential. Box 537M, BROADCASTING.

RADIO

Situations Wanted—Management

General Manager. Sales background. Medium market. 13 years broadcasting. Box 162M, BROADCASTING.

Need Expert Management? I have experience, maturity, energy, know-how, to manage your sales, your staff, your problems. Thirteen years in this business. Not a jumper, but I need a change. Don't you? Box 319M, BROADCASTING.

Successful manager, solid sales, 13 years experience. Employed. Wants complete station responsibility, medium market, $10,000 plus. Top references. Box 399M, BROADCASTING.

Manager looking for mess. . . . .Build audience. . .organize. . .$125 plus %. Box 489M, BROADCASTING.

Let's make money together. Currently general manager regional station. Strong on national, regional and especially local sales. Experienced all phases. Box 493M, BROADCASTING.

Available immediately. College. 17 years sales administration. Final move. References. Box 513M, BROADCASTING.

Georgia, Alabama, Tennessee . . . for manager, experienced, (10 years), young, (28), saleswise, (since 1957) . . . Box 521M, BROADCASTING.

Manager/Commercial Manager to take 100% interest in you and your station's problems. Medium to metro market. Proven records. Recognized references. Mature and capable enough for complete responsibility only. Any good offer considered. Box 523M, BROADCASTING.

Extremely successful management in large and medium markets for two operators over past 17 years. Have produced top local and national dollar. Stations either #1 or #2 as result of creative programming. Excellent industry references. 41, family. Looking for equitable profit sharing arrangement. Replies confidential. Box 531M, BROADCASTING.

Proven profit-producer. Eight years Station Manager. Competent, responsible family man seeks managerial or sales challenge in Michigan. Good ideas, self-starter, strong on sales-programming. Will consider investment. Box 541M, BROADCASTING.

Manager—seasoned broadcaster with successful record. Loaded with profit-making ideas, energy and imagination. Over 12 years actual management in small and large markets. Vacationing now; available short notice. Reply in confidence to Broadcaster, Longboat Key, Florida.

Late on top 40 records? Does your competition have you beat? Then be first, really first in your market with all labels, all artists. Mailings 3 times weekly. Ten day trial—no obligation. Write: T. R. Productions, 830 Market, San Francisco, California.

Sales

National Sales Director—major market group. Available soon. Young, aggressive. One of best administrative, sales and programming records in industry. Box 143M, BROADCASTING.

Salesman-announcer desires position in small or medium market. Married. Reference. Six years experience. Box 393M, BROADCASTING.

Announcers

Looking for a capable sports man with all around ability? Box 297M, BROADCASTING.

Seeking expansion. Experienced, single, 5 years radio, will relocate anywhere in the fancy 50. Minimum wage to start, $100.00 week. Box 381M, BROADCASTING.

New or used. Top c/w dj-musician seeking minor investment opportunity. Pd, sales, announcing, 42, married, well seasoned. Prefer NE, all considered. Box 385M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young announcer—disc jockey—tight board—experienced—will travel anywhere. Box 395M, BROADCASTING.

Play-by-play: Preferably college-plenty experience both sports and sales—BA degree Radio-Arts-young, married—seek permanent position with future management possibility. Box 433M, BROADCASTING.

New York, New Jersey, Conn., L. I., 22 year old New Yorker wishing to return home. Currently employed. Tape, resume immediately. 4 years experience. Box 452M, BROADCASTING.

"Ready to move up. Big smile, happy sounding jock. Lotsa teen appeal. Currently in medium S. E. market. Four years format experience. Draft exempt. Strong on production. Only major and medium markets need reply." Box 456M, BROADCASTING.

Sports-Programming-News. Veteran, 24, married. Seeks radio or television position with future. Box 457M, BROADCASTING.

"Swinging Gentleman" wants advancement with format or swinger. Ability, twelve years experience provide professional touch. Box 458M, BROADCASTING.

Astro announcer—production voices—salesman (combination), experienced, executive quality, seeking "novel" experience—college. Box 436M, BROADCASTING.

Announcer—2 years experience—first phone—sales experience seeks challenging opportunity. Box 441M, BROADCASTING.

Announcer-newscaster, smooth pleasant delivery, authoritative news, tight middle of the road format. Married, veteran, prefer good music station. Box 442M, BROADCASTING.

Beginner, disc jockey, some experience, knows music. Writes jingles, news, editing, music library work. Mild cerebral palsy. Tape, resume. Box 446M, BROADCASTING.

Socially sharp swinger. Former program news director in metro market. Presently employed. Available August. Box 427M, BROADCASTING.

Announcer, dj; RCA Broadcasting school graduate, tight board; Desire midnight shift-within 150 miles of New York City. Excellent references. Box 470M, BROADCASTING.

Young, married newsman-announcer, 4 years experience. Gather, write, report local news. Prefer mid-Atlantic or northeast. Box 475M, BROADCASTING.

Broadcasting graduate with convincing voice, single, 29, looking for an opportunity. Will sell. Box 481M, BROADCASTING.

I need college town. Personality type dj with 1st phone. You name it. . . .I can do it. 22, single, excellent references. 1½ years competitive experience. Midwest or west. Available September 1st. Box 482M, BROADCASTING.

Announcer; mature sound; tight production; NYAS grad; want permanent job. Box 485M, BROADCASTING.

College graduate, married, two years experience. dj., news director, sports ed. Some newspaper experience, seeking larger market, chance to learn and advance in news and/or sports. Box 490M, BROADCASTING.

Announcer, dj, pleasant tight board. Authoritative news. Wants steady job. Not a prima donna. Box 491M, BROADCASTING.

Unemployed personality would like to be employed in Ohio tri-state. Box 494M, BROADCASTING.

DJ for formula station. Modern. Cheerful. Tight production. References. Tape. Box 497M, BROADCASTING.

How about a position for beginning announcer. Well trained, college. Box 500M, BROADCASTING.

College grad, experienced, board, news, sports, dj. Available two weeks. Box 506M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Excellent background—Four years tv, live, VTR, booth, additional radio. Married, 26, at peak, employed. Mature, dependable, will relocate. Box 517M, BROADCASTING.

Just released from Army. Three years experience music, news, sports. Married, two children, degree. Ready to settle down, prefer midwest. Box 520M, BROADCASTING.

Announcer—wants permanent position in 150 mile radius of New York. Married, bright sound, crisp authoritative news. Box 525M, BROADCASTING.

Announcer seeks position in east starting September. Married. One child. Box 526M, BROADCASTING.

Versatile announcer seeking to relocate. I can do sports, remotes and general duties with efficiency. Presently program director. Family man. Box 534M, BROADCASTING.

Announcer-salesman-newsman, 4 years experience. Top rated morning show, good newsman, and above average salesman. Prefer midwest. Box 538M, BROADCASTING.

August liberal arts graduate wants quality radio job. University station experience includes board. Professional musician in classics, jazz, play sax, piano. Single, 22, Go anywhere. Box 542M, BROADCASTING.

Format dj. Young, energetic, theatrical background, tight board, will travel. Tom Jordan, 3108 N. St. Louis, Chicago 18, Illinois. PA 5-5818.

Talented young man desires 'on air' position with a good music New England station. Available immediately. Contact Ross F. Burney, 136 Thornton Rd., Chestnut Hill 67, Mass., or call 469-9242.

Jake and Martha Westfall I have 132 records by. . .the late and great. . . .Hank Williams. .Contact me in Portsmouth, Va., 2028 Darden Terrace, Phelps!

Announcer-23-AA voice—modern radio—2 years—6 mo.—p.d. All offers considered—Will relocate—Available July 6th. Contact: Del Scott—1240 Leisher—Cheyenne, Wyoming or call 632-4862 immediately!

D.J., news, continuity—Need first job—Broadcasting school grad. Go anywhere. P. O. Box 278, Wilton, New Hampshire.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

Technical

Technical advisor, chief engineer, all forms radio to 50 kw. Prefer west or southwest. Prefer chain. References. Box 498M, BROADCASTING.

First phone, engineer, good on maintenance, AM, FM, announcing experience. Wants job with future—$120 minimum. Box 519M, BROADCASTING.

First phone—Capable of announcing. Currently working. Seek permanent position—prefer northeast. Box 529M, BROADCASTING.

I control department, work hard, take pride, cover major dj block. Nine years working directional. There in eight days. All inquiries answered. Box 539M, BROADCASTING.

Chief Engineer with directional and remote experience, also industrial UHF, VHF and some microwave. West or Northwest. Box 543M, BROADCASTING.

FM Stations—Now is the time to show a profit. I can help. Have first phone license, technical knowledge, ideas for FM: production, sales, promotion and program guide. Write Grady Dixon, 503 Snow Hill St., Ayden, N. C. with offer or for details.

Situations Wanted—(Cont'd)

Production—Programming, Others

Production Assistant—Copywriter trainee college trained speech major, English minor. Need added experience. Will relocate. Box 394M, BROADCASTING.

Hockey announcer available. Prefer National or American League, will consider all offers. Top ratings, exciting play-by-play. Knows radio-television operations very well. Excel in sales and public relations. Employed. United States only. Box 466M, BROADCASTING.

Interested in Florida area—production-programming. Fourteen years radio—plus television. Experience from small to major markets. (Announce too). Box 469M, BROADCASTING.

College graduate—female—radio and television—noncommercial experience. Immediately—references. Box 480M, BROADCASTING.

PD or News Director . . . twenty years experience as entertainer, special events and newsman, PD, personality DJ, mobile units, some sales. Currently in top ten market with number one rated station of its type in the nation. Plenty of ideas, energy and ability. Interested in aggressive, civic minded radio-tv station. Box 499M, BROADCASTING.

Production - Writer - Production Director. Pulse rated #1 in 4 station metro market. Experience all phases, formats, AM, FM, announce, too. Prefer East but will relocate anywhere there is a future. Box 505M, BROADCASTING.

I'll give you five years experience, knowledge of format radio, fine references and a sound to make your pulse race. You give me $150 at sharp operation in competitive market and chance to use what I know and learn more. Currently PD in market of 80,000. Desire PD medium or air shift major, but will consider all offers. Tape, resume. Box 512M, BROADCASTING.

Experienced p.d., good sales record, friendly mature announcer, former newsman, good copy. Central, S.W. U.S. Box 527M, BROADCASTING.

Now PD in Indiana. Formerly announcer at WICE, Providence, WONE, Dayton—Hometown Dayton—relocate within radius of 150 miles. Experience 5 years. Box 532M, BROADCASTING.

9 years experience. P.D., play-by-play, announcing and sales. Top character, family and college graduate. Seeking sportsminded station, southeast or midwest. Box 535M, BROADCASTING.

TELEVISION

Help Wanted—Announcers

TV on-camera announcer, mature, authoritative, personable; tv experience not required. Top station in Iowa market. Send picture, tape, complete details—Manager, Box 424M, BROADCASTING.

TV Kiddie personality for top rated show on deep south VHF. Must double as booth announcer. Top dollar for top man. Send short VTR or SOF. Box 492M, BROADCASTING.

Newsman for on-the-air presentation and full-time local news gathering. Must have TV experience in both. Prefer Texas applicant. Send picture, audio tape and biography. Lynn Pentony, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

On-camera announcer. WBTW, Florence, South Carolina. Top power VHF. Multiple ownership fringe benefits. Good staff, voice and news delivery, able to take over "Bozo the Clown" show. TV experience preferred, but will consider qualified radio man ready to move to tv. Mail pic, resume and voice tape to Program Manager, WBTW, Florence, S. C.

"**Experienced** and fully qualified staff announcer for combination AM-TV operation. Send resume to Program Manager, WJAR-TV, Providence, R. I."

Help Wanted—(Cont'd)

Technical

Videotape maintenance engineer. Experienced Ampex Intersync. Leading New York producer. Good salary and advancement. State full background. Box 372M, BROADCASTING.

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 959K, BROADCASTING.

Graduate electronics engineer or equivalent. Experienced UHF broadcasting. Good opportunity. University atmosphere. Submit experience and salary requirements. Box 516M, BROADCASTING.

Wanted: TV engineer—first class license. Experience not necessary but desirable. Write W. M. Greely, KHOL-TV, Holdrege, Nebraska.

Permanent opening for first phone with TV studio maintenance background. NABET, good scale. Write or call—Chief Engineer, WKBW-TV, Buffalo, New York.

Wanted: Switcher—1st phone required. Experience not necessary. $2.00 per hour. Contact Chief Engineer, KTVC-TV, Ensign, Kansas.

July opening for man experienced in studio maintenance. Must know vtr. Oldest Florida etv has excellent offer for you. Air mail to Herb Evans, WTHS-FM-TV, WSEC-TV, 1410 N.E. 2nd Ave. Miami.

Production-Programming, Others

Illinois TV Station seeking Sales Promotion-Publicity Director. Television experience necessary. Must be able to prepare effective sales brochures. Good opportunity. Will consider man or woman. Salary open. Box 472M, BROADCASTING.

"**Operations Manager** for major market, east coast television station, to coordinate live studio production and station daily operation. Indicate experience in directing, producing, traffic and on-air promotion. Box 495M, BROADCASTING.

Director/producer for midwest capitol city TV station first in market. Experienced in all phases, strong on local production. Permanent position with one of nations leading stations. Box 514M, BROADCASTING.

Sports director, radio/TV. Strong in play-by-play football, basketball. Unusual opportunity to advance professionally and financially. Send complete resume, picture and tape first letter. Box 515M, BROADCASTING.

New South Florida VHF seeks well-qualified Production Manager, Photographer/Photo lab technician, producers-directors. Resume, pix to Box 533M, BROADCASTING.

News reporter-photographer—WBTW, Florence, South Carolina. Top power VHF, multiple ownership, fringe benefits. No air work. Prefer radio or newspaper reporter experience. Still and/or motion picture photography background desireable but will train otherwise qualified applicant. Well equipped 3-man department. Mail pic and resume to Program Manager, WBTW, Florence, S. C.

Newsman for combined radio-tv newsroom. Must be strong on-camera, experienced reporter. This man will do our 11 PM TV news in highly competitive market and must be good. Send audition sof to Bill Lindsay, WFMJ-TV, Youngstown, Ohio.

TELEVISION

Situations Wanted—Management

Salesmanager—Nine years television management experience local, regional, desires change. Box 518M, BROADCASTING.

TV-Radio executive. Outstanding 17 yr. record in station-sales management. Can produce top local and national dollar. Thorough experience in programming, merchandising. Excellent administrator, cost-conscious, creative. 40. Family. Finest industry and personal references. Strictest confidence—presently employed. Box 530M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

TV-Radio manager—12 years experience. Mature, proven ability, excellent sales-management record. Desires relocate bigger market, bigger salary. Money's worth guaranteed. Box 544M, BROADCASTING.

Sales

General salesmanager, experienced top producer in television sales. Able administrator, stable, now employed. Box 223M, BROADCASTING.

Experience and capability, 15 years of it, for opportunity, preferably with multi-station radio-tv operation. At 35, background radio-tv broadcasting sales management, station management. Now station manager small market radio chain. Desire radio management, sales management, tv sales, with opportunity and financial incentive great enough to move. Box 397M. BROADCASTING.

Announcers

Mature announcer. College graduate with 19 years broadcasting. Wants station that works for quality of presentation. Box 317M, BROADCASTING.

College graduate—3 years experience announcing sports program and play-by-play. Resume and tape on request. Reply Box 474M, BROADCASTING.

Mature, reliable, good on staff and news. Twelve years experience. Box 504M, BROADCASTING.

Technical

First phone, 5½ years TV, 4½ as Chief CCETV—installation, maintenance, production. 3 yrs. College. 3 years teaching circuits, Radar. Veteran. Married. Box 510M, BROADCASTING.

First phone engineer, currently working in radio—seek start in tv. Box 528M, BROADCASTING.

Television or radio transmitter operator, communication system engineer, or industrial technician. Licensed. Experienced. Relocate July 1. Congeniality, requisite. Prefer Southwest. Any other location, considered. Resume. Vernon Slater, Box 3493, Wilmington, North Carolina.

Production—Programming, Others

Image Maker: Out to build ratings. Born photogenic, raised in radio, trained in television. Experienced tv newscaster (M.S. Journalism), Weatherman, seeks tv news show, staff work at quality station. Box 453M, BROADCASTING.

TV news director of 5 man single market operation ready for more responsibility. 29, active civic affairs, RTNDA. Seeking permanency with stable corporation. Box 455M, BROADCASTING.

Director-Writer-Announcer, looking for a position with potential. Box 337M, BROADCASTING.

Newsman. 11 years. Directed legislative election, special events. Editorial writing background. Family; age 34. Call 304-925-5488 collect. Box 407M, BROADCASTING.

College graduate, MA, seeking permanent position in TV production, film, and/or still photography. Experienced. Excellent references. Box 465M, BROADCASTING.

Top-rated, award-winning newscaster. Successful record as News Director in major markets. Box 473M, BROADCASTING.

Chief director. 8 years experience. Southwest's best. Large family. College. Box 486M, BROADCASTING.

Nationally recognized newsman seeks challenging position with medium market operation. Network and overseas experience will help build or expand local image. Best industry references. Salary open and all replies acknowledged. Write Box 540M, BROADCASTING, or Phone Area 501, UNion 3-4336 today.

Situations Wanted—(Cont'd)

Production—Programming, Others

News Director. Experienced editor, reporter, writer, photographer, producer of newscasts, documentaries, specials, and features. Top-rated newscaster in market every survey since 1953. 37; 14½ years tv-radio; RTNDA, SDX. Now seeking challenging new opportunities. Write/wire Glen Broughman, WRBL-AM-FM-TV, Columbus, Georgia. Phone 404-323-2939.

FOR SALE

Equipment

For Sale: RCA 250 watt fm transmitter. Contact, Richard Tuck Enterprises, KBEC, Waxahache, Tex. WE 7-1390.

For Sale: One Gates 101 Spot Tape complete with remote—$550. A. H. Kovlan, WATH, Athens, Ohio—LY 3-1588.

Lost lease. Have for sale Translux Travelling News Sign in perfect condition. Cost $14,000 new, will sell for $3,000 if you come and get it. 42½ ft long 48 in. high. Write WBLY, Springfield, Ohio.

For immediate sale—GE BT-4A, 10kw transmitter, modified for economical use of Eimac 3X2500A3 tubes in final. This transmitter complete with tubes is in excellent operating condition and includes General Electronics Model FMC multiplex system. Priced for quick sale. Contact Carl Spavento, Radio Station WBUF, 1227 Main Street, Buffalo 9, New York. TT 2-4300.

Tape athon playback units. Model 375-7-RP using 7" reels. Has preamp. Continuous play, double track, ideal for use on location for background music. Cost new $404.50. We are changing to FM feed. Units used one year, bargain at $150.00 each. FOB, In Store Broadcasting, 2022 South Division, Grand Rapids, Michigan.

Gates FM1B 1kw FM transmitter, 1½ years old. Immediately available. Write WKLS, Box 13242, Atlanta 24, Georgia.

"For Sale" one complete GE studio camera chain model 4 PC 4 with Houston Fearless tripod, (3) B & L lens, GE monitor, power supplies, channel amplifier, $5000.00. Call O. L. Turner, WSIL-TV, Harrisburg, Illinois.

Convert your 350 series Ampex to 14" reel capacity in one hour. Standard rack mounting. New stainless steel base plate and complete instructions. $95 F.O.B. Marston, Box 425, Bakersfield, Calif.

For Sale: 1 Western Electric 1,000 watt AM transmitter. 1 RCA 250 watt AM transmitter. 1 Westinghouse 3500 watt FM transmitter. P. O. Box 5797, Columbus 21, Ohio. Phone: HU 8-9761.

Western Electric 10 kw-FM (506 B-2) and one (1) kw-AM (443 A-1) spare tubes and parts. Make offer. WVKO, Columbus HU 6-9595.

UHF Transmission Line and Hardware! 525′ of 6⅛" x 19′6" MI-19387-1B Coax; 520′ of 3⅛" x 20′ MI-19089-1 Coax; Elbows; Insulated, grounded and fixed hangers for both above. One 3⅛" RCA Dipole antenna, Channel 22, one ditto Channel 34. All good condition. Available mid July. Half price! Write for stock list. Scott Hagenau, WSBT-TV, South Bend 1, Indiana.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Used AM transmitters—several 5kw, 1kw, 250 watt—Priced to sell—Write for list. Bauer Electronics Corporation, 1663 Industrial Road, San Carlos, California.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, $40.00 for 20′ length; ⅞" ditto, 90¢ foot; 6 feet. Dishes with hardware, $150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company 1401 Middle Harbor Road, Oakland 20, Calif

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

For Sale—(Cont'd)

Equipment

New broadcast equipment, consoles, transmitters, etc., for college radio stations available from manufacturer, Collegiate Broadcasting Network, Pittsburgh 21, Pennsylvania. Write for free catalog.

"Cartridge tape. Fastest delivery, competitive pricing for standard Fidelipac Tape Cartridges, reloading service, accessories and equipment. Write Sparta Electronic Corporation, 6430 Freeport Boulevard, Sacramento, Calif."

WANTED TO BUY

Equipment

Wanted 5 kw FM transmitter, not over eight years old. Box 467M, BROADCASTING.

Want to trade 1kw 20V Collins transmitter AM, A-1 condition, now in use to 5kw FM transmitter. Box 484M, BROADCASTING.

Wanted by our clients. Radio fm, and tv test and measuring equipment. "Thirty years in broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Schafer automation equipment. Contact R. M. McKay, Jr., P. O. Box 71, Columbia, Tennessee.

WANTED TO BUY

Stations

"Will take over active management and buy either part of or entire radio station. Long on experience, short on down-payment. Contact Box 327M, BROADCASTING.

$5,000 available for purchase of active or silent interest. All proposals considered. Western areas preferred. Box 524M, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics. 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts July 16—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Instructions—(Cont'd)

Free brochure with information covering our 6 week FCC License course. Write to Robert E. Johnson, Pathfinder School, 5504 Hollywood Blvd., Hollywood, Calif. Summer classes start July 31, and Sept. 18.

MISCELLANEOUS

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

New DJ Comic-Tape ready now! Over 100 crazy bits to brighten up your show. Only $5.00. Hurry, limited number available. IRP, 1930 Greenville Ave., Dallas, Texas.

Lange-Liners Skyrocketing Ratings Coast to Coast! Lange; 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.

"Tomaco Tower Paint," a time tested and approved tower finish used by discriminate stations, coast to coast. #300 Primer, #301 White, #302 International Orange—$7.95 per gallon prepaid. Tower Maintenance Co. Inc., Post Office Box 246, Glen Burnie, Md. Phone 301-766-0766.

"Days-Dates-Data". New monthly Deejay gag service. Sample copy $3.00. Show-Biz Comedy Service—(Dept. BM) 65 Parkway Court, Brooklyn 35, New York.

RADIO

Help Wanted—Sales

RADIO TIME SALESMEN
COLORADO SPRINGS number one Pulse rated station has immediate opening for experienced salesman. Guaranteed $120 weekly against 20%. References required; will be checked. Contact John Lambert, KYSN Radio, 30 South Tejon, Colorado Springs, Colorado.

Announcers

WANTED
Experienced announcers with deep, mellow, warm and mature voices. 50,000 watt station needs voices to match beautiful sound of music. Send tape, resume, picture and salary expected. Confidential.
Box 401M, BROADCASTING

Technical

OVERSEAS OPPORTUNITIES
EUROPEAN AREA

RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given. Submit experience and earnings to

Box 841K, BROADCASTING

RADIO

Situations Wanted—Management

LONG WEARING MANAGER AVAILABLE

11 successful years reginal net. 5 successful years daytimer (Co-owner). Presently marketing executive national firm . . . desire permanent return to broadcasting. Stable, solid operator. Fine family.

Box 511M, BROADCASTING

Announcers

Experienced, Loyal, Persistent and Steady Veteran of Depression Years and Crystal Mikes desires to locate in Rocky Mountain Area!

Box 478M, BROADCASTING

ATTENTION: Ohio Valley, New York, and Boston—award winning News Director desires relocation. Presently employed in top 50 market. College degree—10 years experience. Best references. Only news and/or sports conscious station—need apply.

Box 503M, BROADCASTING

TELEVISION

SITUATIONS WANTED

Production—Programming, Others

FILM MANAGER

Photographer, editor, darkroom technician. Capable, mature and very responsible. 9 years TV experience in all phases of film operations, film buying, programming, contract negotiations and film production. 17 years experience in motion picture, still photography and darkroom operations. Capable of supervising entire film and photo operation. Desires major market.

Box 522M, BROADCASTING

EMPLOYMENT SERVICE

• JOBS IN •
RADIO & TV

A new concept in obtaining jobs throughout East Coast & Midwest. Find out how you can list and have your resume mailed to over 1000 stations. A sure fire way of obtaining jobs, for all broadcast personnel, experienced or professionally trained. Write immediately

JOB XCHANGE
458 Peachtree Arcade
Atlanta, Ga.

YOU'RE NEEDED
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW
WALKER EMPLOYMENT SERVICE
Jimmy Valentine
83 So. 7th St.
Broadcast Division
Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

MOVING?
SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, worksaving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

NEW COMEDY FOR DJ'S

Be the first to get this new fresh package, tailored specifically for D.J.'s. All new! 100% airable! Send $5.00 for "Take One."

D.J. GAG SERVICE
P. O. Box 92
Kansas City 41, Missouri

STATION MANAGERS & NEWS DIRECTORS

$1-per-minute
buys direct "beeper" coverage of
Capitol Hill's Estes hearings.
Contact WASHINGTON FARM
BROADCASTERS for details
951 Warner Bldg. Wash. 4, D. C.
Phone: 347-4688

FOR SALE

Equipment

Why tie up your money in frozen assets? We lease new or used broadcasting equipment, office machinery, cars and trucks.—Select your own equipment supplier—we buy for cash and lease to you over period of years. Conserve your cash and take advantage of possible tax benefits.

GENE O'FALLON & SONS LEASING
639 Grant Street Denver 3, Colo.
AM 6-2397

FOR SALE

Stations

Large capital gains possible for buyer of full time network standard station in a top California farm market. $200,000. About half in physical property. Twenty percent down, balance monthly over twelve years.

Box 212M, BROADCASTING

Florida 5000 watt non-directional daytimer major market. Nothing down. $200,000.00 over 8 years.

Box 301M, BROADCASTING

For Sale—(Cont'd)

Stations

FOR SALE

Radio station in major Southeastern market. Excellent earnings. Minimum cash required $150,000.

Box 496M, BROADCASTING

Southern Arizona Full Time Single Market Station—$79,500—$12,-500 down. Real opportunity for qualified buyer. Address Owner

Box 502M, BROADCASTING

FOR SALE

Radio facility in good Midwestern market can be purchased with $75,000 to $100,000 down payment.

Box 545M, BROADCASTING

Ala	single	daytimer	$ 85M	terms
Ky	single	daytimer	75M	$29M
Fla	medium	fulltime	275M	$110M
Ga	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

SOUTHWEST. Exclusive. Daytime. Gross $60,000. Asking $65,000. $25,000 down.
NORTHWEST. Exclusive. Full time. Gross $70,000. Exceptional potential. Asking $125,-000. Terms.
NORTHEAST. Full time. Gross exceeds $70,-000. Profitable. Asking $150,000 including real estate. 29% down.
CALIFORNIA. Daytimer serving trade area of dynamic growth. Asking $125,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY OR SELL?

For Best Results You Can't Top A CLASSIFIED AD

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

RADIO-TV SET COUNTS Continued from page 97

Area	Population	Occupied Dwelling Units	Total Radio Homes	Percent Saturation	2 or more sets	Total Tv Homes	Percent Saturation	2 or more sets
Teton	2,639	666	583	87.5	104	645	96.8	—
Twin Falls	41,842	12,847	12,173	94.8	4,901	11,532	89.8	788
Valley	3,663	1,131	1,023	90.5	287	822	72.7	22
Washington	8,378	2,618	2,512	96.0	786	2,066	78.9	88

NEW JERSEY

State totals	6,066,782	1,806,439	1,705,161	94.4	792,563	1,712,891	94.8	330,951
COUNTY TOTALS								
Atlantic	160,880	52,193	47,734	91.5	17,973	47,241	90.5	6,079
Bergen	780,255	230,578	222,945	96.7	131,082	223,732	97.0	61,070
Burlington	224,499	55,414	52,178	94.2	26,976	53,112	95.8	11,290
Camden	392,035	113,857	107,911	94.8	54,136	109,142	95.9	23,439
Cape May	48,555	15,945	14,628	91.7	5,036	14,625	91.7	1,447
Cumberland	106,850	31,605	28,195	89.2	10,176	29,607	93.7	3,425
Essex	923,545	289,008	271,751	94.0	116,901	269,620	93.3	51,658
Gloucester	134,840	38,478	35,756	92.9	17,473	36,951	96.0	6,602
Hudson	610,734	198,029	186,365	94.1	60,881	185,802	93.8	25,029
Hunterdon	54,107	16,077	15,213	94.6	7,349	13,912	86.5	2,074
Mercer	266,392	76,587	70,877	92.5	30,927	71,111	92.8	11,203
Middlesex	433,856	120,404	113,723	94.5	53,684	115,819	96.2	22,684
Monmouth	334,401	96,168	90,704	94.3	41,826	91,319	95.0	17,422
Morris	261,620	71,970	69,300	96.3	39,424	69,511	96.6	14,467
Ocean	108,241	33,207	30,260	91.1	11,799	31,770	95.7	4,257
Passaic	406,618	125,926	118,827	94.4	50,388	119,121	94.6	21,517
Salem	58,711	17,064	15,343	89.9	7,121	15,869	93.0	2,463
Somerset	143,913	40,083	38,286	95.5	20,328	38,268	95.5	7,153
Sussex	49,255	14,434	13,478	93.4	5,565	13,294	92.1	1,557
Union	504,255	150,179	143,368	95.5	75,363	144,333	96.1	33,975
Warren	63,220	19,233	18,319	95.2	8,155	17,732	92.2	2,140
Standard Consolidated Areas								
New York-Northeastern New Jersey	14,759,429	4,679,200	4,444,015	95.0	1,922,948	4,272,661	91.3	778,913
Metropolitan Areas								
Allentown-Bethlehem-Easton	492,168	149,357	143,024	95.8	66,912	138,358	92.6	16,177
Atlantic City	160,880	52,193	47,734	91.5	17,973	47,241	90.5	6,079
Jersey City	610,734	198,029	186,365	94.1	60,881	185,802	93.8	25,029
Newark	1,689,420	511,157	484,419	94.8	231,688	483,464	94.6	100,100
Paterson-Clifton-Passaic	1,186,873	356,504	341,772	95.9	181,470	342,853	96.2	82,587
Philadelphia	4,342,897	1,266,570	1,192,659	94.2	596,995	1,185,507	93.6	247,089
Trenton	266,392	76,587	70,877	92.5	30,927	71,111	92.8	11,203
Wilmington	366,157	105,470	98,773	93.7	49,449	98,623	93.5	15,368
Woodbridge	78,846	20,702	19,801	95.6	9,950	20,325	98.2	5,130

WYOMING

State totals	330,066	99,187	92,535	93.3	34,800	76,641	77.3	3,352
COUNTY TOTALS								
Albany	21,290	6,336	5,995	94.6	2,226	4,466	70.5	82
Big Horn	11,898	3,435	3,157	91.9	1,102	2,475	72.1	54
Campbell	5,861	1,797	1,685	93.8	557	1,182	65.8	—
Carbon	14,937	4,627	4,283	92.6	1,779	3,239	70.0	134
Converse	6,366	2,030	1,951	96.1	711	1,505	74.1	18
Crook	4,691	1,384	1,296	93.6	471	811	58.6	—
Fremont	26,168	7,142	6,597	92.4	2,324	5,823	81.5	291
Goshen	11,941	3,642	3,490	95.8	1,145	3,045	83.6	20
Hot Springs	6,365	2,003	1,900	94.9	752	1,360	67.9	142
Johnson	5,475	1,730	1,616	93.4	546	1,118	64.6	42
Laramie	60,149	18,248	17,029	93.3	7,287	16,138	88.4	1,330
Lincoln	9,018	2,501	2,094	83.7	554	1,712	68.5	—
Natrona	49,623	15,195	14,058	92.5	5,312	13,069	86.0	815
Niobrara	3,750	1,296	1,168	90.1	382	957	73.8	18
Park	16,874	4,962	4,724	95.2	2,243	3,540	71.3	21
Platte	7,195	2,294	2,137	93.2	782	1,533	66.8	36
Sheridan	18,989	5,979	4,836	80.9	2,539	3,985	66.6	87
Sublette	3,778	1,136	1,018	89.6	383	722	63.6	—
Sweetwater	17,920	5,525	5,126	92.8	1,421	4,117	74.5	102
Teton	3,062	960	815	84.9	154	703	73.2	18
Uinta	7,484	1,998	1,885	94.3	469	1,540	77.1	39
Washakie	8,883	2,510	2,339	93.2	1,059	1,980	78.9	45
Weston	7,929	2,337	2,207	94.4	506	1,573	67.3	58
Yellowstone National Park	420	120	120	100.0	96	48	40.0	—

State-by-state set tally now complete

Publication of the radio-tv counts for the last five states in this issue completes the reports on the 50 states.

BROADCASTING issue dates for each state:

Alabama	Mar. 5, 1962
Alaska	June 25, 1962
Arizona	Mar. 5, 1962
Arkansas	April 16, 1962
California	June 25, 1962
Colorado	Jan. 1, 1962
Connecticut	Mar. 5, 1962
Delaware	Mar. 19, 1962
District of Columbia	Mar. 5, 1962
Florida	Mar. 19, 1962
Georgia	Feb. 12, 1962
Hawaii[1]	Jan. 22, 1962
Idaho	June 25, 1962
Illinois	June 18, 1962
Indiana	June 4, 1962
Iowa	June 4, 1962
Kansas	April 9, 1962
Kentucky	April 2, 1962
Louisiana	Dec. 25, 1961
Maine	Dec. 18, 1961
Maryland	Mar. 19, 1962
Massachusetts	Feb. 19, 1962
Minnesota	Jan. 29, 1962
Mississippi	Jan. 22, 1962
Missouri	June 4, 1962
Michigan	April 16, 1962
Montana	Jan. 1, 1962
Nebraska	Feb. 19, 1962
Nevada	Jan. 1, 1962
New Hampshire	Jan. 22, 1962
New Jersey	June 25, 1962
New Mexico	Jan. 22, 1962
New York[3]	June 18, 1962
North Carolina	Jan. 1, 1962
North Dakota	Feb. 19, 1962
Ohio	April 9, 1962
Oklahoma	Feb. 5, 1962
Oregon	Feb. 12, 1962
Pennsylvania	June 4, 1962
Rhode Island	Mar. 5, 1962
South Carolina[2]	Feb. 5, 1962
South Dakota[2]	Feb. 5, 1962
Tennessee	Jan. 8, 1962
Texas	May 21, 1962
Utah	Jan. 22, 1962
Vermont	Jan. 22, 1962
Virginia	April 9, 1962
Washington	Mar. 5, 1962
West Virginia	Mar. 19, 1962
Wisconsin	Jan. 22, 1962
Wyoming	June 25, 1962

[1]Also see Feb. 5 1962, issue for corrections in Hawaii figures.

[2]Also see Feb. 19, 1962, issue for corrections in South Carolina and South Dakota figures.

[3]Total population of Westchester County, New York, should be corrected to 1,064,688. Total population for the consolidated area of New York and Northeastern New Jersey is 14,759,429.

COMMUNICATIONS...
AND THE WORLD'S LARGEST AIRLINE



Object: Maximum communications efficiency. Result: Newest, most efficient system ever developed!

The place: Idlewild. The room: new Air France Communications center. The equipment: a remarkable new automatic communications system developed jointly by Air France, A.T.&T. and R.C.A., capable of handling 24,000 messages a day. Results: instant communications between any of the 41 Air France offices in the United States, Canada, Mexico, and the Caribbean as well as with other Air France offices around the world. Weather information, reservation handling, ground to air conversations—every form of communication essential to efficient operation of Air France, world's largest airline, is handled quickly and efficiently.

But communications is just one phase of Air France that is impressive in its thoroughness and its efficiency. Aircraft follow a schedule of maintenance far stricter than is required by manufacturers or governments. Pilots are trained exactingly and constantly. And given refresher courses every 6 months. And so it goes wherever you look on Air France. No other airline has higher standards for personnel. No other airline has higher standards for any phase of operations. This dedication to perfection is a hallmark of Air France, world's largest airline, with a record of 43 years of international flying experience.

AIR FRANCE

WORLD'S LARGEST AIRLINE / FIRST IN INTERNATIONAL PASSENGER EXPERIENCE

OUR RESPECTS to Fredrick Davidson Custer, manager, KPOL Los Angeles

Orchestral music, familiar tunes and musicians who are 'away in'

It's no accident that most radio stations today have adopted a music-and-news program format, Fred Custer, manager of KPOL Los Angeles, believes. "Radio can present music and news better than any other medium," he said last week. "We can get the news to the public first, without having to wait for films to be developed or type to be set, and we can give listeners the music they want when they want it and as they want it presented.

"Most stations seem to me to be doing a good job with their musical programming," Fred comments, "but I can't say much for their handling of the news. There's too much attention paid to headlines, that is, to telling each news story in a sentence or two, as if the goal of the newscaster is to see how many items he can crowd into his minute or five minutes or 15 minutes of air time. There's not enough analysis, not enough comment, and that, to me, is shirking responsibility to listeners.

"Straight reporting is not enough. That's why our newsmen at KPOL are instructed to inject some opinion into their reporting of news stories that lend themselves to the treatment, primarily stories dealing with controversial topics or personalities. Of course, these opinions are clearly labeled as such .

Opinions Help ▪ "To me, this treatment helps to keep the listener interested in the news he is hearing, regardless of whether he agrees or disagrees with the opinion expressed on the air. Frequently our newscasters will disagree with each other. When raising the price of steel became headline news recently, the man doing the 8 a.m. news agreed with the steel companies, while our 6 p.m. newscaster sided with the President."

Fredrick Davidson Custer (no kin to the last-stand general, so far as his family records show) was born in Los Angeles Feb. 7, 1925, which made him just the right age to have World War II interrupt his student days at the U. of Southern California for a guided tour of France and Germany, in which, he says, "I saw a lot of scenery, but very little action."

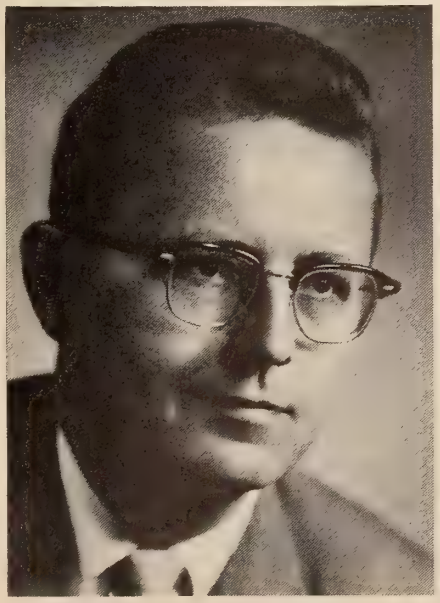
After the war, Fred returned to USC, where he received his degree in accounting in January 1949. In September 1950 he married Joanne Murchison and two years after that her father, Hugh R. Murchison, suggested that someone in the family ought to spend more time at KPOL, of which Mr. Murchison was (and is) major stockholder and board chairman.

As an investment banker, Mr. Murchison was unhappy about this investment but he didn't quite know what should be done about it. Fred accepted the assignment to find out and in the fall of 1952 he entered radio as business manager of KPOL.

New Format ▪ At that time, KPOL was "the station that played polka music," Fred remembers. The following Janauary KPOL got a new manager who switched the station to a Top Ten format. "The idea was probably a good one; a couple of other stations here have been very successful with it and they came along five years or more after we'd tried it, but at KPOL it never got off the ground. We lost listeners, we lost advertisers and the station's stockholders hated it from the start."

Fred and a KPOL salesman named Bob Scott felt that a change was needed and that the stations' best chance for success would be to specialize in "memory music," which then was pretty much missing from the Los Angeles radio spectrum. They took the idea to Mr. Murchison and he said, "OK, let's try it." Fred was named manager of KPOL; Bob was made program director and they started off on their new program tack.

"Our criteria were simple," Fred states. "First, that the music be performed by an orchestra; second, that the musicians stick to the tune; third, that the melody be familiar. Sounds easy, doesn't it? Just a mixture of show tunes, old favorites and pop concert music. But at first we had a hard time finding records of the kind of music we wanted. Then the hi-fi craze hit and all at once there was a lot of it, arranged and directed by musicians like Mantovani, Kostelanetz and Percy Faith.



KPOL's Fred Custer
He knew how to play by ear

Time Needed ▪ "I wish I could honestly report that the audience response was enthusiastic and immediate, but it wasn't. And the advertising picture was pretty dismal, too. Most of our advertisers left us when we dropped the Top Ten programming. The main revenue we had left came from a block of commercial religious programs which occupied 90 minutes of our morning time every day of the week and a lot more on Sunday. We liked the money but these programs, mostly talk, did not fit too well with our new musical format."

A partial solution to that problem came in 1956 when KPOL, which had been a sunrise-to-sundown station, was given a fulltime license. The religious programs were moved to evening time and, as audience and business grew, were gradually supplanted until today only two hours a week remain — a church service on Sunday morning and another on Sunday evening.

Meanwhile, KPOL has expanded and developed its news operation. Today it has five fulltime newsmen on its staff plus a Washington correspondent who provides a daily quarter-hour of news from the Nation's Capital.

KPOL's audience grew and with it the advertising volume. Fm was added as a duplicate service. "We felt and still feel that the day is rapidly approaching when fm will be a full-fledged medium and KPOL-FM can operate independently and profitably," Fred observes. "Meanwhile, the duplicate operation doesn't add much to our overhead."

Custer's Cluster ▪ But Fred was still not satisfied that KPOL was doing all it could for its listeners and its advertisers. In December 1959 he inaugurated a new format, with 12 minutes of uninterrupted music and the commercials clustered around each quarter-hour of the clock. This meant reducing the allowable number of commercials from 16 to 12 per hour, but the advantages looked as if they'd make this reduction worthwhile and that's how it has worked out. Despite its ban on beer, wine and cigarette advertising and dramatized commercials, KPOL is now operating consistently in the black.

The Custers and their two youngsters, Mark, 7, and Pamela, 1, live in Hollywood with the Wilshire Country Club on one side ("I haven't played golf in 10 years," Fred says) and the Los Angeles Tennis Club on the other ("and I never play tennis, either, but I'm a great spectator sportsman and I haven't missed a USC home football game in a dozen years.")

Is it a sin to make a profit?

THE administration is working overtime to convince the electorate that it is not anti-business. President Kennedy misses no opportunities to reassure the nation. Secretary of the Treasury Dillon has observed that "profits are essential to the operation of our free enterprise system."

Somehow this does not seem to get through to the folks at the FCC and the FTC. One of the earliest assaults under the New Frontier was directed against broadcasters— mainly in television. This disturbed all business as the harbinger of things to come.

At the FCC staff level there is the notion that it's a sin to make a profit on a "government license." All commercials are regarded as bad with only the sustaining good. These zealots forget about the business acumen, the venture capital needed to build stations and buy programs and creative talent, and to activate that "public domain."

Certainly the motive of free enterprise is to make a profit. Without it our form of government could not have made it.

Isn't it about time this word filtered down to the regulators, along with an admonition to pipe down?

A job for the NAB

THE incredible, if not the impossible, happened in the passage of all-channel receiver legislation by Congress. It was the culmination of eight years of effort and it was achieved only after an extraordinary display of power generated by television broadcasters who would have been destroyed by implementation of the FCC's plan for deintermixture of eight markets to all uhf operation.

Heretofore Congress has resisted enactment of legislation that would vest in government the right to dictate the quality of goods sold in interstate commerce. The basic principle was repugnant to legislators, to many broadcasters and to us.

But the stakes were great. Meticulous care was exerted in drafting the legislation and in the execution of the "moratorium" with the FCC so that government would be foreclosed from using the all-channel receiver precedent to substitute government regulation for the public's freedom to choose among manufactured products.

The FCC had been moving toward an all-uhf system without, however, giving sufficient weight to the consequences to the public. Deintermixture of the eight markets was to be the beginning.

The eight stricken broadcasters, backed by others who saw the inevitable consequences, went to their congressional delegations and to the public. The logic of their arguments won the support of Congressional leadership. Chairman Oren Harris (D-Ark.) of the House Commerce Committee, exacted from the FCC the moratorium on deintermixture, postponing the projected move to an exclusive uhf system at least seven and probably 10 years—perhaps forever. The action assures an intermixed system, utilizing the 70 uhf channels in addition to the 12 vhfs.

First the Assn. of Maximum Service Telecasters, backed by its membership, and then the NAB, in spite of membership conflicts, pitched in. President Kennedy wisely gave his blessing to all-channel legislation.

This was a formidable alignment. But it had to be nurtured every inch of the way. This was the job of the broadcasters, against the opposition of most manufacturers.

Enactment of this legislation against what were regarded as insuperable odds is a striking example of what can be achieved when broadcasters work together for a just cause.

All broadcasters have an even more important crusade— the quest for freedom from government control of their programming and their business operations. It is the fight for new legislation to supplant the antiquated Communications Act of 1934, which actually had its origin in 1927.

To retrieve their freedom and their self-respect, broadcasters must persuade Congress to wipe clean the legislative and regulatory slate, and start with a fresh, updated statute which reaffirms the applicability of the First Amendment to broadcasting.

Some broadcasters and politicians take a dim view of this on the threadbare premise that the "climate is wrong." The climate is what the broadcasters make it.

Properly directed, enactment of a model communications law is no more untimely or incredible than was enactment of all-channel set legislation. This is a job that should stem from an enlightened NAB. The combined NAB boards meet in Washington this week.

Walter J. Damm: one of a kind

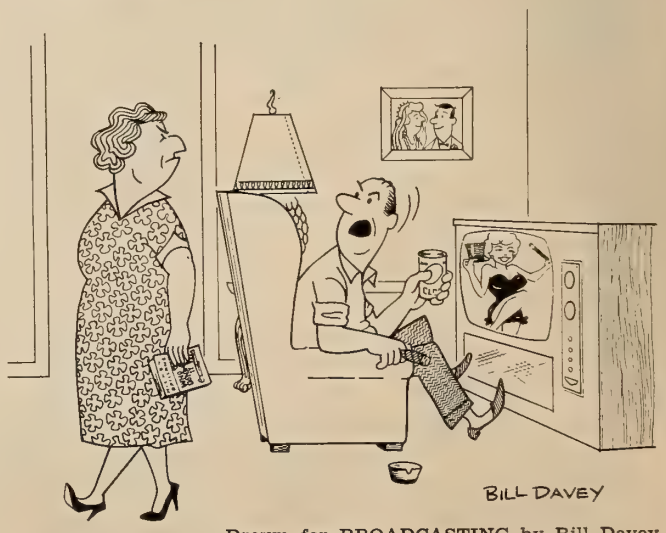
WALTER J. Damm never won a popularity contest in his 36 militant years as the head of the *Milwaukee Journal's* radio and television stations. Yet he always held the esteem of his fellow broadcasters as the paragon of ability and efficiency.

At 69—four years after his retirement from WTMJ—Mr. Damm died in Milwaukee on June 15 following abdominal surgery. He had been living in retirement with Mrs. Damm in Naples, Fla.

Mr. Damm held many "firsts." He "invented" the local spot which he called "local participations." He made the first coincidental "rating" survey. In 1941, he established the first $1 million local "Radio City" and made ample provision in it for television, which he inaugurated in 1947.

He was NAB president in 1930-31, the first president of FM Broadcasters and later of the Television Broadcasters Assn., which subsequently were absorbed in the NAB. He was in the forefront of almost every new development for more than three decades, not for the kudos, but to get things done in a way that would bring the greatest return to the broadcaster whether the adversary was government, network, copyright owner or advertiser.

Walter Damm was one of a kind. Broadcasting, to a greater degree than most broadcasters realize, is what it is today because Walter J. Damm was around during its formative years.



Drawn for BROADCASTING by Bill Davey

"If I want to watch a 'vast wasteland,' I'll watch a 'vast wasteland'!"



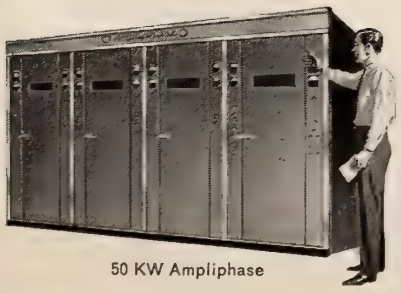
The Voice of the Land

It's a big land . . . a proud land . . . that sweeps from sea to sea. Only a strong voice can fill it . . . reach it . . . move it to its very heart.

Listen to this voice. It talks to motorists as they crowd the busy roads. It gives a warning to farmers that frost is ahead. It sings a sweet song to lovers. It carries the news to businessmen. It wakes millions every morning and sends them off to work . . . informed . . . entertained . . . often inspired. For this is a practical voice, a spiritual voice, the very voice of America. *It is the voice of AM Radio.*

RCA has played an essential part in the steady progress of AM. You will find the RCA nameplate proudly affixed to transmitters whose owners never toy with quality . . . never compromise with dependability. You will find the RCA nameplate your highest assurance of superior performance no matter what your broadcast requirements may be. Why not call in your RCA Broadcast Representative today. He speaks your language.

The Most Trusted Name in Radio



50 KW Ampliphase



5/10 KW Type BTA-5U/10U

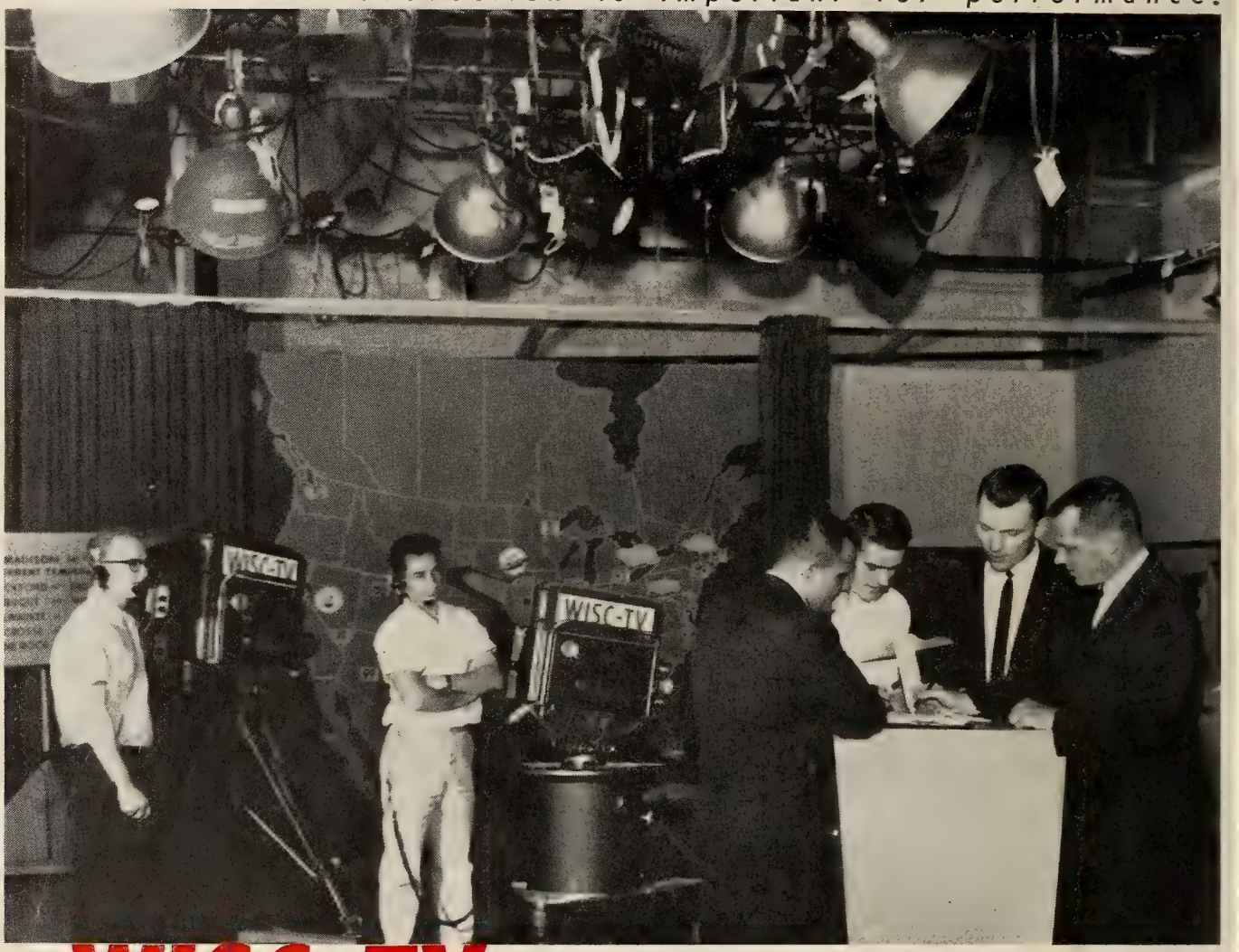


5 KW Type BTA-5T



250/500/1000 W Type BTA-1R1

Production is important for performance!



Directors Arlyn Jones and Edward Bourgeois consult with Artist, Don Christie and Program Director Dan Imhoff.

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Careful attention to production details results in outstanding local and regional television presentations on WISC-TV.

Lighting, sets, and studio facilities . . . plus professional direction . . . combine to bring to viewers throughout the Channel 3 wide area coverage of Wisconsin, Illinois, and Iowa, the finest local television programs.



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